

At first, an invisible emoji may sound like a ridiculous idea. What's the point of an emoji if you can't see it? Well, that's exactly the point. The main use for the empty/invisible emoji is for spacing text elements apart. In Guide to Emojis ▶ "Lists" I showed an example of the sub-entry emojis being used. In that demonstration, I paired it with the empty emoji in order to create a slight indentation in the list. That is why the emoji is best used in bulleted lists. You can also space embeds apart with this emoji. Who knew *nothing* could be so useful?

If you have used [empty unicode characters](#) before, you may be wondering what the difference is. The [empty emoji](#) provided works similarly to [empty unicode characters](#), but not identically. They both have their pros and cons:

WHY THE EMPTY EMOJI IS BETTER

Empty unicode characters do not display properly on mobile, at least in embeds on iOS;

They actually don't show at all, which is strange behavior, but it means embeds can look vastly different between platforms, and frankly broken on mobile. Emojis are always visible on all platforms, so this won't be an issue.

Empty unicode characters exhibit odd behavior;

In my case, they have been behaving weirdly recently (late 2022). The issue is that they often are not visible when creating an embed. This means you cannot see the spacing until posting the embed. It may be a bug, but it's worth considering.

HOWEVER, EMPTY UNICODE CHARACTERS HAVE ONE ADVANTAGE..

Empty unicode characters much more versatility;

You can find several of these characters of different widths, but emojis are always locked to a 1:1 (square) aspect ratio, meaning the invisible emoji can only be of one width. Thus, you cannot fine-tune spacing with the emoji.

