

DIGITAL MESSAGING PLATFORMS- A QUICK REFERENCE GUIDE

Comparison Criteria: Client Accessibility & Reach, Cost, Communication Capabilities & Admin Features













Based on: Research Report: Comparing Messaging Platforms for Engaging Newcomers

Prepared by Cherrie Lam for ACCES Employment (Oct 2, 2024) | PeaceGeeks



Client Accessibility & Reach

























Criteria 1

	WhatsApp Business	Facebook Messenger	Telegram	Signal	SMS/Text	Meta Business Suite Inbox
Newcomer adoption	High — 57% of new Canadians (MTM 2023); skews toward immigrants & visible minorities 	High — 63% of new Canadians (MTM 2023); broader Canadian use 	Growing — strong in Iranian, Russian, Ukrainian, Afghan & Ethiopian communities 	Low — limited mainstream newcomer adoption 	32% of new Canadians (MTM 2023); essential for seniors & rural communities 	N/A — staff-side inbox tool, not a client-facing app 
Key communities	Latin American, South Asian, African, Middle Eastern	Filipino; established immigrant communities on Meta platforms	Iranian, Russian, Ukrainian, Afghan, Ethiopian	Privacy-conscious users; no community-specific dominance	Seniors, rural, low digital literacy users	Same reach as WhatsApp + Messenger combined
Primary use case for newcomers	Main messaging app; contacts expect to find peers here	Family/friend connections via existing Meta accounts	Privacy-focused communication; used as a news source in some communities	Privacy-focused: End-to-End Encryption	Fallback channel; critical where smartphones are not primary	Staff-side tool — clients reach organizations via WhatsApp or Messenger
Digital literacy barrier	Low — widespread familiarity, phone number-based 	Medium — requires Facebook account 	Medium — good usability but lower adoption 	Medium — good usability but lower adoption 	Very low — native to all phones 	High — requires FB account + Meta Business tools 

 Supported  Partial  Not supported

Cost

Criteria 2

	WhatsApp Business	Facebook Messenger	Telegram	Signal	SMS/Text	Meta Business Suite Inbox
Base cost	Free 	Free 	Free 	Free 	Varies by carrier (\$0.005–\$0.05/text) 	Free 
Core free features	1:1, groups, broadcasts (256 contacts), channels, 4 linked devices 	Inbound DMs only; no outbound or groups 	1:1, groups, channels, unlimited linked devices 	1:1 + groups up to 1,000; up to 5 linked devices; no business features 	Basic SMS via staff phone number only 	Centralised DMs from WhatsApp/Messenger/Instagram; role-based access 
Key paid upgrades	Meta Verified: ~\$14–\$350/mo (10 devices, verified channels) 	Messenger costs vary by provider and usage 	Telegram Business: ~\$5–\$7/mo (business profile, auto-replies) 	None available 	e.g. SimpleTexting ~\$39/mo; Mogli \$4,935/yr flat + usage fees 	No paid tier — free Meta tool 
3rd-party / CRM cost	Business Messaging Partners: ~\$50–\$500/mo 	Via Messenger API provider: varies 	Via third-party vendors: varies 	Not available 	e.g. Twilio \$0.008/msg; SimpleTexting has 15% nonprofit discount 	No 3rd-party needed — built into Meta Business Suite 

 Supported  Partial  Not supported

Communication Capabilities

Criteria 3

	WhatsApp Business	Facebook Messenger	Telegram	Signal	SMS/Text	Meta Business Suite Inbox
Broadcast / bulk messaging	✓	✗	✓	✗	✓	✗
Public channels	✓	✗	✓	~	✗	✗
Announcements / pinned messages	✓	✗	✓	✗	✗	✗
QR code / link joining	✓	✗	✓	✓	✗	✗
Group chats	✓	✗	✓	✓	✗	✗
Moderation	✓	~	✓	~	✗	✗
Subscription / consent mgmt	~	✓	✓	✓	~	✓
Digital literacy	✓	~	~	~	✓	~
Multilingual messages & interface	✓	✓	✓	✓	✓	✓
Auto-translate	~	~	✓	✗	✗	✓

 Supported
  Partial
  Not supported

Admin Features

Criteria 4

	WhatsApp Business	Facebook Messenger	Telegram	Signal	SMS/Text	Meta Business Suite Inbox
Separate staff interface	~	~	~	~	~	✓
Oversight controls	~	~	~	~	~	✓
Role-based permissions	✗	✓	~	✗	~	✓
Survey / anonymous polling	~	✗	✓	✗	✗	✗
Organization branding	✓	✓	✓	~	✗	✓
Business hours / auto responses	✓	✓	✓	✗	~	✓
Data export	✓	✗	✓	✗	~	✗
CRM integration	~	~	~	✗	~	✗

 Supported
  Partial
  Not supported