



24-HOUR MESSAGING WINDOW CHEAT SHEET

See when the 24-hour messaging window closes on WhatsApp, Instagram and Messenger, and what you can still send once it has.

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WHAT IS THE 24-HOUR MESSAGING WINDOW?

On WhatsApp, Instagram and Messenger a business can send any message until 24 hours after the customer's last message. After that, WhatsApp only delivers templates Meta approved, and on Instagram and Messenger nothing goes out until the customer writes again. The calculator shows when the window closes and what you can still send.

WHAT YOU CAN SEND, CHANNEL BY CHANNEL

Channel	Within 24 hours	After 24 hours
WhatsApp	Any message	Only a template Meta approved
Instagram	Any message	Nothing until they write again
Messenger	Any message	Nothing until they write again

Meta also allows a person on your team to reply for up to 7 days on Instagram and Messenger with a human agent tag; ChatinFlow's inbox does not send that tag today.

HABITS THAT KEEP THE WINDOW OPEN

- ☐ Answer within minutes, not hours. An automation does it at night too.
- ☐ End a reply with a question, so their answer opens a fresh 24 hours.
- ☐ Ask for an email or a WhatsApp opt-in while the window is open.
- ☐ Keep marketing messages on WhatsApp to people who opted in.

USE THE FREE 24-HOUR WINDOW CALCULATOR

- 1 Pick the channel.** WhatsApp, Instagram or Messenger. The rules after the window differ.
- 2 Enter their last message.** Your own messages do not count, only theirs.
- 3 See what is left.** The countdown says when the window closes and what can still go out after it.

QUESTIONS PEOPLE ASK

What restarts the 24-hour window?

Every new message from the customer opens a fresh 24 hours. Asking a question at the end of your reply keeps the conversation, and the window, going.

What can I send on WhatsApp after 24 hours?

Outside the window WhatsApp only delivers templates Meta approved: a reminder, an order update or, with opt-in, a marketing message.

What about Instagram and Messenger?

Nothing goes out until the customer writes again: a new message, a story reply, or a comment you answer with a private reply.

DO IT IN SECONDS, FREE

Free in your ChatinFlow account: the 24-Hour Window Calculator, every other free tool and the automations that answer your DMs.

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