Verification

Verified badges help people more easily find the public figures, celebrities and brands that they want to follow.

Authentic:
Your account must represent a real person, registered business or entity.

Complete:
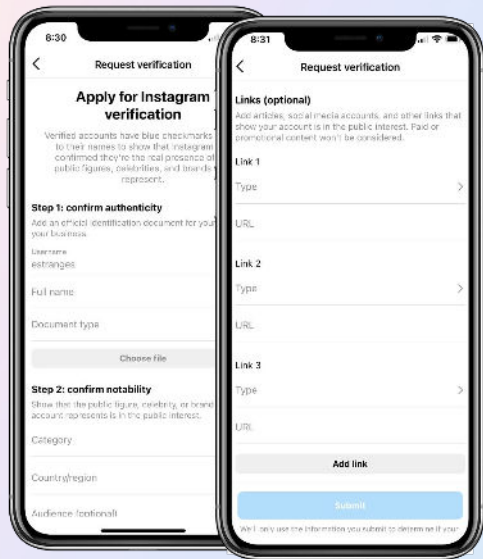Your account must be public and have a bio, profile picture and at least one post.

Unique:
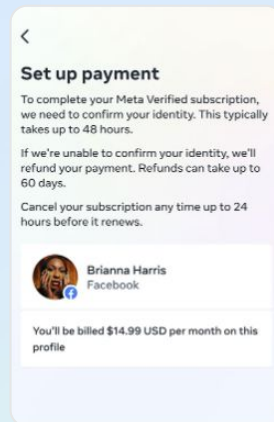our account must be the unique presence of the entity it represents.
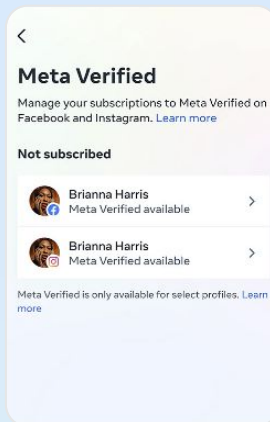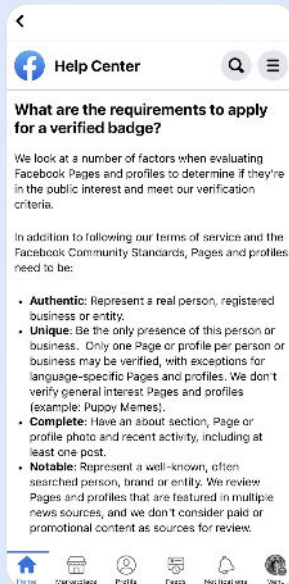
Notable:
Your account must represent a well-known, highly searched for individual, brand or entity.

VERIFICATION

APPLY IN APP

Settings > request verification

Introducing Meta Verified

META VERIFIED

Verification Best Practices

IMPORTANT FACTORS FOR VERIFICATION

- **Primary Subject Matter:** Often times, athletes, are featured or quoted within a story, but the story is not about them. Notability policy requires the article, press, or news story to be <u>primarily about the athlete.</u>
- **Unique, Independent Sources**:
  - Cannot be paid or sponsored media content
  - Use national / local newspapers or broader sports publication as notable sources.
  - Smaller, niche websites or blogs (Prep Baseball Report) will likely not qualify as a "notable" source. (ESPN, Yahoo Sports, etc.)

NON-FACTORS FOR VERIFICATION

- **Account size** on Instagram or other platforms is not taken into account for verification
- **Production** (i.e. how many photos/videos the account posts) is not taken into account for verification
- **Links to other platforms** – YouTube, TikTok, Twitter – are not considered notable, independent sources for notability
- **Athletic Ability** - on-field prowess, playing time, award recognition

Note: our Partnerships team does not have any ability to override, push through, or change verification decisions.