

Technology

Twitter Staff Grapple With Brand Impostors Like Nintendo, Lilly

- Musk said 'absolute priority' is taking down verified trolls
- Twitter Blue allows anyone to pay for verification check marks

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Before you

New leader Elon Musk, who purchased the company two weeks ago for \$44 billion, updated the premium version of the product in a way that awards paying subscribers with blue check marks -- the same ones that governments, celebrities and businesses get on the site for free to confirm their identities. Once the option was available, users started creating accounts pretending to be major brands and politicians, fooling users and potentially jeopardizing Twitter's now-shaky reputation with top advertisers.