



Key Things to Know 📌

- Every SMS has a character limit.
- Telesystem Business Messaging automatically chooses the most efficient way to send your message.
- Longer messages are split into multiple parts, but your recipient still sees them as one text.

Character Limits 📄

1. Standard text (letters, numbers, punctuation): **160 characters per message.**
2. Messages with emojis or special characters: **70 characters per message.**
3. If you go over the limit, your text is split into **multiple messages.**
Example: A 161-character text + 2 messages.

Why the Difference? 🤔

- 🗨️ Text-only messages use a system called GSM-7, which is compact and allows up to 160 characters.
- 💬 Messages with emojis, accents, or non-English characters use UCS-2, which fits fewer characters (70).

Quick Reference 📖

Message Type	Encoding	Max Characters
Plain Text (e.g. "Hello, how are you?")	GSM-7	160
Emojis (e.g. "Hello 🍌👍🍉")	UCS-2	70
Non-English Characters (e.g. "Business Messaging 是最好的")	UCS-2	70

Pro Tips 💡

- ✅ Keep messages short and clear to maximize efficiency.
- ✅ If sending bulk texts, test your message with a Message Segment Calculator (think ChatGPT) before launching a campaign.
- ✅ Emojis are great, but remember they reduce your character limit.