

Everything you can do in Broadcast Hub

A complete, plain-language guide to the portal at bia.massegat.com. Read it once from front to back and you will know every screen, every button, and every rule WhatsApp expects you to follow.

 15 chapters + reference

 English & العربية

 About 35 minutes to read

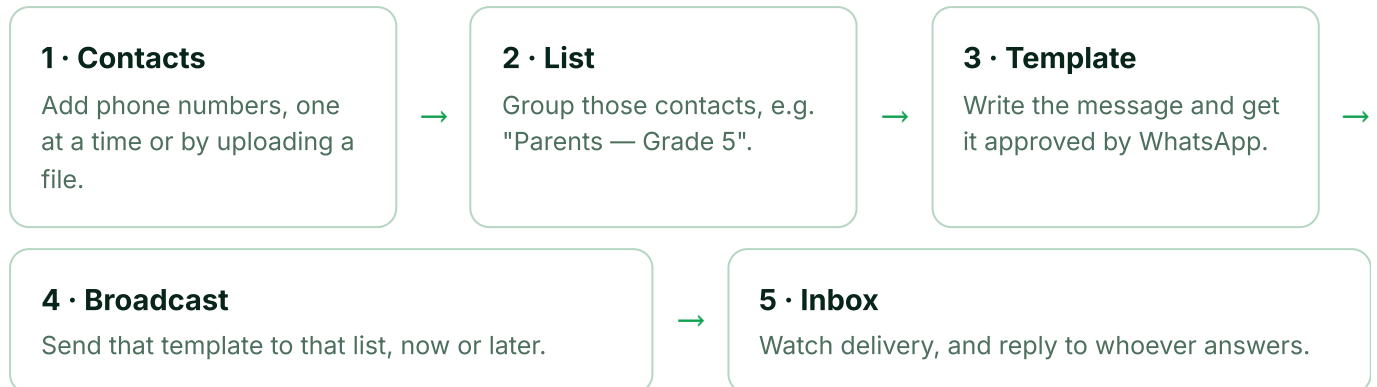
1

How Broadcast Hub works

Before any button makes sense, you need the shape of the thing. It is simpler than it looks.

Broadcast Hub sends WhatsApp messages to a lot of people at once, and collects their replies in one place. It is connected to an official **WhatsApp Business** phone number, so messages arrive as normal WhatsApp messages — not SMS, and not from a random number.

Everything you do follows the same five steps:



The menu at the top of the portal is arranged in almost exactly that order — Dashboard, Inbox, Contacts, Lists, Templates, Campaigns, Settings — so if you ever get lost, walk the menu left to right.

The three WhatsApp rules you cannot break

Almost everything that confuses people about this portal traces back to one of these three rules. They come from WhatsApp itself, not from us — the portal simply keeps you on the right side of them.

1 You cannot message someone first with free text. If a person has not written to you in the last 24 hours, the only thing you are allowed to send them is a **template** that WhatsApp has already reviewed and approved. This is why you cannot just type a message and blast it out.

2 When someone writes to you, a 24-hour window opens. During those 24 hours you can reply freely — any text, any photo, any file, as many messages as you like. When the window closes, you are back to templates only. The Inbox shows you clearly whether the window is open or closed.

3 **"STOP" means stop, permanently.** If a contact replies **STOP** or **UNSUBSCRIBE**, the portal marks them opted out automatically and will never include them in another broadcast. Do not try to work around it — repeatedly messaging people who opted out is the fastest way to get your WhatsApp number blocked by Meta.

Words you will keep seeing

Template	A pre-written message approved by WhatsApp. The only way to start a conversation.
Variable	A blank inside a template, written <code>{{1}}</code> , that gets filled per person — usually their name.
List	A named group of contacts. You always send to a list, never to individuals.
Broadcast	One send: this template, to this list, at this time.
Opt-out	A contact who asked to stop receiving messages. Permanently excluded from broadcasts.
24-hour window	The period after a contact messages you, during which you may reply with free text.

2 Signing in and getting around

Your account, the menu, the language switch, and how to leave safely.

Signing in

- 1 Open **bia.massegat.com** in any browser — phone, tablet or computer all work.
- 2 Enter the email address and password you were given, then press **Sign in**.
- 3 You land on the **Dashboard**. If you were given a temporary password, change it now — see [Chapter 13](#).



The portal keeps you signed in and refreshes your session quietly in the background. You will only be asked to sign in again after a long period of inactivity, or if an administrator signs you out.

The menu

broadcasthub **Dashboard** [Inbox](#) [Contacts](#) [Lists](#) [Templates](#) [Campaigns](#) [Settings](#)

The top menu. On a phone it collapses into a ☰ button — tap it to see the same links.

Dashboard	Your daily overview: how many messages got through, what is sending right now, recent broadcasts.
Inbox	Two-way conversations. Read what people replied and answer them.
Contacts	Every phone number you hold, with search, editing and opt-out control.
Lists	Groups of contacts, plus saved snapshots you can roll back to.
Templates	Write messages and send them to WhatsApp for approval.
Campaigns	Repeating sends — the same message every Monday, for example.
Settings	WhatsApp connection, team members, your password, and the activity log.

Who can do what

Every account has a role. If a button described in this guide is missing from your screen, your role is almost certainly the reason.

ROLE	CAN DO	CANNOT DO
Member	Everything day-to-day: add contacts, build lists, send broadcasts, reply in the Inbox, view analytics.	Submit templates to WhatsApp, delete contacts, restore list snapshots, create recurring campaigns, or touch Settings.
Admin	Everything a Member can, plus templates, deletions, recurring campaigns, the WhatsApp connection, the team, and the activity log.	See or manage other client accounts.
Super-admin	Everything, across every client account, plus creating and switching between clients.	—

Language and theme

The **public front page** and the **sign-in screen** carry two small buttons: **ع / EN** switches between Arabic and English — flipping the whole layout right-to-left for Arabic — and **☾ / ☀** switches between the dark and light appearance. Both choices are remembered on your device.



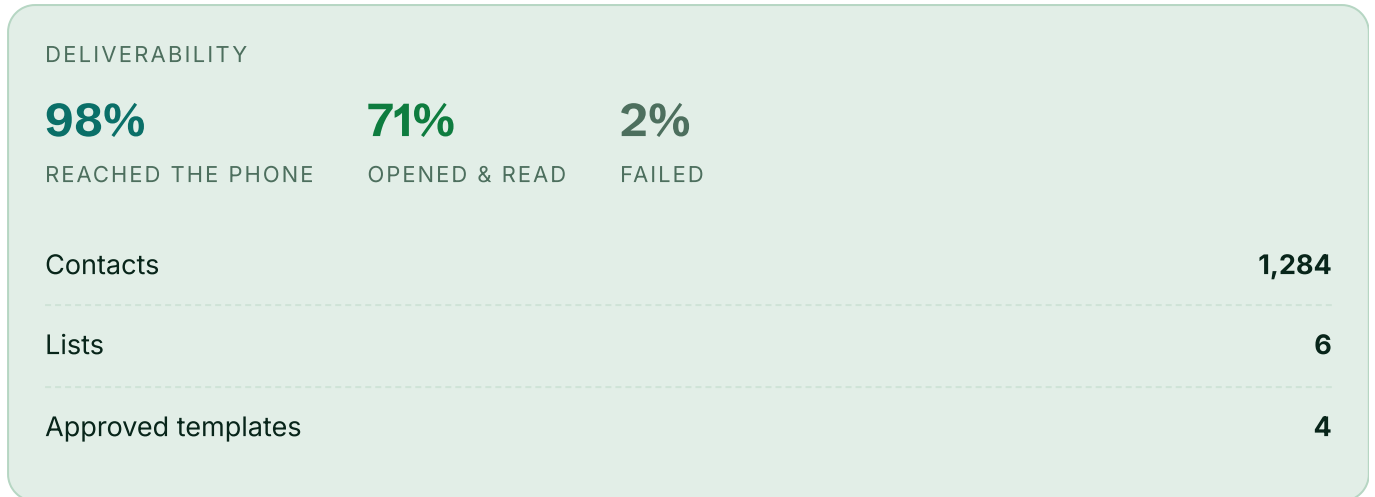
Inside the portal itself the screens are in English, in the dark theme. There is no language button on the Dashboard, Inbox or Settings pages — so if you are looking for one there, it is not hidden, it simply is not there. This guide is bilingual precisely so that Arabic-speaking operators can follow along.

Signing out

The **Sign out** link at the end of the menu ends your session on this device. In **Settings → My account** there is also a **Sign out everywhere** option, which ends your session on every device you have ever used. Use it if you think someone else has your password, or if you signed in on a shared computer and forgot to sign out.

3 Dashboard

The first screen after you sign in. It answers one question: is everything working?



The top of the Dashboard: three headline rates, then your audience at a glance.

Deliverability — the three numbers that matter

Reached the phone	Of the messages that left the system, the share that actually arrived on a handset. Healthy is above 90%. A low number usually means bad phone numbers, not a broken system.
Opened & read	Of the messages that arrived, the share the recipient actually opened. This is your real measure of interest.
Failed	Messages WhatsApp refused or could not deliver. When this is zero the number is dimmed. If it climbs, open the broadcast and read the error column.

Live now

If a broadcast is sending at this moment, it appears here with a progress bar that updates on its own. If nothing is sending you will see *"Nothing sending right now — all quiet."* That is a good thing, not an error.

Recent broadcasts

A table of what you sent lately — template, list, status, delivery count, failures and when. **Click any row** to open that broadcast's full detail page, which is covered in [Chapter 8](#).



The Dashboard also has a shortcut panel for creating a list and jumping straight to importing contacts — handy on your first day, and easy to ignore afterwards.

4 Contacts

Every phone number you can message. Get this right and everything downstream is easy.

Adding one contact

Use the **Add a contact** card at the top of the page when you have a single number to add.

FIRST NAME

LAST NAME (OPTIONAL)

PHONE NUMBER

Will be saved as (E.164, no "+").

Add contact

- 1 Type the **first name**. This is what the `{{1}}` variable in your templates will usually be filled with, so spell it the way you want it to appear in the message.
- 2 Add a **last name** if you want. It is optional.
- 3 Pick the **country** from the dropdown, then type the local number without the country code. A leading zero is removed for you automatically.
- 4 Watch the grey line underneath. It shows exactly how the number will be stored. If that preview looks wrong, fix it before saving — a wrong number simply never receives anything.
- 5 Optionally choose a **list** to drop them into straight away, then press **Add contact**.

Importing many contacts from a CSV file

- 📌 **The CSV upload card is on the Dashboard, not on the Contacts page.** Look for the *Compose* panel near the bottom of the Dashboard, where you will find "Upload contacts (CSV)" alongside the new-list and new-broadcast forms.

A CSV is a simple spreadsheet file. Excel, Numbers and Google Sheets can all save one with *File → Save as → CSV*.

↓ There is a **Download CSV template** link right on the upload card. Download it, replace the example rows with your own, and you cannot get the format wrong.

The columns

COLUMN	REQUIRED?	WHAT IT DOES
phone	Yes	The number, with country code. Spaces, dashes and a leading + are all fine — they get cleaned up.
firstName	No	Given name.
lastName	No	Family name. Joined to the first name to form the display name.
anything else	No	Becomes a template variable. A city column lets you write <code>field:city</code> when sending, and each person sees their own city.

What a good file looks like

```
phone,firstName,lastName,city
+966500000001,Ahmed,Al-Saud,Riyadh
+965500000002,Sara,Al-Sabah,Kuwait City
+971500000003,Khalid,Al-Maktoum,Dubai
```

⚠ **The country code is not optional.** `0500000001` is not a valid number — the system has no way to know which country it belongs to. Write `+966500000001`. Numbers must come out to between 8 and 15 digits once the symbols are stripped.

- 1 Press **Choose file** and pick your CSV.
- 2 Optionally choose a list under **Add to list** — every imported contact joins it. This saves a lot of clicking later.
- 3 Press **Upload**. You get a result line like *"Imported 240, rejected 3."*

Rejected rows are almost always malformed phone numbers. Fix them in your spreadsheet and upload the file again — contacts that already exist are updated rather than duplicated, so re-uploading is safe.

The contacts table

 Search phone or name...

PHONE	NAME	STATUS	ACTIONS
9665000000001	Ahmed Al-Saud	Active	Edit · Opt out · Delete
9655000000002	Sara Al-Sabah	Opted out	Edit · Re-subscribe · Delete

Search	Type any part of a name or number. Results narrow as you type.
All / Active / Opted out	Three filter pills beside the search box. Opted out is the quick way to see exactly who has asked you to stop.
Edit	Correct a name in place. Press Save to keep it or Cancel to back out.
Opt out / Re-subscribe	Manually stop or resume messaging this person. Use it when someone asks you to stop by phone or in person rather than by replying STOP.
Delete	Admins only. Asks for confirmation inline. See the warning below.
Lists	Every list the contact belongs to, shown as chips. Press Edit and the chips become checkboxes — tick to add, untick to remove.
Add selected to list	Tick several contacts, choose a list from the dropdown that appears, then press Add . Anyone already in that list is left as they are.
Bulk delete	Tick the checkboxes, then Delete selected and Confirm . Admins only.

 The checkboxes only offer lists you can still send to. If a contact is in an *archived* list, that shows in the row as a greyed chip and is left untouched when you save — so tidying someone's live lists can never quietly pull them out of an archived one.



Deleting is not the same as opting out. A contact who has ever been part of a broadcast cannot be deleted — their delivery history depends on them. If you need them to stop receiving messages, use **Opt out**. That is the correct tool, and it is reversible.

5 Lists

A list is who you are sending to. You never send to individuals — always to a list.

Creating a list

Type a name into the box at the top of the **Lists** page and press **Create list**. Names must be unique. Give them names that will still make sense in six months — *"Parents — Grade 5 — 2026"* beats *"New list 2"*.

Filling a list

There are four ways, and you are never stuck with your first choice — membership can be changed at any time from the **Contacts** page.

- Tick the lists under **Add to lists** when adding a single contact, on the **Contacts** page. You can pick more than one.
- Choose the list in **Add to list** when uploading a CSV, on the **Dashboard** — every row in the file joins it.
- Press **Edit** on any contact row and tick or untick its lists.
- Tick several contacts, then use **Add to list** in the toolbar to move them all in at once.

Snapshots — your undo button

A snapshot records exactly who is in a list at this moment. If a later import adds the wrong people, or someone removes members by mistake, you can restore the list to how it was.

- 1 Press **Snapshot now** next to the list *before* you do anything risky — a big import, a bulk delete, a cleanup.
- 2 Press the list name to expand it and see all its saved snapshots, with the date and how many members each one holds.
- 3 Press **Restore** on the snapshot you want. Confirm the warning — the current members are replaced by the snapshot's members.



If a contact was deleted from the system entirely after the snapshot was taken, restoring skips them and tells you how many were skipped. Restoring is an Admin action.

Archiving a list — retire it without losing it

When a list has served its purpose — last year's intake, a finished campaign — **Archive** it rather than deleting it. An archived list disappears from the template and broadcast pickers, so nobody sends to it

by accident, but every broadcast it was ever used for keeps its full history.

- Tick **Show archived** above the list table to bring archived lists back into view. Each one carries an *archived* badge.
- Press **Restore** on an archived list to put it back into circulation.



Archive is almost always the right choice. Reach for Delete only when a list was created by mistake and has never been used.

Deleting a list

Press the red **Delete** next to a list. This removes the list and its snapshots. **The contacts themselves are kept** — they simply no longer belong to this group. The confirmation message tells you how many members are affected.

6 Templates

The messages themselves. This is the one chapter worth reading twice.

A template is a message you write once, send to WhatsApp for review, and then reuse forever. WhatsApp reviews it to make sure businesses are not spamming people. Review usually takes a few minutes, sometimes up to 24 hours.

Creating a template, field by field

Name	Lowercase letters, numbers and underscores only — <code>exam_reminder</code> , not <code>Exam Reminder</code> . This is an internal label; recipients never see it.
Language	The language the message is written in. To message the same people in two languages, create two templates.
Category	MARKETING for offers and news. UTILITY for confirmations, reminders and updates about something the person already did. AUTHENTICATION for one-time codes. Choosing wrongly is a common rejection reason.
Header attachment	Optional image, PDF or video shown above the text. Upload a sample file here; you supply the real one each time you send.
Body	The message. Up to 1024 characters. Use <code>{{1}}</code> , <code>{{2}}</code> for blanks that change per person.
Example values	One realistic example per variable. WhatsApp requires these so the reviewer can see what the finished message reads like.
Footer	Optional small grey line, up to 60 characters. <i>"Reply STOP to opt out"</i> is a good use of it.
Buttons	Up to 3. See the table below.

Button types

TYPE	WHAT HAPPENS WHEN TAPPED
Quick reply	Sends their tap back to you as a reply. It appears in your Inbox and opens the 24-hour window — the easiest way to start a real conversation.
URL	Opens a web page you specify.
Call (phone)	Starts a phone call to the number you specify. Write it in full international form — country code, and no leading zero : <code>079 896 0079</code> becomes <code>+962798960079</code> . A national number here is the usual cause of Meta rejecting a template with error #192.
Copy code	Copies a coupon code to their clipboard. You give a sample code here and the real one when you send.

Two special formats

Carousel

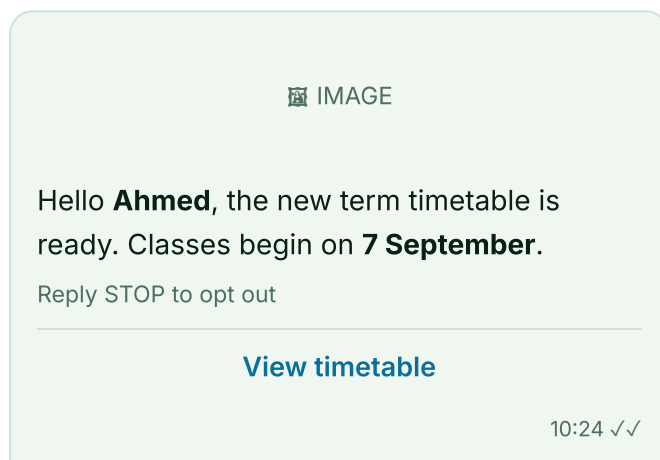
Between 2 and 10 swipeable cards, each with its own picture or video, its own short line of text, and optionally its own link button. Good for a menu, a product range, or a set of courses.

Limited-time offer

A coloured banner above the message, 16 characters maximum, optionally with a live countdown timer. It requires a URL button, allows no footer, and cannot be combined with a carousel.

The live preview

As you type, a WhatsApp-shaped preview builds itself beside the form. Use it. It is the fastest way to spot a missing space, an awkward line break, or a variable in the wrong place.



A preview of a template with an image header, two variables, a footer and a URL button.

Submitting and the three statuses

Press **Create template** and it goes to WhatsApp for review. Your templates table then shows one of these:

STATUS	MEANING
PENDING	Waiting for WhatsApp. You cannot send with it yet. Wait, then press Sync.
APPROVED	Ready. It now appears in the template dropdown when you create a broadcast.
REJECTED	Refused. Fix the problem and create a new template — rejected ones cannot be edited and resubmitted.



The Sync button. Statuses update on their own when WhatsApp notifies us, but **Sync** forces an immediate check. Press it if a template has been PENDING longer than you expected, or if a template you know is approved is missing from the send screen.

Why templates get rejected

- **Wrong category** — a discount offer submitted as UTILITY is the single most common cause.
- **A variable at the very start or very end** of the message, or two variables side by side. Always wrap them in real words.
- **Example values that are placeholders** — write *Ahmed*, not *xxx* or *name*.
- **Spelling and grammar mistakes**, ALL-CAPS SHOUTING, or too many emoji.
- **A broken or non-public link** in a URL button.



Creating and submitting templates is an **Admin** action. Members can see the templates table but not the create form.

7 Sending a broadcast

The main event. One approved template, one list, and a moment in time.

The **New broadcast** form is on the Dashboard. The form changes shape depending on which template you pick — if your template has no image and no variables, you will only see three fields.

TEMPLATE (APPROVED ONLY)

term_timetable (en) · 2 vars ▾

RECIPIENT LIST

Parents — Grade 5 ▾

TEMPLATE VARIABLES

field:name

7 September

SCHEDULE (OPTIONAL — BLANK = SEND NOW)

dd/mm/yyyy --:--

Send now

Step by step

- 1 Template.** Only approved templates appear here. If yours is missing, it is still PENDING or was REJECTED — go to Templates and press Sync.
- 2 Recipient list.** Everyone on it receives the message, except contacts who have opted out — they are removed automatically and silently.
- 3 Fill any extra fields the template needs.** These appear only when relevant — see the table below.
- 4 Fill the variables.** This is the part worth understanding properly — see the next section.
- 5 Read the preview.** It shows the finished message with your values substituted in. Read it once as if you were a parent receiving it.
- 6 Send or schedule.** Leave the schedule field blank and the button reads **Send now**. Pick a future date and time and it reads **Schedule broadcast**.

Template variables — literal text or per-person

Each `{{1}}`, `{{2}}` in your template gets one input box. You can fill it in two ways:

YOU TYPE	EVERYONE RECEIVES
<code>7 September</code>	The same text, 7 September , for every recipient.
<code>field:name</code>	Their own name from the contact record.
<code>field:city</code>	Their own city , taken from the <code>city</code> column of the CSV you imported.



Any extra column you put in your CSV becomes available as `field:columnname`. A `grade` column gives you `field:grade`. This is how one broadcast becomes hundreds of personalised messages.

Extra fields you may see

Header media URL	Appears when the template has an image, PDF or video header. Paste a public web link to the file you want sent this time. It must be reachable by anyone, not a private Drive link.
Coupon code	Appears when the template has a copy-code button. Up to 15 characters, e.g. <code>SAVE20</code> .
Carousel card media	One box per card. Leave a box blank to keep that card's default picture; fill it to swap in a different one just for this send.
Offer expires at	Appears for limited-time offers with a countdown. Pick when the timer should hit zero. Must be in the future.

What happens after you press send

Messages do not all leave at once. They are queued and released at a steady, controlled rate so WhatsApp does not flag your number for flooding. A few thousand contacts take several minutes — this is normal and deliberate. You are taken to the broadcast's detail page, where you can watch it happen.

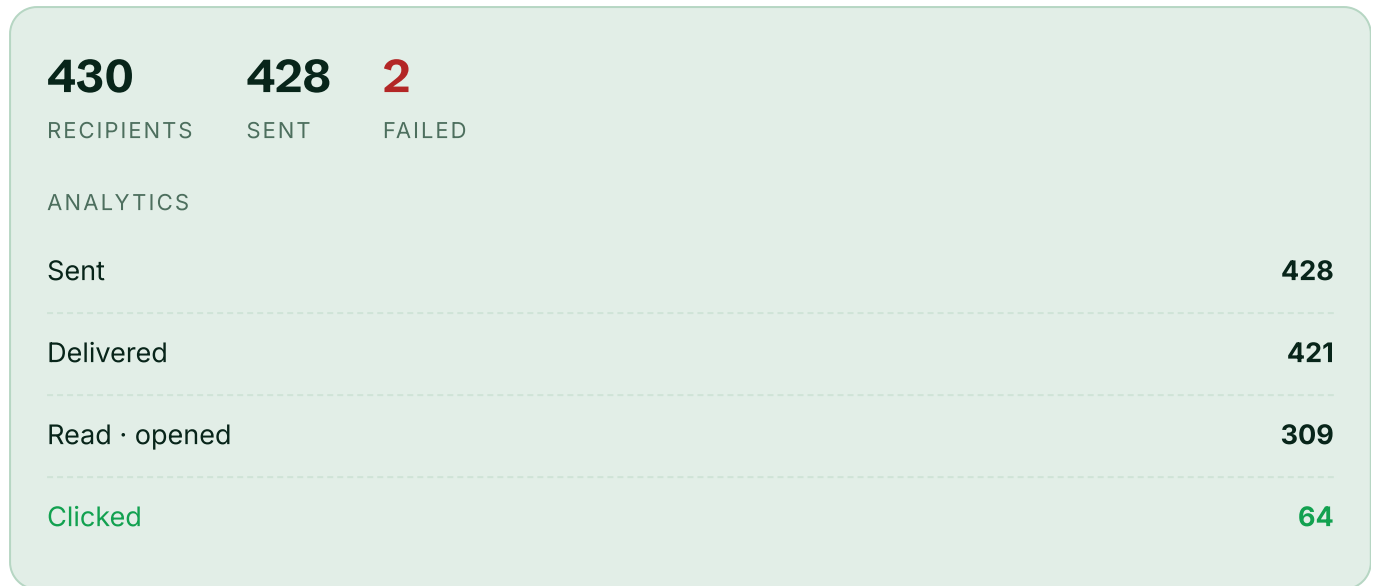


A broadcast cannot be recalled. There is no unsend. Read the preview before you press the button — that preview is the last checkpoint.

8 Watching a broadcast

Live progress, the delivery funnel, who clicked, and how to retry the ones that failed.

Open a broadcast by clicking its row in **Recent broadcasts** on the Dashboard. The page updates itself while the send is running — you do not need to refresh.



The delivery funnel

Read it top to bottom. Each step is a subset of the one above it.

Sent	Handed over to WhatsApp successfully.
Delivered	Arrived on the recipient's phone. If their phone is off, this happens later when they come back online.
Read · opened	They opened the chat and saw it. Blank if the recipient has read receipts switched off in their own WhatsApp — so this number is a floor, not an exact count.
Clicked	They tapped a button on the message. The strongest signal you get.

Button events

Below the funnel is a breakdown of which buttons were tapped and how many times. If a message has "Yes" and "No" quick replies, this is where you read the answer.

The recipient table

Every recipient with their individual status and, for failures, the reason. This is where you find out *why* two messages did not go through.

STATUS	MEANING
PENDING	Still queued, not sent yet.
SENT	Accepted by WhatsApp.
DELIVERED	On their phone.
READ	Opened.
FAILED	Did not go through. The reason is in the Error column.

Retrying failures

If any messages failed, a **Retry N failed** button appears. It re-queues only the failed recipients — nobody receives a duplicate. Retry is worth doing when the errors were temporary (a network hiccup, a rate limit). It will not help if the number simply does not have WhatsApp; fix the contact instead.

Broadcast statuses

SCHEDULED	Waiting for its time to arrive.
QUEUED	Accepted and lined up to start.
SENDING	Going out right now.
COMPLETED	Every recipient has been attempted. Some may still have failed — check the failed count.
FAILED	The whole send could not run. Usually a WhatsApp connection problem — check Settings.

9 Recurring campaigns

Set a message to send itself on a repeating schedule — every Monday morning, the first of the month, every day at noon.

A one-off broadcast sends once. A campaign keeps sending on a schedule until you pause it. Same template, same list, over and over — so if you add people to the list, they are included from the next run onwards.

- 1 Go to **Campaigns** and fill the **New recurring campaign** form.
- 2 Give it a **name** you will recognise later, then pick an approved **template** and a **list**.
- 3 Set the **schedule**. Use one of the preset buttons if it fits — that is the easy path.
- 4 Press **Create campaign**. It starts running from its next scheduled moment.

 **Schedules run in UTC, not your local time.** This catches everyone out once. Riyadh and Kuwait are UTC+3, so a campaign set for `0 9 * * *` sends at **12:00 noon** in Riyadh, not 9am. To send at 9am Riyadh time, set the hour to **6**.

Reading the schedule box

The schedule uses five values separated by spaces: **minute · hour · day of month · month · day of week**. A `*` means "every".

SCHEDULE	RUNS	RIYADH TIME
<code>0 6 * * *</code>	Every day	09:00
<code>0 6 * * 0</code>	Every Sunday	09:00
<code>30 5 * * 1-5</code>	Monday to Friday	08:30
<code>0 7 1 * *</code>	First day of each month	10:00

Pausing, resuming, deleting

The **Active & paused** table lists every campaign. **Pause** stops future runs without losing the setup — the safe choice if you are unsure. **Resume** starts it again. **Delete** removes it permanently. Broadcasts a campaign has already sent are unaffected and stay in your history.

⚠ Creating and managing campaigns is an **Admin** action. Members can view the table but not the form.

Where replies land. Two panels: conversations on one side, the open chat on the other.

When someone replies to one of your broadcasts — by typing, or by tapping a quick-reply button — the message appears here. Photos, documents, voice notes, videos and locations all come through and display properly.

The window badge — read this first

At the top of every conversation is a badge. It is the most important thing on the screen.

• Window open

They messaged you within the last 24 hours. Type anything you like, attach files, send as many messages as you need. Normal chat.

• Window closed

More than 24 hours have passed. Free text will most likely be rejected by WhatsApp. Send an approved template instead — see below.

Replying

- **Text** — type in the box at the bottom and press Enter.
- **Attachment** — press the 📎 icon and choose a file.
- **Template** — press the 📄 icon. Covered next.

Reopening a closed conversation

This is the trick worth knowing. When the window is closed, press 📄 in the composer, choose an approved template, fill in any variables with plain text, and send. The template is allowed through. If the person replies to it, the 24-hour window opens again and you can chat normally.



Rich templates — ones with a carousel, a coupon code or a countdown — are greyed out in this picker. They are designed for broadcasts, not one-to-one chat. Use a simple text template here.

Finding a conversation

The search box above the conversation list matches names, phone numbers and the text of messages. Searching for a phone number works with or without the country code.

Why some old media disappears

WhatsApp stores images and files sent to you for about 30 days. After that they are gone from their servers and cannot be recovered. Old messages will show a quiet *"media no longer available"* placeholder instead of a broken image. If a document matters, download it while the conversation is fresh.

11 Settings → Connect WhatsApp

Admin only. Set up once, then forget about it. If messages are not going out, this is where you look.



These values come from your Meta Business account and act like passwords for your WhatsApp number. Do not email them, do not put them in a chat group, and do not share them outside the people who administer this portal.

The fields

Phone number ID	A long number from Meta's <i>WhatsApp → API Setup</i> page. It is not your actual phone number — it is the ID sitting next to it.
WhatsApp Business Account ID	Also called the WABA ID, from the same API Setup page. Not your Business Portfolio ID — a common mix-up.
App ID	Your Meta app's ID. Needed so the portal can upload sample images when you create templates.
Access token	A long string starting with <code>EAA...</code> . Use a permanent system-user token, not a temporary one — temporary tokens expire in 24 hours and everything stops.
App secret	Lets the portal prove that incoming delivery reports genuinely came from WhatsApp and not from someone pretending.
Webhook verify token	Any long random string. Press Generate to have one made for you, then paste the same value into Meta.
API version	Leave the default unless you have a reason to change it.
Webhook callback URL	Read-only. Copy this and paste it into Meta so delivery reports and replies can reach you.

Connecting, in order

1

Fill in every field above and press **Save**.

- 2 Press **Test connection**. A green result means the portal can talk to WhatsApp. A red one means a credential is wrong — the message usually names which.
- 3 In Meta, open your app's **Webhooks** settings. Paste the **Webhook callback URL** and the **verify token**, then press Verify and save.
- 4 Still in Meta, **subscribe to the** `messages` **field**. Skip this and delivery statuses will never update and replies will never arrive — the single most common setup mistake.
- 5 Send one broadcast to your own number as a test before using a real list.

12 Settings → Team members

Admin only. Give your colleagues their own logins instead of sharing one.

Inviting someone

- 1 Enter their **email** and optionally their **name**.
- 2 Press **Generate** next to the password box to create a strong temporary password, or type your own (at least 8 characters).
- 3 Choose **Member** or **Admin**. When in doubt choose Member — you can promote them later in one click.
- 4 Press **Invite**, then pass the password to them privately and ask them to change it on first sign-in.



Give most people **Member**. They can do all the daily work — contacts, lists, broadcasts, the Inbox — without being able to change the WhatsApp connection or delete data. Reserve **Admin** for the one or two people who genuinely need it.

Managing the team

Edit	Change someone's display name or switch their role between Member and Admin.
Reset password	Set a new password for someone who is locked out. Use Generate and hand it over privately.
Remove	Revokes access immediately. Their entries in the activity log are kept, so the record of what they did stays intact.

Remove someone the same day they leave. It takes ten seconds and it is the single most effective security habit you can have.

13 My account and the activity log

Your own password, and — for admins — a record of everything the team has done.

Changing your password

In **Settings** → **My account**, enter your current password, then the new one twice, and save. New passwords must be at least 8 characters. Every account can do this — you do not need to be an Admin.



If you were given a temporary password by an administrator, change it the first time you sign in. Nobody else should know your password — not even the person who created your account.

The activity log

Admins see an **Activity** section listing *when, who, what and the details* for every consequential change: contacts imported or deleted, templates submitted, broadcasts created, campaigns paused, team members added or removed, WhatsApp settings edited.

Use it to answer "who changed this?" without having to ask anyone. Note that ordinary Inbox replies and automatic scheduled sends are not recorded here — the log covers deliberate changes, not routine traffic.

Admin only. The reason your template's link button should never point straight at Instagram.

When a template has a URL button, WhatsApp visits that address and often draws a link-preview card above your message — which pushes your actual text down and looks unpolished. Pointing the button at a short address on your own domain avoids that.

The second, bigger reason is that **you can change where the link goes without touching the approved template**. Editing an approved template costs a Meta re-review and a 24-hour wait. Changing a destination here takes five seconds.

Creating a link

- 1 Enter a **slug** — the short name that appears in the address, e.g. `bia-instagram`. Prefix it with the client name so two clients' links never collide.
- 2 Enter the **destination** — the full `https://` address you actually want people to land on.
- 3 Press **Add link**. The table now shows an **Address to paste into Meta**. Press **Copy** and use that as the URL button in your template.



The slug is permanent; only the destination can change. That is deliberate. Once a slug is printed inside an approved template it can never move, so the portal will not let you rename it — but **Repoint** lets you change where it sends people, as often as you like.

The three actions

Copy	Copies the address to your clipboard, ready to paste into Meta's template editor.
Repoint	Changes the destination. Takes effect immediately, including for templates already sent and sitting in people's phones.
Delete	Removes the link. Any template button already pointing at it stops working — including messages already delivered. Rarely the right move.

⚠ Always print the **main domain** in a template button, never a client subdomain. A link baked into an approved template outlives the hostname you happened to be using the day you wrote it.

15 Clients — super-admin only

Skip this chapter unless you run the platform for more than one organisation.

The portal can hold several completely separate organisations — called **clients** — side by side. Each client has its own contacts, lists, templates, broadcasts, team and WhatsApp number. They cannot see each other in any way.

Creating a client

- 1 Enter the **client name**, and a **slug** if you want a specific short identifier.
- 2 Optionally add an **admin login email**. Leave the password blank and a strong one is generated and shown to you **once** — copy it before dismissing the panel.
- 3 Press **Create client**, then use **Switch to** and set up their WhatsApp connection under Settings.

Switching between clients

A client selector appears in the menu for super-admins only. Whichever client is selected, every screen in the portal shows that client's data and nothing else.

📌 On `bia.massegat.com` there is no selector, even for a super-admin. A client subdomain is bound to exactly one organisation, and the hostname wins. That is a safety feature: on a tenant address you cannot accidentally be acting as somebody else. Tenant switching lives on the console host, `app.massegat.com`.

⚠️ **Always check the client selector before sending.** Sending the wrong organisation's message to the wrong organisation's list is the one mistake this feature makes possible, and it cannot be undone.

🗑️ **Deleting a client deletes everything it owns** — every contact, list, template, broadcast and user. There is no recovery. The confirmation prompt is the only safety net.

When something goes wrong

Find your symptom in the left column. Nearly every problem is one of these.

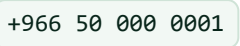
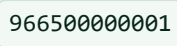
WHAT YOU SEE	WHY	WHAT TO DO
Meta rejected my template: “(#192) ... is not a valid phone number”	The Call button holds a national number — a leading 0, or no country code.	Write it in full international form: <code>079 896 0079</code> → <code>+962798960079</code> . No spaces or dashes.
My template is not in the send dropdown	It is not APPROVED yet, or the status has not refreshed.	Templates → Sync . If it is still PENDING, wait. If REJECTED, create a corrected copy.
Statuses stay on SENT and never reach DELIVERED	The webhook is not configured, or the <code>messages</code> field is not subscribed in Meta.	Admin: re-check Chapter 11 , steps 3 and 4.
Replies never appear in the Inbox	Same cause as above — inbound messages travel through the same webhook.	Admin: verify the webhook and the <code>messages</code> subscription.
A whole broadcast is FAILED	The WhatsApp connection is broken — usually an expired access token.	Admin: Settings → Test connection . Replace the token with a permanent one if needed.
A few individual recipients FAILED	Those numbers are wrong, or have no WhatsApp account.	Read the Error column, correct the contacts, then Retry failed .
My CSV rejected rows	Missing country code, or the number is under 8 / over 15 digits.	Fix them in the spreadsheet and re-upload. Existing contacts update rather than duplicate.
Someone did not receive a broadcast	They are opted out, or not on that list.	Search for them in Contacts and check the Status column.
My reply in the Inbox was rejected	The 24-hour window is closed.	Press  and send an approved template instead.
A campaign fired at the wrong hour	Schedules run in UTC.	Subtract 3 hours from your Riyadh/Kuwait time when setting the hour.
A button I read about is missing	Your role is Member, and it is an Admin action.	Ask an Admin to do it, or to promote you.
A contact cannot be deleted	They appear in a past broadcast's delivery history.	Use Opt out instead — it achieves what you actually want.

WHAT YOU SEE	WHY	WHAT TO DO
An old image in the Inbox will not load	WhatsApp deletes media after about 30 days.	Nothing can be done. Download important files while the conversation is recent.

Quick reference

The bits worth keeping open in another tab.

Phone number rules

- Always include the country code.
- Between 8 and 15 digits once , spaces and dashes are removed.
- A leading zero on the local part is dropped automatically.
- Stored without the .  becomes .

Opt-out keywords

A contact who replies  or  is opted out automatically and excluded from every future broadcast. An Admin can reverse it from the Contacts page if the person asks to be added back.

All statuses at a glance

Per recipient



Per broadcast



Per template



Per contact



Admin-only actions

- Creating and submitting templates
- Deleting contacts, singly or in bulk
- Restoring a list snapshot
- Creating, pausing and deleting recurring campaigns
- Everything under Settings — the WhatsApp connection, the team, the activity log

A sensible weekly routine

- 1 Open the **Dashboard** and glance at the three deliverability numbers.
- 2 Open the **Inbox** and clear anything unanswered — windows close after 24 hours.
- 3 Check any broadcast with failures and retry or fix the numbers.
- 4 Take a **snapshot** of any list you are about to change.

That is the whole portal

Keep the three WhatsApp rules in mind, read the preview before you send, and everything else is just clicking. When in doubt, come back to the chapter for the screen you are on.