# WhatsApp Opt-In Flow

Last Modified on 11/16/2023 6:39 pm EST

Information on the Opt-In flow when communicating to WhatsApp users for the first time

## Getting consent to message using WhatsApp Opt-In Flow

Refer to this topic to learn what to expect when you initiate a new WhatsApp conversation.

# Overview

WhatsApp Business Accounts are required to gain consent from WhatsApp users prior to messaging them. These opt-in messages are captured by the Movius platform for attestation purposes.

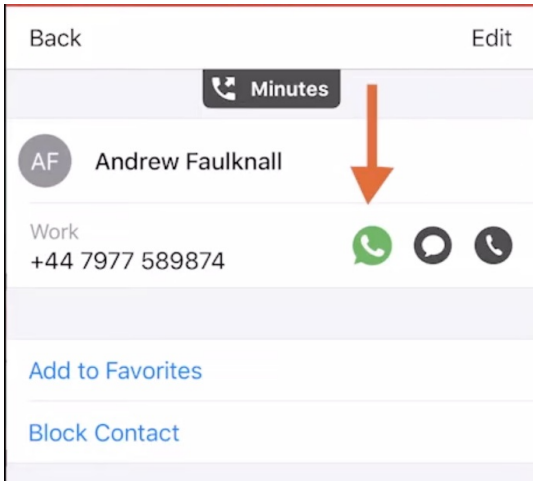
# Before you start

- Your organization has to enable the WhatsApp Messaging channel for it to be available in MultiLine. If not, you won't see the green WhatsApp messaging icon.
- You can only send WhatsApp messages to users in your contacts. If you need help setting up your contacts, see Get started with Contacts (https://help.moviuscorp.com/help/get-started-with-contacts).

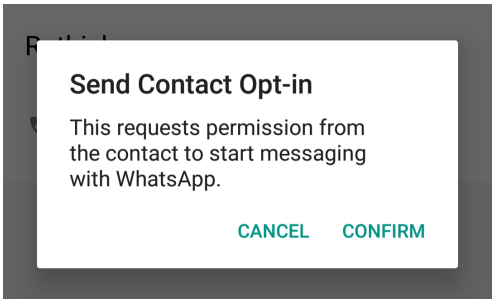
# WhatsApp Opt-In Flow

When you try to send a message to a client with WhatsApp for the first time, you're required to get consent using an Opt In process.

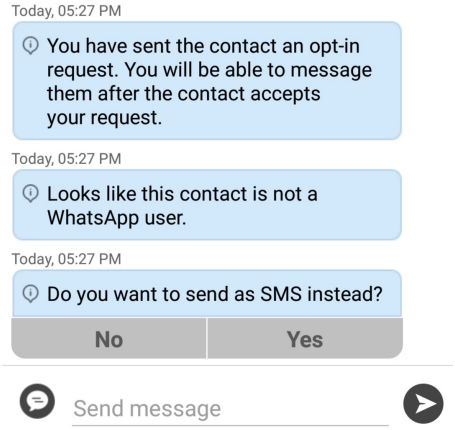
1. To start a new WhatsApp conversation, find your contact and click the WhatsApp icon.



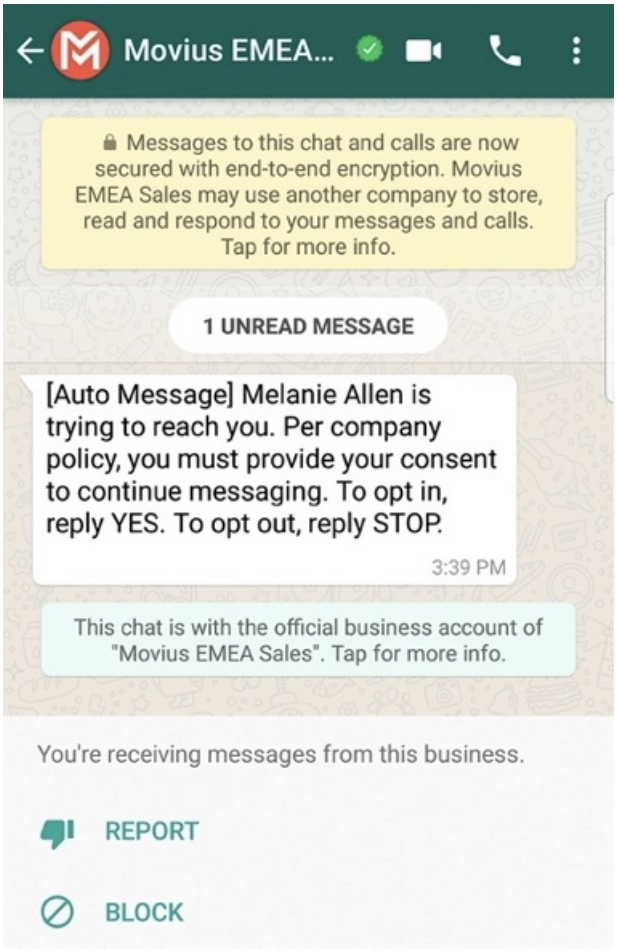

    1. *A prompt will appear asking you if you'd like to send the contact an Opt In message.*



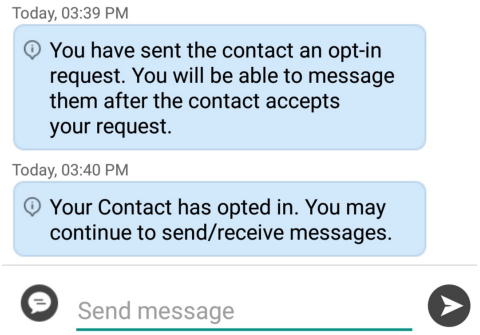

2. Click **Confirm** to send the Opt-In. There are four possible outcomes:
    1. *Contact doesn't have WhatsApp*
        1. You'll see a message letting you know your contact isn't a WhatsApp user, and ask if you'd like to send an SMS instead.




        2. Select **Yes** to go to the SMS message screen. Select **No** to return to contacts.
    2. *Contact has WhatsApp- customer receives opt-in request*

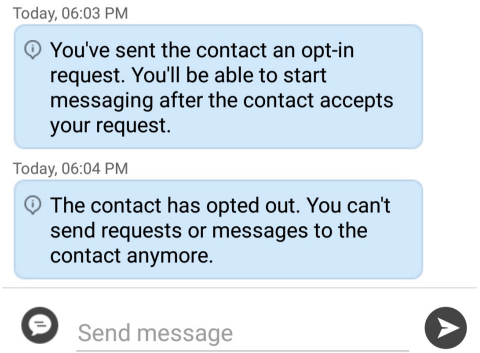


1. *Contact accepts Opt-In request*
    1. You'll see a confirmation message letting you know the contact has chosen to opt-in.

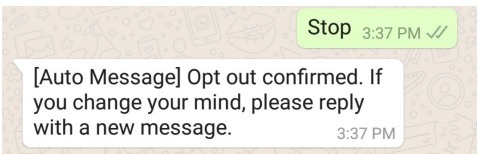


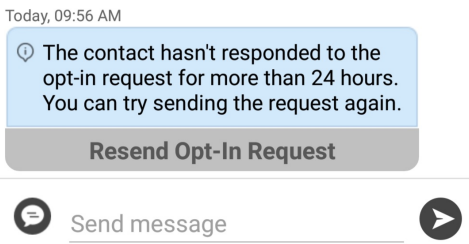

    2. Your contact will see a message letting them know they've opted-in.

2. *Contact rejects Opt-In request*
    1. If your contact rejects the Opt-In, you'll see a message letting you know. The message templates and send message field will be disabled for the contact.




    2. The customer will be informed of their Opt-Out status, and that it is possible to Opt-In at any time by replying "yes".




3. *Contact doesn't respond to Opt-In request*
    1. If your contact doesn't respond to the Opt-In, you'll be able to send a new one

every 24 hours.