SAVE THIS ♡NE

■ THE PLAYBOOK · 08 · WHATSAPP

How to Run a WhatsApp *Audit*

Messaging, Channels, Status, Customer Experience and Conversion

WhatsApp is a permission-based relationship channel that happens to have a feed attached. Audit it for trust, usefulness and what happens after somebody chooses to let you into their inbox.

2027 EDITION CHECKED AGAINST OFFICIAL GUIDANCE · OCTOBER 2026

@ACThePlug

A WhatsApp audit needs a different mindset from Instagram or TikTok. On a public feed, distribution can happen before the audience knows you. On WhatsApp, the relationship is usually more intentional: somebody follows a Channel, saves a number, starts a chat, responds to a Status, scans a QR code or opts into updates.

That means I care less about "How often are we posting?" and more about "Why did somebody give us access, and are we rewarding that decision?" WhatsApp Business itself is built around business profiles, contact organization and messaging tools [1]. Channels add a separate broadcast surface in the Updates tab, where businesses can publish one-way updates and review growth, reach, follows, unfollows, reactions and poll results [2].

The opportunity is getting bigger. Meta said in June 2025 that WhatsApp's Updates tab, home to Status and Channels, was being used by 1.5 billion people per day globally [3]. In June 2026, WhatsApp opened username reservations ahead of a gradual launch later in the year, including an option for creators, organizations and small businesses to claim an existing Instagram or Facebook username [4]. That makes profile consistency and discoverability worth auditing now, before the handle you want belongs to someone else.

■ AC'S AUDIT RULE

Audit trust and intent before volume. A giant contact list with weak permission, low relevance or slow service is a churn problem waiting to happen, and no amount of reach on the dashboard changes that.

BEFORE YOU START RECENT SHIFTS TO ACCOUNT FOR

- Ads in Status now sit between people's organic Status updates, are built in Meta Ads Manager, and can send people to a WhatsApp chat or a website [9].
- Channel admins can sell monthly subscriptions for exclusive updates, with the owner setting the price and app stores handling billing where purchases go through them [3][10].
- Channels can now post to Status, so followers see a Channel's Status alongside their contacts' Status unless they hide it [12].
- Username reservations opened on June 29, 2026, with an optional username key and no browsable username directory [4].
- Meta One, launched in September 2026, bundles a verified channel on the WhatsApp Business app, business broadcast credits and Meta Business Agent capacity into paid business plans [13].
- Meta is building WhatsApp into centralized Ads Manager campaigns, with marketing messages as a placement alongside Facebook and Instagram [11].

SECTION 01

Define the job WhatsApp is supposed to do

Start by deciding which WhatsApp job you are auditing. Customer service? Direct response? A creator or publisher Channel? Community coordination? Commerce? Event updates? Lead nurture? The answer changes what success looks like.

I separate WhatsApp into five surfaces: 1:1 or group messaging, Status, Channels, paid placements in the Updates tab, and business/commerce utilities such as the profile and catalog. Do not mash them into one engagement rate. A Channel is a broadcast product. A service chat is a relationship. A catalog is a conversion layer. A Status ad is media you paid for and should be judged that way.

PRO TIP

Write one sentence that begins, “People should use our WhatsApp because…” If the team cannot finish that sentence without listing features, the strategy is probably not clear enough yet.

SECTION 02

Audit the business profile like a trust page

Before opening analytics, inspect the business profile as a stranger. WhatsApp says the profile can display the business name, description, address, hours, category, email, website and linked Facebook or Instagram presence [5].

Check whether that information is current, whether the description explains why someone should message or follow, and whether the same identity is used across the rest of the brand ecosystem. If the account has a catalog, check whether products or services are current, visually clear and linked to the right destination [6].

Then audit identity. Usernames are rolling out country by country after reservations opened in June 2026, and creators, small businesses and organizations can claim the username they already use on Instagram or Facebook [4]. People will need your exact username to reach you the first time, because WhatsApp is not offering a username directory or suggestions [4]. A handle that matches your other platforms is the only discovery help you get here.

Check: Has the brand reserved its username? Does it match Instagram and Facebook? Is a username key switched on, and if so, does the team know it blocks first contact from anyone who does not have the key [4]?

Check: Is there a verified badge on the profile and the Channel? Meta One's Essential business plan includes a verified badge, a verified channel on the WhatsApp Business app and impersonation protection, pending successful verification [13]. If the brand is a frequent impersonation target, price this against the cost of one scam wave in your name.

SECTION 03

Audit acquisition: how are people getting into WhatsApp?

Map every entry point: website buttons, QR codes, click-to-message ads, Status ads, Instagram/Facebook profile links, email, event signage, customer-service handoffs, Channel links, the Channel directory and usernames.

For every entry point, capture the promise. "Message us" is a weak value proposition. "Get breaking alerts," "Ask a stylist," "Track your order" or "Get the weekly drop first" gives the person a reason to choose the channel.

If you are running click-to-message ads, separate ad performance from post-click experience. WhatsApp Business can surface metrics such as reach, ad clicks, cost per link click and conversations started for eligible ads [7]. A cheap conversation start only counts as a good result if the conversation goes somewhere.

SECTION 04

Audit messaging quality and response experience

Sample at least 25-50 recent conversations if you have permission and an appropriate privacy workflow. Look for response time, resolution, tone, repeated questions, dead ends, unnecessary handoffs, over-automation and moments where the user clearly asks for something the flow does not support.

Tag recurring questions. The same question showing up 30 times is a support cost, and usually a signal too: a missing FAQ, weak product copy, a confusing landing page, a content idea or an automation gap.

PRO TIP

Audit the last message in the conversation, not only the first. Did the person get an answer, take an action, get handed somewhere useful, or simply disappear? That is where the quality of the journey becomes visible.

SECTION 05

Audit AI agents, automation and the human handoff

Automated replies are moving from canned greetings to AI that answers customers. At Conversations 2025, Meta said its Business AI was expanding to more businesses in Mexico and that it was exploring an AI that could recommend products and follow up in WhatsApp chats [11]. By September 2026, Meta One's business plans were selling tiered access to Meta Business Agent on WhatsApp to respond to customers 24/7 [13]. If an AI agent is answering on your number, it is speaking in your brand voice whether you reviewed it or not.

Check: Pull 20 conversations the agent handled alone and 20 it escalated. Score each for accuracy, tone and whether the customer had to repeat themselves after the handoff.

Check: List what the agent is allowed to say about price, refunds, availability and medical, legal or financial topics. If nobody can produce that list, the agent is running on defaults.

Ask: Can a customer reach a person in two messages or fewer? Is there a phrase like "talk to a person" that always works?

Larger businesses on the WhatsApp Business Platform were also promised inbound and outbound calling, with customer permission required for outbound calls [11]. If calling is on, add call answer rate and call-to-resolution to the same review. A voice option is a strong fallback for the customers your AI cannot help.

SENIOR STRATEGIST NOTE

Run a monthly "mystery shopper" pass: three people on the team message the business number with the five most common questions and two awkward edge cases (a complaint, a refund outside policy). Screenshot the full thread. Compare month over month. This catches drift in AI answers faster than any dashboard, and it costs one hour.

SECTION 06

Audit Channels as a content product

WhatsApp Channels are a one-way broadcast surface where followers can react or vote in polls, but they cannot reply directly to the update [2]. The content has to do more of the work on its own, because nobody can ask a follow-up question underneath it.

Review the last 30 days for accounts reached, follows, unfollows, top regions, reactions and poll response where available [2]. Then tag updates by purpose: news, utility, exclusivity, entertainment, community prompt, promotion, traffic or conversion.

I would pay special attention to forwards and follow growth after individual updates. WhatsApp designed forwarded Channel updates to carry a link back to the Channel, which can turn useful content into discovery [8]. Ask which updates are worth passing to another person, because that is the WhatsApp version of distribution. Then check the settings: admins can block screenshots and forwards [14]. If forwarding is off on a Channel that needs growth, the team has switched off its main organic discovery path.

Two newer levers belong in this section. Channels can now post to Status, and followers see those Statuses next to their contacts' updates unless they hide the Channel's Status or unfollow [12]. And WhatsApp may recommend Channels to people based on their country or local language [15], so your Channel name, description and language settings are discovery inputs.

Check: Is the Channel listed in the directory? Admins choose whether it appears [14]. Is the name searchable, in the audience's language, and does it match the username and profile?

SECTION 07

Audit Status for relevance and frequency

Status sits inside the Updates experience, but it behaves differently from a Channel. Status supports photos, videos, voice notes and text that disappear after 24 hours [9]. I audit it as lightweight, timely content: reminders, product moments, behind-the-scenes updates, proof, event coverage and quick calls to action. People can now also share a song from Apple Music or Spotify to Status [16], which is useful for creators and entertainment brands and close to useless for a plumbing supplier.

Look for whether Status is giving people a useful reason to check back, or simply duplicating Instagram Stories without adapting the message. The visual can be repurposed; the job should still make sense in WhatsApp.

If the brand runs both a business number and a Channel, decide which one owns Status. Posting the same asset from both puts two copies in the same person's Updates tab.

SECTION 08

Audit paid discovery in the Updates tab

In June 2025 Meta announced three ways to find businesses in the Updates tab: ads in Status, promoted Channels and Channel subscriptions, all kept out of personal chats [3]. Status ads appear between people's organic Status content, are created through Ads Manager as an extension of existing Meta campaigns, and can send people to a WhatsApp chat or a website, with app destinations listed as coming soon [9]. Promoted Channels raise a Channel's position in the Channels directory [9]; WhatsApp's business site still listed them as coming soon at the time of writing, so confirm availability in Ads Manager before you budget for them.

Meta also says ads in Status and Channels are targeted with limited data: country or city, language, the Channels someone follows and how they interact with ads, plus Accounts Center information for people who have linked WhatsApp to it. Personal messages, calls and group memberships are not used [3]. Your targeting options are narrower than on Instagram, and that should shape the brief.

Check: Is WhatsApp Status running as a placement in existing Meta campaigns? If so, can the team pull its results separately from Facebook and Instagram placements?

Check: For chat-destination ads, who answers, how fast, and what share of ad-started chats reach the same outcome as organic chats? A Status ad that floods an understaffed inbox costs you twice.

Check: Is the creative built for Status, or a resized feed ad? Status ads sit next to friends' casual updates, so polished brand spots can look out of place.

SENIOR STRATEGIST NOTE

Before scaling Status ads to chat, set a staffing ceiling: the number of new conversations per hour the team (or the AI agent plus one human) can answer within your response-time target. Cap daily budget so ad-driven chats stay under it. Then test one variable at a time: chat destination vs. website destination with the same creative, judged on cost per resolved outcome, not cost per conversation started.

SECTION 09

Audit Channel subscriptions and premium updates

Channel subscriptions let followers pay a monthly fee for exclusive updates [3]. Under WhatsApp's Channel subscription terms, the Channel owner sets the monthly price, subscriptions renew automatically until cancelled, purchases made through Apple's App Store or Google Play are billed by those platforms, and WhatsApp must give at least 30 days' notice of price increases [10]. Check availability inside the account before planning around it, because Meta rolled these features out gradually [3].

Ask: What does a paying subscriber get that a free follower does not? If the honest answer is "the same updates, earlier," test that against a sample of followers before launch.

Check: Does the free Channel still earn its follows? Moving the best material behind the paywall can stall the forwards that bring new followers in (see section 6).

Check: Is there a cancellation-reason log? Track churn by month of joining, so you know whether the offer or the onboarding is failing.

SECTION 10

Audit permission, frequency and fatigue

WhatsApp sits close to the user. That is the advantage and the risk. The closer the channel is to personal communication, the less tolerance people have for irrelevant frequency.

Review unsubscribe, block, opt-out and complaint signals available to your setup, plus Channel unfollows [2]. Segment where appropriate. A customer who asked for order updates did not automatically ask for every campaign you run. In groups and Communities, check how admins use @all, which notifies everyone even in muted chats and is limited to admins in groups over 32 people [17]. Used for a real deadline it helps; used for a sale it trains people to leave.

I would flag any strategy that treats permission as a one-time checkbox instead of an ongoing value exchange. If the only reason people stay is that opting out feels inconvenient, the channel is not healthy.

SECTION 11

Audit conversion and handoff

Define the next action for each WhatsApp surface: click, purchase, book, subscribe, attend, read, watch, resolve, reply or return. Then trace whether the journey actually gets there.

For commerce, inspect the catalog, links, product detail quality and whether the chat adds value beyond what the website already provides. For publishers or creators, inspect whether Channel traffic lands on a useful page and whether the content makes the destination worth leaving WhatsApp for. For consultants and service businesses, check whether a call is the right next step: WhatsApp now lets people without an account join a call from a desktop browser through a link, with a waiting room the host controls [18].

Do not celebrate a high read or reach number in isolation. The business question is: what did the proximity of WhatsApp make easier, faster or more valuable for the user?

SECTION 12

End with Stop / Start / Continue / Test

STOP: duplicate messages, unclear entry points, over-frequency, stale catalogs, automation that creates friction, Status ads sending chats to an inbox nobody staffs.

START: clearer opt-in promises, reusable answer libraries, Channel content pillars, segmented journeys, stronger measurement, a reserved username that matches every other platform, a written scope for the AI agent.

CONTINUE: high-value updates, fast resolution, formats people forward, recurring utilities users return for.

TEST: Channel cadence, Channel Status vs. business Status, CTA language, poll formats, acquisition sources, automation vs. human handoff, Status ad destination, a paid subscription tier.

CREATIVE SPECS

Creative specs and brand consistency on WhatsApp

WhatsApp gives a brand less room than any other platform in this series: a small circular avatar, a one-line name, short updates and vertical full-screen Status. Your identity has to hold up at thumbnail size and inside someone's personal inbox, next to messages from family and friends. That argues for fewer elements, set larger, and a system the team can repeat without a designer on every update.

One caveat on specs. WhatsApp's own pages that I could verify describe what each surface supports, but they do not publish fixed pixel dimensions for organic Status or Channel media, and Meta's ads guide could not be checked for this edition. Treat the sizes below as working defaults and confirm them in your Ads Manager placement preview and on a real phone before production.

ASSET	SIZE / RATIO	SAFE ZONE	PRO TIP
Profile and Channel photo	Square upload, shown as a circle	Keep the mark inside the centre circle with clear space on every side	Use a simplified mark or icon rather than a full wordmark. Check it at the size it appears in the chat list, on both a light and a dark-mode phone, and use the same image on the business profile and the Channel.
Channel update image	Vertical 4:5 or square 1:1 (working default; confirm on device)	Keep headline in the top two-thirds so the caption preview does not cut it	One idea per image, with the detail in the update text. Keep headline type large enough to read in the chat preview, and check its contrast against the background before you publish.
Channel update video	Vertical 9:16 (working default; confirm on device)	Keep text clear of the top and bottom edges where playback controls sit	Burn in captions, because many people open updates with the sound off. Make the first frame work as a still, since it doubles as the preview.
Organic Status (photo, video, text, voice note) [9]	Vertical full-screen, 9:16 (working default)	Keep type out of the top band (progress bar, name) and bottom band (reply field)	Frame one should carry the message on its own. Limit each frame to one line of display type and one supporting line, and keep type large enough to read at arm's length.
Channel Status [12]	Same as organic Status	Same as organic Status	Lead with the claim or number on frame one. Give recurring formats a consistent series marker (same position, same color) so followers recognise them among their contacts' updates.

ASSET	SIZE / RATIO	SAFE ZONE	PRO TIP
Status ad (Ads Manager) [9]	Follow the WhatsApp Status placement preview in Ads Manager	Leave space for the ad label and the destination button	Build native vertical creative that sits comfortably next to friends' casual updates. One message, one CTA, and make the CTA match the destination (chat or website).
Channel poll and text-only update	Text, no image	n/a	Short, specific question; one emoji maximum; end on a real question rather than a slogan.

Whatever your brand looks like, build the WhatsApp version of it around a few repeatable decisions rather than a long style guide nobody opens.

Template: Make one vertical cover template for Status and Channel video and one 4:5 or square template for Channel images. Fix where the headline, the series marker and the logo (if any) sit, so a producer only swaps the words and the picture.

Type: Pick one display style for headlines and one body style for supporting text, each with a minimum size you have checked on a small phone. If a line does not read in the chat preview, shorten it before you shrink it.

Palette: Two or three core colors plus one accent for numbers and CTAs is plenty. Run every text-and-background pairing through a contrast checker; WCAG AA asks for at least 4.5:1 for normal-size text.

Avatar and logo: Use the same avatar on the business profile, the Channel and any linked Instagram or Facebook account, so a person can tell at a glance that a message, a Channel and a Status ad come from the same place. Set a minimum logo size for images and leave the logo off when it would fall below it.

Series markers: Give each recurring format (weekly drop, daily brief, event countdown) a short name and one fixed visual cue. Followers should recognise the series before they read a word.

Voice by surface: Write a few lines of guidance for each surface. The business profile description: plain, specific, why message or follow. Service replies and AI-agent scripts: polite, direct, clear on next steps, no slogans. Channel updates: the most personality, still short. Status: casual and timely. Group or Community admin messages: practical and sparing.

Accessibility: Put the key point of every image or video in the update text so the message works with media off or on a slow connection. Caption videos, keep on-screen text large and high-contrast, and add a one-line text summary to any important voice note.

Restraint: WhatsApp is a personal inbox, so heavy branding on every update reads as advertising. Keep the template for covers, series and paid units, and let routine updates, replies and polls look like messages from a person who works there.

■ PRO TIP

Before a new template goes live, send three sample Channel images and one Status frame to two team phones, one in dark mode, with brightness at about half. Look only at the chat list and Updates tab previews for two seconds. If either person cannot repeat the headline, enlarge it or cut words, then test again.

■ DO	■ DON'T
+ Use one avatar across the business profile, Channel and linked Meta accounts.	– Shrink a full wordmark into the circular avatar until it is unreadable.
+ Keep headlines and key numbers inside the safe zones listed above and check them on a real phone.	– Place text where the Status progress bar, name or reply field will cover it.
+ Put the main point in the update text as well as the image, so it works with images off.	– Rely on color alone to carry meaning, or set light text on a light background.
+ Give recurring Channel formats a name and a consistent visual marker.	– Brand every routine update and reply like an ad.
+ Write service replies and AI-agent scripts to a short, approved voice guide.	– Repost Instagram Stories to Status with Instagram stickers and handles still on them.
+ Rebuild Instagram Stories for Status rather than reposting them.	– Use campaign taglines or sign-offs in customer-service chats.

Copyable audit checklist

- ☐ **Purpose:** Is the role of WhatsApp clear for each surface: messaging, Status, Channels, paid placements and commerce?
- ☐ **Profile:** Is the business name, description, category, website, hours and linked presence current?
- ☐ **Identity:** Is the username reserved and matched to Instagram/Facebook, is the username key setting deliberate, and is verification in place where impersonation is a risk?
- ☐ **Discovery:** Have I mapped every way people enter the WhatsApp experience, including the Channel directory and usernames?
- ☐ **Permission:** Is the value exchange clear at the point of opt-in or follow?
- ☐ **Messaging:** Are response time, resolution, tone and handoffs consistently strong?
- ☐ **Repeated questions:** Have I converted recurring questions into content, FAQ or automation opportunities?
- ☐ **AI agent:** Is there a written scope, a monthly mystery-shopper check and a route to a human in two messages or fewer?
- ☐ **Channels:** Which updates drive reach, follows, reactions, poll participation or forwarding behavior, and is forwarding switched on?

- ☐ **Channel Status:** Is the Channel posting to Status, and is it duplicating the business account's Status?
- ☐ **Status:** Is the content native to the surface rather than an automatic Story repost?
- ☐ **Paid discovery:** Are Status ads and promoted Channels reported separately, budgeted to inbox capacity and judged on resolved outcomes?
- ☐ **Subscriptions:** Is there a clear paid-tier offer, a healthy free Channel and a churn log?
- ☐ **Fatigue:** Are opt-outs, blocks, unfollows, hidden Channel Statuses or other negative signals increasing?
- ☐ **Commerce:** Is the catalog accurate, useful and easy to act on?
- ☐ **Conversion:** What action happens after a conversation or update?
- ☐ **Creative specs & consistency:** Do the avatar, Channel images and Status frames follow your own templates and the specs and safe zones above, and do they read clearly on a real phone in light and dark mode?
- ☐ **Actions:** What will we Stop / Start / Continue / Test?

Audit scorecard

AUDIT AREA	WHAT I'M CHECKING	SCORE (1–5)	ACTION / EVIDENCE
Purpose and positioning	Clear job for messaging, Status, Channels, paid placements and commerce		
Profile trust	Complete, current profile and consistent identity		
Identity and verification	Reserved, matching username; deliberate username key; verification vs. impersonation risk		
Acquisition	Clear entry points, QR/link strategy and opt-in promise		
Messaging experience	Response, resolution, tone, handoffs and repeat questions		
AI agent and handoff	Scope document, answer accuracy, escalation path, mystery-shopper results		
Channels	Reach, follows, reactions, polls, content utility, forwards and directory listing		
Status	Timeliness, relevance, frequency, CTA fit and Channel Status overlap		

AUDIT AREA	WHAT I'M CHECKING	SCORE (1–5)	ACTION / EVIDENCE
Paid discovery	Status ads and promoted Channels: separate reporting, inbox capacity, cost per resolved outcome		
Subscriptions	Paid-tier value, free Channel health, churn by cohort		
Permission health	Segmentation, fatigue, opt-outs, @all use and value exchange		
Conversion	Clicks, purchases, bookings, calls, resolution or return behavior		
Creative specs and consistency	Avatar legibility, repeatable templates, safe zones, contrast and captions on a real phone		

DECISIONS

How I'd turn this into action

Build a one-page WhatsApp journey map: Entry point -> promise -> surface -> content/conversation -> action -> outcome. Add a column for who or what answers (person, AI agent, nobody) and a column for whether the entry was paid or organic. Then add three friction points and three tests, and book the mystery-shopper check for the same day next month. WhatsApp should feel easier and more useful than the alternative. If it does not, the audit has found the work.

SOURCES

Official sources and creator resources

Platform features change quickly. This Playbook was checked against official guidance available in October 2026. Verify feature availability inside your own account before treating any tool or metric as universal.

[1] WhatsApp Help Center: About WhatsApp Business · https://faq.whatsapp.com/641572844337957

[2] WhatsApp Help Center: About channels on the WhatsApp Business app · https://faq.whatsapp.com/809740894165112

[3] Meta: Helping You Find More Channels and Businesses on WhatsApp · https://about.fb.com/news/2025/06/helping-you-find-more-channels-businesses-on-whatsapp/

[4] Meta: It's Time to Reserve Your WhatsApp Username · https://about.fb.com/news/2026/06/its-time-to-reserve-your-whatsapp-username/

[5] WhatsApp Help Center: About your business profile · https://faq.whatsapp.com/577829787429875

[6] WhatsApp Help Center: About catalog · https://faq.whatsapp.com/405903568419894/

[7] WhatsApp Help Center: About ad performance metrics on the WhatsApp Business app · https://faq.whatsapp.com/1886382371958930

[8] Meta: WhatsApp Channels Are Going Global · https://about.fb.com/news/2023/09/whatsapp-channels-global-launch/

[9] WhatsApp for Business: Ads in Status and Channels · https://business.whatsapp.com/whatsapp-ads

[10] WhatsApp Legal: Channels Subscription Terms · https://www.whatsapp.com/legal/channels-subscription

[11] WhatsApp for Business: Conversations 2025: Centralized Campaigns, AI and Calling · https://business.whatsapp.com/blog/conversations-2025

[12] Meta: Going All in for Global Football Fans Across Meta Apps · https://about.fb.com/news/2026/06/going-all-in-for-global-football-fans-across-meta-apps/

[13] Meta: Introducing Meta One: A Subscription Service With More Features and AI to Create, Connect, and Stand Out · https://about.fb.com/news/2026/09/introducing-meta-one-subscription-service-more-features-ai/

[14] WhatsApp Blog: Introducing WhatsApp Channels. A Private Way to Follow What Matters · https://blog.whatsapp.com/introducing-whatsapp-channels-a-private-way-to-follow-what-matters

[15] WhatsApp Legal: Channels Supplemental Terms of Service (UK) · https://www.whatsapp.com/legal/channels-terms-of-service-uk?lang=en

[16] Meta: New WhatsApp Features Keep Up With the Way You Actually Live · https://about.fb.com/news/2026/07/new-whatsapp-features-keep-up-with-the-way-you-actually-live/

[17] Meta: We're Upgrading Your WhatsApp Group Chats · https://about.fb.com/news/2026/08/were-upgrading-your-whatsapp-group-chats/

[18] Meta: Now You Can Invite Anyone to a WhatsApp Call · https://about.fb.com/news/2026/10/introducing-whatsapp-guest-calling/

OFFICIAL CREATOR RESOURCES TO FOLLOW: WhatsApp Help Center · Meta Newsroom: WhatsApp · WhatsApp Blog · WhatsApp for Business

■ ABOUT

About the author

Ashley "AC" Trybula is an award-winning content and audience executive, journalist and media leader working across media, culture, social and the creator economy. Her work spans content strategy, audience development, editorial leadership, video, original programming and digital distribution. She writes about audience growth, social media, digital culture, media leadership and the business of attention.

@ACTHEPLUG · THE PLAYBOOK