

Social Media Character Count Cheat Sheet

TWITTER

IDEAL POST LENGTH

71-100 CHARACTERS

ADDITIONAL INFO

1. 140 characters max tweet length
2. Retweeting takes out 24 characters.
3. Links of any length will take away 24 characters from your 140.
4. Image/GIF/Videos takes out 24 characters (leaving 116).
5. Link and an Image/GIF/Video takes up 47 characters (leaving 92).
6. The ideal length for tweets is between 71 and 100 characters.
7. Use 1-2 hashtags per tweet.

FACEBOOK

IDEAL POST LENGTH

40 CHARACTERS

ADDITIONAL INFO

1. Facebook status update maximum length is 63,206 characters.
2. Before your post is truncated (which means a "Read More" appears) it is 400 characters.

GOOGLE+

IDEAL POST LENGTH

60 CHARACTERS

ADDITIONAL INFO

1. Ideal length of headlines should be less than 60 characters.
2. Average Google + post averages 156 characters.

LINKEDIN

IDEAL POST LENGTH

25 WORDS

ADDITIONAL INFO

1. Status Updates are 600 characters.
2. Pulse title length is 40 and 49 characters.
3. Pulse post length is around 1,900 words.



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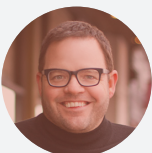


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–Jay Bear, Founder of Convince and Convert



Michael Hyatt
Author



Jay Bear
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