

Manage message templates in Meta

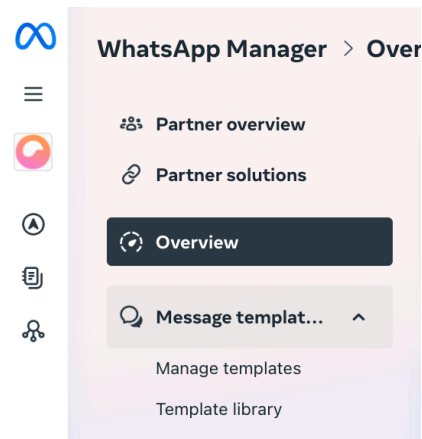
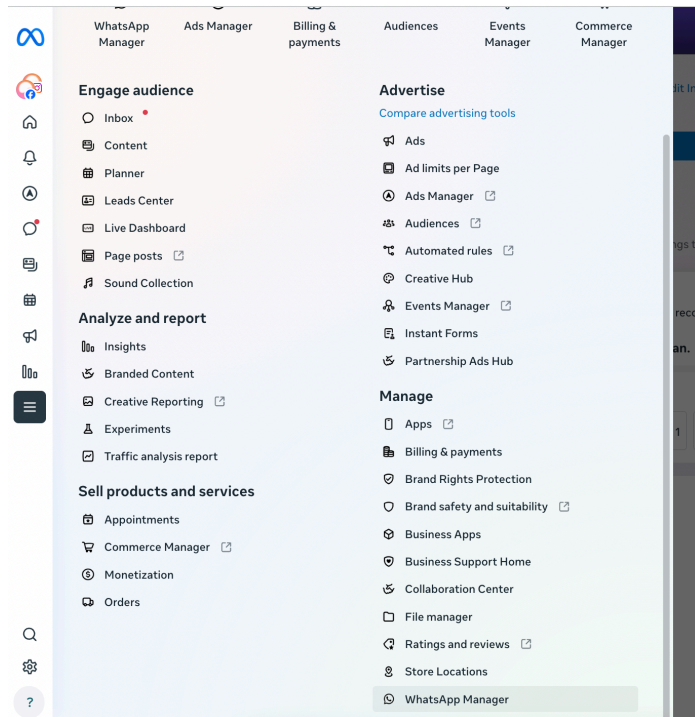
This guide provides you an overview of how Meta Message templates for Whatsapp are created. The template messages are triggered by the Meta to giosg Integration.

Template messages are mainly needed:

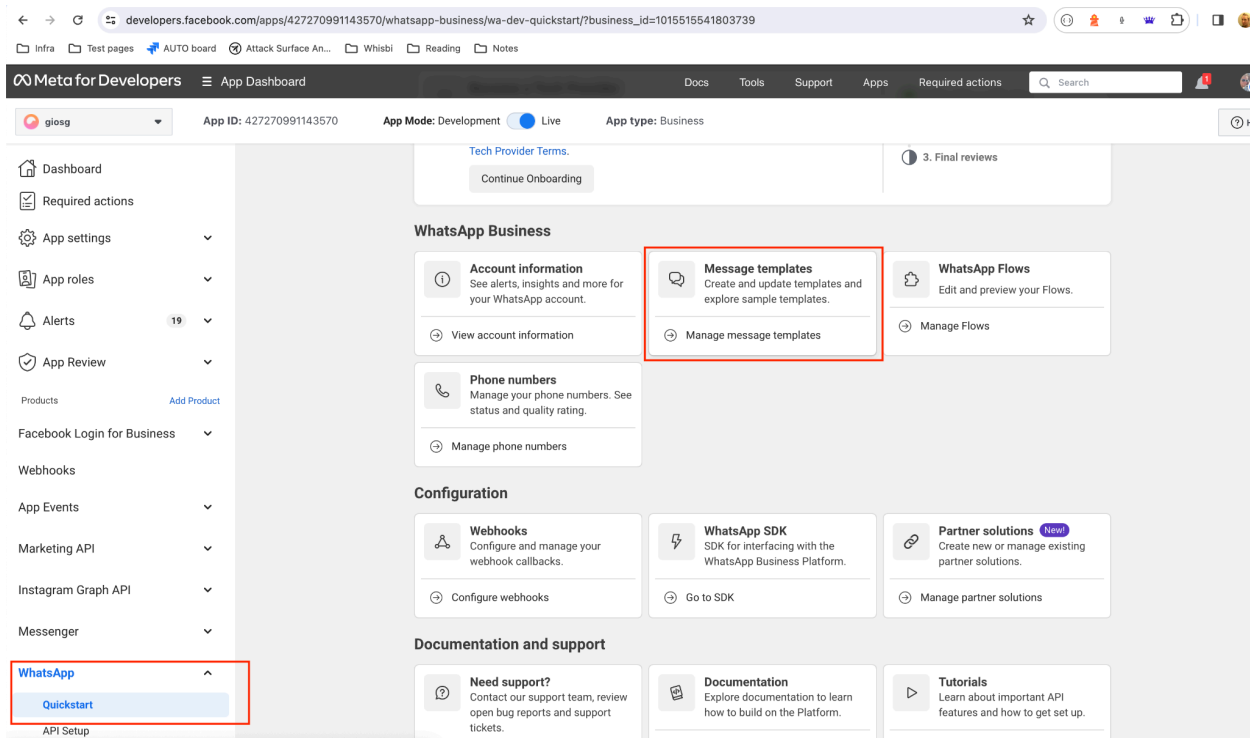
- If you want to proactively start a conversation with visitors. Messages will not be delivered to the visitor if the template message is not sent first and the visitor replies to it.
- To continue the conversation if the agent wants to send a message to a visitor after the 24 hour customer service window has closed.

Creating message templates

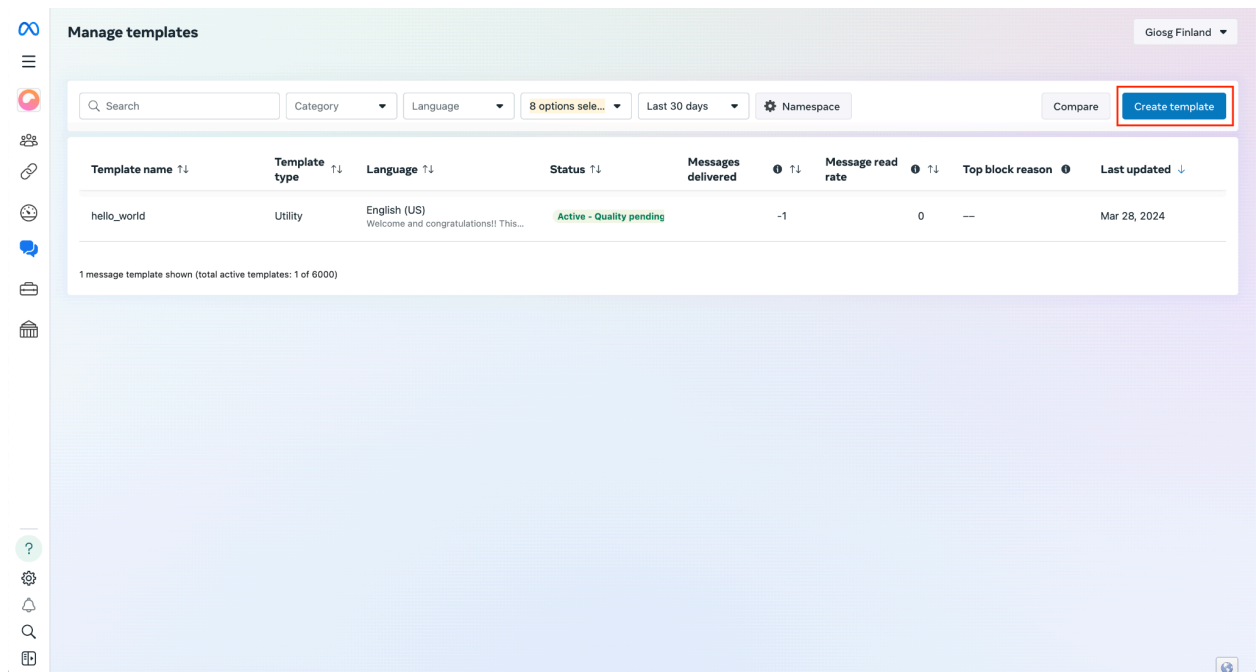
1. You can access message templates in Whatsapp manager in 2 ways:
 - a. Go to business.facebook.com : All tools --> Whatsapp Manager --> Message Templates: Manage templates



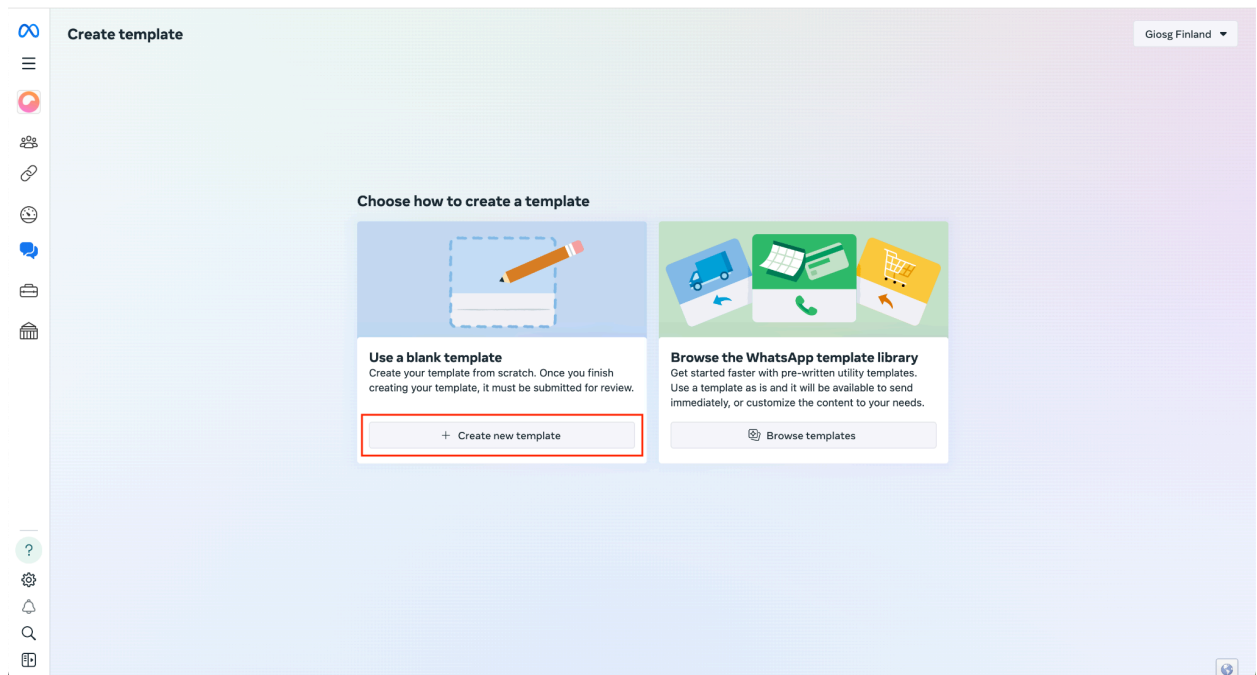
b. Go to your [Meta for Developers](#) and under Whatsapp -> Quickstart click “Manage message templates”



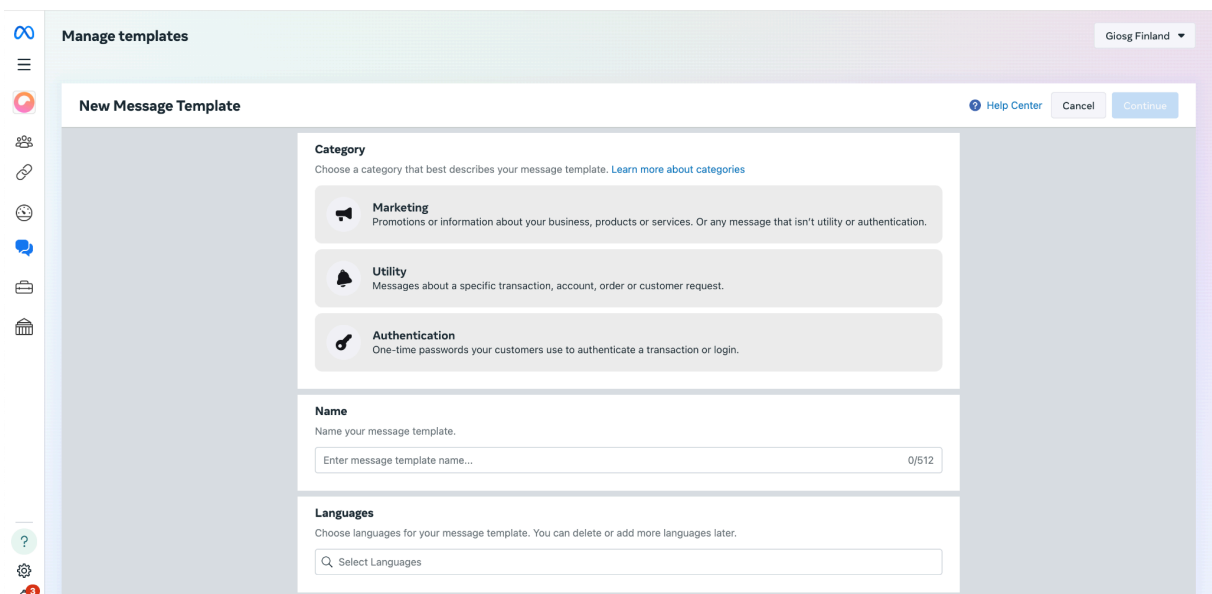
2. In template management, click “Create template”

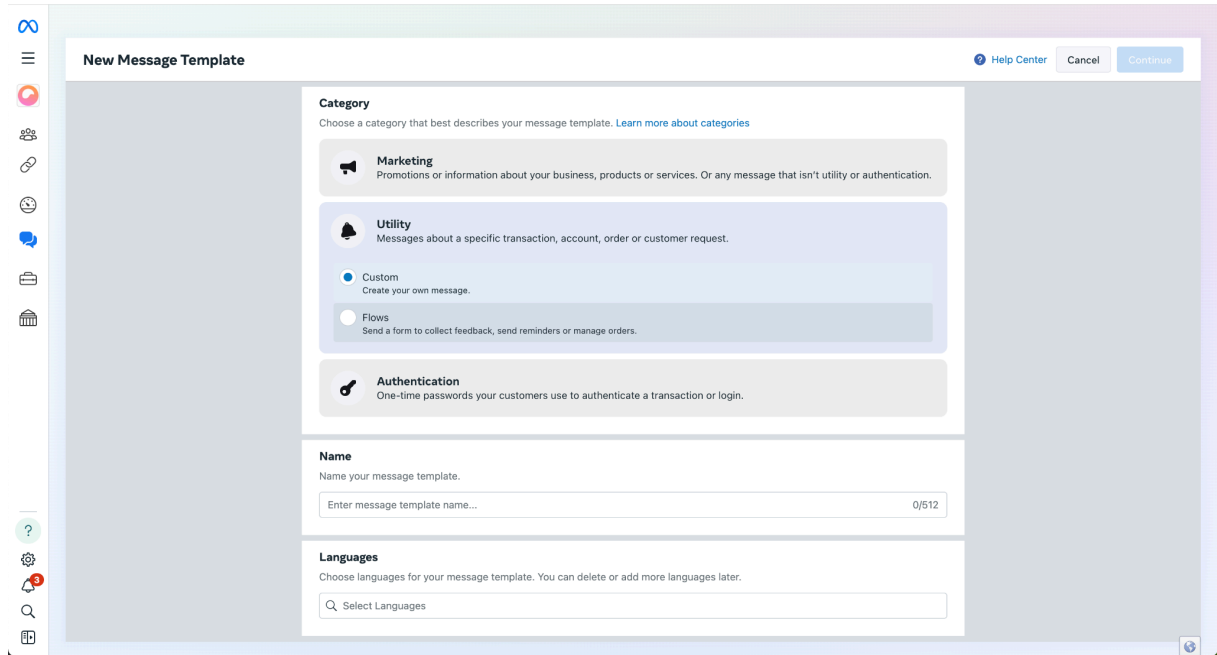


- You can choose to use predefined templates from the template gallery, these templates are already approved. However they might not fit the use case perfectly. Our recommendation is to create a custom template by clicking “Create new template”.

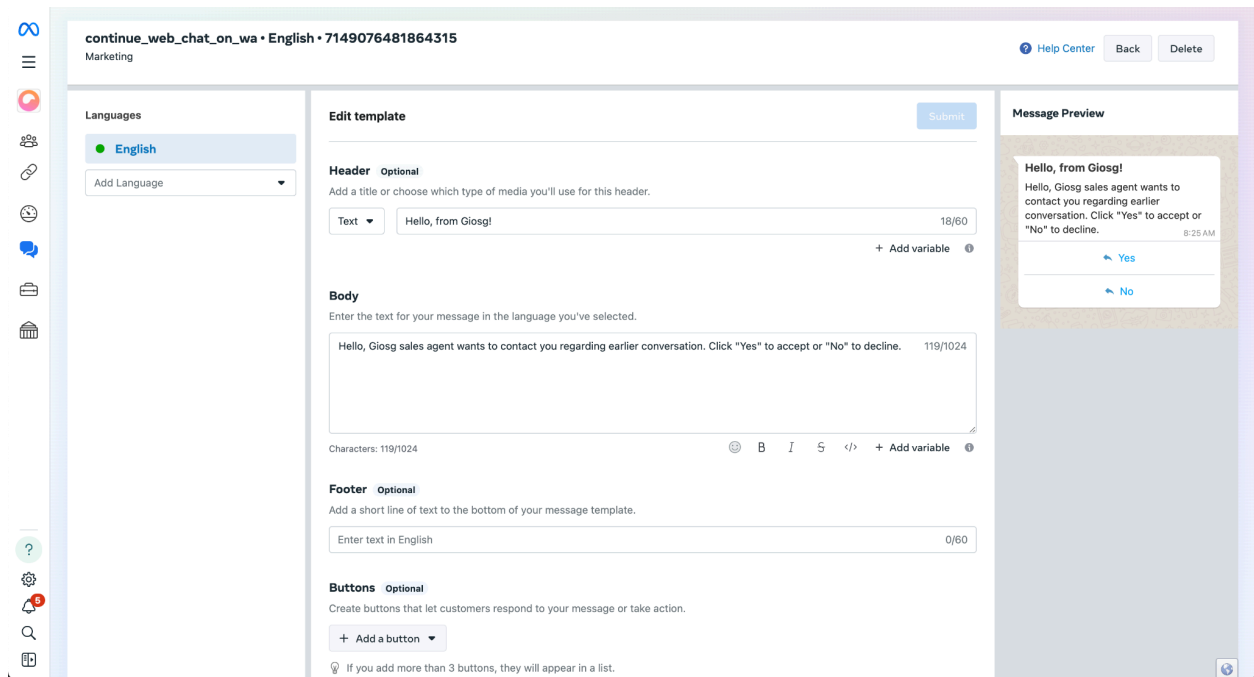


- On the template editing page, pick the type of template, usually it is of a Utility or Marketing type. Also give a descriptive name for the template.

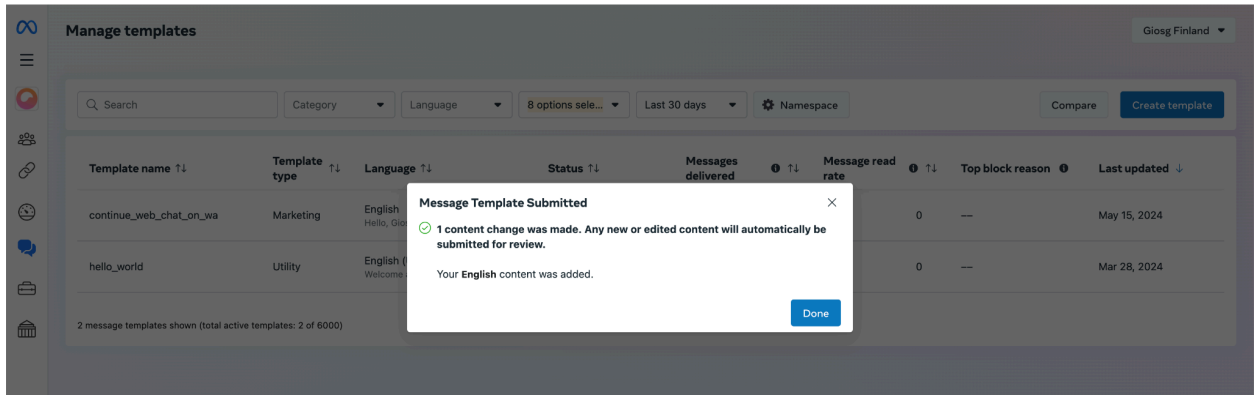




- Next define the template message content. You can see a preview of the message on the right side.



- After you have made the template and are sure that it is correct, click submit to send it to review. Each change will be reviewed by Meta so it is best to make sure you're happy with the content before submitting it. Meta's guidelines can be found here <https://developers.facebook.com/docs/whatsapp/message-templates/guidelines/>



7. Provide the template name(s) and possible button texts to giosg.

Once the template has been created and taken into use, the name should not be changed. Giosg uses the template name to trigger the right message at the right time.

Editing message templates

If you want to edit the text in a template message, you can do so by going to the Whatsapp manager (see step 1. in the first section “Creating message templates”). Choose an existing message template and you can see a preview of the message and edit it directly.

Do **not** change the template message name or potential button texts, as giosg uses these in the integration specifications. If you need to edit these, inform giosg well in advance.