On This Page

Launching Instant Games

Before submitting your Instant Game, make sure that you check the items below. These are the guidelines that our technical team will review against your game and bot.

Game Checklist:

Your game should:

- Feel like a native game — that is, it should not scroll, zoom or pan like a webpage
- Have visibility is set to **Public** in App Review tab
- Specify a **Namespace** for the game under the Settings tab.
- Have **all assets** uploaded as detailed on the Game Setup section
- Have an initial download size of no more than 3MB (or 1MB for lightweight games)
- Provide **real** loading progress via `FBInstant.setLoadingProgress`
- Respect the physical mute switch on Mobile devices. We recommend using the WebAudio API for that.
- Make use of **SDK 4.0 or later**, with all Custom Updates being sent via templates
- Make sure to **gracefully handle interruptions** like receiving calls or notifications during the game, by subscribing to `FBInstant.onPause`
- Is in compliance with all posted Facebook Developer Policies

Your game should not:

- ✖ **Share an App ID** with any other live applications (like a Facebook Web game for example)
- ✖ **Link outside** to any other website or app. The only exception is linking to a privacy policy page.
- ✖ **Include branding in name**. For instance you can't call your game "Instant Gems" or "Gems for Messenger" because "Instant" and "Messenger" are reserved keywords.
- ✖ Send more than **one update** per context per session.

- ✘ Ask for any **user information** that is not provided by the Instant Games SDK (that includes making use of the **Facebook Platform Javascript SDK**)
- ✘ Show third-party **ads**
- ✘ Have **payments**
- ✘ Inline the **Instant Games SDK**, or use a version other than the one at connect.facebook.com
- ✘ Call methods other than the following before `startGameAsync` has resolved:
  - `FBInstant.getSDKVersion()`
  - `FBInstant.initializeAsync()`
  - `FBInstant.getPlatform()`
  - `FBInstant.setLoadingProgress()`
  - `FBInstant.getSupportedAPIs()`
  - `FBInstant.quit()`
  - `FBInstant.onPause()`
  - `FBInstant.player.getID()`

Bot Checklist:

Your game bot should:

Have passed App Review for Messenger with the events and permissions specified in the Bot Setup section

Be correctly associated with your Instant Game and responding to `messaging_game_plays` events

Provide **relevant**, **timely** and **valuable** updates to the players. For more information, visit our Best Practices section.

- ✘ Not send more than five messages within ten days after a person has interacted with the game. Any interaction with the game will reset that counter. You can refer to the "Instant Games" section of the Facebook Platform Policy webpage.

Submitting For Review

The Review tab of the developer dashboard allows you to submit your game to our review team. Ensure the game complies with all relevant policies before submitting for review.

During submission, you must provide an Apple Developer team ID in accord with Apple's App Store Review Guidelines 4.7. This enables distribution of the game on iOS.

Once the required fields are filled out, Submit for Review. Instant Game Review should take under a week for completion. Once a game is reviewed, it need not be reviewed again unless it is found to be in violation of our developer policies.
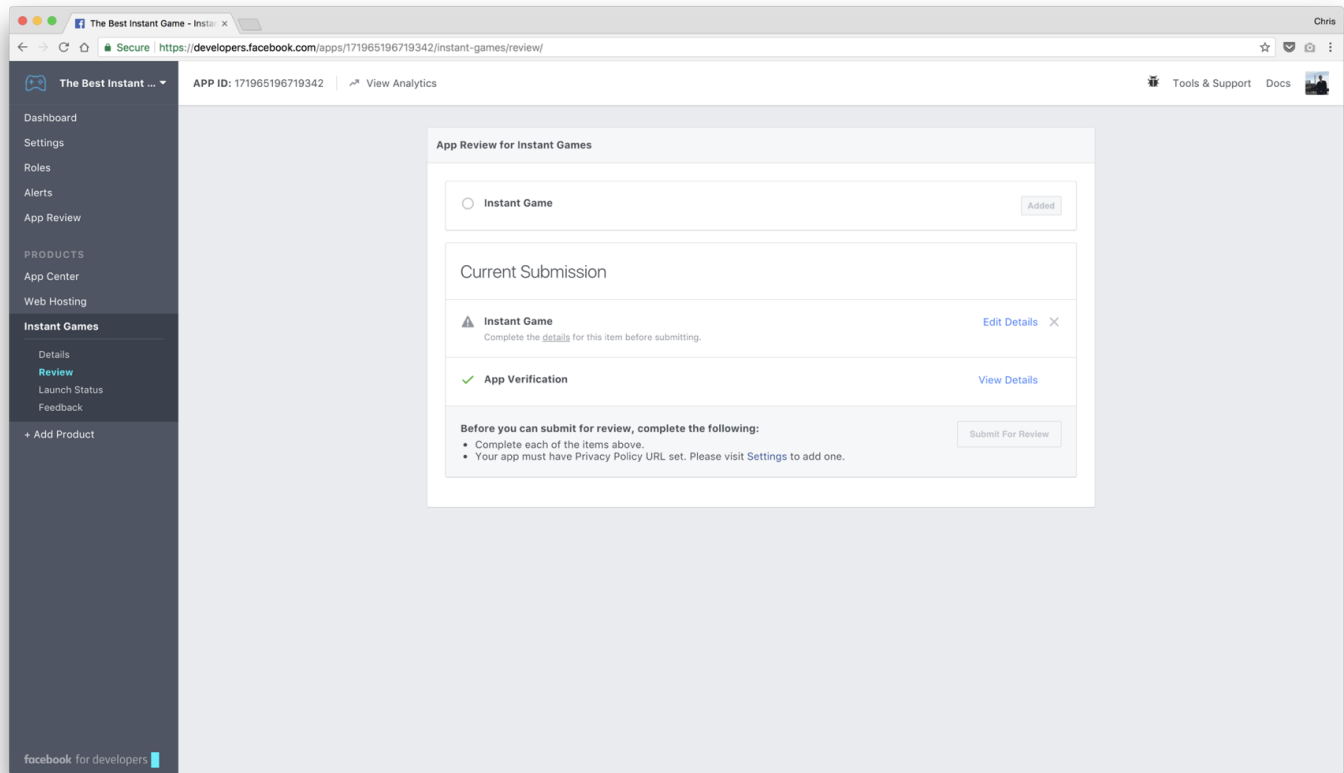
Launching an Instant Game

An Instant Game goes through several stages as it is launched. You can track the status of your game on the Launch Status tab of the developer dashboard.
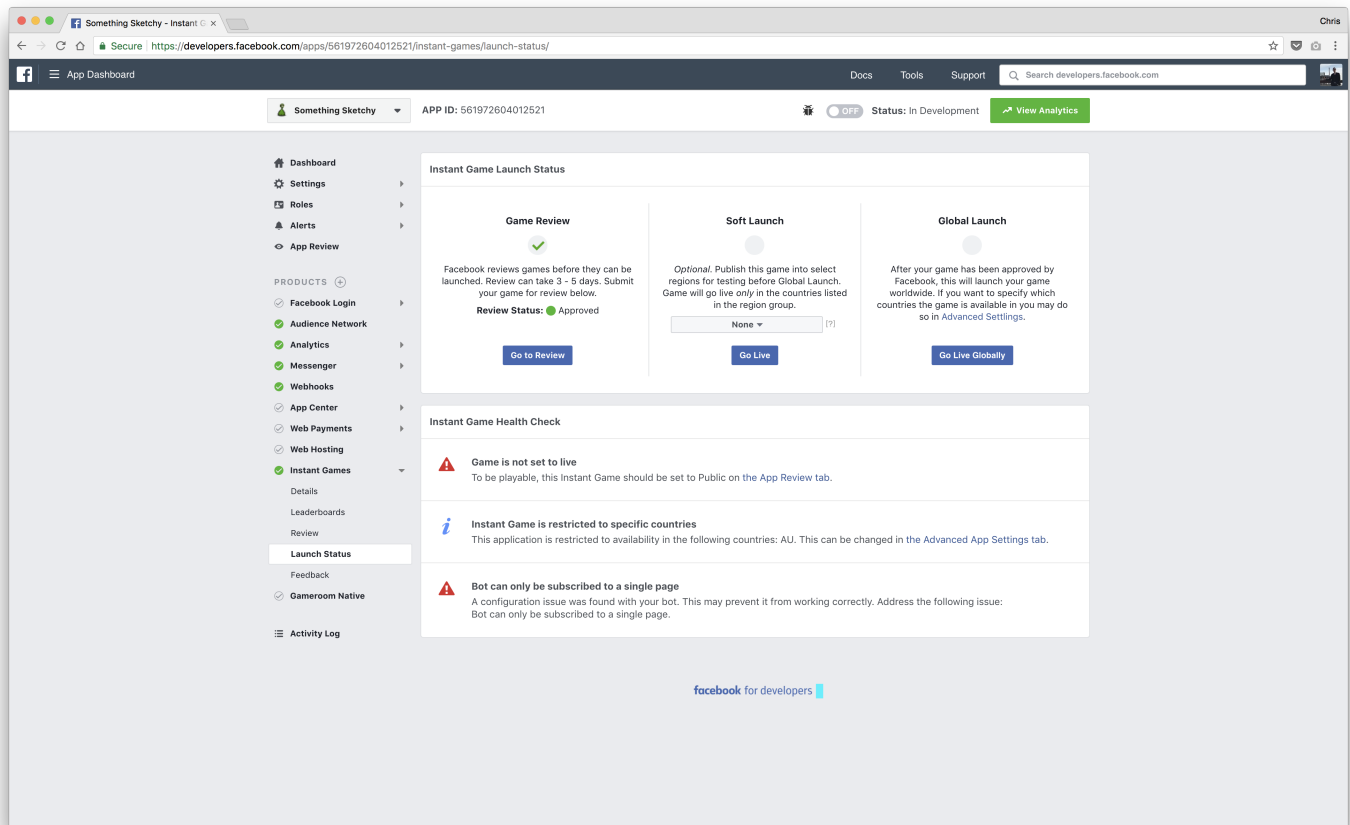
Soft Launch

To make it easy to test your game with a smaller audience, we allow soft launching a game to one of a number of country groups. To soft launch a game, select one of the following country groups from the soft launch drop down and then press Go Live.

Country Groups

We provide the following options for soft launch:

- **Country Group 0 (small):** Australia, Canada, Hong Kong
- **Country Group 1:** United Arab Emirates, Belgium, Dominican Republic, Ireland, Sri Lanka, Myanmar, Nepal, Czech Republic
- **Country Group 2:** Bangladesh, Hong Kong, New Zealand, El Salvador, Tunisia, Greece
- **Country Group 3:** Sri Lanka, Nepal, Puerto Rico, Singapore, Qatar, Ecuador, Hungary, Ireland
- **Country Group 4:** Bangladesh, Guatemala, Cambodia, New Zealand, Tunisia, Portugal, Slovakia
- **Country Group 5:** Sri Lanka, Nepal, Puerto Rico, Sweden, Qatar, Taiwan, Ireland
- **Country Group 6:** Brazil, Greece, Guatemala, India, Ireland, New Zealand, Philippines, Portugal

Global Launch

When you are ready you can globally launch your game by clicking Go Live Globally. Note that once a game is globally launched, it cannot be returned to soft launch, however you can still manage availability using Country Restrictions.

Related Documentation

We've put together the following resources to make sure your game has the best possible performance on our platform:

- Best Practices
- FAQ

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Game Services

Mobile Games

Instant Games

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      Game Bot Setup

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