

# Maximum character count



## LinkedIn carousels

For text to be legible on LinkedIn carousel posts we have specified maximum character count for each Slide type. This will ensure we can maintain the ideal font size for title, body copy, quotes and CTA, on both desktop and mobile.

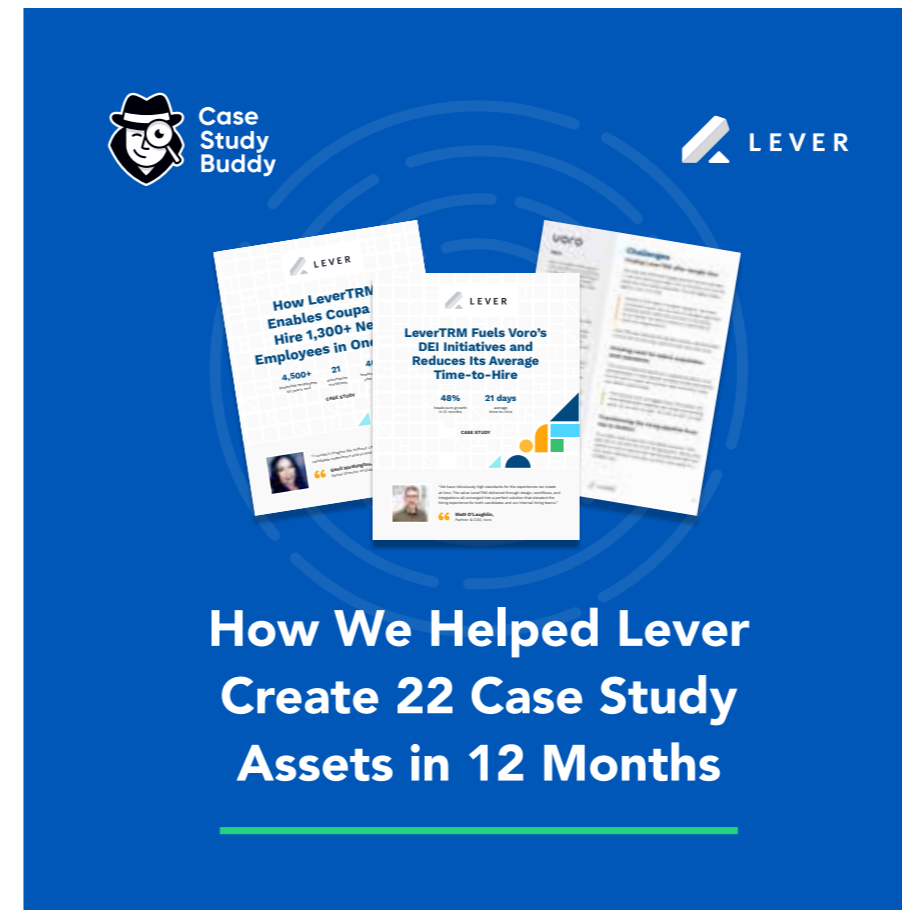
### Maximum Character/Word Count:

**Title:** 60 - 70 characters / 10 - 12 words

**Body copy:** 150 - 220 characters / 25 - 35 words

**Quote:** 80 - 150 characters / 10 - 30 words

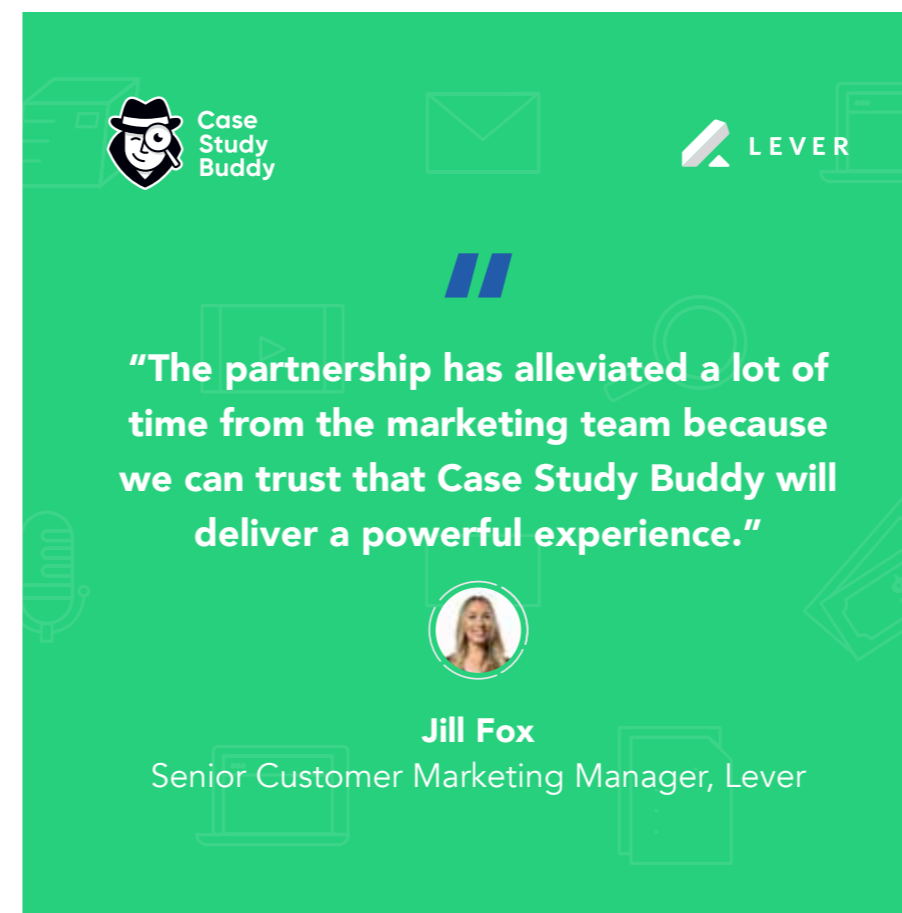
**CTA:** 80 - 150 characters / 10 - 30 words



Title slide



Body Copy slide



Quote slide



CTA slide