

Facebook has stolen the best feature of Twitter without anyone knowing

There is a feature that has been around for a long time on Twitter but now Facebook has stolen it without anyone noticing. In this article, we'll find out more about this feature.

This is the most famous number on the Internet: 140. It is the maximum number of characters you can use in a Tweet and it is a core feature for Twitter brand like #hashtags or hot topics.

You can argue that 140 characters are of Twitter and Facebook stole it. Although they are not direct, they are stealing ideas about this number by encouraging users to keep their 130-character statuses and most users don't realize it.

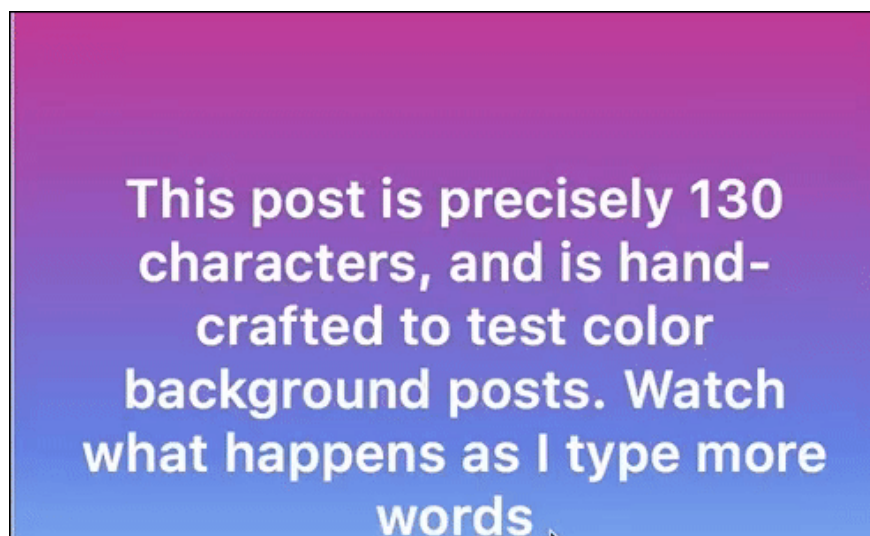
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The status of 130 new characters of Facebook

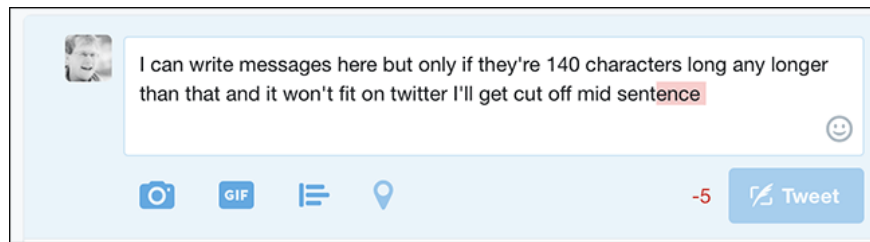
You can post a large text status with colorful backgrounds on Facebook. Your timeline has some similar status, with such a post, you'll get more likes than usual.

1. How to post color status on Facebook computer

However, these statuses must be brief. In this article we will go to find out how many characters posted in this form can contain up to how many characters. Look at the GIF image below:



This is not a standard copy of Twitter because Facebook does not have a Tweet-like countdown code on Twitter and you can still post statuses greater than 130 characters if you want.



The status with background color on Facebook is easy to attract the attention of users. When it appears on New Feeds, they are more likely to Like or Comment.

So Facebook is using the background color to encourage users to create brief status.

It seems Facebook created this change because they think this will encourage users to spend more time with Facebook. I guess: the status is shorter, the user will scroll more (swipe the screen) more. The more you see, the more opportunities to find interesting information, which means staying longer on Facebook, increasing the likelihood of clicking on ads, helping Facebook maintain growth as well as advantages in the system. ecological communication.

The brief is the soul of wisdom

Twitter has changed a lot over the years but the 140-character article limit remains unchanged. For quite an interesting reason: keeping short tweets is a special thing that makes Twitter different from other social networks.

The restriction of 140 characters forces users to be creative. Users need to refine their thoughts, remove unnecessary words until they have enough words to ensure the meaning in the article, sometimes the results are surprising. Besides, such character limit helps users less cumbersome in content, thinking shorter.



The brevity is the soul of intellect and the 140 characters seem just enough, at least so far as related articles on Twitter. And Facebook, over the years, came to the same conclusion that it was less than 10 characters.

Why is 130? Perhaps their research shows that this is a better number, maybe they don't want to be a Twitter copy. Whatever the reason, it shows that Facebook has copied Twitter's core value. They tried to copy this feature publicly without anyone noticing.

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