

## WhatsApp Message Templates

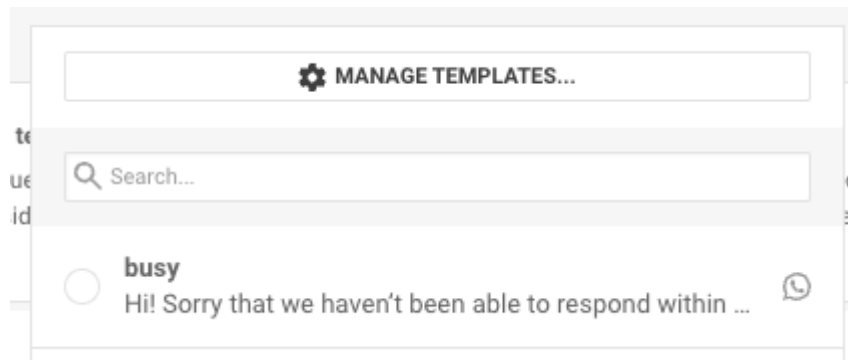
WhatsApp Message Templates are fixed reply templates that you can use when responding to your customers' inquiries in Engage. A support agent who wishes to reply to a customer after 24 hours of receiving the message must use WhatsApp message templates according to WhatsApp's terms of service.

### Note:

Currently, Engage only supports plain text-based message templates.

Updating and changing message templates is managed through the WhatsApp Business Manager. Please refer to Meta's help center for steps on [creating message templates for your WhatsApp Business account](#).

After your message templates have been created and approved, they will be available to use in Engage. Open the WhatsApp message in Engage and click on **Manage Templates**. Then, select one of the templates with the WhatsApp icon.



### Note:

The WhatsApp Cloud API enforces messaging limits on the maximum number of business-initiated messages that you can send in a 24-hour period. To learn how to check your messaging limit, understand how messaging limits are determined, and learn about the options available, please visit [Meta's documentation on messaging limits](#).