MODULE 3: Digital Communication, Content Sharing and Responsible Practices. How to share the digital content through digital platforms?

CONTENT 3.1: How to register on a messaging application: Whatsapp Business

What is a messaging app?

A messaging application is a mobile-phone-based software programme that allows users to send and receive information using their phone's internet connection.

They can transmit or receive a much wider range of data types than Short Message Service (SMS) like:

Voice calls, video calls and text, and also files, images, audio, location data, emojis and documents... between individuals and or groups.
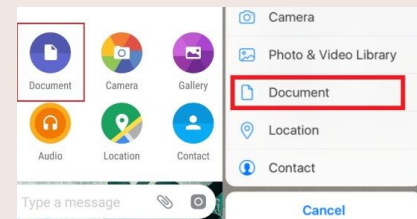
PLATFORMS:

- **Whatsapp**: the most used all over the world (2.4 billion monthly users, 60 countries)

- **Facebook Messenger:** best texting app for contacting anyone

Tools and features

	Voice calls	Voice messages	Photo messages	Bots	Location sharing	File sharing	Video calls
WhatsApp	Yes	Yes	Yes	No	Yes	Up to 160 MB	Yes
Viber	Yes	Yes	Yes	No	Yes	Yes	Yes
Signal	Yes	Yes	Yes	No	Yes	No	Yes, in Beta
Telegram	No	Yes	Yes	Yes	Yes	files of up to 1.5 GB	No
LINE	Yes	No	No	Yes	Yes	No	No
Facebook Messenger	Yes	Yes	Yes	Yes	Yes	Through an integration with Dropbox	Yes
Snapchat	Yes	No	Yes	No	No		Yes
FireChat	No	Yes	Yes	No	Yes	Yes (limits unknown)	No
Skype	Yes	Yes	Yes	Yes	No	300MB size limit	Yes
imo	Yes	No	Yes	No	No	No	Yes
WeChat	Yes	Yes	Yes	Yes	Yes	No	Yes

Source: The engine room library
Flaticons

Good practice

FarmLog, the first WhatsApp Field Notebook that makes life easier for farmers

It allows farmers to comply with the obligation to keep the Digital Field Notebook by sending photographs of the invoices and audio messages on WhatsApp. It will also alleviate the problem of lack of margins due to excess of intermediaries by offering offers of factory products and purchase of production from large brands.

Cibersur.com | 02/19/2024 13:56

Farmers throughout Spain are manifesting themselves for the difficulties they face on a daily basis such as excess bureaucracy, such as the new government rule that requires a detailed record of activities called a digital field notebook. For this reason, BrioAgro has officially launched FarmLog, the world's first digital field notebook that is operated through WhatsApp. This innovative system comes at a crucial moment of tension to make life easier for farmers.

As simple and free as sending a WhatsApp
FarmLog offers an easy solution to this problem by being a tool as simple to use as sending WhatsApp messages to a friend.
The farmer just has to save the FarmLog phone number 634363749 on his mobile, write him a simple "hello" on WhatsApp, and the system will start talking to him in a natural way helping him manage his digital field notebook. FarmLog is even able to understand the audio messages it receives.
This revolutionary technology that works thanks to advanced artificial intelligence, is available as an application for computers and mobile devices on the web farmlog.es.

Benefits of messaging app

✔ **Can help reduce communications costs.** They usually cost less than SMS or conventional phone calls.

✔ **Can be a more reliable communication method**. They offer a way to maintain contact with people across borders even if they frequently change SIM cards.

✔ **Can be a more secure communication** method. Mobile-phone networks are insecure and the message content of all SMS messages can be easily accessed.

✔ **Can speed up data collection** or increase efficiency: The ability of a user to send location, data, images, or long messages without a character limit are some of the advantages a messaging app has.

Source: Freepik

Advantages

Why WhatsApp Business

+2 billion users worldwide, as of 12 Feb 2020

Facebook owns WhatsApp. Develops an app exclusively for businesses and small businesses.

More than half of all internet searches are conducted from a mobile device

Also works on Whatsapp Web

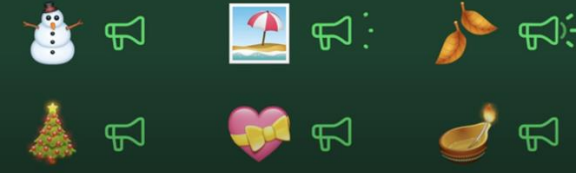Turned 15 years old, launched 24 Feb 2009

Why WhatsApp Business

1 Your customers are using WhatsApp

2 You can promote seasonal offers

3 You can directly drive sales on WhatsApp

Source: YouTube

WHATSAPP

WhatsApp Messenger	WhatsApp Business	WhatsApp Business API
For personal use	For SMEs	For medium-large companies
Messages 1 to 1	Personalized customer service Small-scale marketing	Mass messaging campaigns Strategic customer service
Application, browser	Application, browser	Third-party interface
1 user, 2 devices max. (1 phone, 1 computer)	1 user, 2 devices max. (1 phone, 1 computer)	Unlimited users and devices
No business tools	Company profile Catalog of products Broadcast or broadcast messages (limited) Automated messages (limited) Session messages Chat groups: it is possible to create and participate There is no green check in the official account.	Company profile Catalog of products Broadcast or broadcast messages Automated messages (chatbots, transactions) Session messages Chat groups: it is possible to create (but not to participate) Green check option in the official account
Phone contacts that have WhatsApp	Phone contacts that have WhatsApp	Contacts imported from a list of subscribers
free	free	For a fee
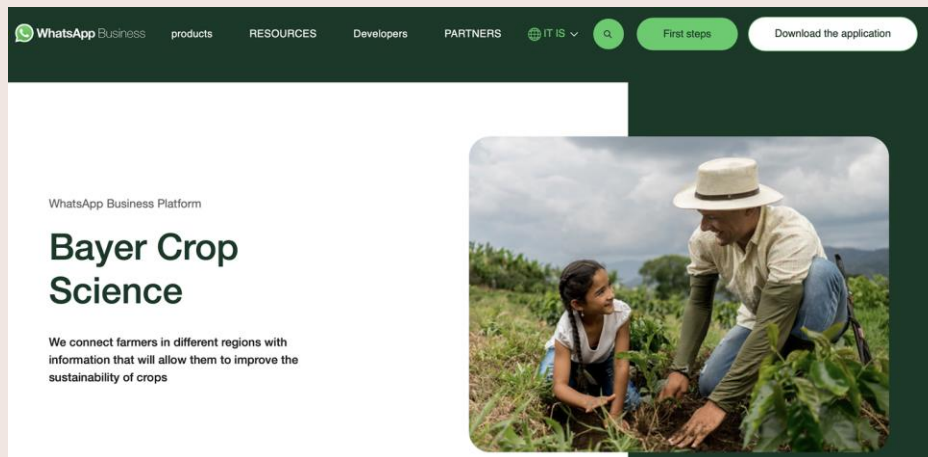
Step 1: HOW TO REGISTER ON WHATSAPP

Step 2: CREATING A BUSINESS ACCOUNT

Step 3: HOW TO USE WHATSAPP BUSINESS

WhatsApp Business

products   RESOURCES   Developers   PARTNERS   IT IS   First steps   Download the application

WhatsApp Business Platform

Bayer Crop Science

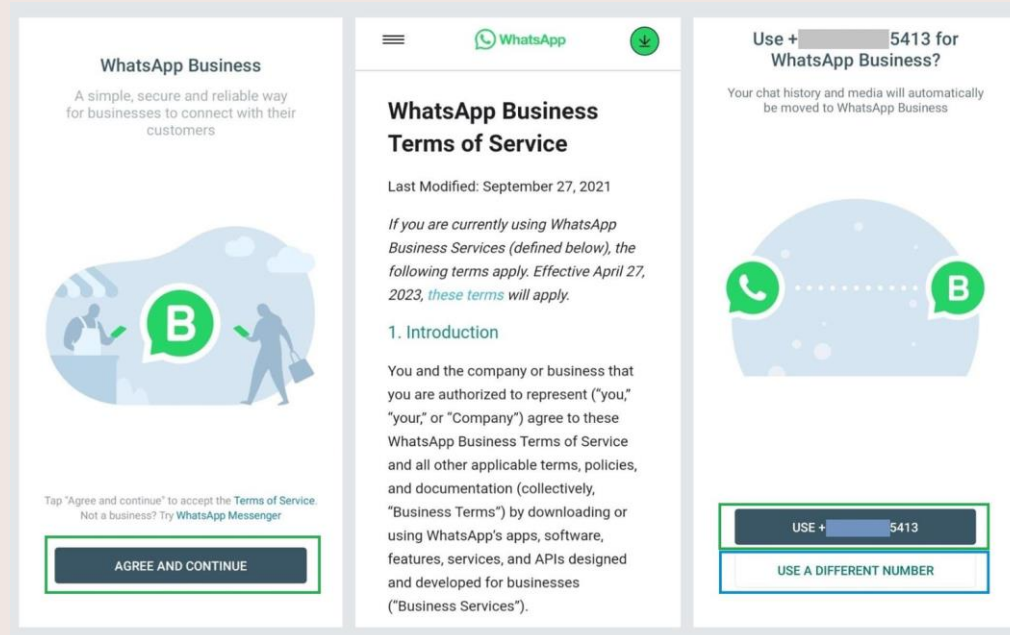We connect farmers in different regions with information that will allow them to improve the sustainability of crops

1.
WhatsApp Business
Installation

BEFORE INSTALLATION

If your personal phone number is the same as your business phone number:

Transfer your data from WhatsApp Messenger to Business.

Source: Enchant

Step 1: INSTALLATION

1 **Download and open the app:** Download WhatsApp Business for free from the Google Play Store or the Apple App Store. To open the application, tap the **WhatsApp** icon on the home screen.

2 **Review the Terms of Service:** Read the Terms of Service and the Privacy Policy and then click **Accept and continue** to indicate that you accept them.

Welcome to WhatsApp

Read our Privacy Policy. Tap "Agree & Continue" to accept the Terms of Service.

Agree & Continue

from

FACEBOOK
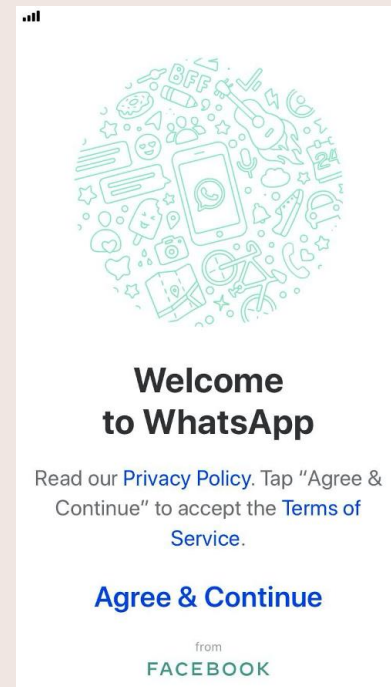
Source: ssd.eff.org/nt

Step 1: REGISTER
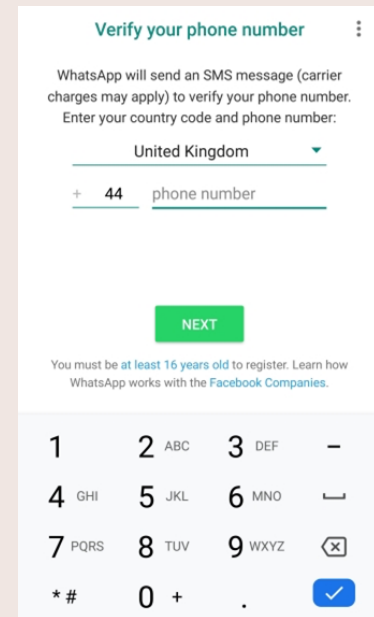
3

Sign up: Select your country from the drop-down list to add the corresponding code; then, enter your phone number in the full international format.
Tap **Done** or **Next** and then **OK** to receive a 6-digit registration code via SMS or phone call. To complete the registration, enter the 6-digit code.

4

Authorize access to your contacts and photos: You can add contacts to the WhatsApp Business app from your phone's contact book. You can also allow access to photos, videos and other files on the phone

Source: alphr

2.
Creating a
WhatsApp Business account

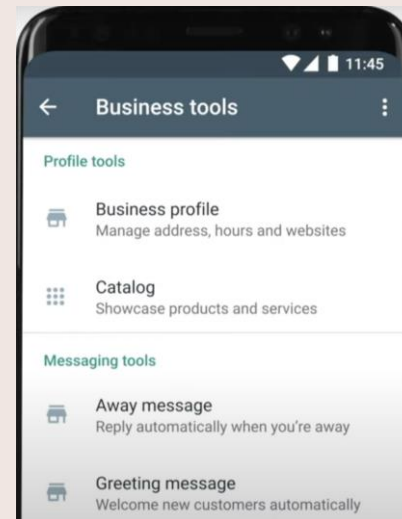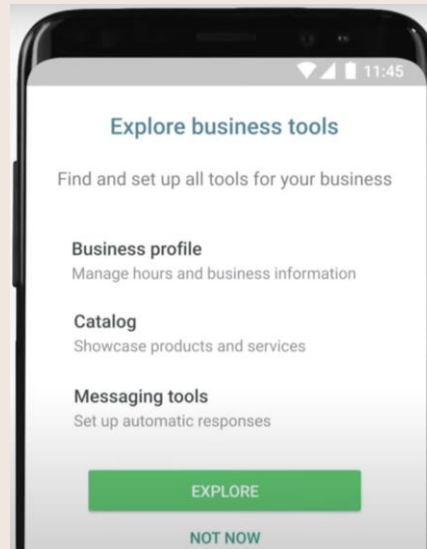# Step 2: CREATING A BUSINESS ACCOUNT

1

Create an account: Fill in the name of the company, select a category and choose a profile photo.
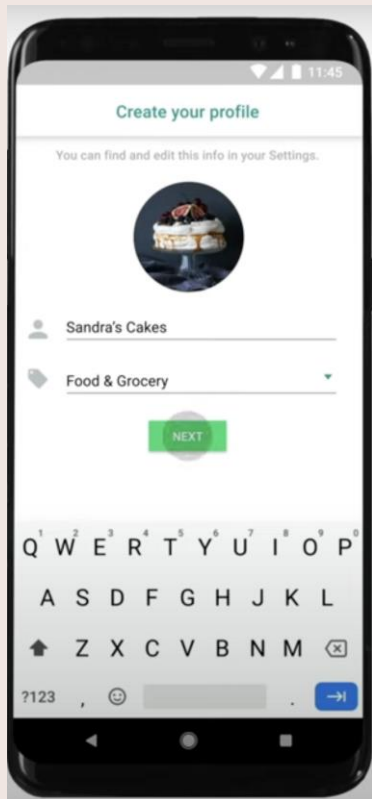
2

Create your company profile:
Tap **EXPLORE** > **Business profile**.
There, you can add important information about the company, such as business address, description, schedule and more.
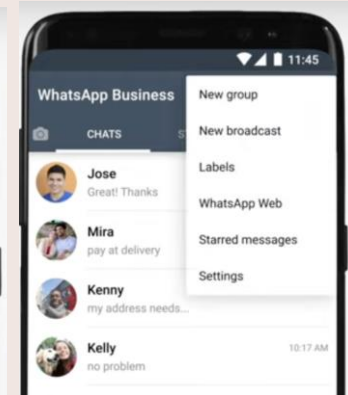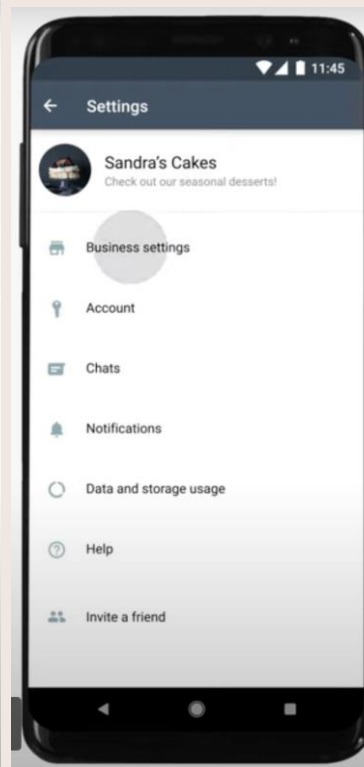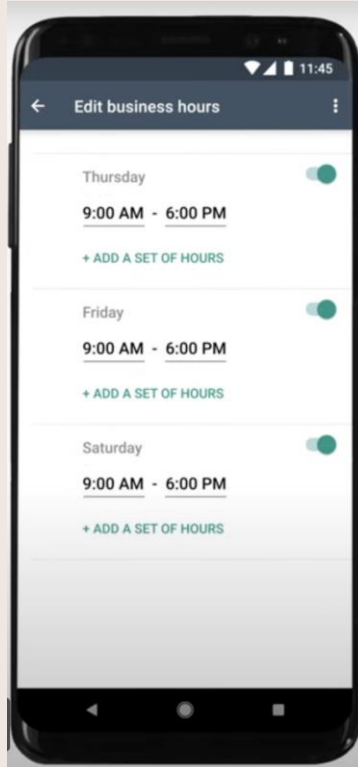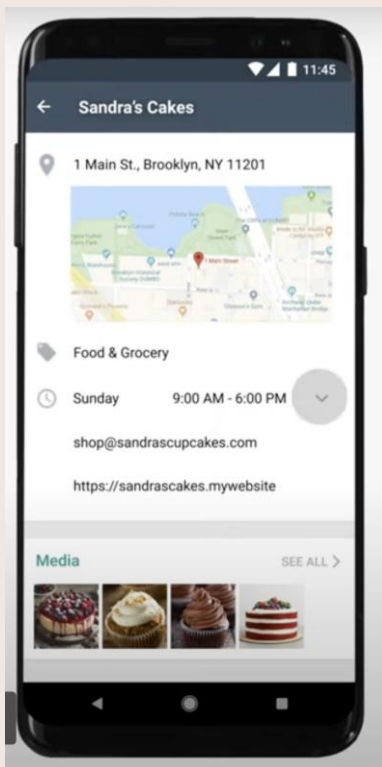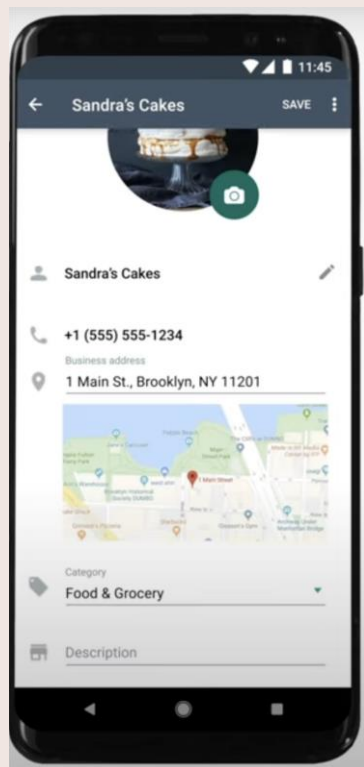

Source: YouTube

Step 2: CREATING A BUSINESS ACCOUNT

Address

Social media

Schedule

Business settings

VÍDEO

Register and account:

Building a business profile on the WhatsApp Business app

https://www.youtube.com/watch?v=Wx4-EE8-tq0

Useful links

- [Whatsapp Business account: Whatsapp web centre](#)
- [Blog about Whatsapp Business](#)
- [Whatsapp Business help centre FAQ](#)

cf. Module 3 - Content 3.2 to learn "How to use a messaging application: Whatsapp Business"

References

CONTENTS
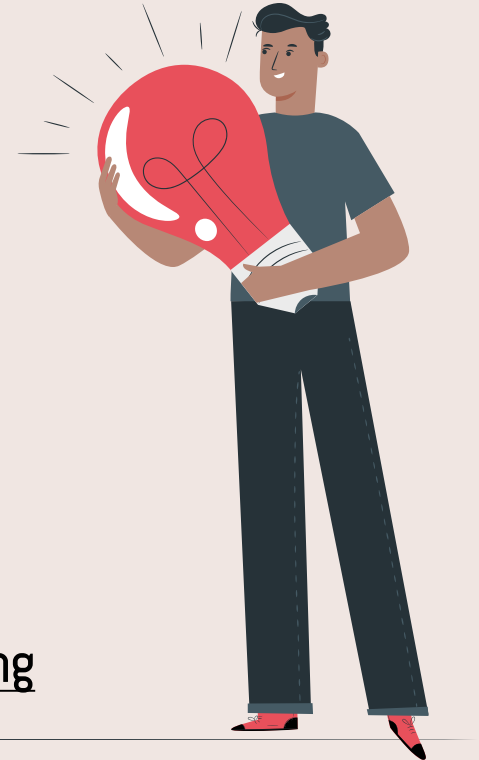
- https://library.theengineroom.org/messaging-apps/
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- Manual PDF webinar WhatsApp Business
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- https://mobiletrans.wondershare.com/es/whatsapp-tips/send-photos-doc-wa.html
- Whatsapp account: Whatsapp web centre
- https://shorturl.at/nuied
- https://shorturl.at/YAZgZ
- https://www.flaticon.es

IMAGES

- Freepik
- iStock
- O'reilly