



## **Case Study: Facebook Page Verification for Narcotics Anonymous Egypt**

2026

### **Background**

Narcotics Anonymous Egypt sought to verify its official Facebook page to enhance credibility, safeguard the fellowship's identity, and enable the public to easily distinguish the official page from unofficial or misleading ones.

### **Objective**

To secure Facebook (Meta) verification for the official NA Egypt page through the free verification process available to:

- Recognized organizations
- Public-facing community entities
- Strengthen the ability to report and take action against pages misusing the NA name and logo

### **Research & Key Findings**

An in-depth review of Facebook's verification criteria revealed that verification can be achieved without paid services by meeting four core requirements:

- **Authenticity**
- **Notability**
- **Completeness**
- **Public Interest**

### **Implementation Process**

#### **1. Page Optimization**

- Identified and prepared the official Narcotics Anonymous Egypt Facebook page
- Ensured all page details were accurate and fully completed
- Added:
  - Local Egyptian website
  - Official global Narcotics Anonymous website

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### 2. Establishing Notability (Media Presence)

To meet Meta’s requirement for public visibility, at least five credible external sources were compiled, including:

- News articles referencing Narcotics Anonymous in Egypt
- The Narcotics Anonymous Wikipedia page
- Additional relevant online mentions supporting legitimacy

### 3. Verification Request Narrative

A clear and structured statement was submitted as part of the verification request, highlighting:

- **Local Challenge:**  
Multiple unofficial entities use the NA name, with some attempting to exploit it for financial gain
- **Clarification:**
  - NA operates as a non-profit, non-commercial fellowship
  - Its mission centers on recovery and community support
- **Purpose of Verification:**  
To protect the fellowship’s identity and ensure the public can identify the official page

Examples of unrelated pages using the NA name were also provided for context.

### 4. Supporting Documentation

An official document was submitted to validate legitimacy:

- A tax-related document associated with the organization, serving as proof of legal existence

### Outcome

- Verification was granted within one week
- The official Facebook verification badge was successfully obtained





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### Key Success Factors

- Full alignment with Facebook’s verification criteria
- Strong and credible supporting media presence
- Clear, transparent explanation of the local context
- Submission of official documentation
- Clear differentiation between the official page and unofficial entities

### Challenges

- Limited structured media coverage at the local level
- Misuse of the NA name by unofficial groups and individuals

### Lessons Learned

- Verification is driven by credibility and clarity, not just popularity
- Limited media coverage can still be effective if presented strategically
- A well-crafted narrative significantly improves approval likelihood
- Protecting digital identity is critical for community-based organizations

### Recommendations for Other NA Communities

- Build a consistent and complete digital presence (website + social platforms)
- Secure any form of credible media coverage
- Clearly communicate country-specific challenges in the request
- Provide official documentation where possible
- Ensure all page information is accurate and fully completed before applying

### Conclusion

This case demonstrates that Facebook page verification can be achieved without financial cost when organizations adhere to official guidelines, present clear evidence of legitimacy, and effectively communicate their role and impact within the community.