

[Chengshi Tech (Shanghai) Co., Ltd.]

[Xiaohongshu Blue V Verification Guide]

[蓝勾勾开通流程 申请入口 提供的资质]

[橙氏（上海）科技有限公司]

Xiaohongshu Blue V Verification Guide

1. Blue V Verification Requirements

Blue V verification can be completed either on the Professional Account Platform

(web version) or via the mobile app. Required documents include:

- Business license
- Verification authorization letter
- Industry-specific qualifications (if applicable)

2. Blue V Verification Process

- Step 1: Submit documents (~30 minutes)
- Step 2: Platform review (~3-5 business days)

3. How to Apply for Blue V Verification

Mobile App:

1. Log in to the account you wish to verify.
2. Go to Me → Menu (≡) → Creator Center → All Services → Monetization → Upgrade to Professional Account.

Desktop (PC):

1. Visit pro.xiaohongshu.com.

2. Navigate to Qualification Management → Professional Account Verification (Annual).

For a step-by-step video tutorial, follow the official Xiaohongshu account "Professional Account Helper".

The current Blue V verification fee is ¥600/year, with a validity period of *12 months*. Annual renewal is required.

Important Notes:

1. Use a new account for verification – To avoid accidentally verifying a personal account, we recommend registering a new Xiaohongshu account before applying for Blue V.

2. Naming rules for Professional Accounts:

- Preferred: Registered trademark name
- Alternative: Business license name

(Incorrect naming may delay verification.)

3. Industry qualifications required – Refer to the Industry Qualification

Checklist(affects content review, traffic, and account status).

4. Free Blue V Verification Service (When Joining Xiaohongshu Promotion)

To assist with verification, please provide:

1. Account details:

- Registered mobile number

- Account name (trademark/company name)
- Profile picture (JPG, 1:1 ratio, ≤1MB, recommended: 800×800px)

2. Business license

3. Verification authorization letter** (we will provide; requires company stamp & signature)

4. Operator details:

- Mobile number, email, full name
- ID card (front & back copies)

5. Industry & product qualifications (for most industries, only a business license is needed)

小红书蓝 v 认证指南

- 蓝 V 可以在专业号平台电脑端进行认证，也可以在手机 APP 进行认证，需要提供营业执照，认证公函，和对应的行业所需要的行业资质。

- 蓝 V 开通流程

01 提交资料（约 30 分钟）

02 平台审核（约 3-5 个工作日）

- 蓝 V 申请认证路口：

APP 手机端：在 APP 中登入需要认证的账号，—我—左上角“三”创作中心>>全部服务>>收益变现>>开通专业号。

PC 电脑端：登录专业号平台（pro.xiaohongshu.com）-资质管理-专业号认证/年

- 可关注小红书账号“专业号助手”查看认证操作视频。目前小红书官方收取蓝 V 认证费用是 600 元/年，认证成功后有效期为 12 个月，每年需要完成一次年审。

重点备注：

1. 为避免您误将私人账号认证成专业号，建议您注册一个全新的小红书账号用于蓝 v 专业号认证。（先用手机注册一个小红书普通账号，然后再为其进行专业号蓝 V 申请）
2. 专业号名称的命名：首先用商标名称，其次营业执照名称。（命名很重要，避免耽误蓝 V 认证推迟带来不必要的麻烦）
3. 需要具备行业资质：详细看行业资质提供表（影响小红书笔记审核/流量/封户）

● 加入小红书推广，我们将为您免费做蓝 V 认证服务：

小红书蓝 V 专业号认证成功，您需要准备好以下资质提供给我们：

- 1、注册账号（手机号码）、账号名字（商标或公司名称）、头像（格式：JPG | 尺寸比例：1:1 | 大小：1M 以内 | 推荐像素：800*800px）
- 2、营业执照
- 3、我方会提供认证公函（需要您加盖公章签字）
- 4、账户运营者手机号、邮箱、姓名、身份证正反面照
- 5、提供行业资质及产品资质（普通行业仅需要提供营业执照）