

# BEST POST LENGTHS

For Higher Engagement 2020

*\*Each description represents the perfect size for text in its respected platforms.*

**TIP:** Pairing text with visuals such as photos, videos, or GIFs can increase engagement by 650%



## TWITTER

71-100 CHARACTERS

Tweets between 71 and 100 characters are 17% more likely to be retweeted or engaged with.

## FACEBOOK

40-50 CHARACTERS

40 or less have 86% more engagement.



## INSTAGRAM

125 CHARACTERS

Keeping captions under 125 characters ensures the entire caption displays in the Instagram feed.

You can hide # in comments.



## LINKEDIN

140 CHARACTERS

LinkedIn will cut off your posts with "See more" at 140 characters. Keeping it under this ensures that all of your full message gets seen.



## YOUTUBE

TITLE - 70 CHARACTERS

Titles will not get cut off in search if it's under 70 characters.

DESCRIPTION - 5,000 CHARACTERS

