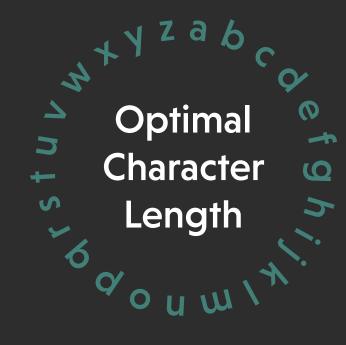# Optimal Lengths of Digital Things like Tweets, Facebook posts, Blogs and more...

Data taken from the Buffer Blog:
'The Ideal Length of Everything Online'

Optimal Character Length

w x y z a b c d e f g h i j k l m n o p q r s t u v

#
6
hashtag

www
8
domain name

✉
28–39
email subject line

🐦
71–100
tweet

🔖
55
title tag

f
40
Facebook post

Optimal Word Length

seven one two three four five six

📰
1600
blog

❝
6
blog title

in
25
LinkedIn post

Ideal Number of Minutes

▶
3
YouTube Video

🎤
22
podcast

in
6
Slideshare

TED
18
TED talk