



TWITTER

71-100 CHARACTERS

Tweets between 70 and 100 characters are 17% more likely to be retweeted or engaged with.



FACEBOOK

40-50 CHARACTERS

40 characters or less have 86% more engagement.



INSTAGRAM

125 CHARACTERS

Keeping captions under 125 characters ensures the entire content displays in the Instagram feed.



LINKEDIN

140 CHARACTERS

Keep captions under 140 characters to ensure the entire message displays in the LinkedIn feed.



YOUTUBE

TITLE - 70 CHARACTERS

Titles will not get cut off in search if it's under 70 characters.

DESCRIPTION - 5,000 CHARACTERS



PINTEREST

500 CHARACTERS

First 50-60 characters are most likely to show up in people's feeds, so put your most important info first.

Twitter is best used for public relations and customer service. The primary audience is millennials and impacts both B2B and B2C.

This platform is best for:

- eCommerce
- Retail
- Healthcare

Facebook is best used for brand awareness and advertising. The typical audience is Generation X and millennials and impacts B2C.

This platform is best for:

- Industrial
- eCommerce
- Retail
- Healthcare
- Real Estate
- Non Profit

Instagram is best for behind-the-scenes and user-generated content. Advertising is best achieved through natural-displayed content. The primary audience is millennials and impacts B2C.

This platform is best for:

- eCommerce
- Retail
- Real Estate

LinkedIn is best for B2B relationships, business development, and employment marketing. The typical audience is Baby boomers, Generation X, and millennials.

This platform is best for:

- Industrial
- Real Estate

YouTube is best for brand awareness, entertainment, and educational videos, like how-to and DIY. The typical audience is millennials, closely followed by Generation Z, and impacts B2C.

This platform is best for:

- Industrial
- Healthcare
- Real Estate

Pinterest is best for visual advertising and inspiration. The typical audience is older millennials and younger baby boomers. This platform impacts B2C.

This platform is best for:

- eCommerce
- Retail
- Real Estate