

## 📌 Key Things to Know

- Every SMS has a character limit.
- Clerk 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. "Clerk Chat 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.

