

America Amplified WhatsApp Newsletter tip sheet

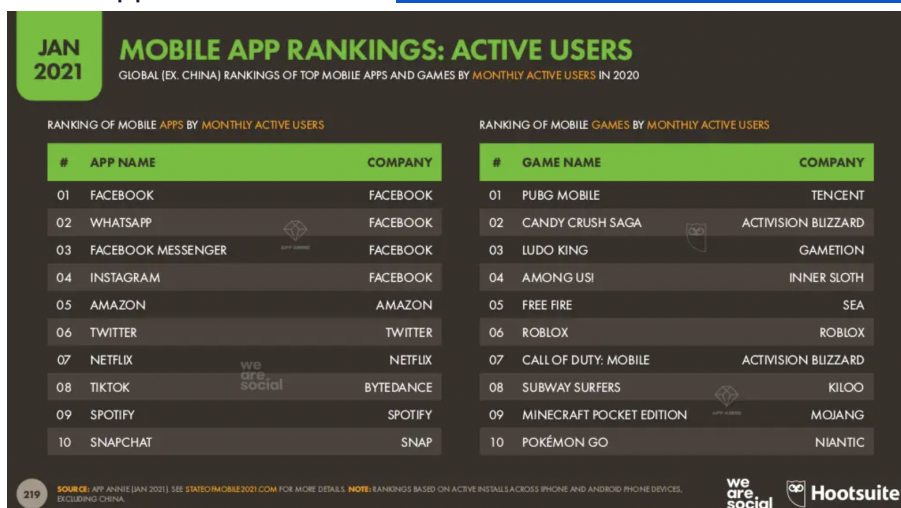
So, you want to reach a Spanish-speaking audience — or an immigrant audience, or an audience of young people? Consider creating a weekly newsletter roundup of relevant news, using the platform they are likely to be using: WhatsApp.

What is WhatsApp?

[WhatsApp](#) is a FREE popular messaging app with end-to-end encrypted instant messaging that can be used on various platforms, including Android, iPhone, and Windows smartphones, and Mac or Windows PCs. And the app uses your phone's internet connection to send messages so you can avoid texting fees.

Key Stats About Whatsapp

- WhatsApp has [2 billion active users](#) worldwide. We know that it is used widely by Spanish-speaking communities in the US and by other immigrant communities.
- The top WhatsApp user is between the ages of [26-35](#).
- The average WhatsApp user on Android spends [38 minutes per day](#) on the app.
- India has the most WhatsApp [monthly active users](#).
- WhatsApp is ranked as the [most used mobile messenger app](#) in the world.



How are communities fostered on Whatsapp?

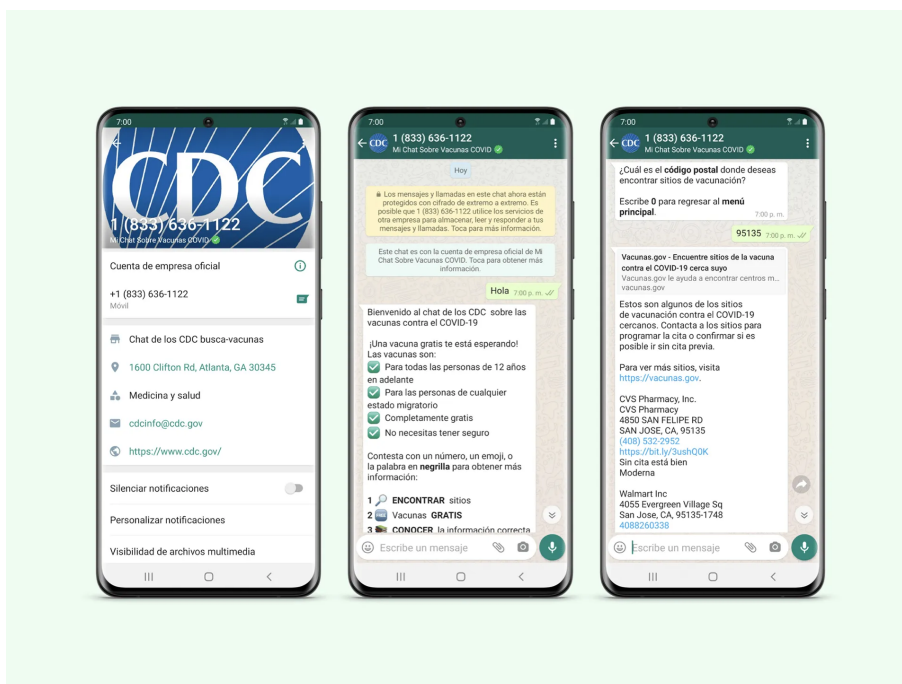
On WhatsApp, you can create broadcast lists — which are saved lists of message recipients that you can repeatedly send broadcast messages (such as newsletters) to without having to select them each time.

Once a list is created, a weekly/daily newsletter can be shared with those contacts — following WhatsApp guidelines.

How do you create and find your audience (broadcast list)?

Lists are populated by contacts gathered from social media callouts, website callouts, event attendance lists, reaching out to community leaders and building partnerships, tabling at block parties and citizenship events, handing out flyers at community events, using Facebook ads to spread the information. You can also create a profile with helpful information for your audiences like your address, mission description, email address, and website.

Here's how the [CDC is using WhatsApp](#) to connect with the Spanish-speaking community:



Online

WhatsApp on [Twitter](#)

WhatsApp's [BLOG](#)

Download WhatsApp on [Google Play](#) or the [Apple Store](#).

More resources:

[How Documented is using WhatsApp](#)

[The Audience Project](#)

[WhatsApp Business API](#)

[How To Create a WhatsApp Newsletter](#)