

Twitter to feature Blue, Grey, and Gold verification badges based on the account type

It's been a month since Elon Musk took over Twitter and things have already started to change inside the company. Musk's decision to charge 8\$ per month for Twitter Blue caused a huge discussion inside Twitter. Many people were against it since Twitter verification was previously free of cost.



Recently on a Twitter thread, Elon Musk stated that the company is planning to make some changes in the Verification area. According to Musk, Twitter will soon roll out three distinct colored verification badges. Blue for Individuals (Any individual/celebrity who has an 8\$ Twitter Blue subscription), Gold for companies, and Grey for Government.

In another tweet, Musk explained that personal accounts can obtain a secondary badge indicating their connections with a certain company. As a result, music labels could verify their artists, news organizations could check their reporters, and so on.



All of this is being done to tackle the major problem of impersonation that Twitter Blue created. Twitter Blue opened the gates of verification to anyone. Due to this many fake accounts trying to impersonate famous celebrities, athletes, politicians, etc started to pop up on Twitter space.



(Fake account impersonating George W. Bush and Tony Blair)

As a result of this Twitter decided to discontinue Twitter Blue. Twitter has started to plan out a more divisive plan for the verification, one of which is the Distinct verification badges. Only time can tell if these plans can tackle the current problems in Twitter.

Twitter has endured a rough month, with mass staff layoffs making headlines as well as a controversial decision to restore many previously banned accounts as part of a "Free Speech" stated by Musk himself. Despite all the chaos brewing inside Twitter, the company is still getting a lot of new users and according to Musk, user sign-ups are at an all-time high.