Cross-posting cheat sheet

Text and media limits for publishing through each network's API

Network	Text	Media and required fields
X	**280 weighted characters** URL = 23 · emoji = 2 · CJK = 2	Up to 4 photos, 1 GIF or 1 video
Bluesky	**300 graphemes**	Up to 4 images, 1 MB each
Threads	**500 characters** Emojis count as UTF-8 bytes	JPEG or PNG, 8 MB max Carousel: 2 to 20 items
Instagram	**2,200 characters** 30 hashtags · 20 @ tags	Media required: no text-only posts Images: JPEG only · carousel up to 20
TikTok photo	**Title 90 · description 4,000** (UTF-16 code units)	Up to 35 photos, pulled from URLs privacy_level required
TikTok video	**Title 2,200 (UTF-16 code units)**	One video · privacy_level required
YouTube	**Title 100 characters (required)** Description 5,000 bytes	Video only
LinkedIn	**No maximum stated in the docs**	Upload the image first, then reference it
Facebook Page	**No maximum stated in the docs**	Photos by URL · Page access token

Before you cross-post

- Validate per network with its own counting rule before sending.
- Send an idempotency key so retries never duplicate a post.
- Keep successful posts; retry only the networks that failed.
- Store one result per network, with the post URL.

Checked against each network's official documentation on 23 November 2026. Limits change: check the sources.

Full guide, sources and free validator: apiwings.com/blog/post-to-multiple-social-networks-api · CC BY 4.0