

WhatsApp in Fountain



Introduction

Reach candidates on the world's most widely used messaging app, improving engagement and global reach while keeping communication tied directly to your Fountain hiring workflows.

Why WhatsApp?

- **Higher engagement** than SMS in many markets — WhatsApp is the dominant messaging channel internationally.
- **Better candidate experience** — familiar UI, read receipts, and support for media and document sharing.
- **Integrated into Fountain workflows** — no separate tool; messages tie directly to Openings, stages, and applicant profiles.
- **Multi-channel flexibility** — use WhatsApp alongside SMS, with candidates choosing their preferred platform at apply.
- **Cost competitive** — can be more cost-efficient than SMS globally, especially for high-volume international hiring.

How it Works

You own your WhatsApp assets. When you set up WhatsApp in Fountain, you are connecting your own Meta Business Account (MBA) and WhatsApp Business Account (WABA). Fountain is not the owner of these accounts — expect to receive Meta emails and notifications directly.

Templates are required for outbound messages. Every conversation your team initiates must start with a pre-approved WhatsApp message template. Once an applicant replies, you can message freely for 24 hours.

Get Started in 3 Steps

1.

Confirm you're ready

Ensure you have a Meta Business Account and a verifiable business website or email domain. Meta verification can take up to 14 business days — start early.

2.

Link WhatsApp in Fountain

Go to Company Settings > SMS > My Numbers and click Link WhatsApp. Complete the embedded signup flow with your Facebook credentials and Meta Business Account.

3.

Create Templates and Start Messaging

Create and submit WhatsApp Message Templates for Meta approval in Company Settings > WhatsApp Templates, then add them to your Fountain Workflows. Pre-approved templates are available to use immediately.

Template Categories

All outbound WhatsApp templates require Meta approval. Choosing the right category affects approval speed and delivery reliability.

Utility	Marketing
Operational messages tied to an existing process: application updates, interview reminders, onboarding tasks.	Promotional outreach: new role announcements, bonuses, re-engagement without a prior workflow action.
Recommended — highest deliverability, fastest approval.	Lower delivery rates; use only for true marketing use cases.

Get Started in 3 Steps

Meta verification takes time

Business verification can take up to 14 business days. Start this process early — template approval and messaging cannot begin until verification is complete.

Existing WABA may complicate setup

If your WhatsApp Business Account is already linked to another SMS provider's number, you may need to create a new WABA and new templates before setup can proceed.

Template quality matters

Keep templates short, specific, and clearly tied to an active process. Avoid emojis and promotional language in Utility templates — Meta may recategorize or reject them.

Available in Fountain Hire only

WhatsApp is currently available in Fountain Hire. Contact your Fountain representative to confirm availability for your account.

Questions?

Learn more using these Help Center articles:

- [Get Started with WhatsApp](#) — setup and linking steps
- [Using WhatsApp in Fountain](#) — messaging, workflows, and bulk send
- [WhatsApp Message Template Guidelines](#) — categories, examples, and approval tips