

Ideal Content Length by Platform!

SWIPE





02/07

Instagram Reels

- **Entertainment:** 11 - 17 Seconds
- **Educational:** 38 - 51 Seconds
- **Carousels:** 7 - 10 slides with a hook on slides 1 and 2

KEEP SWIPING



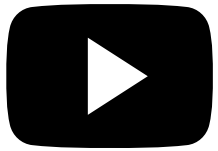
03/07

LinkedIn

- **Short-form videos:** 40 - 46 Seconds
- **Long-form videos:** 3 - 4 Minuets
- **Motivational text:** 20 - 38 Words
- **Educational text:** 291 Words

KEEP SWIPING





04/07

YouTube

- **Entertaining shorts:** 28 - 33 Seconds
- **Educational shorts:** 41 - 57 Seconds
- **Long-form videos:** 7 Minutes and 9 Seconds

KEEP SWIPING

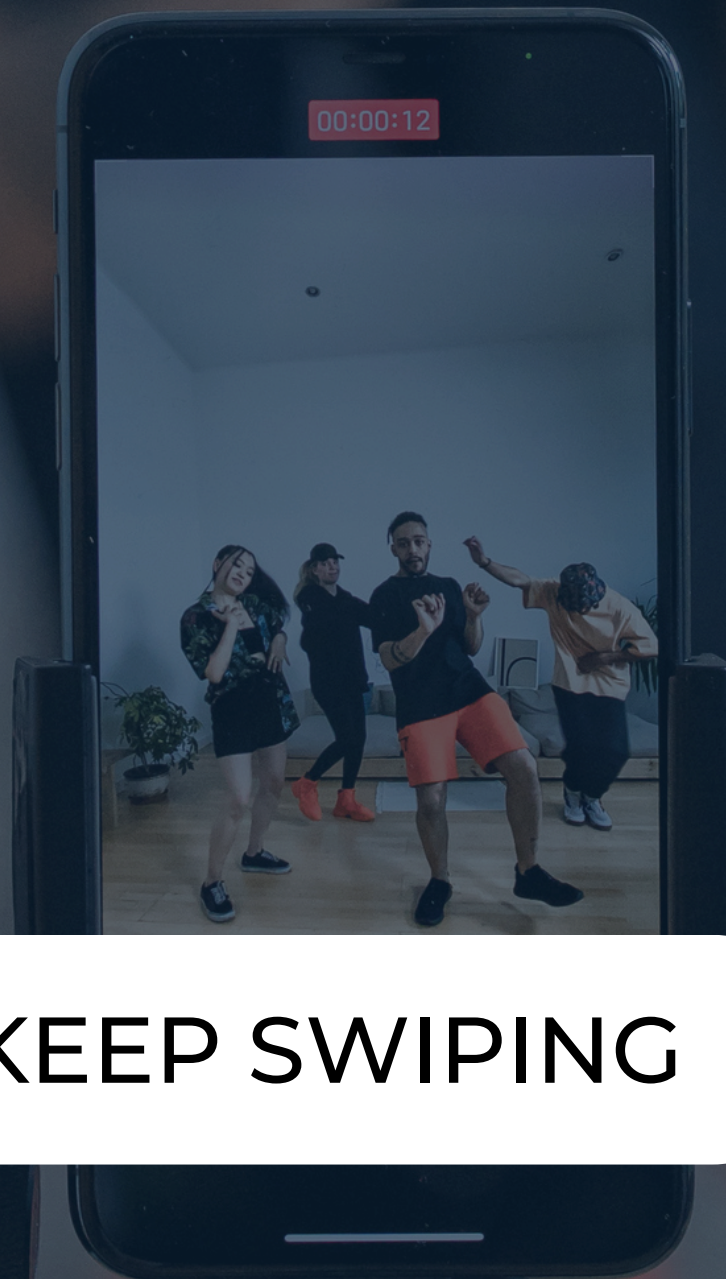




05/07

TikTok

- **Entertaining videos:** 18 - 31 Seconds
- **Educational videos:** 42 - 54 Seconds



KEEP SWIPING





06/07

X/ Twitter

- **Motivational:** 14 - 21 Words
- **Entertaining:** 9 - 35 Words
- **Educational:** 173 Words

See what's
happening in the
world right now.

Create account

KEEP SWIPING





07/07

Facebook

- Reach is bad no matter what the length of the content was.....

KEEP SWIPING

