

Messenger Platform Guide

Plain Text

- 640 Character limit

Rich Media

- Image: jpg, png, gif
- Audio: mp3, wav, ogg
- Video: mp4
- Max file size is 25 MB

Quick Replies

- Up to 11 items
- 20 Character limit for each item
- When a quick reply is tapped, the buttons are dismissed

Gallery

- Up to 10 items
- 80 Character limit for title & subtitle
- Optional buttons are limited to 3 per item
- Horizontal image aspect ratio is 1.91:1

Buttons

- Up to 3 buttons
- 20 Character limit
- Direct to block, url, call, share or buy functions
- Buy button
 - Payments are currently in beta and for U.S. only
 - Custom implementation is possible for Worldwide

List

- 2 to 4 Items per card
- 1 Optional button per item

- 80 Character limit for title & subtitle

Typing Action

- To simulate typing
- Allow user to digest the information
- Guideline: 1 sec delay for every line of text

Persistent menu

- Always-on element in Messenger
- Up to 3 main menus and 5 sub menus
- Direct to block or url