



Best Social Media Post Lengths For Higher Engagement

BEST SOCIAL MEDIA POST LENGTHS FOR HIGHER ENGAGEMENT

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

Tip: Pairing text with visuals such as photos, videos, GIFs can increase engagement by 65%

Twitter

71- 100 CHARACTERS

Tweets between 71 - 100 character are more likely to gain retweets and engagements get with 17% higher engagement.



Facebook

40 - 50 CHARACTERS

The ideal Facebook post length to get the most engagement is around 50 characters (or fewer) has 86% more engagement.



Instagram

120 - 125 CHARACTERS

Aim for 125 characters or fewer to ensure your captions are read without clicking the "more" button. Your post will perform best if you limit your caption to 125 characters.



LinkedIn

100 - 150 CHARACTERS

LinkedIn will truncate your posts with a "See more" button after the 140 character mark. Hence, the ideal length for a LinkedIn post



should be between 100 to 140 characters.

YouTube

Title - 70 Characters

It's recommended that your title be up to 70 characters as anything more than 70 characters will likely end up being cut off in search results.

Description - 70 Characters

The description of your YouTube video can be 5,000 characters long. YouTube descriptions are another way to increase the visibility of your video in search results and make it easier for people to find your content.



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Each [social media platform](#) has an ideal length of the text to help ensure your message is seen, and users interact with your brand. The infographic shown below demonstrates those numbers, and even gives you a visual on what those amount of characters would look like: