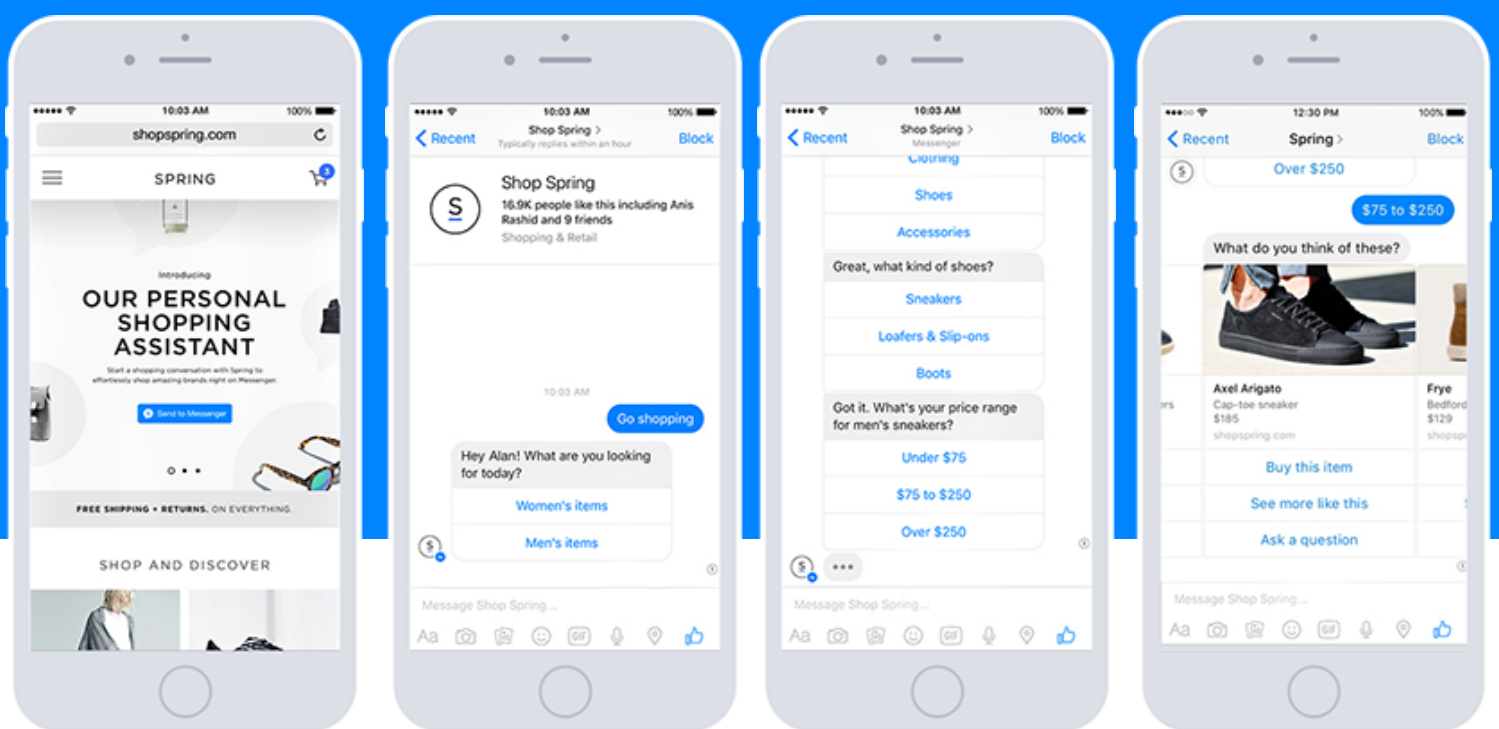# EVERYTHING
YOU NEED TO KNOW ABOUT
MESSENGER CHATBOTS

The Do's & Don'ts

Recommendations on ways you can get discovered, introduce your experience and create engaging interactions on Messenger.

Whether using a bot or implementing live messaging, it's important to define the experience you want to create for yourself and the people you're interacting with on Messenger. Before any messages get sent, take the time to:

1 PLAN
Do you want to design around utility, delight or a mixture of both? Understanding your strategy and what you want to accomplish will help you create the best experience.

2 STRATEGIZE
What actions do you want people to take? Are there multiple tasks you want them to complete? How are those tasks completed outside of Messenger? Determine all paths they can take when creating your bot.

3 EVOLVE
Once people complete your tasks, what are some ways you can keep the interaction going? Consider how you can expand your capabilities to grow your experience and extend your lifecycle.

Focus on doing a couple things really well; doing too much creates confusion and dilutes your experience.

The Do's & Don'ts
WHEN BUILDING MESSENGER CHATBOTS

✓ GREET THEM KINDLY

Do consider your greeting an introduction and a summary of your experience. Greetings have a 160 character maximum, so keep it concise.

✗ NO INSTRUCTIONS

Don't treat your Greeting like an instructional manual. Use your actual messages to introduce specific functionality and commands.

✓ BE THEIR FRIEND

Do rely on familiarity. Continue to use terms and phrases that people already know and have come to associate with you.

✗ PERSONALITY

Don't create a new personality. It creates confusion and people will wonder if they're interacting with the right brand.

✓ "GET STARTED"

Do give people a way to launch your experience. The "Get Started" button helps people initiate that first interaction.

✗ WORKING TOGETHER

Don't forget everything works together. The Greeting Text people first see should complement the "Get Started" button.

✓ SHARE BASICS

Do share basic commands. Communicate which keywords or terms people can use to ask for help, get updates, etc.

✗ GENERIC FAILS

Don't be too generic. Try addressing people by name to make the message feel personal and treating it as an opportunity to teach them.

✓ SHORT. AND SIMPLE.

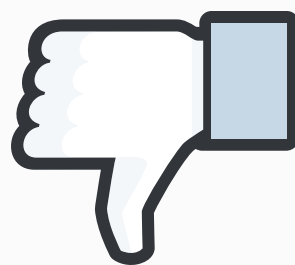Do keep it short. Consider screen size and scrolling behavior; compact messages are easier for people to follow.

✗ LONG IS A NO NO

Don't write lengthy exchanges. If you need to communicate multiple things, try sending a few separate messages instead of one long one.

✓ QUALITY IMAGES

Do pay attention to quality. Use colorful images with high resolution to make your messages stand out.

✗ LITTLE TO NO TEXT

Don't put large amounts of text in your image. If you have a lot to communicate, use a text-only message instead.

✓ BE TRANSPARENT

Do give people a way to explicitly opt-in. Be specific about what they receive, how often, and give a way to update their preferences.

✗ SPAMMERS ARE LOSERS

Don't send too many. If people get too many notifications, they may decide to ignore the conversation entirely or block your activity.

More Do's and Don'ts over at https://developers.facebook.com/docs/messenger-platform/guidelines