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How are messages counted? (I.e. if I send a message to a list of 5,000, does that count as 1 message or 5,000 messages?)

Sam Pelton - 2026-02-12 - [Comments \(0\)](#) - [General](#)

Each recipient who is sent your message counts as 1 message.

For example, a message sent to 200 recipients would count as 200 messages.

(Note that if your message is more than 160 characters, it will split into 2 or more messages so it will use up more messages on your account.)

Sending as MMS

You also have the option to [send as an MMS message](#). This option allows you to include an image, as well as have up to 1550 characters in your message, but it counts as 3 messages per recipient instead of 1. (So with this option, a message sent to 200 recipients would count as 600 messages, for example.)

Using emojis

If you include an emoji, each emoji counts as 3 characters. **When sending your message as a regular SMS and including an emoji, the maximum character limit is reduced to 70 instead of 160**, because it requires that the message be processed differently.

(Including an emoji doesn't change the maximum character limit for MMS.)