

# Texting 101

## Message Segments



160  
GSM-7 Characters



One Message  
Segment



70  
Non - GSM-7 Characters

Each segment can contain a max of 153 characters. If you have over 160 GSM-7 characters

The character count of your message will dictate the number of messaging segments your account will be debited when your message is sent

The presence of ANY non-GSM 7 characters in a message reduces the segment to 70 characters

GSM-7 Basic Character Set

GSM-7 Extended Character Set  
\*Each of these count as two characters\*

	0x00	0x10	0x20	0x30	0x40	0x50	0x60	0x70		0x00	0x10	0x20	0x30	0x40	0x50	0x60	0x70
0x00	@	Δ	SP	0	i	P	z	p	0x00								
0x01	£	_	!	1	A	Q	a	q	0x01								
0x02	\$	Φ	"	2	B	R	b	r	0x02								
0x03	¥	Γ	#	3	C	S	c	s	0x03								
0x04	è	Λ	α	4	D	T	d	t	0x04		^						
0x05	é	Ω	%	5	E	U	e	u	0x05							€	
0x06	ù	Π	&	6	F	V	f	v	0x06								
0x07	ì	Ψ	'	7	G	W	g	w	0x07								
0x08	ò	Σ	(	8	H	X	h	x	0x08			{					
0x09	Ç	Θ	)	9	I	Y	i	y	0x09			}					
0x0A	LF	Ξ	*	:	J	Z	j	z	0x0A	FF							
0x0B	Ø	ESC	+	;	K	Ä	k	ä	0x0B		SS2						
0x0C	ø	Æ	,	<	L	Ö	l	ö	0x0C				[				
0x0D	CR	æ	-	=	M	Ñ	m	ñ	0x0D	CR2			~				
0x0E	Å	β	.	>	N	Ü	n	ü	0x0E				]				
0x0F	å	É	/	?	O	§	o	à	0x0F			\					

Emojis have variable character counts and should all be tested for character count cost



Emoji inclusion automatically creates a non-GSM-7 Message

### DID YOU KNOW

Unlike email, text messages are not free to send, and senders are charged based on the number of messaging segments they transmit

Copy/Paste from MS Word, Google Docs, or any other Rich Text Editor may insert hidden non GSM-7 characters into your message even if you're only using GSM-7 alphabet characters

You can test your messages' character count using a web based tool, such as:

[charactercounter.com](http://charactercounter.com)