

Do's and Don'ts â Stay Safe on WhatsApp Business

WhatsApp bans accounts that violate policies. Follow these rules to stay safe and professional.

DO â These build trust and keep you safe

- [] Only message people who have given you their number and expect to hear from you
- [] Reply to every customer message within a few hours
- [] Use your real business name on your profile
- [] Fill in every field in your Business Profile â hours, address, website
- [] Use labels to organise customers properly
- [] Keep broadcast lists small (under 200) and only for customers who know you
- [] Always greet by name when you know it
- [] Set an Away Message so customers are not left waiting silently

DON'T â These cause blocks and bans

- [] Do not buy phone number lists and message strangers
- [] Do not send the same promotional message every day
- [] Do not use unofficial WhatsApp apps (GB WhatsApp, WhatsApp Plus, etc.)
- [] Do not add people to groups without their permission
- [] Do not send more than 250 messages per day from a new number
- [] Do not use WhatsApp Business on the same number as personal WhatsApp
- [] Do not ignore Block reports â if customers block you, fix your message approach

If You Get Restricted

- â¢ You will see 'Your account is restricted' in the app.
- â¢ Stop all broadcasts immediately for 7-14 days.
- â¢ Go to Settings > Help > Contact us and explain your business use case.
- â¢ Most restrictions lift within 2 weeks if you stop the behaviour that caused it.