



Aqualia on WhatsApp

What's WhatsApp?

WhatsApp is a **free instant messaging application** for sending and receiving messages over the Internet, including images, videos, audio, audio recordings (voice memos), documents, locations, contacts, gifs, and can also support calls and video calls with several participants at the same time.

What is WhatsApp for?

- It facilitates the creation of groups, with a maximum allowed of 256 users.
- It promotes the use of broadcast lists to send a message or multimedia file to several contacts at the same time, which is a great time saving by not having to forward the same message one by one.
- Allows you to create states that disappear after 24 hours.
- This is a compromise between the cold formality of e-mail and telephone or face-to-face service in offices. It is designed to adapt to the usual channels of communication used by users in their daily lives.
- This practice is already done between different collaborative groups in the company, either for quick notifications between team members, or as an informal channel. This communication channel may also be used by corporate teams to address professional matters with suppliers, customers, even users, thus making it a professional channel. We must therefore treat it with the same responsibility as other channels.



How to create a WhatsApp account

From your computer:

1. You cannot create a traditional WhatsApp account on a computer, but **you can use WhatsApp Web**, a tool that allows you to take advantage of this service from your computer.
2. Go to www.web.whatsapp.com and link your mobile phone via a QR Code.

From a mobile:

1. **Download the WhatsApp app:** Simply go to the relevant app store (App Store for iPhone and Google Play Store for Android devices), search for the application and then download it.
2. Locate it in your list of apps and open it, **accept the terms and conditions** if you agree and allow WhatsApp access to your content so that you can share photos later.
3. **Number verification:** WhatsApp needs to confirm that you own the phone number that will be linked to the user account. Therefore, you must now enter your telephone number in the field provided for this purpose.
4. **Enter the verification code**, which the application will send you via SMS. In some cases, there is no need to write anything, since the application can detect the SMS on the terminal where it is being installed, automating the step after the message is received.
5. **Set up your profile:** Set your username and profile picture. Choose the ones you want. Click on the circular icon on the left to choose your profile picture from the ones stored in your mobile phone. For the username, tap on the field next to the icon and enter a name.

How do I use WhatsApp on my company mobile phone?

- **Can I put a personal photo as my WhatsApp profile picture or share a status related to my personal life? No.** It is a professional mobile device and, as such, the use you should make of it is strictly professional.

Consider the following if you want to share corporate content via your personal mobile phone:

- **Can I share corporate content that I receive via WhatsApp with my contacts? Yes,** as long as the content sender is Aqualia's Communication and Marketing Department and you have received express authorisation from them to share it.
- **Can I share content I have seen through corporate Social Media via WhatsApp? Yes,** as long as the content you share has been previously posted on Aqualia's corporate channels (Aqualia's websites or social networks) and you receive express authorisation from Aqualia's Communication and Marketing Department to share it.

