

MESSAGING CHANNEL

Facebook Messenger

Page DMs land in the same inbox

Sayl CRM · Channel Setup Guide · v1.0

What this is

Reuses the same Meta App and webhook URL as WhatsApp. Sayl demuxes inbound traffic by the `object` field on the payload, so one webhook serves all your Meta channels.

Before you start

- A Facebook Page connected to your Meta App in Business Suite.
- WhatsApp already wired up (or at least the same Meta App Secret + webhook verify token configured by your platform operator).

Setup

1 Get a long-lived Page Access Token

In Graph API Explorer or Business Settings → System Users, generate a Page Access Token for the Page. Long-lived tokens are required — short-lived (60-day) tokens will expire and quietly stop working.

2 Subscribe the Page to Messenger events

In Meta App → **Messenger** → **Settings** → **Webhooks**, subscribe the Page to `messages`, `messaging_postbacks`, `message_deliveries`, and `message_reads`. Callback URL and verify token are the same as WhatsApp — set once.

3 Add the line in Sayl

Settings → **Channels** → **Meta Page** → **Add Line**. Paste the Page ID and Page Access Token. Pick the inbox.

Test it

DM your Page from Facebook. The conversation should appear in Sayl immediately.

Troubleshooting

Problem	Likely cause	Fix
Webhooks delivered but conversation doesn't open in Sayl.	Page isn't subscribed to <code>messages</code> , only to <code>messaging_postbacks</code> .	Re-check the subscription list in Meta App webhooks — both must be ticked.

Need the full multi-channel reference? Download the [Sayl CRM Integration & Configuration Guide](#).