

message_template_status_update webhook reference | Developer Documentation

message_template_status_update webhook reference

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This reference describes trigger events and payload contents for the WhatsApp Business Account `message_template_status_update` webhook.

The **message_template_status_update** webhook notifies you of changes to the status of an existing template.

Triggers

A template is approved. A template is rejected. A template is disabled.

Parameters

Placeholder	Description	Example value
<code><DESCRIPTION></code> <i>String</i>	String describing why the template was locked or unlocked.	Your WhatsApp message template has been unpaused.
<code><DISABLE_TIMESTAMP></code> <i>Integer</i>	Unix timestamp indicating when the template was disabled.	<code>1751234563</code>

Placeholder	Description	Example value
<p><EVENT> String</p>	<p>Template status event. Values can be:</p> <p>APPROVED - Indicates the template has been approved and can now be sent in template messages.</p> <p>ARCHIVED: Indicates the template has been archived to keep the list of templates in WhatsApp manager clean.</p> <p>DELETED - Indicates the template has been deleted.</p> <p>DISABLED - Indicates the template has been disabled due to user feedback.</p> <p>FLAGGED - Indicates the template has received negative feedback and is at risk of being disabled.</p> <p>IN_APPEAL - Indicates the template is in the appeal process.</p> <p>LIMIT_EXCEEDED - Indicates the WhatsApp Business Account template is at its template limit.</p> <p>LOCKED - Indicates the template has been locked and cannot be edited.</p> <p>PAUSED - Indicates the template has been paused.</p> <p>PENDING - Indicates the template is undergoing template review.</p> <p>REINSTATED - Indicates the template is no longer flagged or disabled and can be sent in template messages again.</p> <p>PENDING_DELETION - Indicates template has been deleted via WhatsApp Manager.</p> <p>REJECTED - Indicates the template has been rejected. You can edit the template to have it undergo template review again or appeal the rejection.</p>	<p>APPROVED</p>
<p><TEMPLATE_ID> Integer</p>	<p>Template ID.</p>	<p>1689556908129832</p>
<p><TEMPLATE_NAME> String</p>	<p>Template name.</p>	<p>order_confirmation</p>
<p><TEMPLATE_LANGUAGE_AND_LOCALE_CODE> String</p>	<p>Template language and locale code.</p>	<p>en-US</p>

Placeholder	Description	Example value
<p data-bbox="113 168 213 197"><REASON></p> <p data-bbox="108 203 177 232">String</p>	<p data-bbox="576 172 1011 333">Template rejection reason, if rejected. If the template is scheduled for deletion, the value will be <code>null</code> instead of a string. Otherwise, values can be:</p> <p data-bbox="576 344 1002 439"><code>ABUSIVE_CONTENT</code> - Indicates template contains content that violates our policies.</p> <p data-bbox="576 450 1011 577"><code>CATEGORY_NOT_AVAILABLE</code> - (Deprecated) Indicates an authentication templates for an unsupported region.</p> <p data-bbox="576 589 1007 714"><code>INCORRECT_CATEGORY</code> - Indicates the template's content doesn't match the category designated at the time of template creation.</p> <p data-bbox="576 725 991 781"><code>INVALID_FORMAT</code> - Indicates template has an invalid format.</p> <p data-bbox="576 792 1011 819"><code>NONE</code> : Indicates template was paused.</p> <p data-bbox="576 831 963 925"><code>PROMOTIONAL</code> - Indicates template contains content that violates our policies.</p> <p data-bbox="576 936 979 992"><code>SCAM</code> - Indicates template contains content that violates our policies.</p> <p data-bbox="576 1003 1007 1128"><code>TAG_CONTENT_MISMATCH</code> - Indicates the template's content doesn't match the category designated at the time of template creation.</p>	<p data-bbox="1054 172 1222 199"><code>INVALID_FORMAT</code></p>
<p data-bbox="113 1153 204 1182"><TITLE></p> <p data-bbox="108 1189 177 1218">String</p>	<p data-bbox="576 1158 975 1214">Title of template pause or unpause event.</p> <p data-bbox="576 1225 746 1252">Values can be:</p> <p data-bbox="576 1263 1002 1321"><code>FIRST_PAUSE</code> - Indicates template has been paused for the first time.</p> <p data-bbox="576 1332 1011 1391"><code>SECOND_PAUSE</code> - Indicates the template has been paused a second time.</p> <p data-bbox="576 1402 1011 1496"><code>RATE_LIMITING_PAUSE</code> - Indicates template has been paused due to rate limiting.</p> <p data-bbox="576 1507 959 1563"><code>UNPAUSE</code> - Indicates template has been unpaused.</p> <p data-bbox="576 1574 970 1630"><code>DISABLED</code> - Indicates template has been disabled.</p>	<p data-bbox="1054 1158 1187 1184"><code>FIRST_PAUSE</code></p>
<p data-bbox="113 1659 427 1688"><WEBHOOK_TRIGGER_TIMESTAMP></p> <p data-bbox="108 1695 193 1724">Integer</p>	<p data-bbox="576 1664 991 1720">Unix timestamp indicating when the webhook was triggered.</p>	<p data-bbox="1054 1664 1177 1691"><code>1739321024</code></p>
<p data-bbox="113 1753 464 1783"><WHATSAPP_BUSINESS_ACCOUNT_ID></p> <p data-bbox="108 1789 177 1818">String</p>	<p data-bbox="576 1758 938 1785">WhatsApp Business Account ID.</p>	<p data-bbox="1054 1758 1235 1785"><code>102290129340398</code></p>

Placeholder	Description	Example value
<p data-bbox="113 170 432 197"><MESSAGE_TEMPLATE_CATEGORY></p> <p data-bbox="108 203 177 230"><i>String</i></p>	<p data-bbox="576 170 847 203">The template category.</p> <p data-bbox="576 208 746 235">Values can be:</p> <p data-bbox="576 239 959 302">MARKETING - Indicates template is categorized as MARKETING.</p> <p data-bbox="576 306 979 369">UTILITY - Indicates the template is categorized as UTILITY.</p> <p data-bbox="576 374 1015 436">AUTHENTICATION - Indicates template is categorized as AUTHENTICATION.</p>	<p data-bbox="1050 170 1166 197">MARKETING</p>
<p data-bbox="113 472 272 499"><REASON_INFO></p> <p data-bbox="108 506 177 533"><i>String</i></p>	<p data-bbox="576 472 991 607">Provides a detailed explanation for why the template was rejected. This field describes the specific issue detected in the template content.</p>	<p data-bbox="1050 472 1469 584">Your template has parameters placed next to each other (like <code>{{1}}{{2}}</code>) without text or punctuation between them.</p>
<p data-bbox="113 636 363 663"><RECOMMENDATION_INFO></p> <p data-bbox="108 669 177 696"><i>String</i></p>	<p data-bbox="576 636 1015 797">Offers actionable guidance on how to modify the template to resolve the rejection reason. This field suggests best practices for editing the template content.</p>	<p data-bbox="1050 636 1477 719">Separate parameters with descriptive text and ensure each parameter is clearly contextualized.</p>

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