

Template Library | Developer Documentation

Template Library

Updated: Nov 14, 2025

Template Library makes it faster and easier for businesses to create utility templates for common use cases, like payment reminders, delivery updates - and authentication templates for common identity verification use cases.

These pre-written templates have already been categorized as utility or authentication. Library templates contain fixed content that cannot be edited and parameters you can adapt for business or user-specific information.

You can browse and create templates using Template Library in WhatsApp Manager, or programmatically via the API.

Creating Templates via WhatsApp Manager (WAM)

Follow the instructions below to create templates using the Template Library in [WhatsApp Manager](#) [?](#).

1: In the sidebar of WAM, under **Message Templates**, select **Create Template**.

WhatsApp Manager



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 Partner overview Partner Solutions

WhatsApp PaidSend Testing

 Overview Message templates ^

Manage templates

Create template

 Account tools ^

Insights

Flows

Phone numbers

Catalog

Activity log

 Payment configurations ^

India

Singapore

 Help

2: Under *Browse the WhatsApp Template Library*, select **Browse Templates**.

Meta

WhatsApp Manager

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- Overview
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Help

Create template

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Choose how to create a template

Use a blank template
Create your template from scratch. Once you finish creating your template, it must be submitted for review.

+ Create new template

Browse the WhatsApp template library
Get started faster with pre-written utility templates. Use a template as is and it will be available to send immediately, or customize the content to your needs.

Browse templates

3: You will now see all currently available templates. Use the search bar to search by topic or use case, or use the dropdown options on the sidebar to filter the results. Note that hovering over a template will show you its parameter values.

Create template > Template library

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+ Create new template

Search Utility templates

English (US) templates

Showing 20 of 63 results

Category

Utility (63)

Account updates

Payments

Order management

Customer Feedback

Industry

Jim, your new account was created

Congratulations, your CS Mutual checking account has been created. Confirm your email address to verify your account.

CS Mutual 6:16 PM

Verify

account_creation_confirmation_1

Your account was set up

Hi Jim,
Welcome to CS Mutual! Your new account has been created. Please verify your email address to activate your account.

Thanks, CS Mutual 6:16 PM

Verify

account_creation_confirmation_2

Account created! Verification needed

Hi Jim,
Your new account has been created. Please verify your email address to complete your profile and start using our services.

Thanks, CS Mutual 6:16 PM

Verify

account_creation_confirmation_3

Scheduled auto-payment

Hi Jim,
Your automatic payment is scheduled on Mar 30, 2024 for \$222.32 from CS Mutual Checking. Ensure your balance is sufficient to avoid late fees.

Regards, CS Mutual 6:16 PM

View account

Scheduled auto-payment

Upcoming automatic payment

Your auto-pay is coming up:
- Date: Mar 30, 2024
- Account: Market Credit Plus
- Amount: \$222.32

Thank you and have a nice day. CS Mutual 6:16 PM

View details

Upcoming automatic payment

Auto-pay reminder

A reminder your auto-pay for CS Mutual Credit Plus card ending in 1234 for \$222.32 is scheduled on Mar 22, 2024.

CS Mutual 6:16 PM

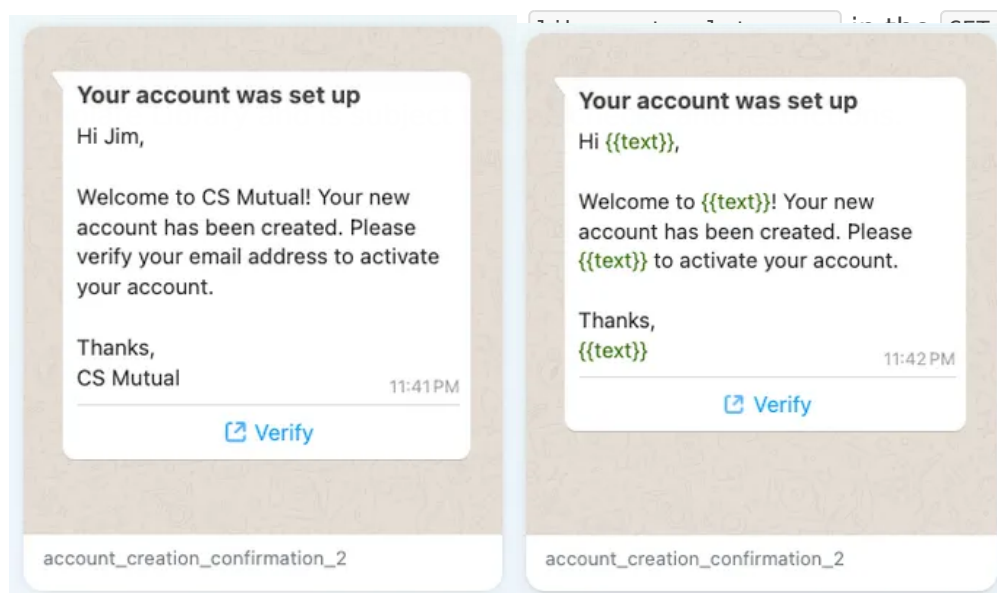
Auto-pay reminder

4: To create a template, **select one** by clicking on it. Then, add your template name, select the language, and fill out the button details. Once you have completed these steps, click **Submit**.

Note: If you choose **Customize template**, your template will have to go through review before you are able to send messages.

The screenshot shows the 'Create template' interface with a sidebar on the left containing icons for various functions. The main area is titled 'Create template > Template library'. A search bar at the top contains the text 'delivery'. Below the search bar, there are filters for 'Category' (Utility (14)), 'Order management', and 'Industry'. A modal window titled 'Delivery confirmation' is open, showing the 'Enter template details' section. This section includes a 'Name your template' field with the value '0/512', a 'Select language' dropdown set to 'English (US)', and a 'Buttons' section with a 'View order details' button. Below this, there is a 'URL Type' dropdown set to 'Static' and a 'Website URL' field with the value 'https://www.example.com/'. To the right of the modal, there is a preview of the template, which includes a 'Delivery complete' header, a paragraph of text with dynamic content placeholders like {{1234 Baker street. Palo Alto, CA 94301}}, and a 'View order details' button. At the bottom of the modal, there are 'Customize template' and 'Submit' buttons.

Template Parameters and Restrictions



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Templates in the library contain both fixed content and parameters. The parameters represent spaces in the template where variable information can be inserted, such as names, addresses, and phone numbers.

In the example above, parameters like the name `Jim` or the business name `CS Mutual` can be modified to accept variables like your customer's name and your business's name. Messages sent using templates from Template Library are subject to parameter checks during send time. Values used in parameters that are outside of the established ranges listed below will cause the message send to fail.

List of parameters and sample values

All parameters are length restricted. If you receive an error, try again with a shorter value.

Parameter Type	Description	Sample Value
ADDRESS	A location address. Must be a valid address	1 Hacker Way, Menlo Park, CA 94025
TEXT	Basic text.	regarding your order. 12 pack of paper towels your request purchase Jasper's Market
AMOUNT	A number signifying a quantity. May contain a prefix or suffix for monetary values such as USD or RS May contain decimals (.) and commas (,)May contain valid currency symbols such as \$ and ?	145 USD \$375.32 ?1,376.22 EUR RS 1200
DATE	A standard calendar date.	2021-04-19 13/03/2021 5th January 1982 08.22.1991 January 1st, 2024 05 12 2022
PHONE NUMBER	A telephone number. May contain numbers, spaces, dashes (-), parentheses, and plus symbols (+)	+1 4256789900 +91-7884-789122 +39 87 62232
EMAIL	A standard email address. Must be a valid email address	lhackerway@meta.com yourcustomername@gmail.com abusinessorcustomername@hotmail.com
NUMBER	A number. Must be a number.Cannot contain spaces.	23444 90001234921388904 453638

Sending Template Messages

To learn how to send templated messages, view the [Send Templates guide](#)

