**BEST POST LENGTHS**
For Higher Engagement 2020

*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

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