

Text-based content – optimal character/word length to assist creating quality social media content

Facebook Posts: Optimal length: 80 characters or less

Practice exercises: Write the following Facebook posts that are less than 80 characters each in length:

1. Promote a Blog Post (include link in the post, but these aren't counted as characters).
2. Encourage interaction from your Facebook page followers
3. Introduce a video that your customers would find interesting (include link in the post, but these aren't counted as characters)

Facebook Ads: Optimal Length: Headline - 5 Words, Ad Body – 14/15 Words

Practice exercises: Write a Facebook ad for your Facebook page using the above specifications.

Twitter - Optimal length: 100 characters

Practice exercises: Write the following Tweets that are 100 characters in length including links and three relevant hashtags:

1. Promote a Blog Post
2. Comment on a current topic that is trending on Twitter.
3. Retweet someone else's tweet with an introduction.

LinkedIn - Optimal length: 15 - 100 characters

Write the following LinkedIn updates using only 15 - 100 characters:

1. Promote some interesting news.
2. Share an interesting article related to your industry.
3. Share a blog post that your clients would find interesting.

Further reading: <https://sproutsocial.com/insights/social-media-character-counter/>



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Information source:

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