

THE GUIDE TO THE 4TH OF MARCH, 2020 CHANGES. [READ THE POST ABOUT THIS HERE!](#)

MESSENGER POLICY CHEAT SHEET



Facebook announced [changes to Messenger's Policies](#) that will take effect on March 4, 2020.

- Businesses are allowed to message their subscribers within 24 hours (the so-called "24-hour messaging window") of a subscriber's last interaction* with that Business Page.
- Business are allowed to send promotional content within this 24-hour messaging window.
- Messages sent outside the 24- hour window must be tagged with one of four Message Tags: 1.) Confirmed Event Update, 2.) Post-Purchase Update, 3.) Account Update, or 4.) Human Agent.
- Clever Messenger customers need to review their flows and apply appropriate Flow Type to Flows that could be sent outside the 24-hour window.
- Messages that don't have a Message Tag will not deliver outside the 24-hour messaging window as of March 4th, 2020.
- For messages that don't fit any Message Tag – use SMS (Twilio or Nexmo integration) or email (SMTP integration) instead to send promotional content, or to get people marked as "Active again."
- Generate email addresses and phone numbers to increase the reach and to ensure you have access to your audience through independent channels.
- Get familiar with Sponsored Messages inside your Facebook Ads Manager, helping you to send promotional messages outside the 24 hour window.



*Subscriber Last Interaction: 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 M.me Link, posts a comment on a Page, or reacts or replies to a message from a bot.