User credibility on twitter

A guide by Vinita Nair

Introduction

❖ Twitter is a popular social media platform with over 330 million monthly active users

❖ One of the challenges of using Twitter is determining the credibility of the information being shared

❖ In this presentation, we'll discuss how to evaluate user credibility on Twitter

Profile Information

❖ The first step in evaluating user credibility is to examine the profile information

❖ Look for a profile picture, bio, and location information

❖ A complete profile is more likely to belong to a credible user than an incomplete profile

Zoey Ye 🔒

@Zoey51883080

Baker; Hiking; Sing

📍 Shanghai, China 🔗 facebook.com/thevos.ye

📅 Joined February 2019

6 Following **0** Followers

🟦 Biography 🟧 Location in profile 🟥 Homepage URL

Edit profile

Account Age

❖ The age of the Twitter account can also indicate credibility
❖ An account that has been active for several years is more likely to belong to a credible user than a brand new account
❖ However, this is not always the case as some malicious users create fake accounts that have been active for a long time

Verification

❖ Twitter has a verification process that indicates an account is authentic
❖ Verified accounts are more likely to belong to credible users
❖ However, not all credible users are verified, and some malicious users may also have verified accounts
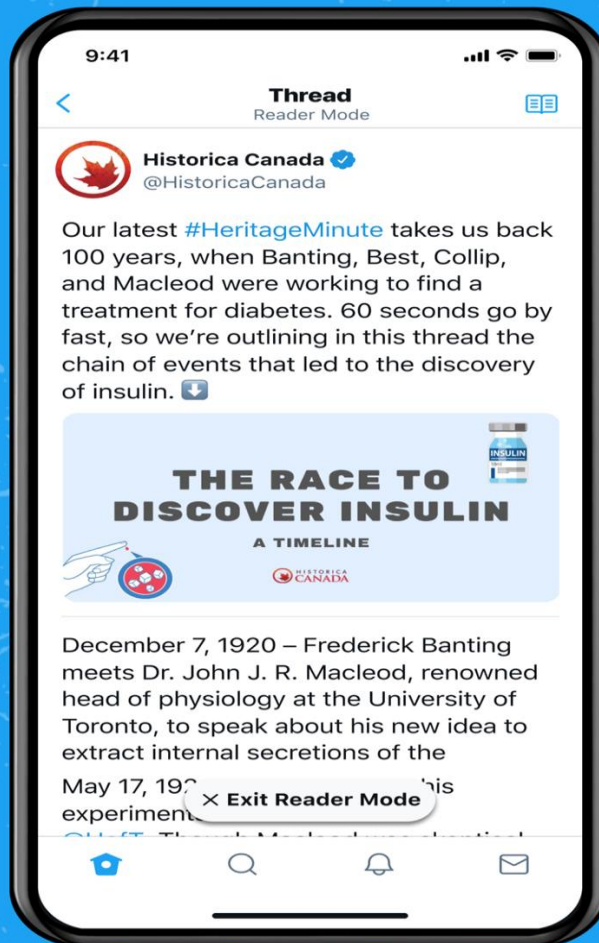
Content

❖ The content shared by a user can also indicate their credibility
❖ Look for consistent, accurate, and well-researched content
❖ Users who regularly share false or misleading information are less credible

Engagement

- ❖ The engagement a user receives can also indicate their credibility
- ❖ Look for users who receive a lot of retweets, likes, and replies
- ❖ Users who consistently receive high engagement are more likely to be credible
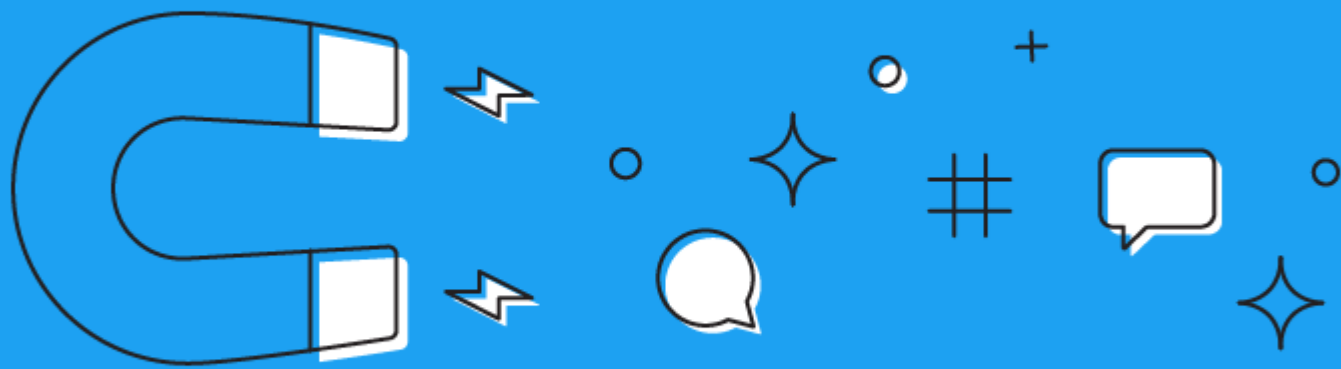
Network

❖ Finally, the user's network can indicate their credibility

❖ Look for users who are followed by other credible users in the same industry or niche

❖ Users who are part of a credible network are more likely to be credible themselves
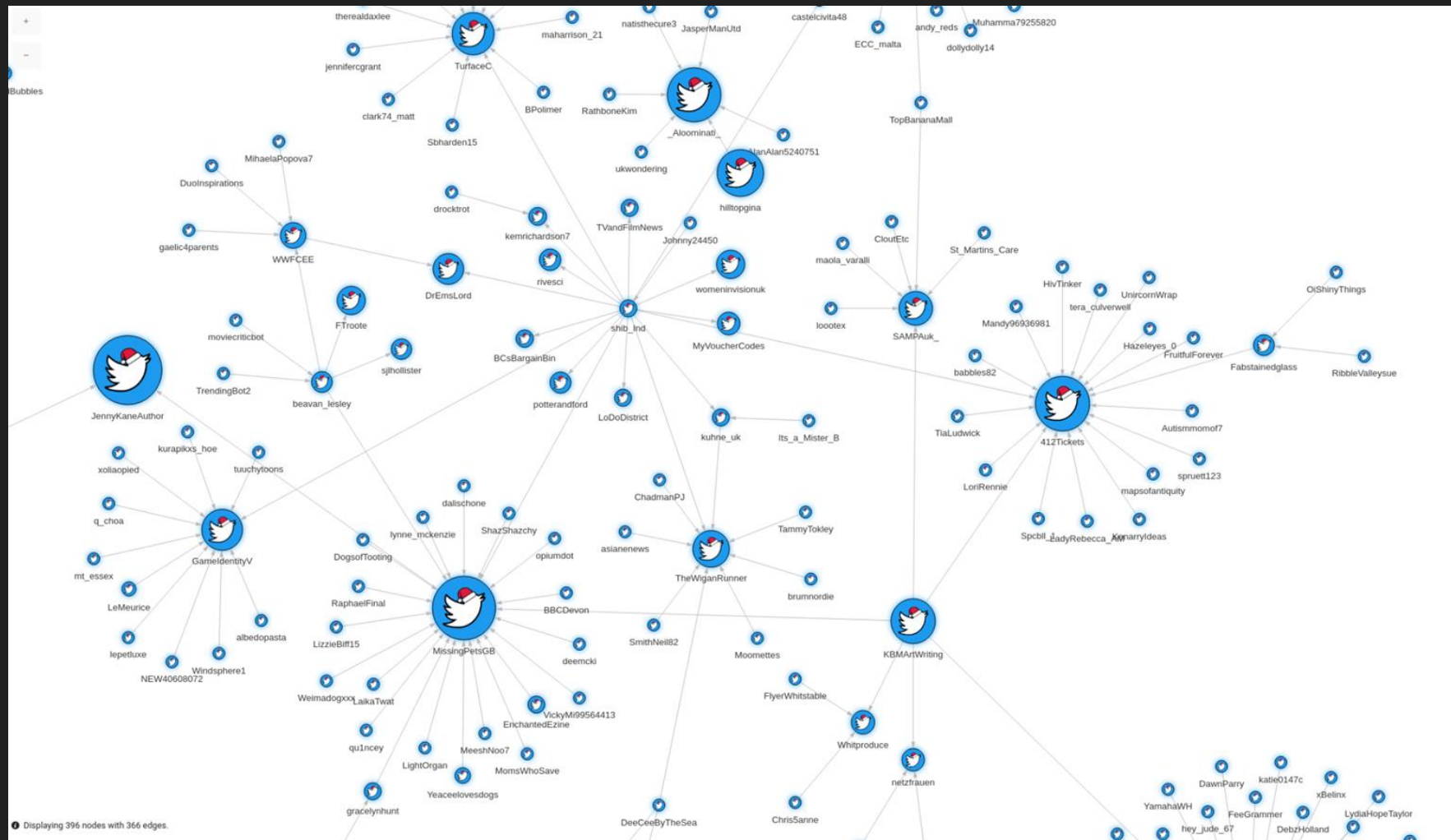
Verification blue tick

❖ Twitter Blue tick is a subscription service that gives users a blue tick of verification for a monthly fee of $8 for web and Android users and $11 per month for iOS users.

❖ Subscribers of twitter blue are offered a range of feature not available to regular users, including ability to edit tweets after posting.
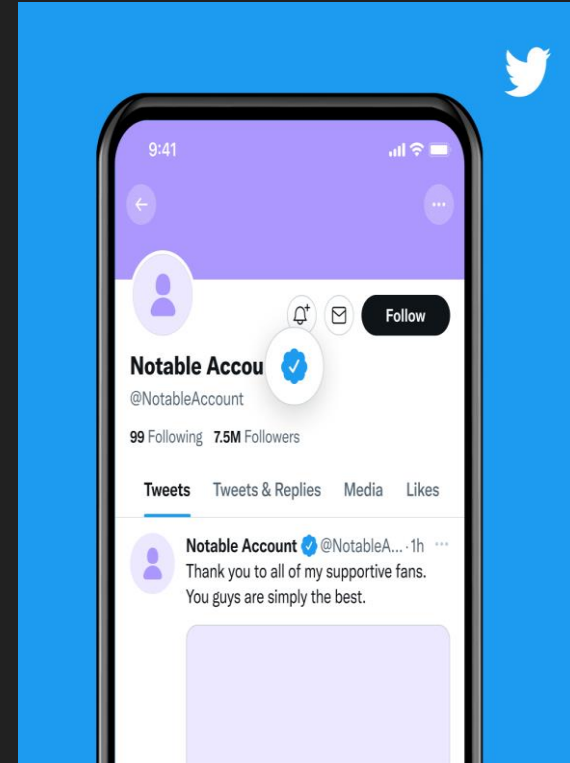
Verification gold tick

❖ Twitter is also replacing the 'offcial' label with a gold checkmark on verfied business accounts.

❖ Marvel Entertainment,Xbox and Sony are among the first few accounts to have a gold tick.

Verification grey tick

❖ The grey tick will be for goverment accounts.This means that government bodies such as the ministry of Electronics & IT and PMO india will likely soon have the grey tick rather than the blue tick againt their account handles.

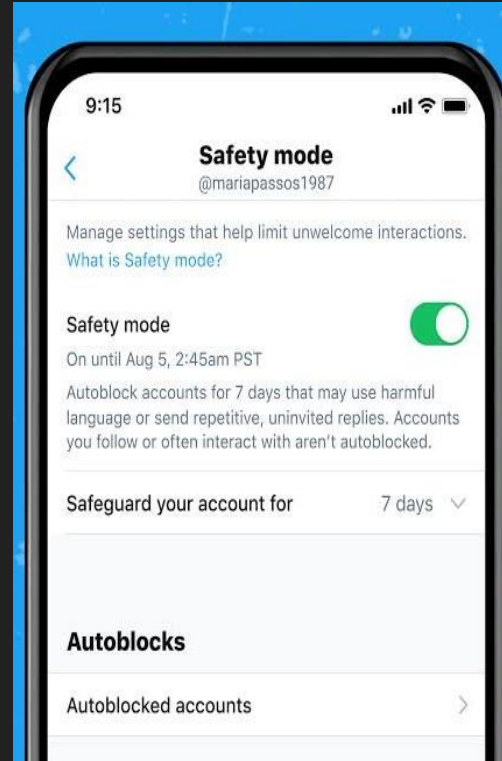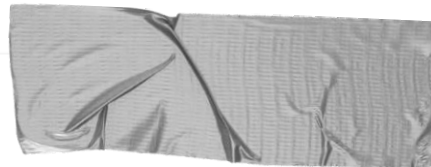# Profile labels and badges

❖ Twitter applies visual identity through lables and badges on account profile to provide more context.

❖ Some of these lables are applied by twitter while some are triggered by user action.

Local Weather News

👻 Automated by @sweetsuzzzie

Your local weather when you need it. We've got you covered.

112 Following   1,732 Followers

Tweets   Tweets & Replies   Media   Likes

Local Weather News @LocalWea... · 1h
9:00 AM: 65°F Cloudy
12:00 PM: 70°F Slightly Sunny
3:00 PM: 65°F Cloudy
9:00 PM: 62°F Cloudy

Example Gov Organization ✔

🚩 US government organization

📍 United States

144 Following   11.7K Followers

Tweets   Tweets & Replies   Media   Likes

Example Gov Organization ✔ @... · 1h
🚩 US government organization
Today the administration met with other world leaders to discuss our country's mutual shared priorities and discuss

Example Business
@ExampleBusiness

Love Coffee? We do! Our espresso, tea and Tweets are freshly brewed by the Barista Bar team in San Francisco!

💼 Coffee Shop   an Francisco

144 Following   11.7K Followers

Tweets   Tweets & Replies   Media   Likes

The Barista Bar @baristabar · 1h
Nothing beats espresso for two on

Twitter Autoblock

❖ Autoblock is Twitter's way of helping people control unwelcome interactions.

❖ When someone is in Safety Mode, Twitter automatically blocks another account that's engaging in potentially abusive or spammy behavior. If you get autoblocked, you'll remain autoblocked for 7 days.

Thank You