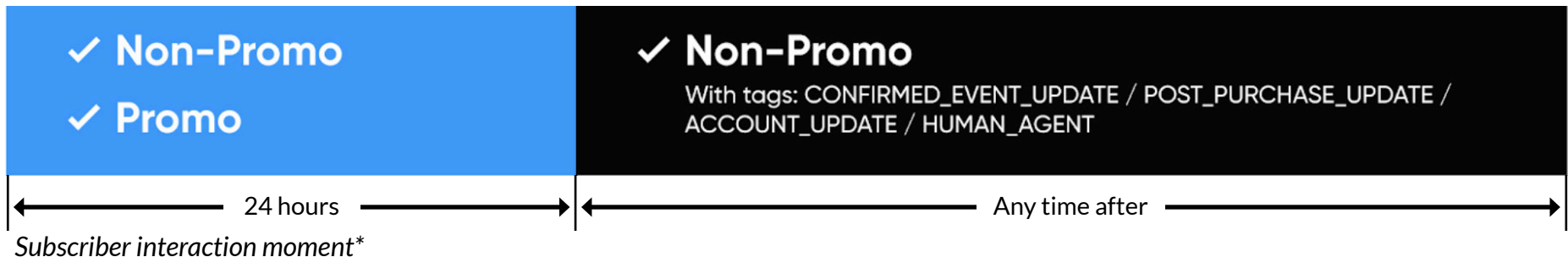


Messenger Policy Changes Cheat Sheet



Facebook has announced [changes to Messenger's Policies](#) that will take effect on January 15, 2020. [Read and apply the ManyChat guide](#) and you'll be ready for the changes.

- ✓ **Businesses will be allowed** to message subscribers within 24 hours of a subscriber's last interaction* with that Business Page. This is known as the "24-hour messaging window."
- ✓ **Promotional content** will continue to be allowed within the 24-hour messaging window.
- ✓ **The biggest change** is that messages sent outside the 24-hour window must be tagged with [one of four Message Tags](#): Confirmed Event Update, Post-Purchase Update, Account Update, or Human Agent.
- ✓ **Action Needed:** ManyChat users will need to review their flows and apply appropriate Message Tags to Facebook messages that could be sent outside the 24-hour window (our guide will show you how to do it).
- ✓ **Important:** Messages that don't have a Message Tag will not deliver outside the 24-hour messaging window as of January 15th, 2020.
- ✓ **For messages that don't fit** any Message Tag – use SMS or email steps instead.
- ✓ **Start gathering** phone numbers and email addresses immediately to maximize the reach of your SMS and email steps, and also ensure that you have access to your audience through independent channels.
- ✓ **Get familiar with omnichannel campaigns** that leverage Messenger, SMS, and email together to maximize your ROI while staying compliant with the New Messenger Policy.



*Subscriber Interaction is when a subscriber sends a message, clicks on a button, clicks on an ad and starts a conversation with a bot, clicks on a widget, clicks on a REF URL, posts a comment on a Page, or reacts or replies to a message from a bot.