

Connect the World Privately



WhatsApp empowers your organization to connect with your community privately



Interacts with organizations
over messaging apps

Community trends



Users prefer a more
personal experience



Expects organizations to use
their preferred channels

Opportunity to scale

>1B

Meta messaging app consumers contact
organizations weekly.

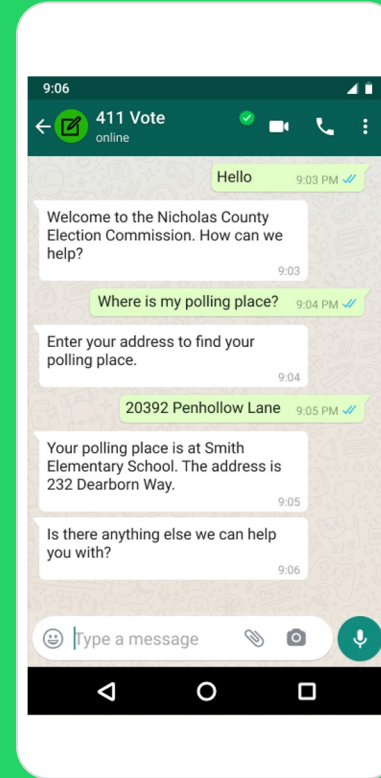
90%

of communities wants organizations to
interact with them in preferred channels—
SMS, social media or chat apps.

(Mitto, global study)

Messaging can be a powerful tool for your organization

WhatsApp allows your organization to engage at scale, creating efficiency for you and convenience for your communities.



Staying safe and using WhatsApp responsibly

WhatsApp and security

01

Encryption

Every WhatsApp message, including messages between your community and organization, is protected by the same industry-leading, signal-encryption protocol that protects messages from before they're sent until they're delivered to the intended recipient.

If you partner with a third-party solutions provider (BSP), your messages are not considered to be end-to-end encrypted.

With the Cloud API*, every WhatsApp message continues to be protected by end-to-end encryption.

02

Two-step verification

Two-step verification is an optional feature that adds more security to any WhatsApp account. People can require any attempt to register a phone number on WhatsApp to also enter a six-digit PIN that the person created when enabling two-step verification. They can also enter their email address, allowing WhatsApp to email a reset link in case PIN is forgotten, which further safeguards the account.

03

Data privacy regulatory compliance

WhatsApp highly values the data privacy and security of both businesses and their customers. As a result, the WhatsApp Cloud API* hosted by Meta provides transparency on security and compliance practices, including SOC 2 (an extensive independent audit), regular penetration tests and the Cloud Security Alliance Consensus Assessments Initiative Questionnaire. WhatsApp is also committed to complying with data protection laws and allows customers to meet their obligations under applicable legal, industry and regulatory requirements, as well as industry best practices.

*Note: The WhatsApp Cloud API is only available on the Business Platform. At this time, the WhatsApp Cloud API is not available to government partners.

Security features

→ Account protect

- If you need to switch your WhatsApp account to a new device - we want to double check that it's really you. We will ask you on your old device to verify that you want to take this step as an extra security check.

→ Device verification

- We've added checks to help authenticate your account - with no action needed from you - and better protect you if your device is compromised.

→ Automatic security codes

- You can automatically verify that you have a secure connection. This means that when you click on the encryption tab, you'll be able to verify right away that your conversation is secured.



Manage opt-ins and opt-outs

→ Opt-in

- During the opt-in process, clearly communicate the value of receiving important updates on WhatsApp.
- Be explicit about the types of messages a customer is opting-in to.
- Avoid messaging people too frequently and only with important updates to mitigate the perception of spam.

← Opt-out

- Provide clear instructions for how people can choose to opt-out of receiving messages from your organization.
- Honor opt-out requests quickly to mitigate risk of their blocking or reporting your business.



WhatsApp ecosystem

WhatsApp Messenger

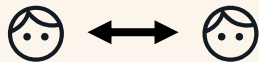
WhatsApp Business app

WhatsApp Business Platform

WhatsApp ecosystem



Consumer app



Person

Person

- Free, one-to-one communication
- Includes communities: organizing related groups under one umbrella
- Does not provide verification (green check mark).

- ➔ A free app that can be downloaded onto an individual phone
- ➔ Provides one-to-one manual communication
- ➔ Does not provide verification (green check mark)
- ➔ No back-end integrations

WhatsApp ecosystem



Business app



Person



Organization

- Free, small business app
- Allows 4 admins to respond in one-to-one chats
- Additional functionality includes: quick replies, away messages, labels



WhatsApp Business app

Key features:



- A business profile
- Catalog that can easily showcase your services, such as welfare programs or events
- Labels to organize your contacts and chats
- Automated messages to allow setting a greeting, an away message or a quick reply when you're unable to respond
- Groups less than 1,024 people
- QR codes and short links to make it easier for your community to find you on WhatsApp
- Provides one-to-one and one-to-many manual communication allowing up to four people to each respond to messages on a phone or in a browser (up to 10 with a premium subscription)
- Does not provide verification (green check mark)
- No back-end integrations
- Manual only—no bot integration

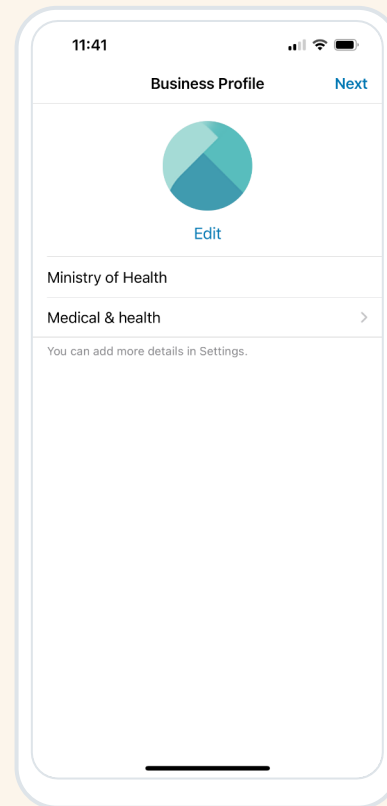
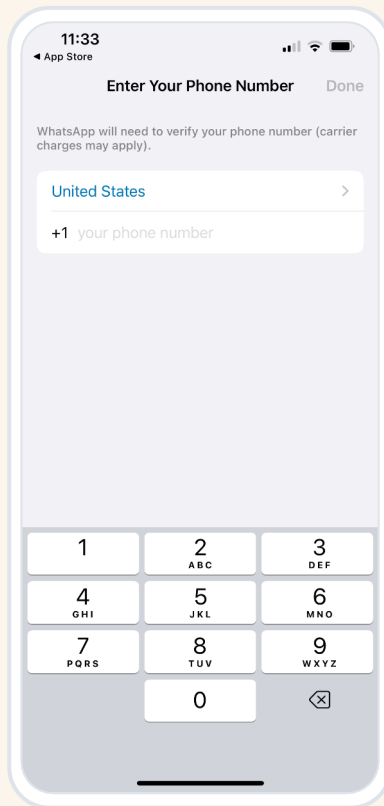
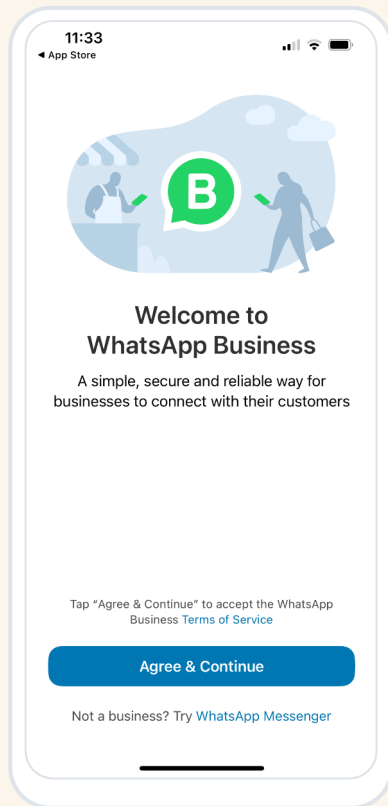
WhatsApp Business app

You can use the
WhatsApp Business app
to:

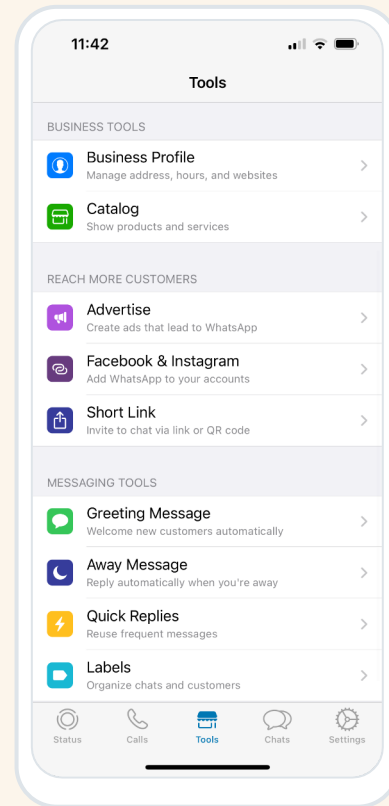
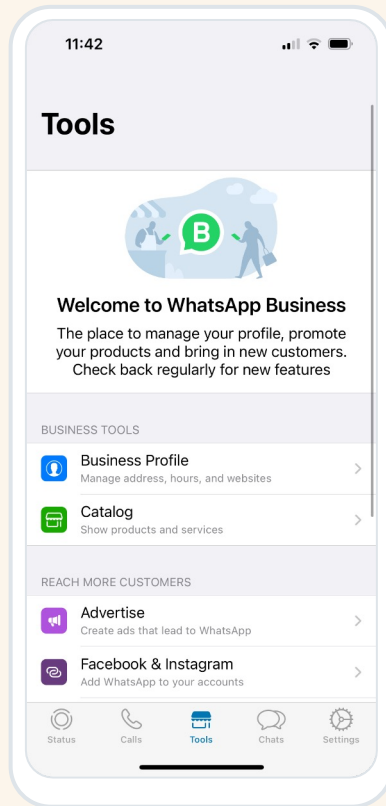


Business app

- Let people know of opening hours and location of a particular local authority or government department using away or greeting messages.
- Provide people with information on a nonprofit's range of community services using a catalog.
- Have a 1:1 or 1:many (up to 8 participants) voice or video call with constituents about a specific topic.
- Share local news or alerts about road closures or flood warnings in your local area using WhatsApp Status.



WhatsApp Business app tools



Best practices



Be responsive



Monitor trends

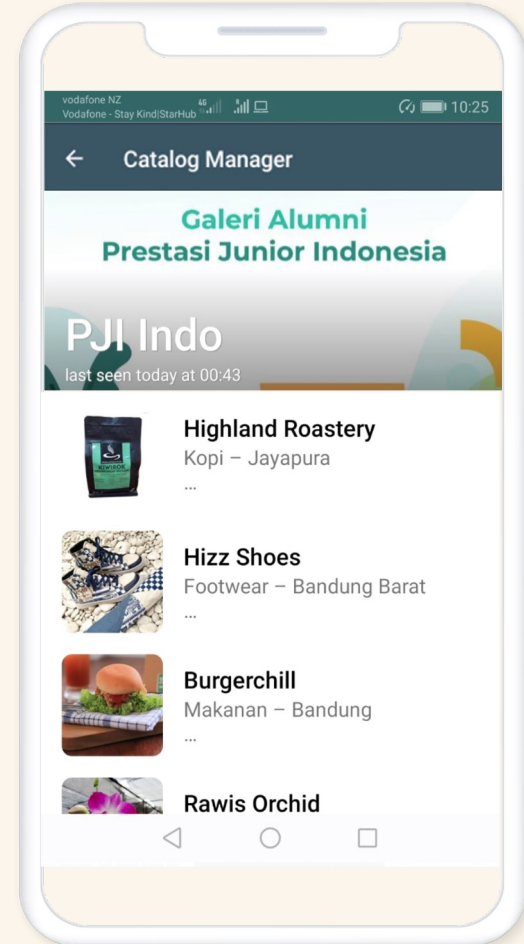
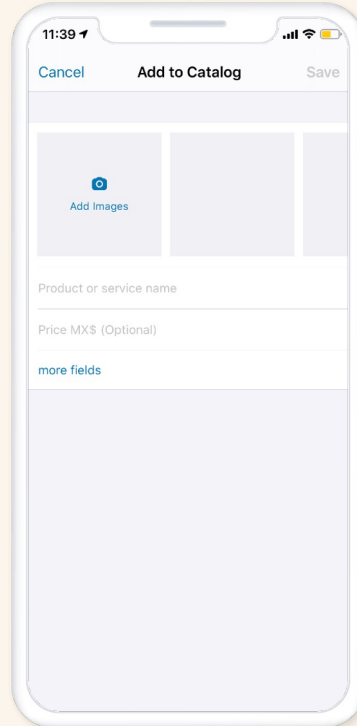
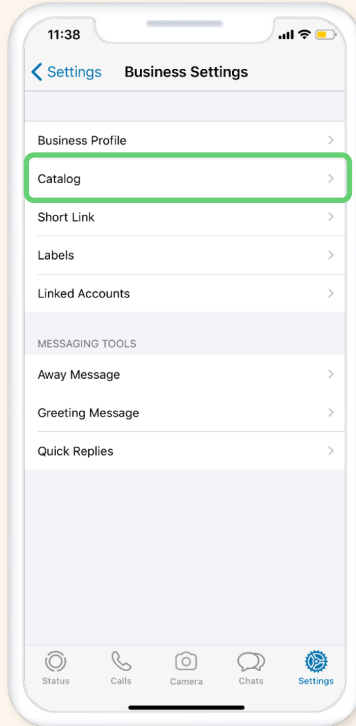


Set expectations



Write the way
you speak

Create a Catalog to showcase offerings of the community



A seamless conversational experience is key to building a connection with your community.

Create a seamless messaging experience

→ Connection

How will your community connect with you?

→ Care

What level of care are you capable of providing?





Connection

Establish your first point of connection.

01 Set your call-to-action button on your Facebook Page.

02 Offer multiple entry points.



Care

Set a welcome greeting

Let people know the purpose of the interaction, such as answering questions about a specific topic.

Away messages

Show care for your audience even when you're not available to respond immediately.

Quick replies

Create saved replies to address commonly asked questions about your organization.



Care

Provide on-demand support with a chatbot

- Share important updates quickly and at scale, especially where 1:1 communication is difficult.
- Answer FAQs or routine inquiries.
- Show rapid response during an emergency or crisis.
- Offer 24/7 support.
- Provide assistance in local languages.

Create your messaging strategy

Create your messaging strategy

01

Audience

Consider:

- Who is your audience?
- Do you want to reach your existing audience or reach new audiences, too?

02

Objectives

Consider whether you want to:

- Inform
- Provide support
- Drive action
- Generate leads (ex. drive registrations for a service)

03

Activation

Consider a three-pronged approach:

- Expected
- Relevant
- Timely

Conversational design tips

Always greet your community and set the context

For example:

“Welcome to the official WhatsApp account of the Ministry of Health. We can help you with registering for services and health questions.”

“Welcome back, Max. How can I help you today?”

Create user journeys and agent scripts specifically for messaging

To achieve the highest quality possible and differentiate the experience from live chat, email and phone

Bot or human?

Reveal to your community if they're messaging with a bot or human.

Use an image instead of text

For certain interactions

Check for bias in your scripts and AI-driven automation

Offer a clear path

Such as a menu from which to choose a discussion topic

Use WhatsApp buttons

For certain interactions

Tips for using different messaging formats

01

Videos and Images

Share highlights from the event



11:53 ✓

02

Share Documents

Share exercises for a healthy lifestyle

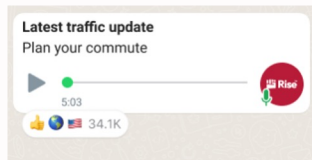


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03

Voice Notes

Share quick updates for people on the go.



04

Stickers

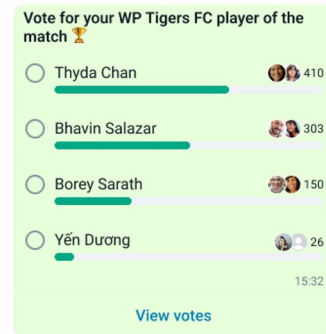
Bring ideas to life with rich messaging.



05

Polls

Get real time feedback.

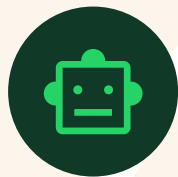


15:32

DO:



DON'T:



Use or contract message automation services that violate WhatsApp use policies



Send unwanted or mass messages to your network of contacts



Abuse mailing lists



Use contact lists that do not belong to you



Share your contact list

Amplify your presence on WhatsApp

Preparing for the ads authorization process



Creating “Paid for by” disclaimers

When creating a disclaimer, be prepared to:

01

Enter your organization address.

02

Verify your website and email address.

03

Verify your phone number.

Ads that click to WhatsApp



Expand



Optimize



Drive discovery
and demand



Measure

Ads that click to WhatsApp

Leverage ad tools to drive discovery and demand.

01

Reach

Find the right audience

02

Engage

Variety of ad formats

03

Develop

Optimize delivery for more conversations



Setting up your campaign

Click to WhatsApp

Recipe card

Meta Ads Manager objective	Leads
Targeting	Broad
Optimization	Link clicks, leads
Bidding	Lowest cost bidding, Advantage campaign budget
Placement	Use more than 6 placements, expanding into Advantage+ placements
Ad solutions	Click to WhatsApp
Creative	Image or video
Measurement	

Potential use cases for ads that click to WhatsApp

Reach and engage people who are most likely to respond with public service announcements.

- With ads that click to WhatsApp
- Using ad targeting
- Delivered on Facebook and Instagram

Register people for government services.



- With ads that click to WhatsApp
- Using custom audiences
- Delivered on Facebook and Instagram



- With business-initiated messaging
- Using existing data bases
- Delivered on WhatsApp

Drive people to your WhatsApp chatbot from ads on Facebook or Instagram.



- With initiated messaging
- Using high-intent supporters who have opted-in
- Delivered on WhatsApp

Creative considerations

Use your ad to set expectations.

Descriptive visuals and text

help to prime users for a conversation with your organization in WhatsApp.

Make it clear

to people that they are clicking through to WhatsApp.
Focus ad creative on customer needs.

Highlight

your new WhatsApp channel in the ad creative, ex.
include the phone number and/or QR code.

Align call-to-action with campaign objective

and consider options like “Contact us,” “Learn more” or “Sign up” in addition to “Send message” or “Send WhatsApp message.”

Communicate the value

of the WhatsApp experience, highlighting convenience, flexibility, exclusivity, confidence and/or inspiration.

Measuring success

Core metrics

- WhatsApp conversations started
- WhatsApp responses
- Number of messages sent
- Number of messages delivered
- Number of messages received
- Amount spent on ads

Examples of organizational outcomes

- Increased awareness about an economic recovery program
- Number of registrations for a service
- Number of appointments booked

WhatsApp can help make interactions meaningful for your community while fostering dialogue and building trust.

