

PRACTICAL GUIDE · YAVENDIÓ!

WhatsApp Username

How to reserve yours and protect your brand

Since June 29, 2026 any account can reserve its WhatsApp Username (@yourbrand). It is first come, first served, with no trademark dispute process: claim it before your competitors do.

01 What is a username?

- A unique, optional handle (@yourbrand) so people message you without seeing your number
- It does NOT replace your number: still required, and only hidden from new contacts.
- Not searchable: to message you, people must know your exact handle.



02 How to reserve it (step by step)

1. Open WhatsApp and go to Settings.
2. Tap Account.
3. Open Username.
4. Type your brand's handle (3–35 characters) and save.

03 Handle rules

Length	3 to 35 characters
Allowed	Lowercase, numbers, periods and underscores
Required	At least one letter; starts with a letter
Not allowed	"www.", domains (.com) or two periods in a row

04 How to protect it

- Turn on the username key (4-digit code) to control first contact.
- Link your account to the Meta Accounts Center to claim your Instagram/Facebook handle.
- Reserve now, even though full use rolls out in country-by-country waves.

05 What NOT to expect yet

There's still no direct link by username: wa.me still works only with a phone number. Today the handle is your brand and identity asset; the one-tap link arrives through 2026.

06 Checklist to secure your handle

- ✓ Reserve your username under Settings > Account > Username.
- ✓ Use the same @ as on Instagram and TikTok.
- ✓ Follow the format rules.
- ✓ Link the account to the Meta Accounts Center.
- ✓ Turn on the username key if you share it publicly.
- ✓ Communicate your official username to prevent impersonation.

At yavendío! we set up your WhatsApp with an AI agent to Meta's official standards.
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