Understanding Facebook Messaging

Facebook messaging is different from normal text messaging; it has two types of messages:

Facebook Session Messages

Facebook Session messages are any messages sent and received in response to a user-initiated message to your business page. A messaging session starts when a user sends your business a message, and lasts for 24 hours in the most recently received messages section. Businesses will have up to 24 hours to respond to a user. Messages sent within the 24-hour window may contain promotional content. Regular text messages or media messages can only be delivered in this 24-hour active window.

Facebook Message Tags

Message tags enable sending important and personally relevant 1:1 updates to users outside the standard messaging window. Businesses are encouraged to respond within 24 hours to the user's messages. You must use a Facebook Template with a message tag to send a message if more than 24 hours have elapsed since the user last responded to you. Any other type of message will fail.

Message tags may not be used to send promotional content, including but not limited to deals, offers, coupons, and discounts. The use of tags outside the approved use cases below may result in restrictions on the page's ability to send messages.

The following table would help you understand more on supported tags and message contents that are allowed and not-allowed against each tag:

- Promotional content, including but not limited to deals, promotions, coupons, and discounts
- Recurring content (e.g., a statement is ready, a bill is due, new job listings)
- Prompts to any survey, poll, or reviews unrelated to a preceding interaction in the Messenger

Tag	Description	Allowed	Not-allowed
CONFIRMED_EVENT_ UPDATE	Send the user reminders or updates for an event they have registered for (e.g., RSVP's, purchased tickets). This tag may be used for upcoming events and events in progress.	• Reminder of upcoming classes, appointments, or events that the user has scheduled • Confirmation of user's reservation or attendance to an accepted event or appointment • Notification of user's transportation or trip scheduled, such as arrival, cancellation, baggage delay, or other status changes	• Promotional content, including but not limited to deals, offers, coupons, and discounts • Content related to an event the user has not signed up for (e.g., reminders to purchase event tickets, cross-sell of other events, tour schedules, etc.) • Messages related to past events • Prompts to any survey, poll, or reviews unrelated to a preceding interaction in the Messenger

| POST_PURCHASE_ UPDATE | Notify the user of an update on a recent purchase. | • Confirmation of transaction, such as invoices or receipts
• Notifications of shipment status, such as product in-transit, shipped, delivered, or delayed
• Changes related to an order that the user placed, such as credit card has declined, back order items, or other order updates that require user action | • Promotional content, including but not limited to deals, promotions, coupons, and discounts
• Messages that cross-sell or upsell products or services
• Prompts to any survey, poll, or reviews unrelated to a preceding interaction in the Messenger |

ACCOUNT_UPDATE	Notify the user of a non-recurring change to their application or account.	• A change in application status (e.g., credit card, job) • Notification of suspicious activity, such as fraud alerts	• Promotional content, including but not limited to deals, promotions, coupons, and discounts • Recurring content (e.g., a statement is ready, a bill is due, new job listings) • Prompts to any survey, poll, or reviews unrelated to a preceding interaction in the Messenger