

# Facebook verification

Getting that sweet sweet blue check with Adam Carey

# Facebook is the Worst


- This presentation may be invalid by the time I talk to you
- They are always changing their algorithms
- Your best bet is to talk to a person

## How do I request a verified badge on Facebook?

Computer Help ▾

📄 Copy Link

We encourage admins of verified Pages and profiles to use [two-factor authentication](#).

The [verified badge](#)  means Facebook has confirmed that the Page or profile is the authentic presence of the public figure or brand it represents.

### Verify your profile or Page

You can [fill out this form](#) to verify your profile or page.

# Getting started

# “Requirements”

## What are the requirements to apply for a verified badge?

We look at a number of factors when evaluating Facebook Pages and profiles to determine if they're in the public interest and meet our verification criteria.

In addition to following Facebook's terms of service and community standards, Pages and profiles need to be:

- **Authentic:** Represent a real person, registered business or entity.
- **Unique:** Be the only presence of this person or business. Only one Page or profile per person or business may be verified, with exceptions for language-specific Pages and profiles. We don't verify general interest Pages and profiles (example: Puppy Memes).
- **Complete:** Have an about section, Page or profile photo and recent activity, including at least one post.
- **Notable:** Represent a well-known, often searched person, brand or entity. We review Pages and profiles that are featured in multiple news sources, and we don't consider paid or promotional content as sources for review.

If your Page or profile doesn't meet the criteria for a verified badge, there are other ways to let people know it's authentic.

For example, you can link to it from an official website, Instagram profile or Twitter account.

# Details, details, details

## Verify Your Page or Profile

Verified pages and profiles have blue checkmarks next to their names to show that Facebook has confirmed they're the real presence of the public figures, celebrities, and brands they represent.

What are you verifying?

- Page  
 Profile

Step 1: Confirm authenticity

Add an official identification document for yourself or your business to show that your Page or profile is connected to the public figure, celebrity or brand it represents.

Document type

Driver's license

Add document

[Browse...](#) No files selected.

Step 2: Confirm notability

Show that the public figure, celebrity or brand your Page or profile represents is in the public interest.

Category

News/Media

Country / region

Enter the country or region where the person or organization your Page or profile represents is most popular.

Enter a country name...

Audience (Optional)

Describe the people who follow your Page or profile. Include who they are, what they're interested in and why they follow you.

Also known as (Optional)

List all the names the person or organization your Page or profile represents is known by. Include different names and the same name in other languages.

Add up to 5 articles, social media accounts and other links that show your Page or profile is in the public interest. Paid or promotional content won't be considered. (Optional)

Link 1

Link 2

Link 3

Link 4

Link 5

[Learn more about verified Pages and profiles.](#)

Send



## We're excited to connect with you!

Your dedicated Facebook Partner Manager is looking forward to getting in touch. Please provide us with the best contact details to reach you and we'll follow up shortly. To learn more [click here](#).

# Find a way to connect

[facebook.com/formedia](https://facebook.com/formedia)

[facebook.com/business/boost](https://facebook.com/business/boost)

Hi Adam,

We've contacting you about your account verification at Sabrina's request.

After investigation we determined that the accounts could not be approved due to lack of notability.

You can send more sources for verification and we'll take another look.

We look forward to your reply.

Thanks,

Will, a "lack of notability" is strange, given that while the Kansas City market might be slightly smaller, our publication is the second largest news publication in Kansas City behind the Kansas City Star. We might have a lack of notability on the national stage, but that is because we report on the Kansas City metropolitan area and the things that affect us. Most of the members of our trade association, The Association of Alternative Newsmedia (of which our Publisher is a senior member of the board), are also hyperlocal and have been Facebook verified for a long time. We've been publishing for over 40 years, and are known throughout the city as an important, LOCALLY-OWNED, news outlet. We have print distribution around 1,500 locations throughout the metro. Our red newspaper boxes are synonymous with Kansas City, and you could see them in the background of many external shots whenever Queer Eye was filming downtown. When Kansas City, MO elected a new mayor a couple years ago, he made sure to sit down for drinks with my wife (and business partner) and I and introduce himself, because he recognized "the value and importance of what you do here in Kansas City; I grew up reading The Pitch". Here's the Governor of Kansas Tweeting last month about a new partnership we started:



During last year's elections, Jennifer Lawrence (the movie star), sent us an exclusive video of her endorsing a particular amendment to the Missouri constitution. One of the biggest movie stars in the world recognizes The Pitch's significance to the KCMO area (I believe she has family here). We shared that video exclusively on Facebook here: <https://www.facebook.com/thepitch/videos/267154947896796>

Last year was our 40th birthday, and the city did a lot to celebrate (even through COVID). Several nationally or world-renowned breweries created specialty beers in our honor. Here was Boulevard Brewing Co.'s dedication:



We had several former writers, editors, and publishers tell an oral history of the publication as part of our 40th birthday issue; you can read that story here: <https://www.thepitchkc.com/an-oral-history-of-the-pitch-through-highs-lows-and-different-kinds-of-highs-heres-40-years-in-our-own-words/>

Every year we have our Best of KC Awards, which we are particularly famous for. You'll see plaques, banners, and stickers at restaurants, bars, and dentist offices all across town with our logo. People are "proud" to be nominated in our Best of KC. Just look to how many mentions we had during our nomination round in July of 2020 and voting round of September.

Finally, Sabrina mentioned awards. Just last year, our food writer placed second for a very significant national award, and we are nominated or win awards almost every year in the Association of Alternative Newsmedia. Here is a list of the last 13 years:

Association of Food Journalists:

2020 Best Restaurant Criticism <https://www.afonline.com/2020-award-finalists>

Association of Alternative Newsmedia:

2020 Best Food Writing: <https://aan.org/aan/2020-aan-awards-winners/>

2018 Best Food Writing: <https://aan.org/aan/aan-awards-winners-2018/>

2017 Best Investigative Reporting, Best Film Criticism, Best Column (Political): <https://aan.org/aan/2017-aan-awards-winners-announced/>

2016 Best Beat Reporting/Long-Form News Story: <https://aan.org/aan/2016-aan-awards-winners-announced/>

2015 Best Arts Criticism: <http://altnewsmedia.wpengine.com/aan/2015-aan-awards-winners-announced/>

2013 Best Beat Reporting, Best Arts Criticism: <http://altnewsmedia.wpengine.com/aan/2013-aan-awards-winners-announced/>

2012 Best Arts Criticism: <http://altnewsmedia.wpengine.com/aan/2012-altweekly-awards-winners-are-announced/>

2011 Best Column (Political), Best Special Topic Reporting: Drugs: <http://altnewsmedia.wpengine.com/aan/2011-altweekly-awards-winners-announced/>

2010 Best News Story (Long Form): <http://altnewsmedia.wpengine.com/aan/2010-altweekly-awards-winners-announced/>

2009 Best Arts Feature: <http://altnewsmedia.wpengine.com/aan/full-list-of-2009-altweekly-awards-winners-released/>

2008 Best Innovation, News Story (Long Form): <http://altnewsmedia.wpengine.com/aan/aan-and-medill-announce-altweekly-awards-winners/>

So, as you can see, The Pitch is clearly a notable organization. If you need more than this, please tell me specifically what you would need for us to prove notability. Thank you.

Okay, well in case you need features from multiple news sources (which is rare unless something happens with the organization since we are hyperlocal), here are several. I have tried to include from across a spectrum of coverage and time frames over the last 10 - 15 years:

Kansas City Star: <https://www.kansascity.com/news/business/article191282394.html>

Billboard: <https://www.billboard.com/articles/columns/rock/8489984/the-buzz-alternative-radio-kansas-city>

KCUR 89.3, Kansas City NPR Affiliate featured our years-long expose of NASCAR racer Scott Tucker, which led to his eventual prison sentence:

<https://www.kcur.org/economy/2016-02-10/payday-loan-magnate-scott-tucker-arrested-in-kansas-city-kansas>

Other KCUR links: <https://www.kcur.org/news/2018-01-02/kansas-city-natives-buy-alternative-magazine-the-pitch>

<https://www.kcur.org/arts-life/2017-02-27/kansas-citys-alternative-magazine-the-pitch-to-go-monthly>

<https://www.kcur.org/show/central-standard/2017-02-27/the-pitch-goes-monthly-reactions-to-olathe-shooting>

<https://www.kcur.org/community/2010-06-08/pitch-editor-cj-janovy-steps-down>

Kansas City Biz Journal: <https://www.bizjournals.com/kansascity/news/2020/11/24/kc-closings-gojo-mixx-poi-o-howards-grocery.html>

<https://www.bizjournals.com/kansascity/news/2020/08/19/tapcade-arcade-bar-in-crossroads-will-close.html>

<https://www.bizjournals.com/kansascity/news/2020/04/22/kc-quarantine-fashion-show-organizer-cassie-taylor.html>

<https://www.bizjournals.com/kansascity/news/2017/12/26/the-pitch-new-ownership-editor-david-hudnall.html>

<https://www.bizjournals.com/kansascity/news/2018/01/02/the-pitch-owners-stephanie-anda-adam-carey.html>

<https://www.bizjournals.com/kansascity/news/2018/05/15/star-belleville-news-democrat-allen-press-pitch.html>

<https://www.bizjournals.com/kansascity/news/2018/01/16/dirty-money-scott-tucker-episode.html>

Thrillist: <https://www.thrillist.com/travel/nation/things-to-do-in-kansas-city>

Seattle Times: <https://www.seattletimes.com/nation-world/kansas-city-natives-buy-alternative-magazine-the-pitch/>

Riverfront Times: <https://www.riverfronttimes.com/newsblog/2010/02/12/some-happy-reading-courtesy-of-our-friends-at-the-pitch>

Tulsa World: [https://tulsaworld.com/archive/kansas-city-star-reporter-resigns-as-nabj-treasurer-after-being-disciplined-for-plagiarism/article\\_f00288c3-63a7-5a0a-997c-23a3aef965ee.html](https://tulsaworld.com/archive/kansas-city-star-reporter-resigns-as-nabj-treasurer-after-being-disciplined-for-plagiarism/article_f00288c3-63a7-5a0a-997c-23a3aef965ee.html)

Topeka Capital-Journal: <https://www.cjonline.com/news/2018-01-03/kansas-city-natives-buy-alternative-magazine-pitch>

Sierra Club: <https://kansas.sierraclub.org/next-kanza-program-state-of-kansas-issues-illuminated-by-investigative-journalists/>

Startland News: <https://www.startlandnews.com/2018/01/couple-new-pitch-owners/>

WDAF-TV FOX4: <https://fox4kc.com/author/kerri-stowell/>

Nashville Post: <https://www.nashvillepost.com/home/article/20457151/southcomm-acquires-kansas-city-pitch>

Indiana University: <https://www.iusb.edu/news/?p=5065>

Kansas City Magazine: <https://www.kansascitymag.com/pitch-editor-david-hudnall-hosts-kansas-citys-best-seafood-podcast/>

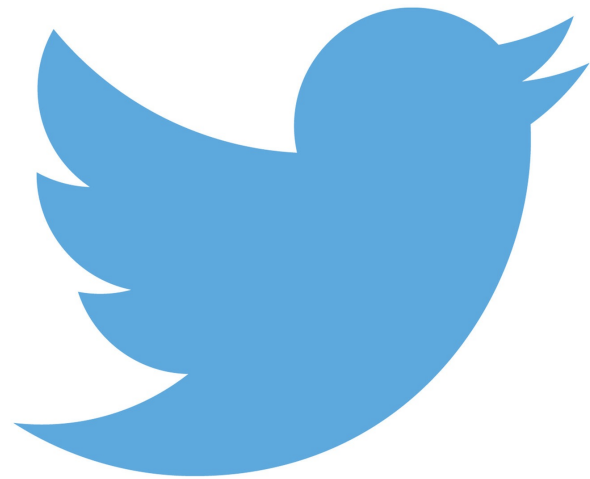
Thinking Bigger: <https://ithinkbigger.com/kc-entrepreneurs-acquire-the-pitch/>



# “Notable”

- Links to industry awards you’ve won
- Links to other, respectable publications that have mentioned you
- Partnerships with “notable” brands or people
- Find “notable” people that have mentioned you

Now do



Available for consultation, email  
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