



2020 Facebook Messenger Terms Checklist

Updated 1/14/2020

Beginning March 4, 2020, Facebook is updating its [Messenger Platform policy](#). This is the most dramatic change in Messenger's policies because it changes the way businesses can interact with users.

For several years, Messenger has been somewhat unregulated as Facebook was gathering data on how businesses use the platform and how users react.

I suspect many of these term updates come as a result of this data Facebook has tracked.

Here is a checklist you can use to make sure you are compliant with Facebook's Messenger Policy. After you're compliant with this list, your use of Messenger is only limited by your creativity!

Restrictions on Messages

- ☐ For standard messages – in a flow, sequence, or broadcast, businesses have up to 24 hours to send another message to a user. All messages sent during this time frame can contain promotional material
- ☐ If you were aware of the +1 message you were allowed after this 24 hour period, it is NO LONGER available. You may NOT send a +1 message.
- ☐ If someone interacts with your message outside of the 24 hour period, this begins a new 24 hour period in which you may respond and send messages again (can be promotional). Only the user can re-activate this period. You cannot.

Ways you can contact subscribers after the 24 hour period

- ☐ After the 24 hour period has expired, you can send a message along with a tag to indicate an approved message type. ManyChat will prompt you to select the message tag. The tag types are:
 - ☐ CONFIRMED_EVENT_UPDATE – reminders of upcoming classes or events they have signed up for, confirmation of their attendance or reservation, notification of a scheduled trip.
 - ☐ POST_PURCHASE_UPDATE – confirmation of a transaction (invoices, receipts, shipping notifications), changes to an order such as credit card declined, backorder, or other updates
 - ☐ ACCOUNT_UPDATE – change in application status, notification of suspicious activity (note: you can NOT notify people a recurring messages such as: your statement is ready, bill is due, etc.)

- ☐ HUMAN_AGENT - a message from a human agent that can be sent within 7 days after a user messages you.
- ☐ Subscription Messaging. This allows news publishers to send regular updates to their subscribers in Messenger. This is only available to registered news pages under the [Facebook News Page Index \(NPI\)](#). To qualify as a NPI page, you have to meet the criteria found on this page: <https://www.facebook.com/help/publisher/270254993785210>. When you apply to be on the NPI, Facebook will review your page to be sure it meets the guidelines.
- ☐ Sponsored Messaging. This is essentially a paid ad that gets sent to the user in Messenger. You can only send sponsored messages to subscribers to your bot.
- ☐ One-time Notification API. Subscribers can opt-in to receive a one-time message that notifies them of something they're interested in. This allows to send a single message per user request. If the person engages with that notification message, the standard 24 hour window opens again.

Tips for creating engagement outside the 24 hour period

- ☐ Be sure to capture a user's email address and mobile number for SMS when they first subscribe. You can always contact them on other channels.
- ☐ By using email and SMS, send subscribers back into your bot via link or any of the growth tools in [ManyChat](#). Think about what the best channel is for messaging. The vehicle should match the journey you want to take them on.

Following this list will assure you're compliant

NOTE: This is an **interpretation** of [Facebook's Official Messenger Platform Policy](#). You should always check the official policy for the exact rules, as they may be updated and may be interpreted differently.