

INSTAGRAM CAPTION TEMPLATE

Count characters, hashtags and mentions against Instagram's limits, keep your line breaks and see what shows before the more button.

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HOW LONG CAN AN INSTAGRAM CAPTION BE?

Up to 2,200 characters and 5 hashtags, the cap since December 2025. Only about the first 125 characters show in the feed before the more button, so the hook has to sit there. The formatter counts characters, hashtags and mentions as you type, keeps your blank lines with an invisible character and shows the part people see first.

INSTAGRAM'S CAPTION LIMITS

What	Limit
Characters	2,200
Hashtags	5
Shown before more	about 125 characters

A FOUR-PART CAPTION

1. Hook
One line that earns the tap on more: a number, a question or a claim.

2. Value
Short lines with the tip, the story or the offer.

3. Next step
One call to action, like Comment GUIDE and I will send it.

4. Hashtags
At the end, a mix of tiers that describe the post.

BEFORE YOU PASTE

- [ ] The hook fits in the first 125 characters.
- [ ] Blank lines are kept.
- [ ] No hashtag is used twice.
- [ ] There is exactly one call to action.

USE THE FREE CAPTION FORMATTER

1. **Paste the caption.** Write or paste it as you want it to look, blank lines and emoji included.
2. **Check the counts.** Characters, hashtags and mentions against Instagram's limits, and repeated hashtags flagged.
3. **Copy the clean version.** Spaces at line ends removed and blank lines kept, ready to paste into Instagram.

QUESTIONS PEOPLE ASK

Why does Instagram remove my line breaks?
Some apps and keyboards drop empty lines when a caption is saved. Putting an invisible character on each blank line keeps the space, and the formatter does that for you.

How many characters show before more?
About the first 125, depending on the phone. Put the hook and the call to action there, because most people never tap more.

Do emoji count as more than one character?
Some do. An emoji can be built from several code points, such as a flag or a skin tone, and the counter counts what is really there.

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