

Content Length Guide for Every *Platform*

The optimal character counts, word counts, and lengths for social media posts, SEO elements, email campaigns, and advertising copy — all in one place. Bookmark this, print it, or keep it open while you write.

Social media

PLATFORM / FORMAT	MAX LENGTH	OPTIMAL	NOTES
X (Twitter) post	280 chars	71-100 chars	Shorter posts get more engagement. Leave room for replies/quotes.
X thread (per tweet)	280 chars	200-250 chars	First tweet is the hook — keep it punchy.
LinkedIn post	3,000 chars	1,200-1,600 chars	First 2-3 lines show before "see more" — front-load the hook.
LinkedIn article	125,000 chars	1,500-2,000 words	Long-form works well. Use headers and bullet points.
Instagram caption	2,200 chars	138-150 chars	Only first 2 lines show in feed. Put CTA above the fold.
Instagram Reels caption	2,200 chars	20-80 chars	Short and punchy. Hashtags in comments, not caption.
Facebook post	63,206 chars	40-80 chars	Extremely short posts get highest engagement.
TikTok caption	4,000 chars	80-150 chars	Brief context for the video. Hashtags count toward limit.
YouTube title	100 chars	60-70 chars	Front-load keywords. Gets truncated at ~60 chars in search.
YouTube description	5,000 chars	200-350 chars	First 150 chars show in search. Include links and timestamps.
Pinterest pin title	100 chars	40-60 chars	Keyword-rich for search discovery.
Pinterest description	500 chars	150-300 chars	Natural keywords — Pinterest is a search engine.

Threads post	500 chars	100–200 chars	Conversational tone. Similar engagement patterns to early X.
Bluesky post	300 chars	100–200 chars	Short, focused. Similar to X best practices.

PRO TIP

These "optimal" lengths are based on engagement data — they're starting points, not rules. Test different lengths with your audience and check your analytics. Some audiences prefer long-form; others scroll past anything over 100 characters.

SEO & search

ELEMENT	MAX / DISPLAY	OPTIMAL	NOTES
Meta title (title tag)	~600px wide	50–60 chars	Google truncates at ~60 chars. Front-load your keyword.
Meta description	~920px wide	120–155 chars	Google may rewrite it, but a good one improves CTR.
URL slug	No hard limit	3–5 words	Short, descriptive, hyphens only. See our SEO Slug Guide.
H1 heading	No hard limit	20–70 chars	One per page. Include primary keyword naturally.
Image alt text	No hard limit	80–125 chars	Describe the image. Include keyword if natural.
Open Graph title	~95 chars shown	55–70 chars	What shows when shared on social. Can differ from meta title.
Open Graph description	~300 chars shown	55–200 chars	Social preview text. Make it compelling.
Anchor text (links)	No hard limit	2–6 words	Descriptive of the destination. Avoid "click here".

Email marketing

ELEMENT	MAX LENGTH	OPTIMAL	NOTES
Subject line	No hard limit	28–50 chars	Mobile shows ~30 chars. Front-load the hook.

Preview / preheader	~100 chars shown	40-90 chars	Extends the subject line. Don't repeat it.
Newsletter body	No hard limit	200-500 words	Skimmable. Use headers, bold, and short paragraphs.
Promotional email	No hard limit	50-125 words	One clear CTA. Less text = higher click-through.
Cold outreach email	No hard limit	50-75 words	Brutally short. Personalized first line is critical.
Transactional email	No hard limit	50-100 words	Clear, action-oriented. Confirm what happened.
CTA button text	~25 chars	2-5 words	Action verbs: "Get the guide", "Start free trial".
Sender name	~20 chars shown	15-20 chars	Use a real name or "Name at Brand" for trust.

EMAIL INSIGHT

47% of recipients open emails based on the subject line alone. Test emoji vs no emoji, question vs statement, and number vs no number. Use your email platform's A/B testing to find what works for your audience.

Advertising copy

AD FORMAT	MAX LENGTH	OPTIMAL	NOTES
Google Search headline	30 chars each	25-30 chars	3 headlines max. Front-load value proposition.
Google Search description	90 chars each	80-90 chars	2 descriptions max. Include a CTA.
Google Display headline	30 chars	20-25 chars	Shorter for banner visibility.
Facebook / IG ad primary	125 chars shown	40-80 chars	Hook in first line. "See more" kills engagement.
Facebook ad headline	40 chars shown	25-40 chars	Clear benefit or CTA.
Facebook ad description	30 chars shown	20-30 chars	Supporting context for the headline.
LinkedIn Sponsored post	150 chars shown	100-150 chars	Professional tone. Stat or question as hook.

YouTube ad overlay	35 chars	20–30 chars	Ultra-short. One clear message.
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Messaging & SMS

FORMAT	MAX LENGTH	OPTIMAL	NOTES
SMS (single segment)	160 chars	120–140 chars	Leave room for opt-out text if marketing.
SMS (with link)	160 chars	90–100 chars	Short link takes ~25 chars. Use a URL shortener.
Push notification (iOS)	~178 chars shown	40–70 chars	Lock screen shows ~110. Aim for 1 line.
Push notification (Android)	~65 chars shown	40–65 chars	More limited preview than iOS.
WhatsApp message	65,536 chars	100–300 chars	Conversational. Break long messages into parts.
Slack message	40,000 chars	1–3 sentences	Scannable. Use threads for detail.

Universal rules of thumb

- **Front-load the important words.** Every platform truncates. Put your keyword, hook, or CTA at the start.
- **Mobile is the default.** Over 60% of all content is consumed on phones. Preview lengths are shorter than desktop.
- **Shorter almost always wins.** When in doubt, cut. The optimal length for most formats is well below the maximum.
- **Measure, don't guess.** Use your platform's analytics to find what length works for your specific audience.
- **Character count ≠ word count.** Always check which metric a platform uses. Social media = characters. Blog SEO = words.
- **Emoji count as characters.** Most emoji are 2 characters. Some (skin tones, ZWJ sequences) are 4–11. Count them.

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