



Last Updated 2/09/2025

Platform Engagement Limits

COPYRIGHT NOTICE: Unauthorized publication of this document, including on social media and websites, in whole or in part, is prohibited by law without prior written authorization. However, this document is **publicly accessible** at findmylivingdonor.org, and individuals may exchange it in its original, unaltered form via **email** or **physical copy** for personal use.

OFFICIAL VERSION STATEMENT: The version of this document published at www.findmylivingdonor.org is the **only official and authorized copy**. While individuals may exchange this document in accordance with the COPYRIGHT NOTICE above, only the version available on our website is considered the most current and accurate. Any modified or republished versions are unauthorized. Find My Living Donor assumes no liability for reliance on unauthorized versions or any consequences arising from their use.

DISCLAIMER: It is essential to first review both this document and our *Platform Engagement Limits* handout before reading our *Facebook & Instagram: Getting Your Message Out* handout. If you are **not a client** of Find My Living Donor, the information provided herein is for general informational purposes only. It should be regarded as opinion-based and does not constitute professional advice. Find My Living Donor assumes no liability for any actions taken based on this information. **Non-clients** are strongly encouraged to consult with appropriate social media professionals before making any decisions based on this document.

Find My Living Donor is an independent nonprofit organization and is not affiliated with, endorsed by, or sponsored by Meta, Facebook, Instagram, Threads, TikTok, X (formerly known as Twitter), YouTube, LinkedIn, Apple Inc., or Google LLC.

Introduction: In addition to complying with the community guidelines of each social media platform, the engagement limits we advise are intended to:

1. Optimize reach without overloading your audience's feeds and inboxes
2. Avoid algorithms and other platform users from mistakenly flagging your activity as spam

Note: To avoid being accidentally flagged as a **bot**, avoid engaging with content at a high volume and/or in rapid succession rather than at a natural pace. It also helps to first engage with the content of the person or page you friend/follow or group you join – also, mix your activities (e.g. watching videos most of the way through, liking, and commenting) to show you are a real user.

A. Definitions for Limits

1. **Regular post:** posting your own content to your **feed** that is not a **Story** or **YouTube Short**.
2. **Share to Feed** (includes **Reposting** on TikTok and Threads / **Retweeting** and **Quoting on X**): sharing your own or others' posts, pages, groups, etc. to your feed.
3. **Share via DM (Direct message) or Text message:** sharing your own or others' posts, pages, groups, etc. through **direct message** or the "share via text" feature.
4. **Group post:** within a **group**, posting or sharing your own or others' posts.
5. **Stories:** adding your own or others' content to your Story (**Note:** You must have 10K subscribers to use YouTube stories).
6. **New/Low Activity Account:** a social media account which is either brand new or has not been consistently active for at least 4-7 days per week over a 1-month period (**the limits in this document only address account activity where necessary**).
7. **Active Account:** a social media account which has maintained consistent activity for 4-7 days per week over a 1-month period.

B. Regular posts & Share to Feed: These limits are **cumulative** so if you do 2 regular Facebook posts and share 1 separate post to your Facebook Feed in a single day, you have met the daily limit of 3. All **hourly limits** are set to 1 to allow

new posts and shares to gain traction and visibility without competing against other posts for **engagement**.

1. **Facebook:** If you post to your personal profile and tag your **business page** so the post appears there too (as we advise our clients to do), that counts as **1 post**. (**Note:** these limits assume you are immediately adding all regular posts and share to feeds to your Facebook **story** when posting, as we advise our clients to do).
 - a. Hourly Limit: 1
 - b. Daily Limit: 1 - 3
 - c. Weekly Limit: 10 - 14
2. **Instagram:** These limits assume you are immediately adding all Instagram posts you create to your Instagram **story** after posting, as we advise our clients to do.
 - a. Hourly Limit: 1
 - b. Daily Limit: 1 - 2
 - c. Weekly Limit: 5 - 14 (limit your own posts which you add to your Instagram story to 10 to balance sharing others' content to your story).
3. **TikTok:** these limits assume you are immediately adding all TikTok posts you create to your TikTok **story** after posting, as we advise our clients to do – only share your own TikTok videos to your **story**.
 - a. Hourly Limit: 1
 - b. Daily Limit: 1 - 2
 - c. Weekly Limit: 7 - 14 (**only share your own TikTok videos to your story**)
4. **X & Threads**
 - a. Hourly Limit: 1
 - b. Daily Limit: 2 - 4
 - c. Weekly Limit: 15 - 21

5. YouTube

- a. Hourly Limit: 1 **Regular post, Share to Feed, or Youtube Short**
- b. Daily Limit: 1 **Regular post or Share to Feed plus 1 - 3 Youtube Shorts**
- c. Weekly Limit: 1 **Regular post or Share to Feed plus 10 - 15 Youtube Shorts**

6. LinkedIn (the limits below are more conservative for a safer engagement pace)

- a. Hourly Limit: 1
- b. Daily Limit: 1
- c. Weekly Limit: 5 - 7

C. **Share via DM (Direct message) or Text message:** Sections 1 - 7 below are cumulative (e.g. if you share a post through 15 DM's and 15 text messages on Facebook, you have met the hourly limit of 30 for active accounts).

1. Facebook

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	10	25	80
Active	30	60	150

2. Instagram

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	5	20	60
Active	20	50	140

3. TikTok

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	10	25	80
Active	30	80	250

4. X

	Hourly Limit	Daily Limit	Weekly Limit
New/low activity	10	20	200
Active	30	60	400

5. Threads

	Hourly Limit	Daily Limit	Weekly Limit
New/low activity	8	15	120
Active	20	40	250

6. YouTube

	Hourly Limit	Daily Limit	Weekly Limit
New/low activity	5	15	50
Active	20	50	150

7. LinkedIn

	Hourly Limit	Daily Limit	Weekly Limit
New/low activity	5	10	40
Active	15	30	100

D. **Group posts:** we don't advise sharing group posts to your **story**. Some groups we recommend have rules against posting your need for a donor; for groups who do allow such posts, we don't recommend tagging your **business page** and adding the post to your profile because it could cause content fatigue for your followers.

1. Facebook

- a. Hourly Limit: 1
- b. Daily Limit: 1 - 3
- c. Weekly Limit: 10 - 15

2. LinkedIn

- a. Hourly Limit: 1
- b. Daily Limit: 1 - 2
- c. Weekly Limit: 7 - 10

E. Friend/Connect Requests

1. Facebook

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	10	20	100
Active	20	40	200

2. LinkedIn

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	5	15	75
Active	10	25	120

F. Liking/Following/Unfollowing Users & Pages

1. **Facebook** (**Note:** when you **like/unlike** a page on Facebook you automatically **follow/unfollow** it so that's counted as **1 action** re: the limits below).

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	10	20	100
Active	20	50	200

2. Instagram & Threads

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	10	20	100
Active	15	40	200

3. TikTok

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	10	20	100
Active	20	60	300

4. X

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	10	25	120
Active	20	60	350

5. **YouTube:** these limits refer to subscribing to and from **channels** and are cumulative (e.g. if you **subscribe** to 10 channels and **unsubscribe** from 5, you've met the hourly limit of 15 for active accounts).

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	5	15	60
Active	15	40	150

6. LinkedIn

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	5	10	50
Active	10	25	100

G. Joining Groups

1. Facebook

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	2	10	30
Active	5	20	50

2. LinkedIn

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	2	5	10
Active	3	8	20

H. **Tagging and Mentioning Users and Pages:** If you tag and mention the same user or page, that counts as **1 action** re: the limits below – the **Per Post Limits** below refer to any type of social media post you engage with, including your own. Don't tag a user if you think they may report your tag/mention as spam).

1. Facebook, Instagram, Threads, TikTok, & X

	Per Post Limit	Daily Limit	Weekly Limit
New/Low activity	5	25	90
Active	10	50	175

2. **YouTube:** Since tagging on YouTube is less frequent and typically limited to comments and community posts, the limits below are more conservative.

	Per Post Limit	Daily Limit	Weekly Limit
New/Low activity	3	10	50
Active	4	15	70

3. LinkedIn

	Per Post Limit	Daily Limit	Weekly Limit
New/Low activity	2	6	20
Active	3	12	40

I. **Liking Content:** these limits include liking comments on your own posts.

1. Facebook & Threads

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	20	50	300
Active	40	150	700

2. Instagram & X

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	20	50	300
Active	40	200	1,000

3. TikTok

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	15	40	200
Active	30	100	500

4. YouTube

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	15	30	200
Active	25	75	500

5. LinkedIn

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	10	25	150
Active	15	50	300

J. **Commenting:** Includes commenting on your own posts – avoid repeatedly posting the same comments (it could be flagged as spam)

1. Facebook, TikTok, & X

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	20	75	400
Active	30	150	700

2. Instagram

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	20	100	500
Active	40	200	1,000

3. YouTube & Threads

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	15	50	250
Active	30	100	500

4. LinkedIn

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	10	30	150
Active	15	75	300

K. **Hashtags:** these limits are cumulative for **locational** (#ColumbiaSC) and **topical** (#donatelife) hashtags – do not use more than 3 **locational** hashtags on any of the platforms below:

1. **Facebook:** 2 - 5 per post
2. **Instagram:** 3 - 5 per post
3. **Threads:** 1 per post
4. **TikTok:** 3 - 6 per post
5. **X:** 1 - 3 per post
6. **YouTube:** 3 - 5 per post
7. **LinkedIn:** 3 - 5 per post

L. **Metadata Tags** (only applies to YouTube): 5 - 15 per video