

|                                             | LinkedIn  | Twitter  | Facebook  | Instagram  |
|---------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Share on business pages                     | Yes                                                                                         | Yes                                                                                         | Yes                                                                                          | Yes                                                                                           |
| Scheduling for business pages               | Yes                                                                                         | Yes                                                                                         | Yes                                                                                          | Yes                                                                                           |
| Scheduling for ambassadors                  | Yes                                                                                         | Yes                                                                                         | Yes                                                                                          | Yes                                                                                           |
| Share via desktop (business pages)          | Yes                                                                                         | Yes                                                                                         | Yes                                                                                          | Yes                                                                                           |
| Share via desktop (personal pages)          | Yes                                                                                         | Yes                                                                                         | No                                                                                           | No                                                                                            |
| Share via app (business & personal pages)   | Yes                                                                                         | Yes                                                                                         | Yes                                                                                          | Yes                                                                                           |
| Stories                                     | No                                                                                          | No                                                                                          | Personal account & Android only                                                              | Personal account & Android only                                                               |
| Hashtags                                    | Yes                                                                                         | Yes                                                                                         | Yes                                                                                          | Yes                                                                                           |
| Add embedded video                          | Yes                                                                                         | Yes                                                                                         | Yes                                                                                          | No                                                                                            |
| Native video sharing                        | Yes                                                                                         | Yes                                                                                         | Yes                                                                                          | Yes                                                                                           |
| Image format                                | .jpg, .png, .gif                                                                            | .jpg, .png, .gif                                                                            | .jpg, .png, .gif                                                                             | .jpg, .png, .gif                                                                              |
| Max. size image                             | 8MB / 7680 x 4320px                                                                         | 3MB                                                                                         | 30MB / 4096 x 2048 px                                                                        | 30MB                                                                                          |
| Number of images (to share in one post)     | 1                                                                                           | 1                                                                                           | 1                                                                                            | 1                                                                                             |
| Change url meta image                       | Yes                                                                                         | No                                                                                          | No                                                                                           | n/a                                                                                           |
| Tagging (on personal accounts of your team) | Yes (only team members)                                                                     | No                                                                                          | Yes                                                                                          | Yes                                                                                           |
| Tagging (on business pages of your team)    | Yes (only team members)                                                                     | No                                                                                          | No                                                                                           | No                                                                                            |
| Max. characters (not words)                 | 3000                                                                                        | 280                                                                                         | 3000                                                                                         | 2200                                                                                          |
| URL mandatory in post                       | No                                                                                          | No                                                                                          | No                                                                                           | No                                                                                            |
| Multiple URL's in one post                  | Yes                                                                                         | Yes                                                                                         | Yes                                                                                          | n/a                                                                                           |
| Edit URL title                              | Yes                                                                                         | No                                                                                          | No                                                                                           | n/a                                                                                           |
| Edit URL description                        | No                                                                                          | No                                                                                          | No                                                                                           | n/a                                                                                           |
| Measure likes (personal pages)              | Yes                                                                                         | No                                                                                          | No                                                                                           | No                                                                                            |
| Measure comments (personal pages)           | Yes                                                                                         | No                                                                                          | No                                                                                           | No                                                                                            |
| Measure shares (personal pages)             | Yes                                                                                         | No                                                                                          | No                                                                                           | No                                                                                            |
| Measure likes (business pages)              | Yes                                                                                         | No                                                                                          | Yes                                                                                          | No                                                                                            |
| Measure comments (business pages)           | Yes                                                                                         | No                                                                                          | Yes                                                                                          | No                                                                                            |
| Measure shares (business pages)             | Yes                                                                                         | No                                                                                          | Yes                                                                                          | No                                                                                            |
| Add UTM codes                               | Yes                                                                                         | Yes                                                                                         | Yes                                                                                          | n/a                                                                                           |