

Step Sheet for WhatsApp Business in ESL Communication Initiatives



First, download the WhatsApp Business app onto the smartphone that primarily will be used for communication with parents, create an account and build your school profile. We recommend using a GoogleVoice # to protect your personal information.

The WhatsApp Business version allows you to:

- Have multiple users on single account
- Create a “business” profile for your school

Third, create an easy system for saving contact information that will allow you to identify school contacts versus personal contacts quickly.

For example, if you work for WhatsApp High School, you could start every parent contact entry with WAHS and then enter the last name of the contact.

Second, start conversations with parents (using PowerSchool info) with a simple introduction and question:
“This is Mr. SoandSo with WhatsApp High School with a message regarding your student, Lucy Lastname. Would you prefer communication in English or Spanish?”

(*Note: WhatsApp will identify and reveal who has an active account before you even send the message, and it will automatically provide a “read receipt” once the message is opened)

Fourth, choose a distribution tool to help spread the word about your new WhatsApp account.

- Business Cards
- Digital Flyers
- Advertise on existing Social Media Platforms
- Inform ESL student body