

Social Written Content Cheat Sheet

Facebook

- Maximum count: 2,200 characters.
- Recommended: 90 characters (if link is used).
- Headline max: 25 characters.
- Link description max: 30 characters.

Instagram

- Maximum caption: 2,200 characters.
- Caption recommendation: 125 characters.
- Links Not Allowed

LinkedIn

- Maximum count: 1,300 characters.
- Recommended: 700 characters.
- Headline max: 100 characters.
- Link description max: 250 characters.

Twitter

- Maximum count: 140 characters.
- Links can be shortened so they take up less characters