How do WeChat users initiate chats with MultiLine users?

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Read on to learn how WeChat users initiate chats with MultiLine users.

How it works

1. A WeChat user searches for the Official Account.
2. The Official Account sends a QR code to the user, which they can use to follow the account.
3. When a user follows an account, they are able to message it.
   1. The WeChat user goes to their Contacts > Official Accounts.

   2. The WeChat user selects the business name to send and view messages.