

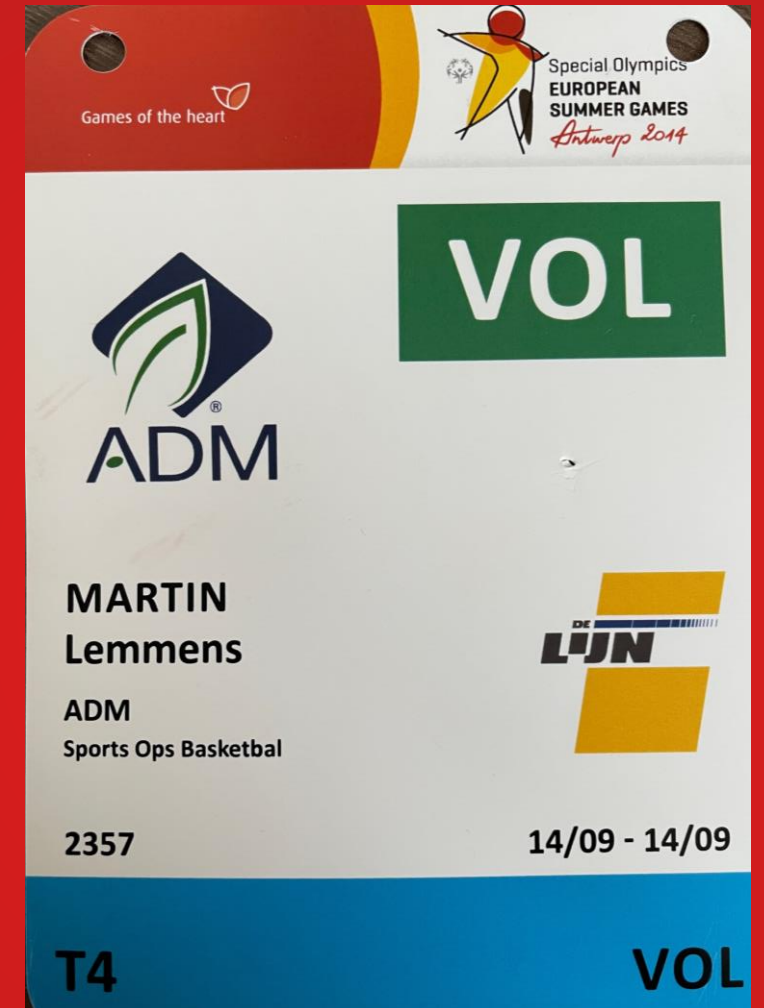
WHATSAPP

Ready to learn the ins & outs of this
communication tool?

Martin Lemmens
Operations team Uptime Group

2014 THE YEAR THAT

- ADM members were present at Special Olympics European Summer Games in Antwerp as volunteers.
- With growing popularity, Facebook acquired WhatsApp in 2014 for \$19 billion, more than 12 times higher than WhatsApp's valuation from the previous year. Whatsapp was launched in 2009.

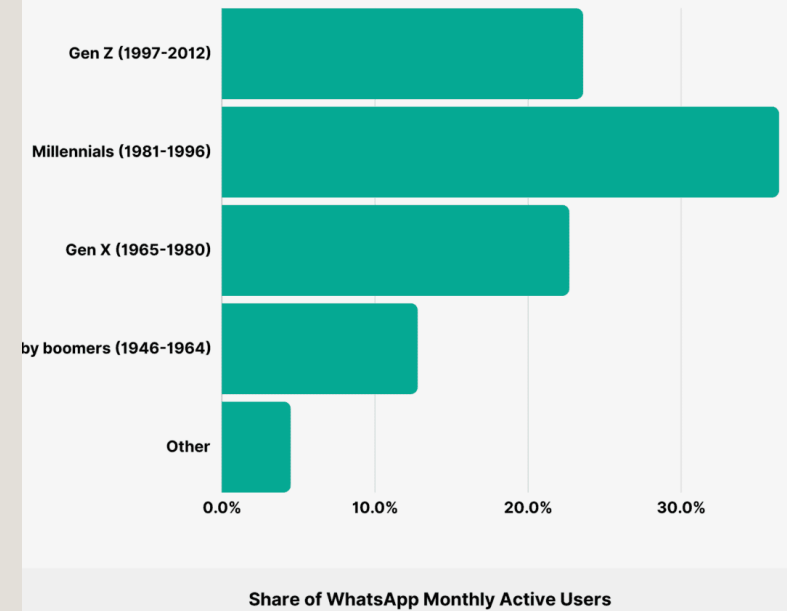


SOME FIGURES ABOUT WHATSAPP



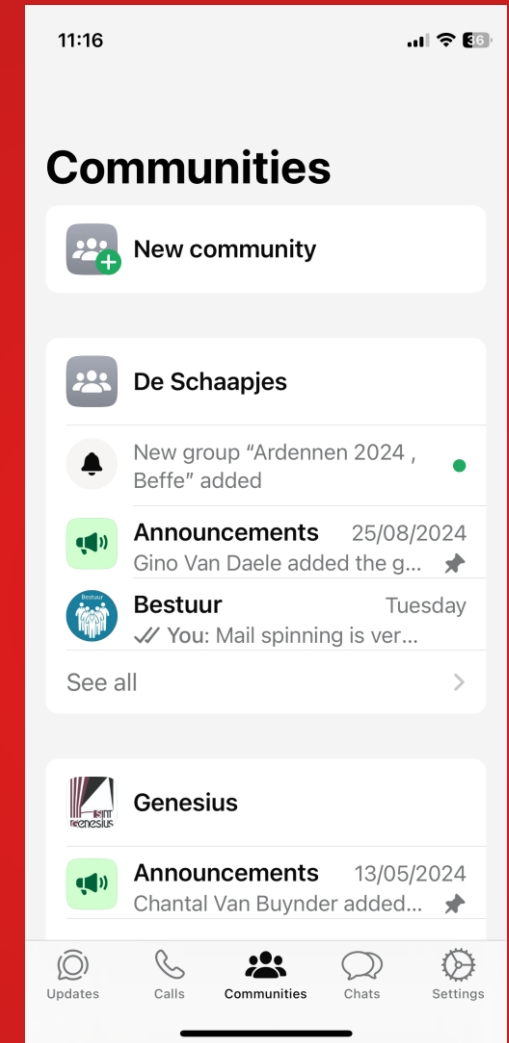
WhatsApp has more than 2 billion users

WhatsApp Demographics by Generation in the US



COMMUNITIES

- WhatsApp Communities bring members together in topic-based groups, providing a structured way to manage large-scale communications.
- Anyone can create a WhatsApp Community, either by creating new topic-based groups or adding existing WhatsApp groups.
- Community admins can reach all members with important updates through the Announcement.
- Each community is like a supergroup, with dedicated spaces for discussing specific topics.



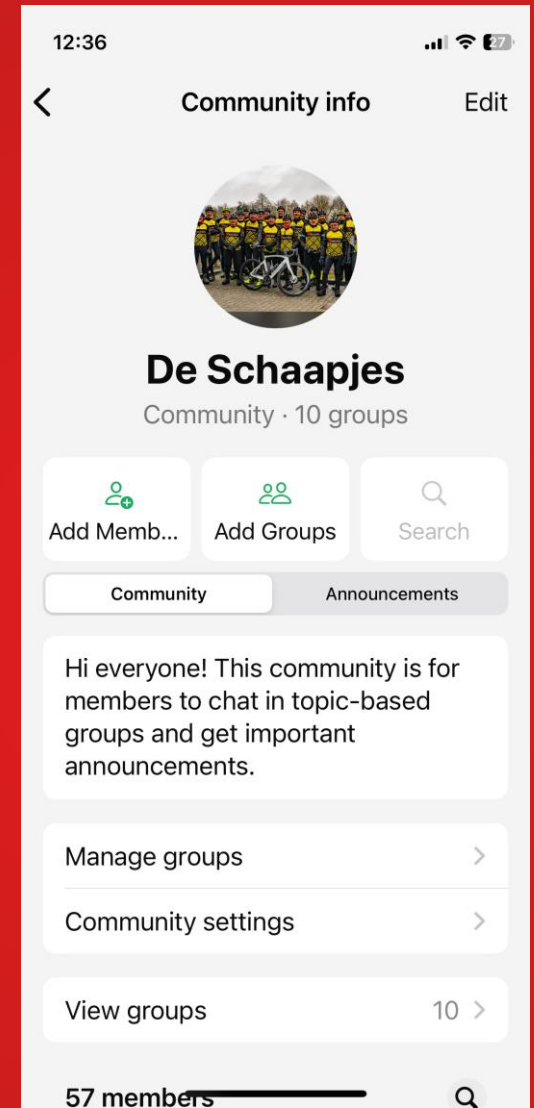
FEATURES

- Create events
- Share polls
- React to messages
- Share files
- Admin controls
- Reply to community announcements



HOW DOES WHATSAPP COMMUNITY WORK?

- WhatsApp Communities blend broadcast and group functionalities, allowing users to create up to 50 communities with up to 2,000 members in the common announcement group.
- Admins are at the core of creating and managing communities.



COMMUNITIES VS GROUPS

Feature	WhatsApp Communities	WhatsApp Groups
Purpose	Organizes multiple groups under one system	Smaller, more personal interactions
Member Limit	Up to 2,000 in announcement group; 100 groups with 1,024 members each	Up to 1,024 members per group
Privacy	Members' numbers are hidden, visible only to admins and group members	Members see each other's numbers
Control	Admins manage groups, memberships, and announcements	Shared control with some member participation
Direct Interaction	Admins broadcast; members reply privately	All members can interact and discuss
Special Features	Supports large group calls, file sharing, polls	Media sharing, group calls, and discussions

ROLES IN COMMUNITIES - MEMBERS

- Can report abuse, block accounts, and exit communities silently without notifying other members. They participate in groups and can suggest new groups for inclusion.
- Engage in audio calls with up to 32 members at a time.
- Share files up to 2GB in size.
- React to messages.
- Create polls.
- No management capabilities.
- Can silently leave the community without notification.



ROLES IN COMMUNITIES - ADMINS

- Responsible for creating, managing, and maintaining the community. They decide which groups to include, manage member access, and ensure appropriate content.
- Create new groups or merge existing ones to form a community.
- Remove groups or individuals from the community.
- Delete irrelevant or inappropriate messages.
- Add up to 100 groups and manage up to 2,000 members in the announcement group.
- Up to 20 admins per community.



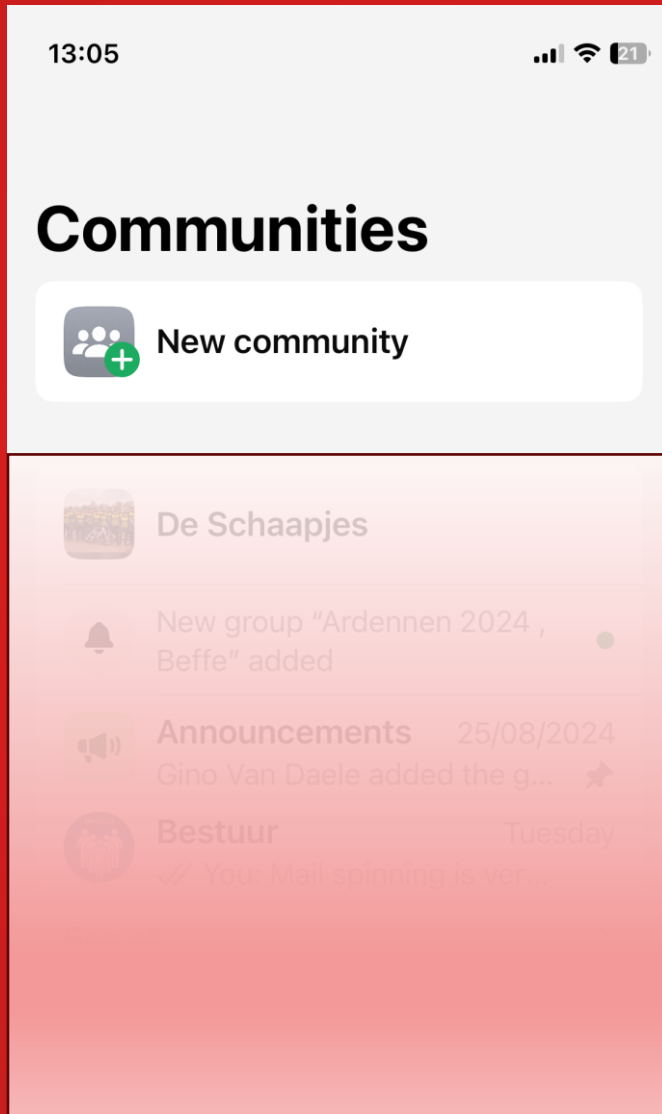
HOW TO CREATE A COMMUNITY ON WHATSAPP

On Android

1. **Open WhatsApp:** Swipe right from the main screen to go to the Community tab.
2. **Start Your Community:** Tap on the "Start your community" option.
3. **Set Up Community:** Enter the community name, description, and display picture.
4. **Add Groups:** Choose to add existing groups or create new ones. If creating a new group, give it a name, add participants, and tap "Create".

On iOS

1. **Open WhatsApp:** Tap on the "Communities" tab in the middle.
2. **New Community:** Click on the "New Community" option.
3. **Get Started:** Enter the community name, description, and display image. Tap "Create Community".
4. **Add Groups:** Add existing groups or create new ones. For new groups, provide a name, add participants, and tap "Add".



COMMUNITY MANAGEMENT

- 1. Define the purpose of your community
- 2. Identifying your audience and structuring your Community
- 3. Defining the role of admins in your Community
- 4. Building your team

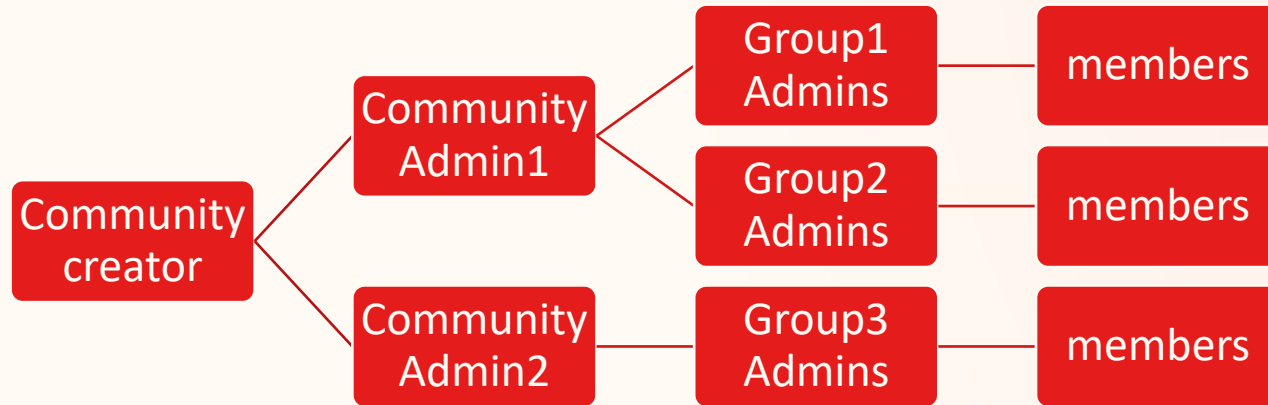


WhatsApp
Communities

PURPOSE

- Use the Community description to explain the purpose of your Community;
 - Why do you want to build a community?
 - What role does your community serve?
- Consider your audience when deciding whether to include existing Groups or create new ones;

COMMUNITY STRUCTURE



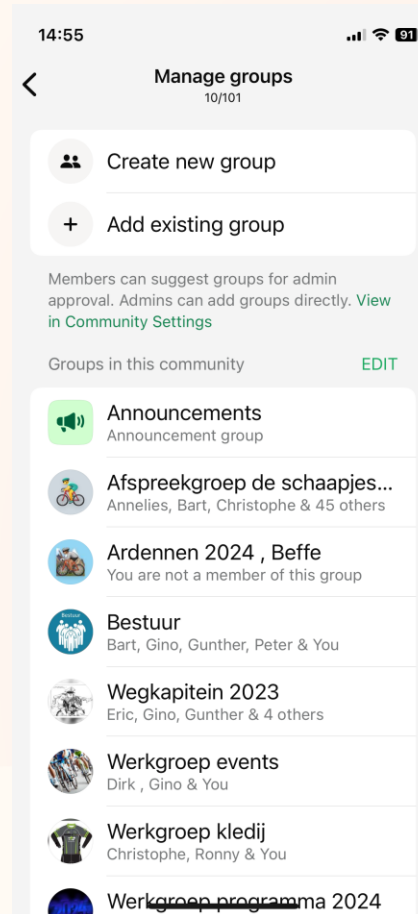
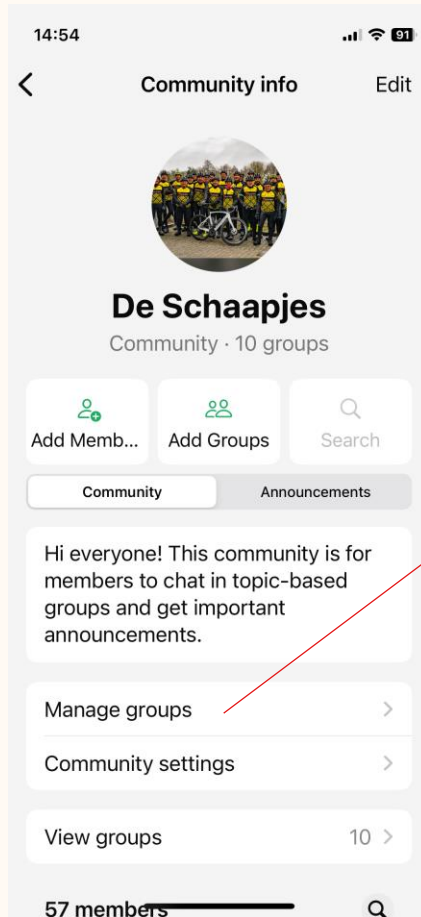
Tiered Management Roles

Join by Invitation Only

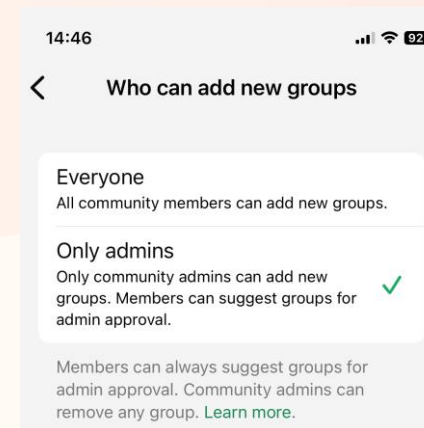
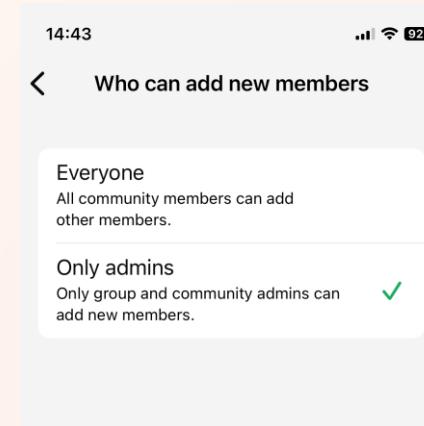
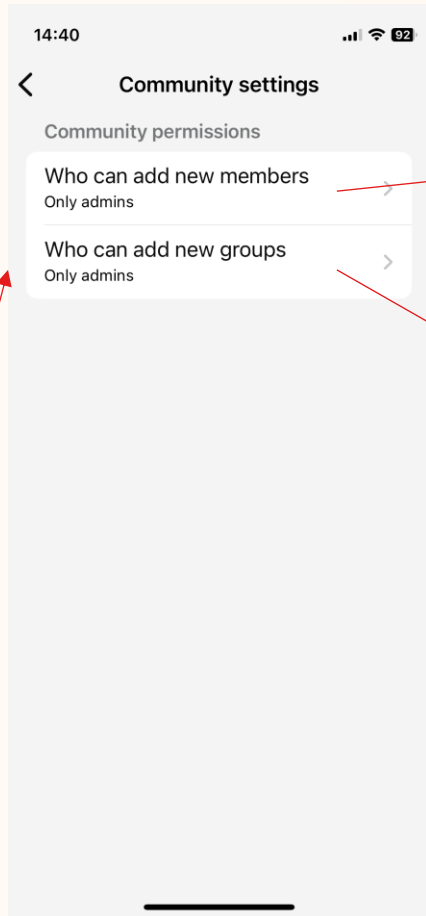
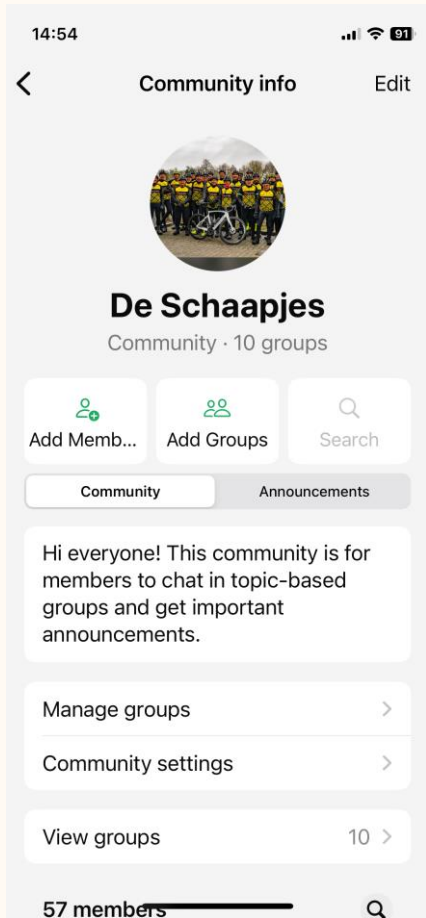
20 Admins Max

5000 Members Max

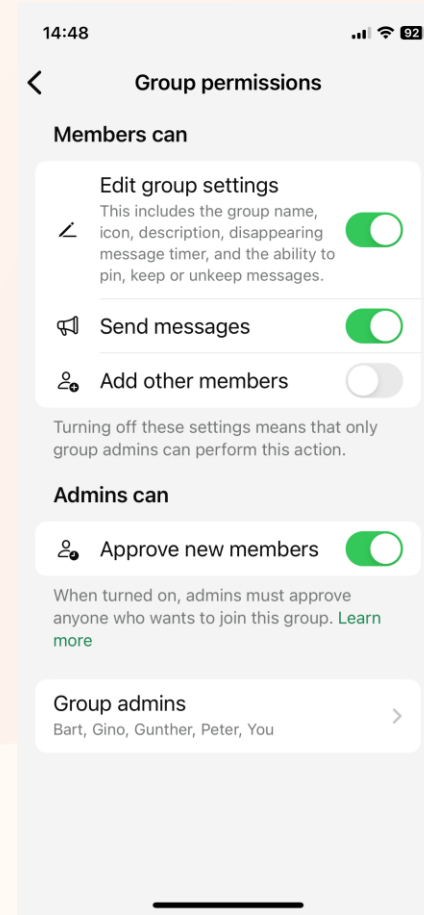
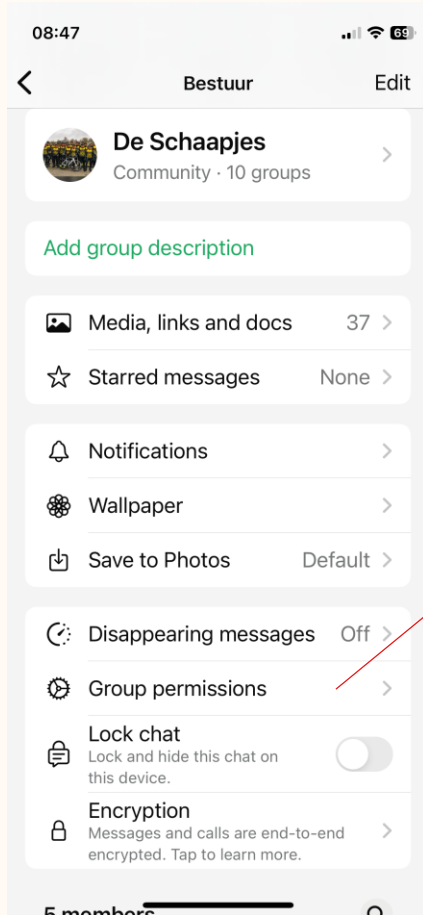
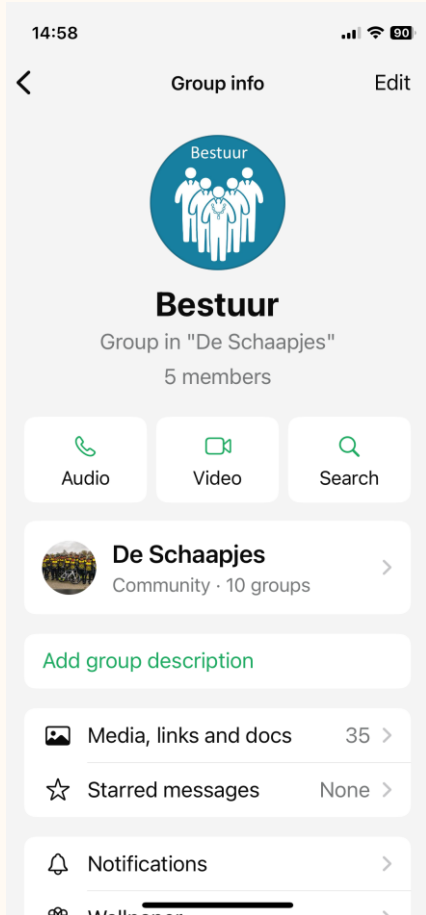
COMMUNITY SETTINGS



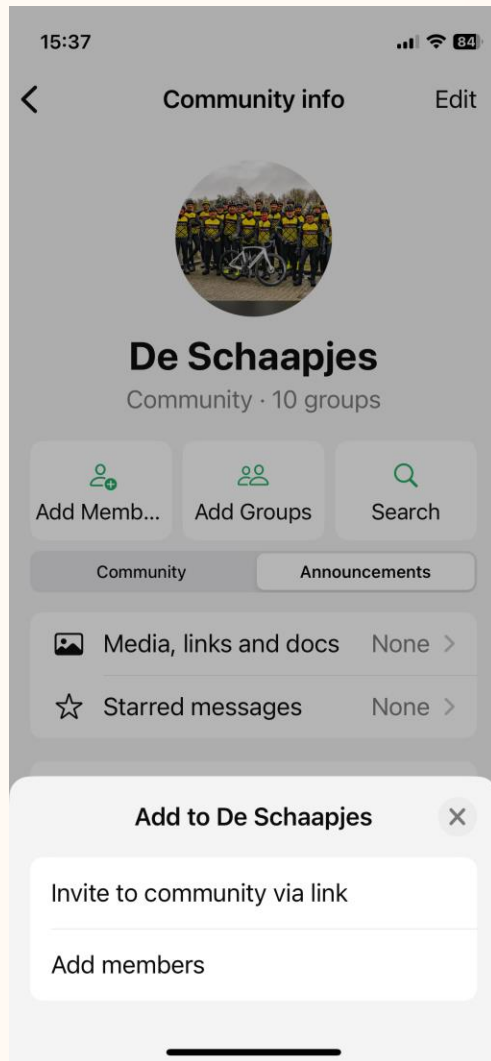
COMMUNITY SETTINGS



GROUP PERMISSIONS

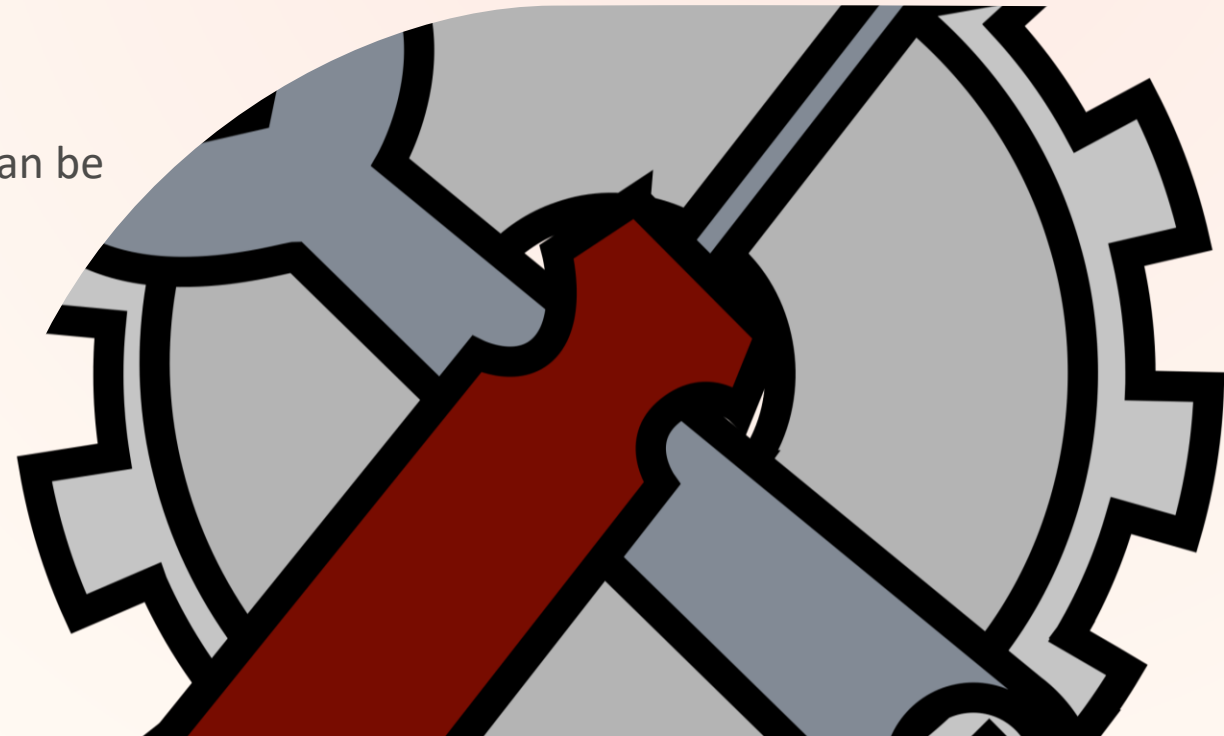


INVITE MEMBERS

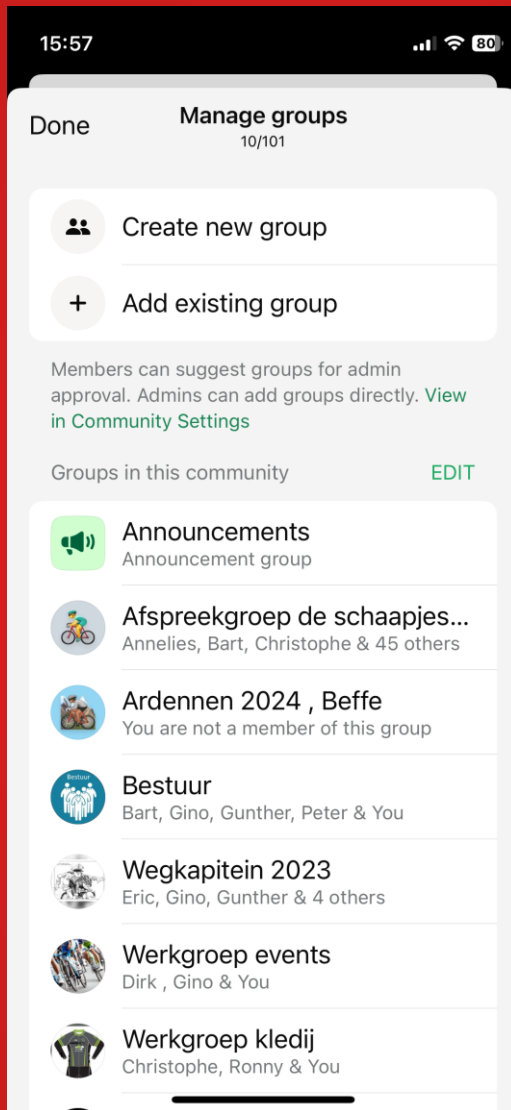


ADMIN ONLY GROUP

- Set up an Admin-only group for both community and group admins to communicate and provide support for each other.
- To manage your admin team members' workload and wellbeing, it is helpful to think about and discuss your involvement from the start:
 - How much time can each admin commit?
 - What are the tasks and responsibilities that can be assigned to each admin?



ADD GROUPS



- You can create a new group as community admin or you can add existing group to a community.
- Members can suggest groups for admin approval. This can be changed in the community settings.

ANNOUNCEMENTS

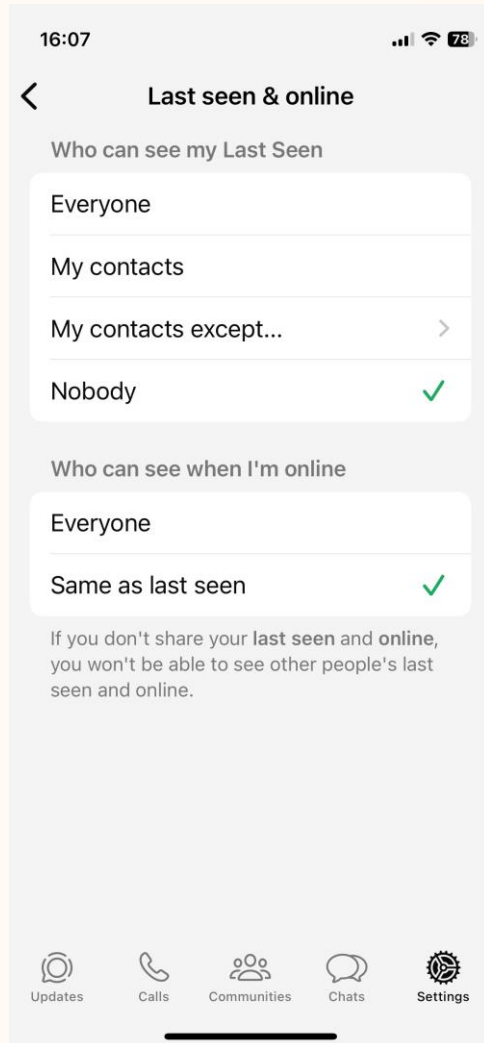
- When you're in a community, you'll be added to an announcement group.
- Admins can use this group to send announcements to all community members.
- Only community admins can send announcements.

- As a member, you can:
 - React and reply to an announcement.
 - Vote in and react to polls.
 - View the number of community members.
 - Report an admin announcement.
 - Mute notifications.

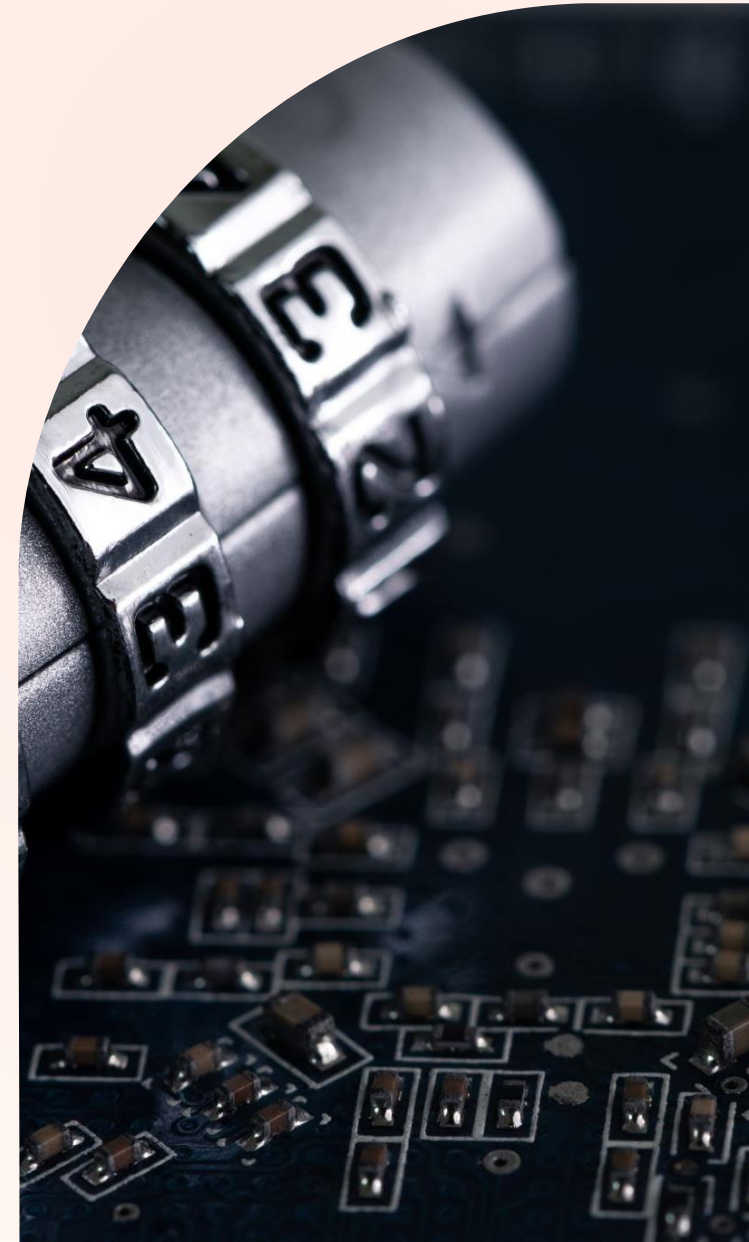
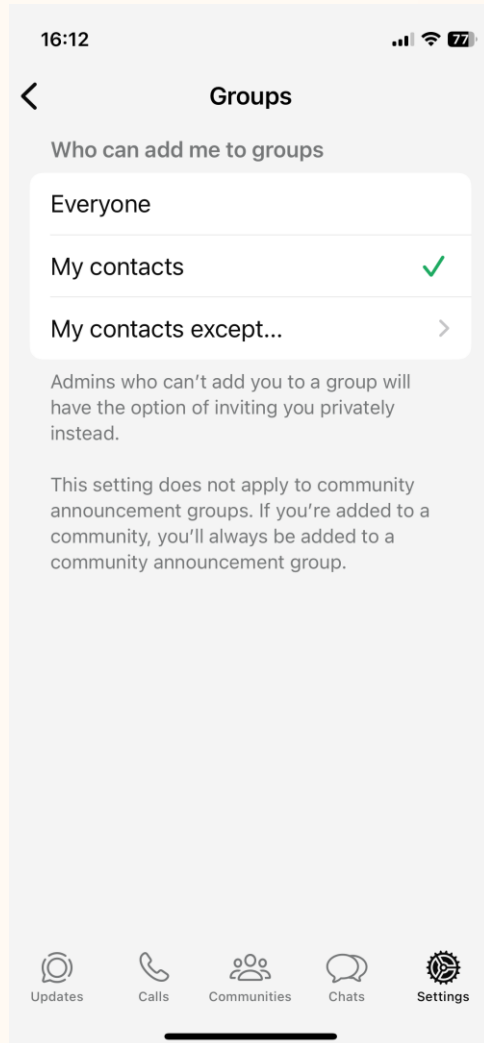
TIPS



PRIVACY – LAST SEEN & ONLINE



PRIVACY – ADD TO GROUPS



PIN MESSAGES



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21:28 ✓✓

Reply ↩

Forward ➦

Copy 📄

Info ⓘ

Star ⭐

Pin

Delete

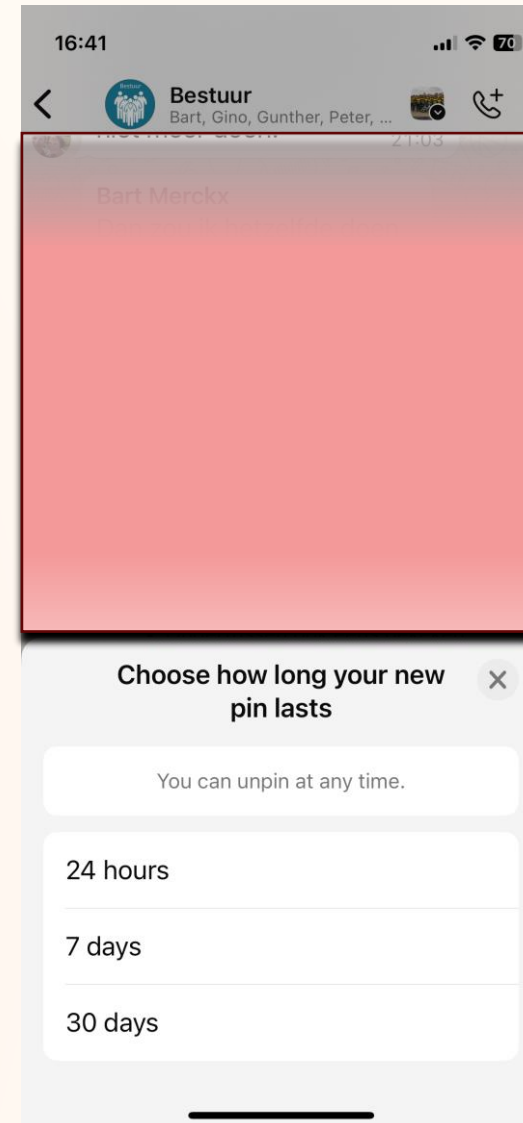
- By pinning messages, you get to save the time and energy that would have been spent scrolling through dozens of chats and long conversations.
- You can pin up to three messages to the top of a chat. Once pinned, the message stays at the top of the chat as a banner for 24 hours, 7 days, or 30 days. Tap on the pinned message banner to navigate to the message in the chat.
- If more than one message is pinned, the banner shows how many messages are pinned. The most recent pinned message appears first in the banner. Tap the banner to see the next pinned message.

PIN MESSAGES

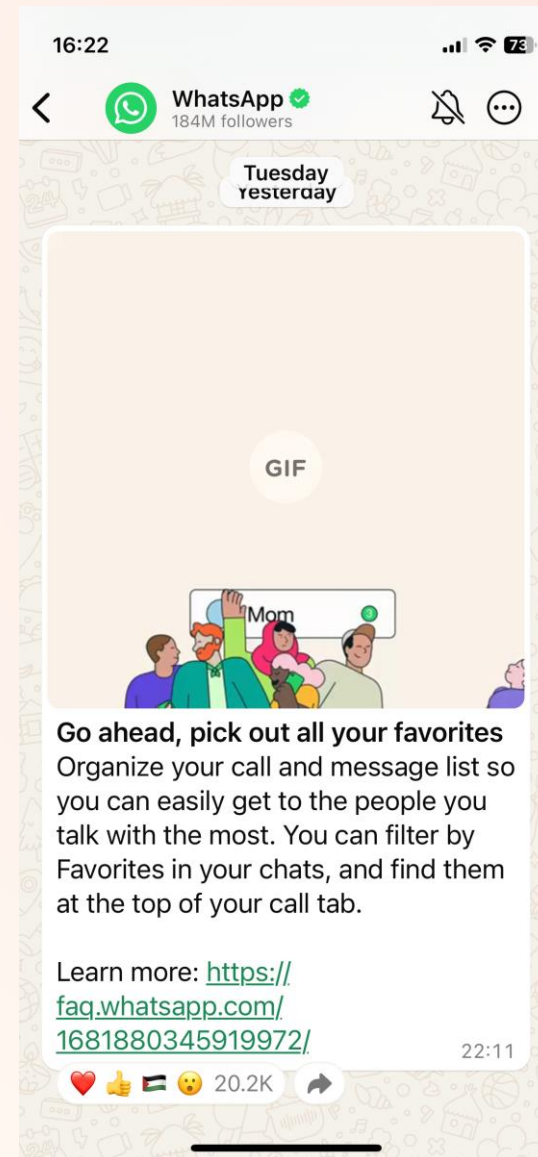
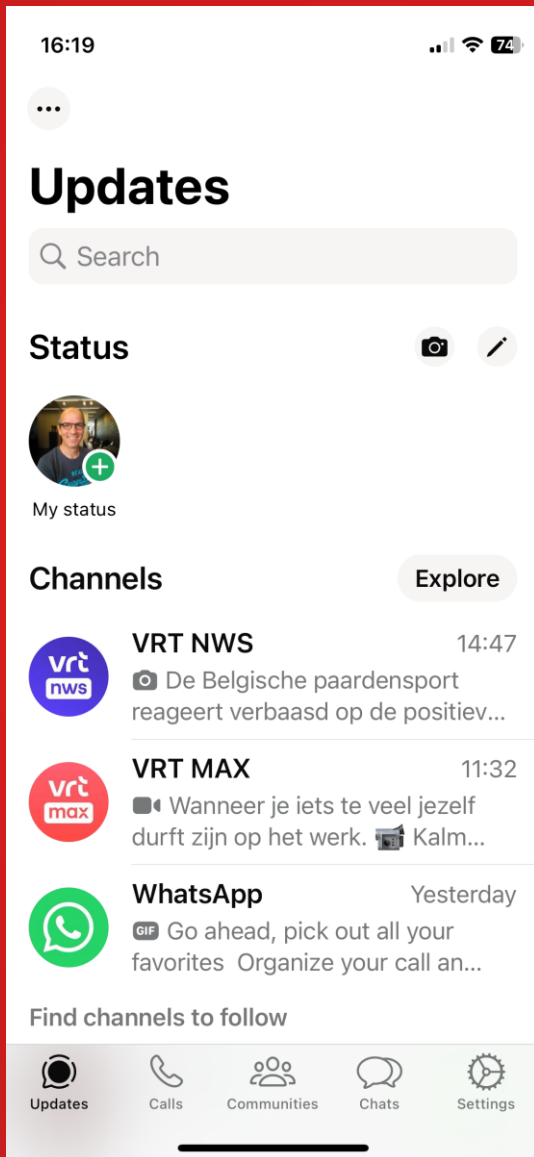


Mail spinning is vertrokken.
21:28 ✓✓

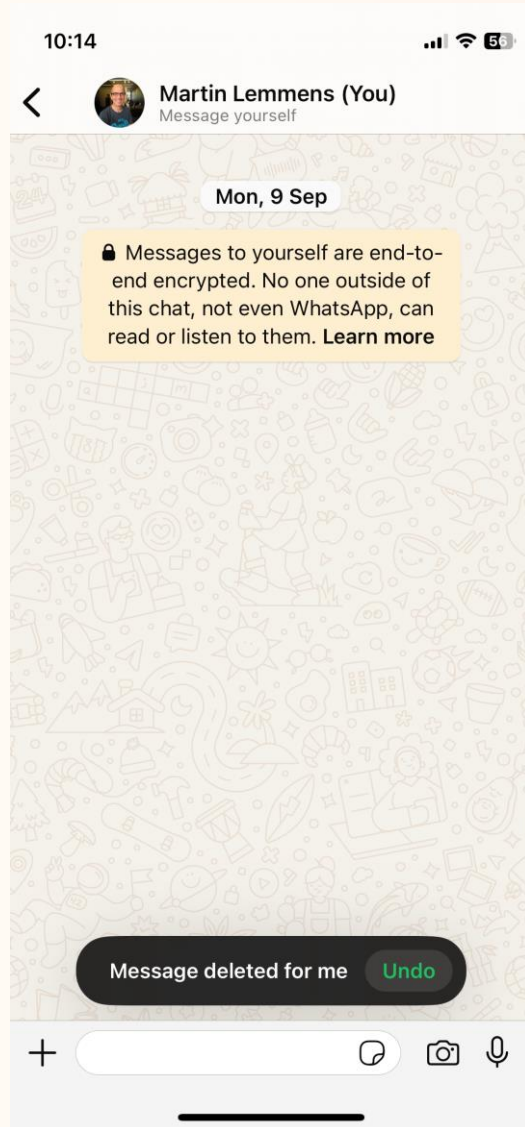
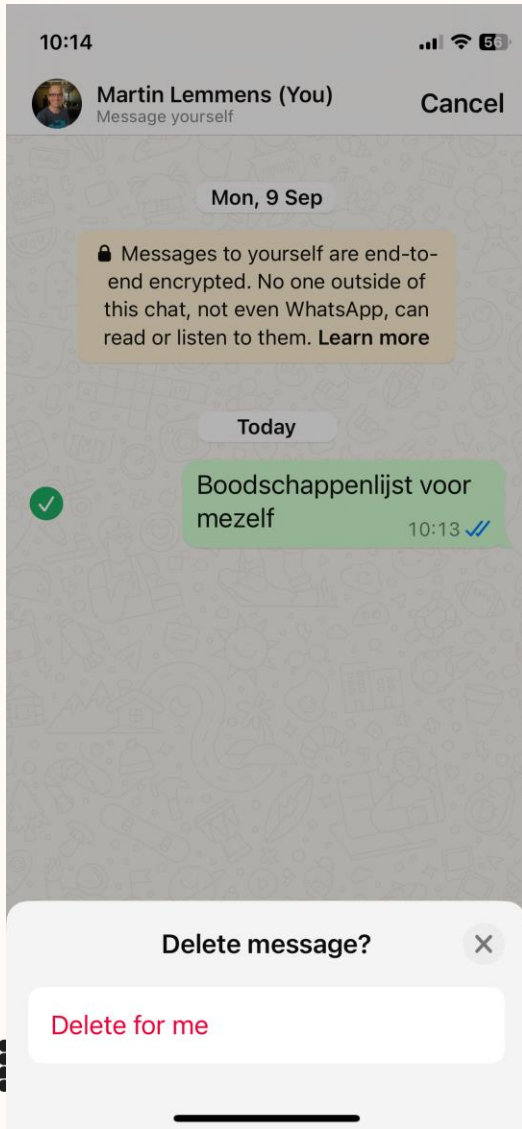
- Reply ↩
- Forward ➦
- Copy 📄
- Info ⓘ
- Star ⭐
- Pin
- Delete



CHANNELS



DELETE A MESSAGE

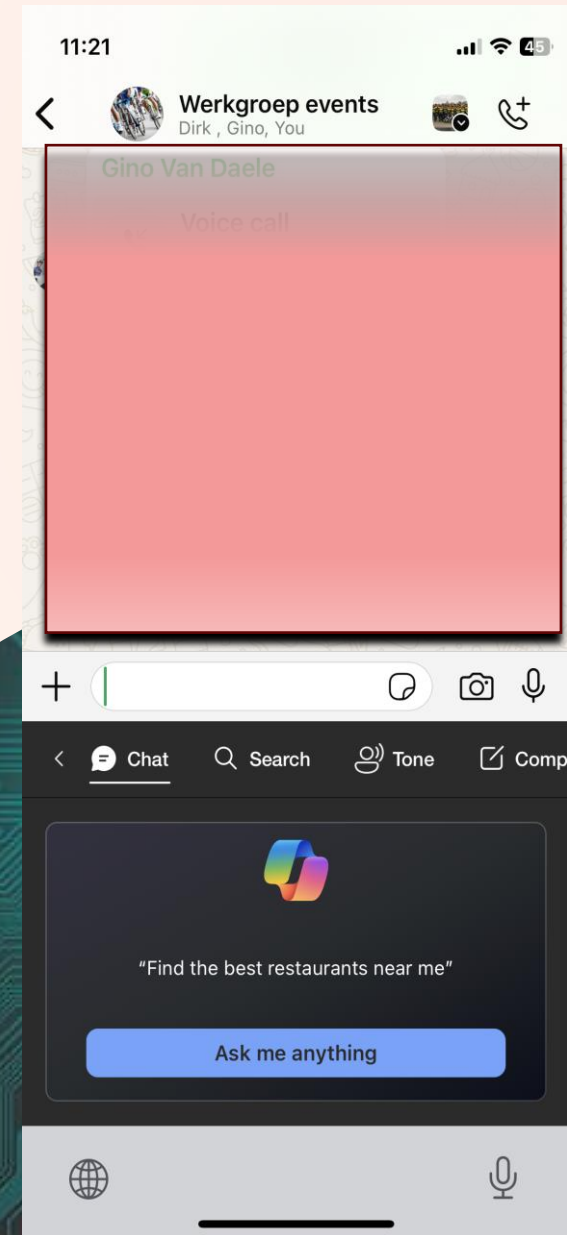


- If you select **Delete message for me**, you have now 5 seconds to undo this action by pressing **Undo** before the message is permanently deleted.



USE OF AI WITH WHATSAPP

- You can generate images/text using Meta AI in your WhatsApp chats. AI images are generated by artificial intelligence (AI), based on the prompts and messages you type, using a service from Meta.
- Possible via Microsoft Swiftkey keyboard on iPhone or Android



TRANSFER CHATS BETWEEN OLD AND NEW IPHONE

- If you're moving from an iPhone to another iPhone, you can transfer your full chat and media history using WhatsApp's Chat Transfer feature.
- While restoring from a backup can recover all of your chat data, the Chat Transfer feature allows you to transfer your full account information including all of your personal messages, photos, videos, documents, etc.
- However, you can't transfer peer-to-peer payment messages and your call history, or media received over WhatsApp Channels.





TRANSFER CHATS BETWEEN OLD AND NEW IPHONE

Old iPhone

- Open WhatsApp on your old phone.
- Tap **Settings > Chats > Transfer Chats to iPhone > Start**.
- Tap **Allow** to “**WhatsApp would like access to the camera**” if it’s not enabled. You’ll use the camera on your old phone to scan the QR code on your new phone.

New iPhone

- Open WhatsApp on your new phone.
- **Accept terms and conditions**, then verify your phone number.
- Tap **Continue** on **Transfer chat history to iPhone** and accept local network permissions.
- Use the WhatsApp camera on your old phone to scan the QR code on your new phone.
- When prompted, accept local network permissions.
- While your chat history is transferring, a percentage bar will track the progress. Keep your phones near each other, unlocked, and don’t leave WhatsApp. Messaging is paused during the chat history transfer. You can **Cancel** the process at any time.
- When you see **Transfer completed**, tap **Next**. You’ll see the Setup Profile page where you’ll enter your name. After that, you’ll see the Chats list with all of your existing chats.



TRANSFER CHATS BETWEEN OLD AND NEW ANDROID PHONE

Old Android phone

- Open WhatsApp on your old phone.
- Tap **More Options** > **Settings** > **Chats** > **Transfer chats** > **Start**.
- Accept requested permissions and prepare to scan the QR code that will be shown on your new phone.

New Android phone

- Download and then open WhatsApp on your new phone. Go through the setup.
- Tap **Accept terms and conditions** > **Verify your phone number**.
- Tap **Start** on **Transfer chat history from old phone**.
- Accept requested permissions and then you'll see a QR code.
- On your old phone scan the QR code shown on your new phone.
- Accept the invitation to connect on your new phone to link your new phone to your old phone. While your chat history is transferring, a percentage bar will track the progress.
- Keep both phones unlocked and don't leave WhatsApp. Messaging is paused during the chat history transfer. You can **Cancel** the process at any time.
- Once the import is complete, tap **Done**.

TRANSFER CHATS BETWEEN IPHONE AND ANDROID

If you're moving from an iPhone to an Android device, you can transfer your:

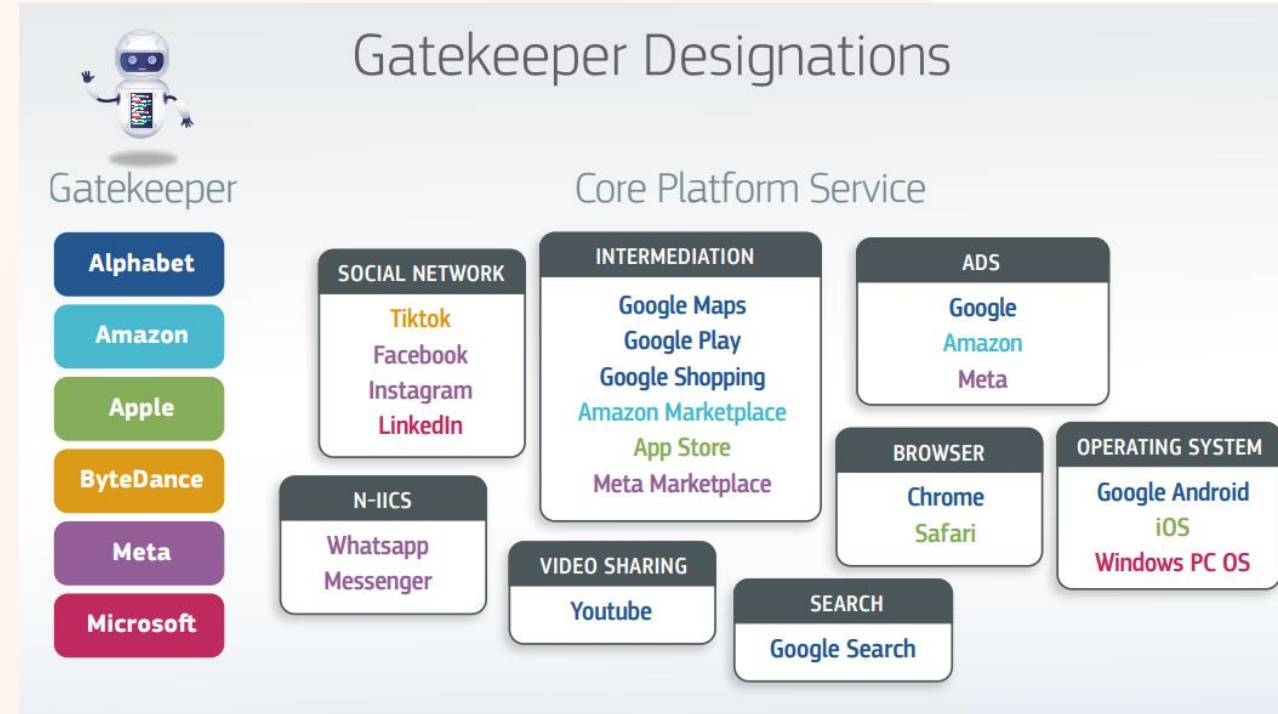
- Account information
- Profile photo
- Individual chats
- Group chats
- Communities
- WhatsApp Channels updates
- Chat history
- Media and settings

You can't transfer your call history, display name, status updates, or media received over WhatsApp Channels.



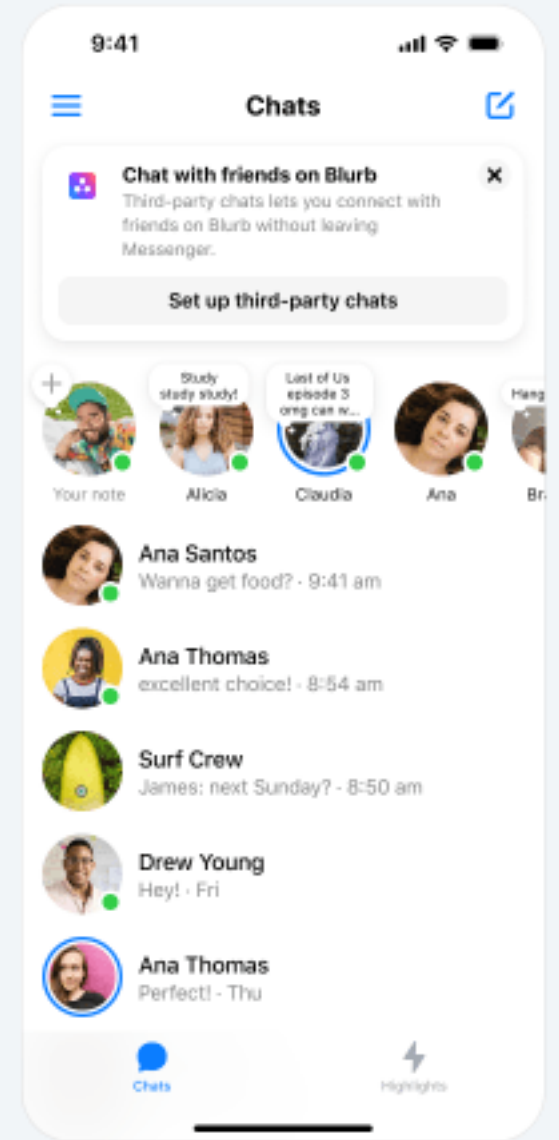
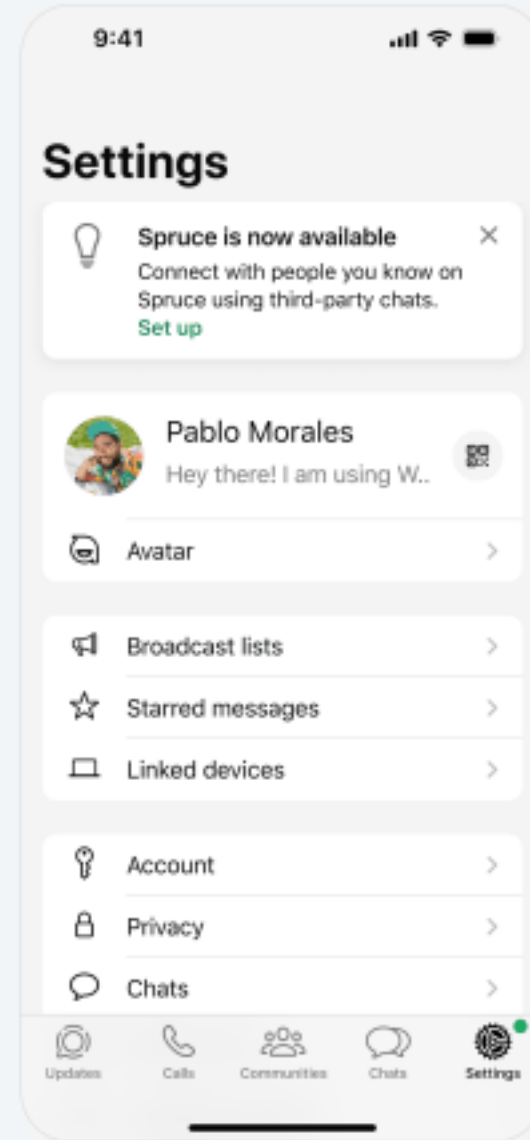
NEW FEATURES IN 2025-2027

- The European Commission has today designated, for the first time, six **gatekeepers** - **Alphabet, Amazon, Apple, ByteDance, Meta, Microsoft** - under the Digital Markets Act (DMA). In total, 22 core platform services provided by gatekeepers have been designated. The six gatekeepers will now have six months to ensure full compliance with the DMA obligations for each of their designated core platform services.
- Under the Digital Markets Act (DMA), we've made major changes to WhatsApp and Messenger to enable interoperability with third-party messaging services.



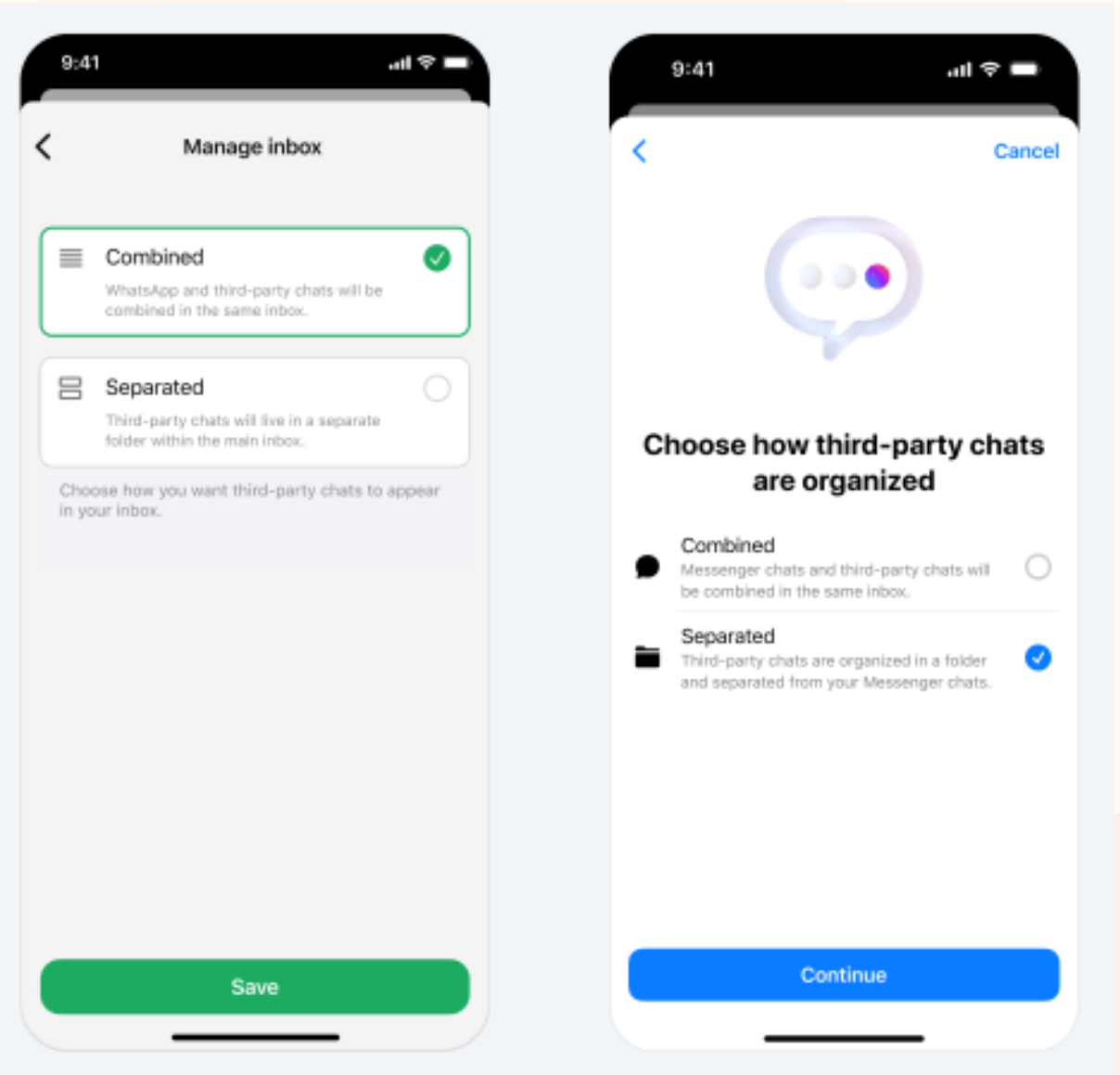
NEW FEATURES IN 2025-2027

- Built new notifications into WhatsApp and Messenger that inform users about third-party chats. We will remind users each time a new third-party messaging app becomes available.



NEW FEATURES IN 2025-2027

- We believe that many users would like to keep third-party chats separate from their current inbox, while others may wish to combine all chats in a single inbox. To provide users with choice, we offer the option to either have third-party messages delivered into a separate folder, or users can decide on a combined inbox that shows all messages in the same place.
- Users can always change their mind and change this setting at any point.



QUESTIONS?

THANK YOU FOR LISTENING



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