

reddit:

How to engage
with the internet's
passionate
communities



Victoria Taylor, director of communications at
reddit

Marta Gossage, community manager at
reddit

The changing nature of PR

THE
HUFFINGTON
POST

BlogHer
Life well said

LinkedIn



facebook



Slate

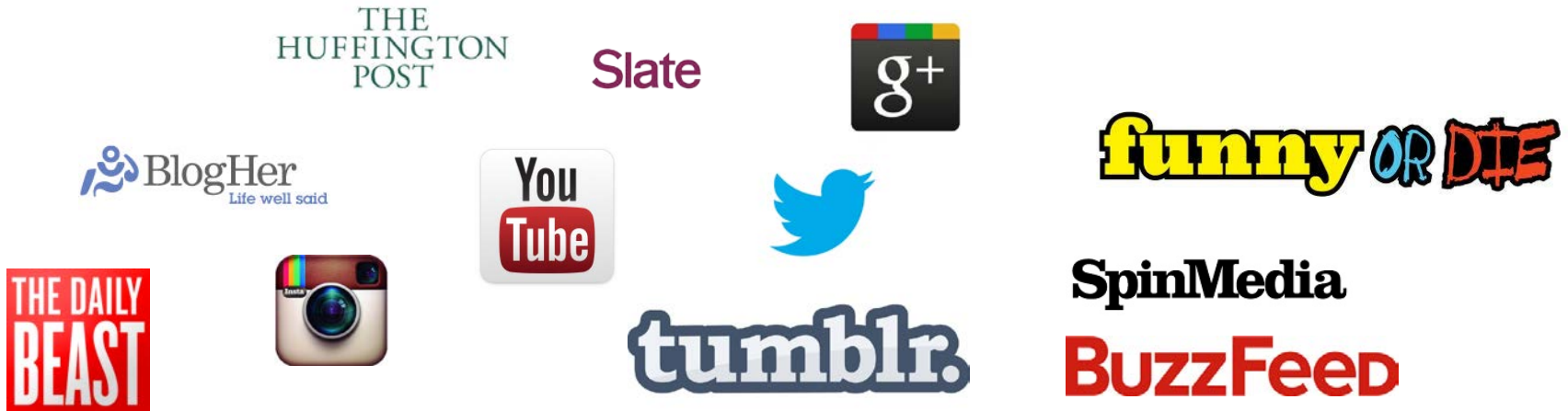
tumblr.

SpinMedia

Not only should PR professionals focus on interfacing with social media platforms like Facebook, Twitter and Google+, as well as handle traditional media outreach and relationships, they should also take into consideration how reddit can affect their clients or organizations.



Differences in Platforms As Communication Channels



One to many (with influencers / “power users” included)



One to one, with the possibility of anything going one to many.



communications and communities



AskREDDIT

comments related

↑ 451 ↓ What brands do you refuse to buy because of a bad experience? (self.AskReddit)
submitted 1 year ago* (last edited 1 year ago) by anderhole

For me, I would never buy an LG appliance again. Bought their top of the line dishwasher and fridge. Had nothing but problems with the dishwasher and the worst experience with their customer service. Also, they lied about the fridge being energy star, so they had to come replace a circuit board and put new seals on it.

Also, this goes without saying - Fuck EA

Edit: Great answers guys!

I guess I would also like to know why you don't like these products too. So if you could, please include the reason!

List of companies/services mentioned frequently Please feel free to continue to add more and tell your stories

****Doing my best with list, sorry if I miss any. Let me know if I mess up royally.**

Sony - I think they were probably mentioned most.

HP - Laptops and printers especially

Almost all computer companies - Apple, Dell, Acer, Toshiba, Compac, Asus, Toshiba, but I think HP still wins

Paypal - I think everyone's read stories of how they have screwed people

Skank of America - Give credit unions a shot guys!

Roger and Telus - Canadians hate this company. As an American, we don't know what that is about. (Sorry guys)

Skull Candy - They look cool, but apparently suck

Western Digital - I've had a major issue with them, and I guess a lot of others have too

Uhaul - I've had good luck with Ryder, used to rent a lot of trucks (including UHaul)

Comcast

Verizon - Look up Verizon math, if you haven't heard it

American Airlines

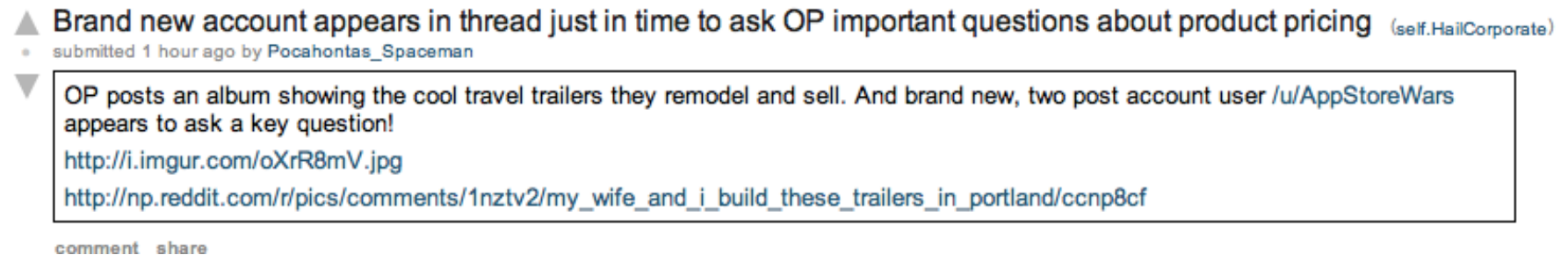
Hertz Car Rental

Direct TV

Should a situation arise around a client of yours or a project you are involved with on a community-oriented site – how do you address that?



...and in the case of reddit...

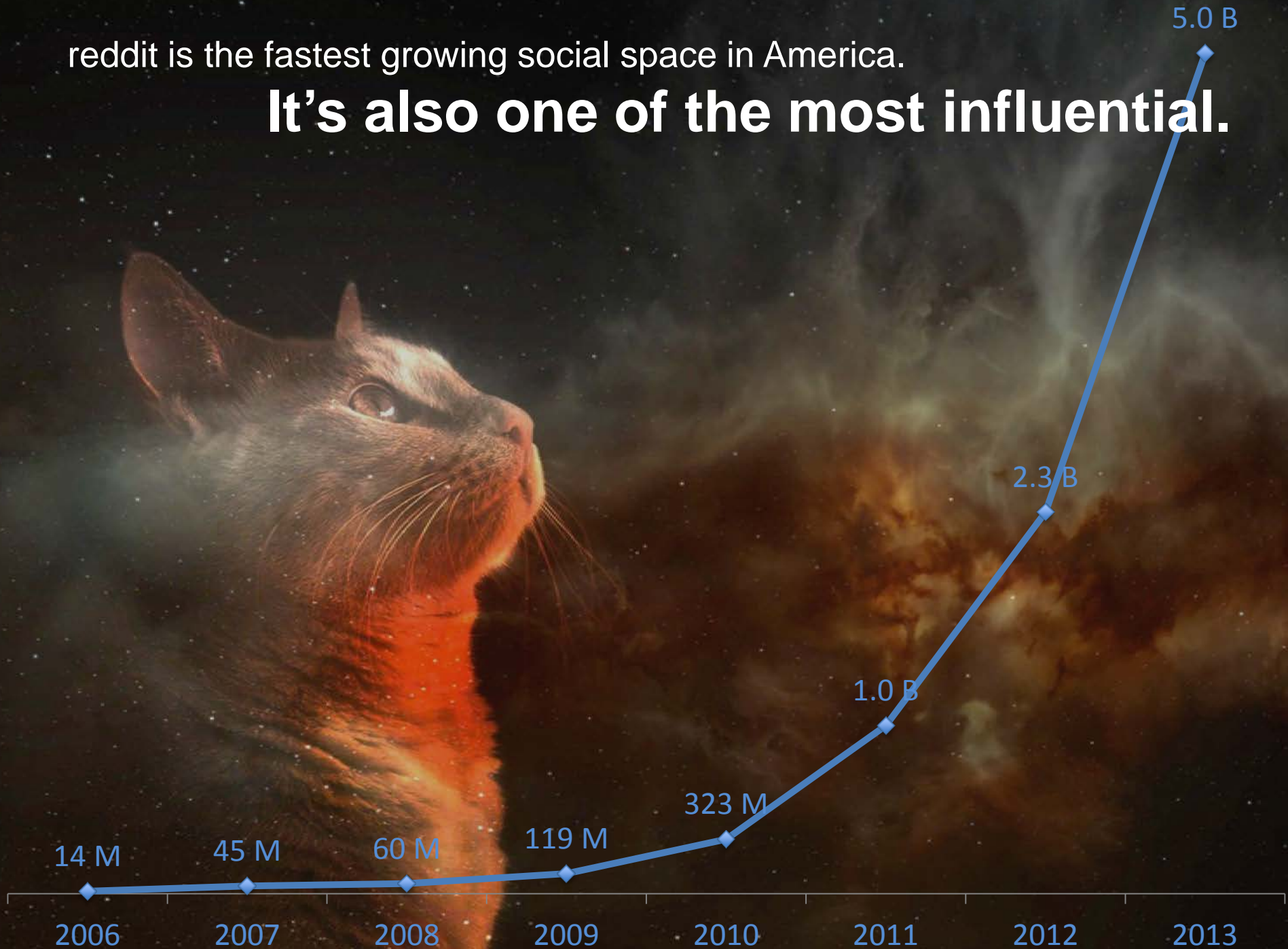


Addressing comments and concerns on behalf of a client or your organization can create more problems than it solves if not done properly.



reddit is the fastest growing social space in America.

It's also one of the most influential.



**"REDDIT HAS BECOME,
SIMPLY PUT,
MAINSTREAM MEDIA."**

AdAge[®]



reddit

**70MILLION UNIQUES
4.8BILLION PAGEVIEWS**



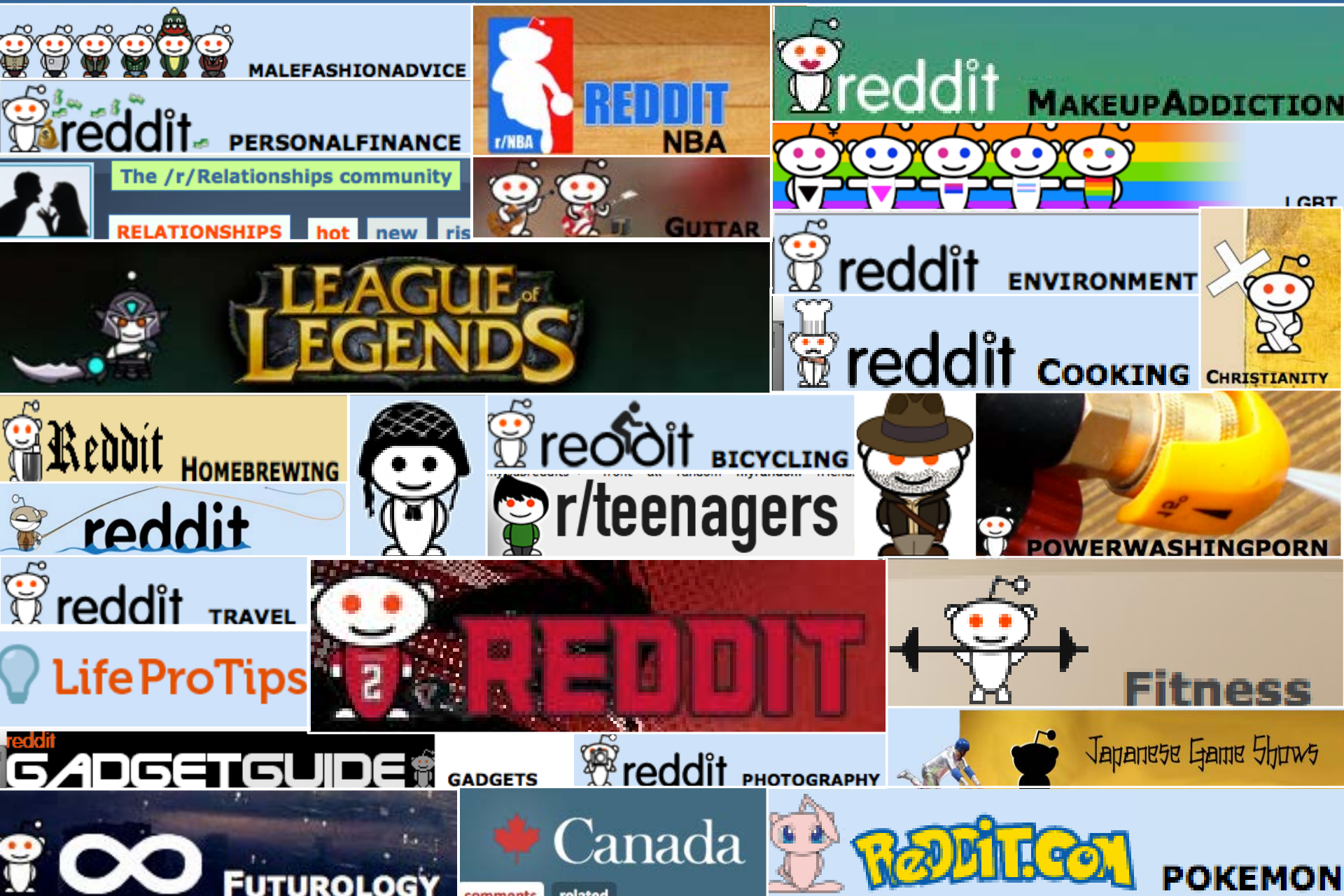
The average redditor stays
on reddit for almost
20 minutes

And visits reddit
more than
**3 times
per day**

Engaging in
5,000+ communities
with multiple posts and comments per day

Every day, redditors cast nearly
20 million votes
to keep content bleeding edge fresh

Coming together **100% organically** in communities large and small to discuss...well,
everything





250k+ subscribers
175 posts per day
3,200 comments per day
10 million pageviews per month



[-] [havenek](#) [5] 191 points 5 months ago*

Ok so this is my first attempt at one of these. I saw Skyfall last night and loved everything about it. Particularly this outfit towards the end of the movie.

EDIT: Thanks for all the comments and critiques, it helps me and the others that make these lists.

Barbour X To Ki To Sports Jacket
 Crockett and Jones Islay Boots
 Scotch & Soda Ralston
 N. Peal Cashmere Sweater
 John Varvatos Scarf
 Total: \$1926
 Orvis Upland Field Coat
 Stafford Camlin Boots
 Levis 508 Slim Tapered
 J Crew Factory Lambswool Crew Neck
 Soft Knit Frayed Scarf
 Pull Up Bar
 Total: \$385

permlink save report give gold reply

[-] [emkayl](#) 79 points 5 months ago

The second I saw him come on screen with that jacket I thought "god I love that jacket but im sure its \$800 from barbour." Thank you for confirming.

permlink save parent report give gold reply

[-] [regifrost](#) 55 points 5 months ago

You must be having a hard time watching movies.

permlink save parent report give gold reply



65K subscribers
181 posts per day
3,000 comments per day
5 million pageviews per month



[-] [TheKittenButcher](#) NC15, Dry/Dehydrated Skin [5] 288 points 1 month ago

Products used:

- Revlon Colorstay Whipped Creme Makeup in 150 Buff. I use this all over to even out my skin tone, but I use as little as possible.
- Kevyn Aucoin Sensual Skin Enhancer in Shade 3 does all the heavy lifting, so to speak. It covers whatever still peeks through after my foundation. I also used it under my eyes today.
- Tarte Exposed Blush along the hollows of my cheeks for a little bit of a contour, and MAC Melba more on the cheek bones.
- Jordana Fabulrow Pencil in Medium Brown. I dyed my hair yesterday, and dyed my brows too. They turned out a bit more orange than my hair, so I'm going to have to play around with different products to get a better match.
- NARS Sledge Proof Eyeshadow Base.
- Guerlain Les Cils eyeshadow quad. I was going to skip eyeshadow completely, but this palette was just begging to be used.
- MAC Blacktrack Flutline, to tighten the upper lash line.
- Revlon Grow Luscious Mascara.
- Rimmel Lip Upner in "natural" to very lightly fill in my lips, topped off with Jack Black Lip Balm.

permlink save report give gold reply

[-] [brunettehead](#) Casual user 192 points 1 month ago

Holy shit. I'm going to buy that Sensual Skin Enhancer. And you used NO concealer?! Amazing!

permlink save parent report give gold reply

[-] [TheKittenButcher](#) NC15, Dry/Dehydrated Skin [5] 68 points 1 month ago*

Get a sample if you can, it's hard to get just the right color without seeing it in person. The shade range is incredible.

Edit: KA SSE is a concealer, I definitely didn't skip using one :P

permlink save parent report give gold reply

[-] [brunettehead](#) Casual user 23 points 1 month ago

Where do you suggest I find a sample? I see Sephora doesn't carry Kevyn Aucoin.

permlink save parent report give gold reply

[-] [TheKittenButcher](#) NC15, Dry/Dehydrated Skin [5] 27 points 1 month ago

Nordstrom for sure carries it, and Barney's too I believe.

permlink save parent report give gold reply

[-] [brunettehead](#) Casual user 10 points 1 month ago

Nordstrom I can certainly do! Thanks for the tip.

permlink save parent report give gold reply

[-] [heyglases](#) NC20, combination/oily 15 points 1 month ago

Call before you go; some don't carry this line unfortunately!

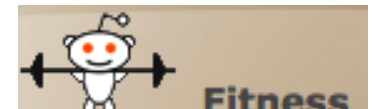
permlink save parent report give gold reply

[-] [Myxic_Plaza](#) 7 points 1 month ago

I was already planning a trip to Nordstrom today. Finding a sample is now on my shopping list!

Also, you used NO powder on top of the foundation and concealer?!
 permlink save parent report give gold reply

[-] [TheKittenButcher](#) NC15, Dry/Dehydrated Skin [5] 9 points 1 month ago



318k subscribers
140 posts per day
3,100 comments per day
9 million pageviews per month



[-] [cynetee64](#) [5] 161 points 1 year ago

I'm 5'11. How'd this come about? Started running. I diet? I just ate healthier, pretty much; there was no rigid plan that I followed, just used common sense really. Took a little over two years, and I now compete in runs and triathlons pretty regularly.

permlink save

[-] [\[deleted\]](#) [3] points 1 year ago*

It is just amazing that both pictures are of the same person. Very inspirational. You have some extremely functional fitness if you are able to compete in triathlons. Expect that there will be people here who do not see the value of cardio but these are the same people who cant run a sub 7 minute mile and don't care much about the muscles you can't see.

permlink save parent

[-] [eta_carinae_311](#) 24 points 1 year ago

I think I might pass out if I tried to run a sub 7 minute mile ;)

permlink save parent

[-] [caygonale](#) 35 points 1 year ago

I used to play Halo 8hrs/day, 7 days/week, smoke a pack of cigarettes every day, and generally was incredibly unhealthy.

I went to join the army and had to run a mile to see if I even qualified.

I was like, "Pfft this will be a piece of cake! I used to run long distance in track blah blah".

I really pushed myself because I had to finish in under 10 minutes and didn't have a watch.

It took 8 minutes and when I ran across the finish line I checked my time and then literally fell down in the grass.

I didn't pass out. I just couldn't move or breathe.

8 weeks later (boot camp) I could run 5 miles (6 min mile) without losing my breath.

The walk-to-run program the army has is really nice. I saw giant fatasses (who obviously didn't finish their pre-qualifying test in under 10 mins) running miles in weeks.

If anyone thinks they're too fat or out of shape to do this, they should really check into the walk to run program and just get off their asses. Once you start it's really easy to make big leaps and bounds in your fitness.

I bet the fattest person could run a decent mile in a month, and 5 miles in 3 months.

permlink save parent

[-] [Bastie](#) 10 points 1 year ago

Interested in this walk to run program, is there a place I can get more info about it?

permlink save parent



**But how can you, as a
communications
professional, engage on
reddit or get your
messages seen on the
site?**

Submitting your own content, or a client's content, to reddit is against the terms of service.

So is asking for upvotes. Or asking for support on the site.

So what's a communications professional to do?



Submit your own content? Upvote your own content?



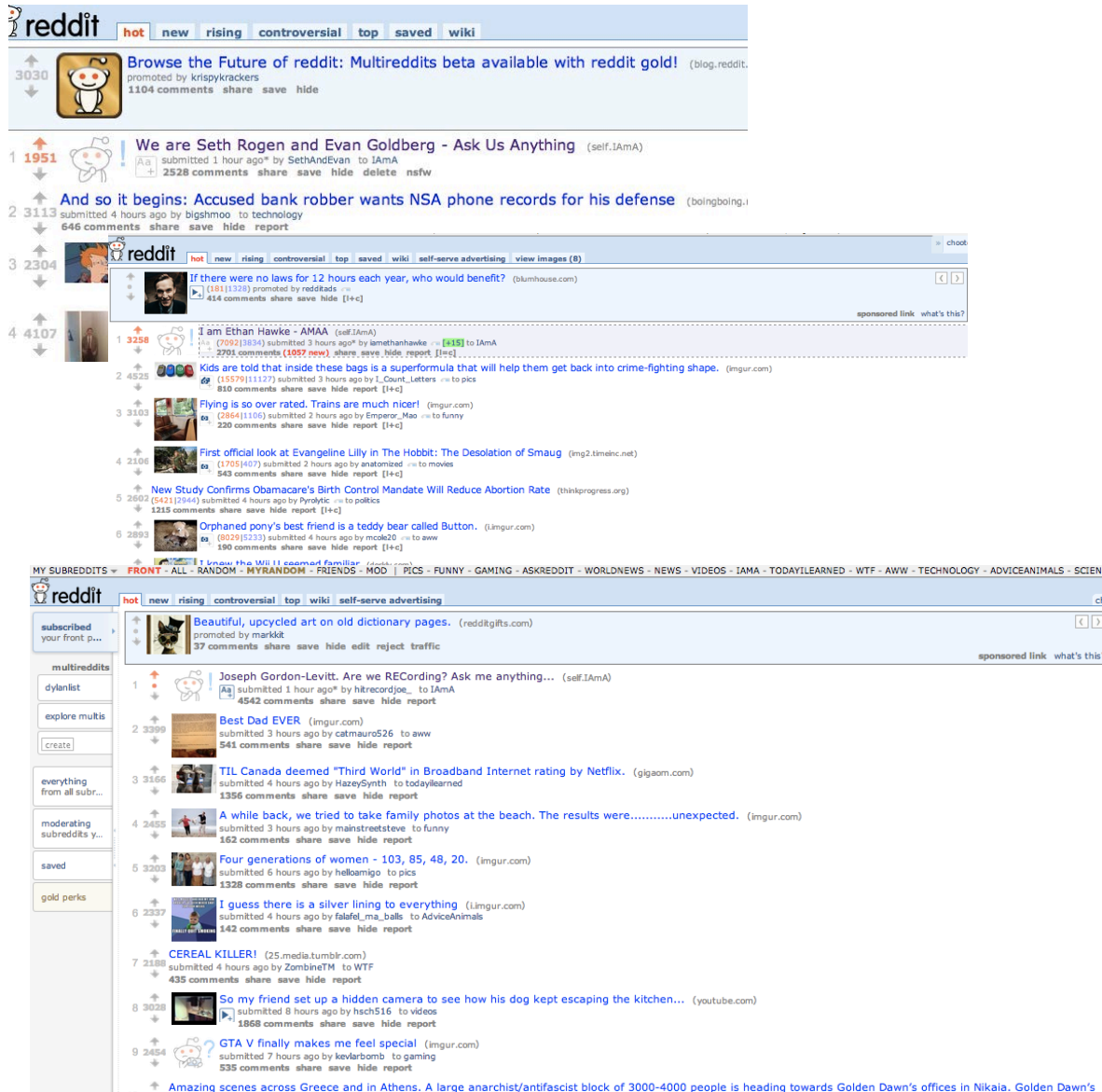
<http://www.reddit.com/wiki/selfpromotion>



**There is one primary editorial way
to engage, and several ways to
engage around advertising.**



Editorial: the reddit AMA



The screenshot shows the Reddit desktop interface. At the top, the navigation bar includes links for hot, new, rising, controversial, top, saved, and wiki. The main content area displays a list of posts, each with a title, a brief description, and a score. The sidebar on the left contains a 'multireddits' section with a list of subreddits and a 'gold perks' section. The bottom of the page features a 'MY SUBREDDITS' section with a list of subreddits and a 'gold perks' section.

reddit hot new rising controversial top saved wiki

Browse the Future of reddit: Multireddits beta available with reddit gold! (blog.reddit.com)

We are Seth Rogen and Evan Goldberg - Ask Us Anything (self.IAmA)

And so it begins: Accused bank robber wants NSA phone records for his defense (boingboing.org)

reddit hot new rising controversial top saved wiki self-serve advertising view images (8)

If there were no laws for 12 hours each year, who would benefit? (bkmhouse.com)

I am Ethan Hawke - AMAA (self.IAmA)

Kids are told that inside these bags is a superformula that will help them get back into crime-fighting shape. (imgur.com)

Flying is so over rated. Trains are much nicer! (imgur.com)

First official look at Evangeline Lilly in The Hobbit: The Desolation of Smaug (img2.tumblr.com)

New Study Confirms Obamacare's Birth Control Mandate Will Reduce Abortion Rate (thinkprogress.org)

Orphaned pony's best friend is a teddy bear called Button. (imgur.com)

reddit hot new rising controversial top saved wiki self-serve advertising

Beautiful, upcycled art on old dictionary pages. (redditgifts.com)

Joseph Gordon-Levitt. Are we REcording? Ask me anything... (self.IAmA)

Best Dad EVER (imgur.com)

TIL Canada deemed "Third World" in Broadband Internet rating by Netflix. (gigaom.com)

A while back, we tried to take family photos at the beach. The results were.....unexpected. (imgur.com)

Four generations of women - 103, 85, 48, 20. (imgur.com)

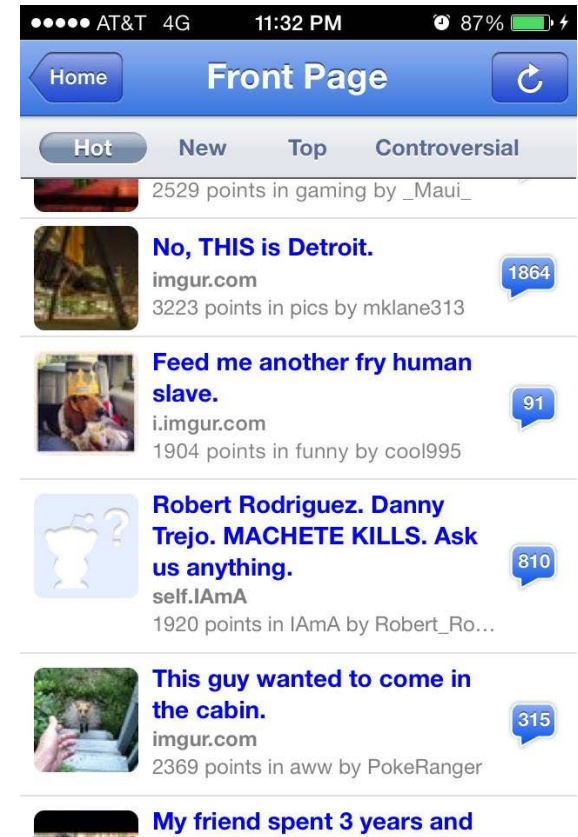
I guess there is a silver lining to everything (imgur.com)

CEREAL KILLER! (25.media.tumblr.com)

So my friend set up a hidden camera to see how his dog kept escaping the kitchen... (youtube.com)

GTA V finally makes me feel special (imgur.com)

Amazing scenes across Greece and in Athens. A large anarchist/antifascist block of 3000-4000 people is heading towards Golden Dawn's offices in Nikaia. Golden Dawn's



The screenshot shows the Reddit mobile app interface. At the top, the navigation bar includes links for Home, Front Page, and a refresh button. The main content area displays a list of posts, each with a title, a brief description, and a score. The bottom of the page features a 'MY SUBREDDITS' section with a list of subreddits and a 'gold perks' section.

AT&T 4G 11:32 PM 87%

Home Front Page

Hot New Top Controversial

2529 points in gaming by _Maui_

No, THIS is Detroit. (imgur.com) 1864

3223 points in pics by mklane313

Feed me another fry human slave. (i.imgur.com) 91

1904 points in funny by cool995

Robert Rodriguez. Danny Trejo. MACHETE KILLS. Ask us anything. (self.IAmA) 810

1920 points in IAmA by Robert_Ro...

This guy wanted to come in the cabin. (imgur.com) 315

2369 points in aww by PokeRanger

My friend spent 3 years and



advertising: sponsored headlines

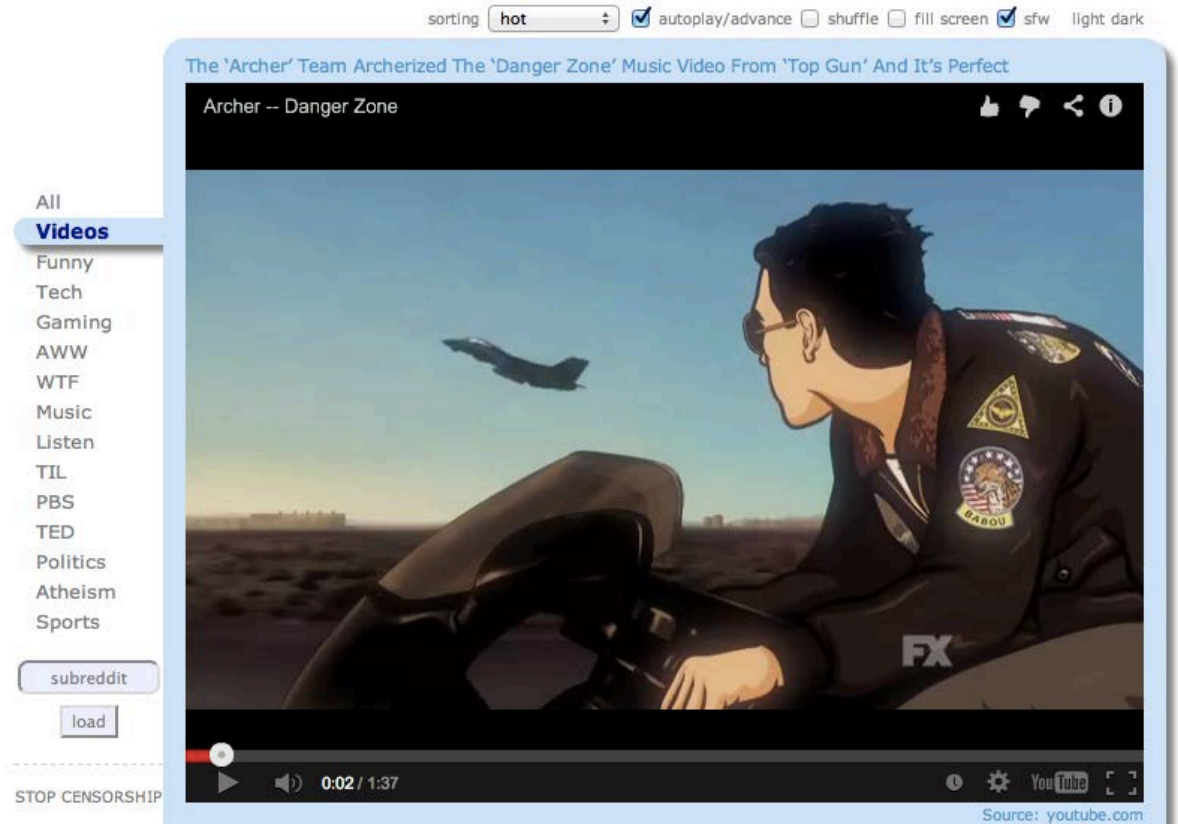


Allows communicators to launch content in a safe way.

- Embed anything into your branded headline – picture, video, livestream, twitter feeds, text/links
- Enable comments for brand interaction – real engagement and real-time feedback
- Allows you to seed content within the reddit community without having to be concerned about getting called out for abusing the community or the platform.



reddit tv: the reddit video portal



Average user spends 40 minutes per session.



redditgifts



World's Largest Gift Exchange

Easy, low-barrier-to-entry reddit engagement that generates enthusiastically positive PR

Average # of users in an exchange – 15,000



frontstage behavior vs. backstage behavior



Transparency and Honesty

On reddit, users care about transparency, honesty about who you are, and **if you are going to use the platform** we don't care that you represent a brand, or person, or campaign, we care who you are and what you're passionate about.

“...and here's a picture of my cat.”





Hey reddit, just wanted to let you know we love what you're doing. You make the internet a better place to play. Keep on rockin' in the free world. Sincerely, Campbell's Soup (odmgrp.com)

to be promoted by freedomthebucket

[comment](#) [share](#) [save](#) [hide](#) [delete](#) [nsfw](#) [edit](#) [reject](#) [traffic](#)

accepted sponsored link



Hey reddit, we love you so much that we decided to buy this ad space to tell you. Sincerely, fellow redditors at Walgreens

(odmgrp.com)

to be promoted by freedomthebucket

[comment](#) [share](#) [save](#) [hide](#) [delete](#) [nsfw](#) [edit](#) [reject](#) [traffic](#)

accepted sponsored link



Hey reddit, we spend too much time on your site. Stop being so awesome! Love, Ford. (odmgrp.com)

to be promoted by freedomthebucket

[comment](#) [share](#) [save](#) [hide](#) [delete](#) [nsfw](#) [edit](#) [reject](#) [traffic](#)

accepted sponsored link



Hey reddit, just wanted to say thanks for all the support over the years. Here is a picture of a koala. Your Pal, Steam (tehcute.com)

to be promoted by freedomthebucket

[comment](#) [share](#) [save](#) [hide](#) [delete](#) [nsfw](#) [edit](#) [reject](#) [traffic](#)


accepted sponsored link

It doesn't have to be for advertising, it can also be to get across a message, build brand credibility, and remind people who you are and what your relationship with the reddit community is.



Examples

MY REDDITS ▾ ALL - RANDOM | PICS - FUNNY - POLITICS - GAMING - ASKREDDIT - WORLDNEWS - VIDEOS - IAMA - TODAYILEARNED - PROGRAMMING - SOUTH PARK - REDDIT.COM - LEARNPROGRAMMING - ALIEN TH EDIT ▸

 reddit

what's hot | new | controversial | top | saved | self-serve advertising

yoshirocks (1) | preferences | logout

search reddit

Submit a link

Create your own community

to anything interesting: news article, blog entry, video, picture...


...for your town.
...for your school.

Are your math skills on par with a Ford Fusion engineer? Win Reddit Gold with the Ford Fusion Pi Day Challenge. (reddit.com)
promoted by fordmotorcompany
comment share save hide
sponsored linkwhat's this?

That magical moment when the universe comes together on your news feed. (imgur.com)
submitted 3 hours ago by metallica3790 to funny
296 comments share save hide report

Pretty sweet for emulators (i.imgur.com)
submitted 2 hours ago by dQor to gaming
347 comments share save hide report

Ford Pi Day

 reddit

FORDPiDAYCHALLENGE | comments | related

Question 37 (self.FordPiDayChallenge)
submitted 1 year ago by fordmotorcompany

The new Ford Fusion uses post-consumer recycled water bottles in the fabrics and carpeting. Each vehicle contains about 50 PET bottles (500-mL size) that weigh approximately 10 g each. If the thread produced from the bottles was pulled straight into a single fiber 20 micrometers in diameter, how many football field lengths would it cover? The density of PET is 1.4 g/cm³.

57 comments share

all 57 comments

sorted by: best ▾

[-] SenseiCAY 17 points 1 year ago*
10360 if you count the end zones
12432 if you don't
permalink



Examples

 **reddit**

[comments](#) [related](#)

↑ 395 ↓

 **thank you** (youtube.com)
promoted by John_Malkovich_

[+19](#) [comments](#) [share](#) [save](#) [hide](#) [report](#)

all 19 comments

sorted by: [best](#) ▼

[save](#) [reddiquette](#) [formatting help](#)

[-] [snutr](#) 28 points 2 months ago

↓ The pleasure is all ours! Thanks for being part of this community.

[permalink](#) [report](#) [give gold](#) [reply](#)

[-] [thelirivalley](#) 13 points 2 months ago

↓ A Great Actor, A Stand Up guy and an awesome person; You are a Reddit Hero - well don

[permalink](#) [report](#) [give gold](#) [reply](#)

[-] [jaygo-jaylo](#) 11 points 2 months ago

↓ a great AMA thank YOU sir!

[permalink](#) [report](#) [give gold](#) [reply](#)

[-] [SCANDIUM](#) 9 points 2 months ago

↓ One of my favorite AMA's in a while, thank you!!

[permalink](#) [report](#) [give gold](#) [reply](#)

[-] [maybeiamtomhanks](#) 6 points 2 months ago

↓ You lovely man.

[permalink](#) [report](#) [give gold](#) [reply](#)


[-] [psychodynamic1](#) 4 points 2 months ago

↓ You're a class act, Mr. Malkovich. Thank you!

[permalink](#) [report](#) [give gold](#) [reply](#)

[-] [Wooy](#) 5 points 2 months ago

↓ How cool would it have been if he threatened to kill us?



0:17 / 0:30

John Malkovich shares a thank you message with reddit

 **reddit** · 45 videos

[Subscribed](#) 


311,205


[2,587](#) [35](#)

John Malkovich says “thank you”



Examples

comments related other discussions (1)

1 132 


25% off NFL Fatheads with code NFLOOPS today only. Buy now, and there's a good chance we'll ship you the right one! (fathead.com)
promoted by fatheadforreal
78 comments share save hide report

sponsored link

all 78 comments

sorted by: **best** ▼

save reddiquette formatting help

[-] **Loate** 288 points 4 months ago 

HOW DA FUQ AM I SUPPOSED TO ORDER MY OWN GLORIOUS VISAGE AND NARCISSISTICALLY MASTURBATE TO IT IF YOU DON'T STOCK MY BEAUTIFUL FACE IN YOUR STORE?!?!?!?

.

.

.

.

.

Fuck it, just send me a picture of Tebow, I'll fap to that instead.

permalink report give gold reply

[-] **Heofmanyfaces** 37 points 4 months ago

9/10 You forgot to threaten a stabbing.

permalink parent report give gold reply

[-] **Loate** 51 points 4 months ago

Dammit, I knew I was missing something. The lack of flair is why I didn't remember :/

permalink parent report give gold reply

[-] **spacelemon** 13 points 4 months ago


i wonder if the raiders organization would be pissed if one of their players threatened a stabbing. Fuck it, do it anyway. #yolo

permalink parent report give gold reply

Fathead




Examples

 **reddit**

[comments](#) [related](#)

1 635



?

To the Pats fan who accidentally got a Tebow Fathead from us: We want our Brady Fatheads back. (reddit.com)

promoted by fatheadforreal

100 comments share save hide report

sponsored link

all 100 comments

sorted by: [best](#) ▼

save

[reddiquette](#) [formatting help](#)

↑ [-] [CiscoCertified](#) 120 points 4 months ago

↓ The conspiracy grows deeper.

[permalink](#) [report](#) [give gold](#) [reply](#)

↑ [-] [spiff24](#) 86 points 4 months ago

↓ Fatheads paid NE to pick up Tebow just so they could put up this ad.

HOW DEEP DOES IT GO?!?

[permalink](#) [report](#) [give gold](#) [reply](#)

↑ [-] [ssdestroyer](#) 14 points 3 months ago

↓ All the way down.

[permalink](#) [parent](#) [report](#) [give gold](#) [reply](#)

↑ [-] [PhromDaPharcyde](#) 10 points 3 months ago

↓ Turtles?

[permalink](#) [parent](#) [report](#) [give gold](#) [reply](#)

↑ [-] [ComedicSans](#) 2 points 3 months ago

↓ Elephants!

[permalink](#) [parent](#) [report](#) [give gold](#) [reply](#)

↑ [-] [christianaustin](#) 2 points 3 months ago


↓ If this is a Hindu reference, *clever*.

[permalink](#) [parent](#) [report](#) [give gold](#) [reply](#)

Fathead (part 2)



Examples


**REDDIT**
PICS
4 MILLION!

PICS **comments** related other discussions (4)

want to join? login or register

For an image subreddit with fewer restrictions, check out /r/images!

1 6229



A friend of mine moved into a former drug house and found this HUGE safe. How do we get it open?
(imgur.com)
submitted 6 months ago by dont_stop_me_smeem
5931 comments share

top 200 comments show 500

sorted by: **best**

[-] Tof1911 5169 points 6 months ago

first of all, please don't take any kind of torch to it. it is a sargent and green leaf dial 6630 i believe. what will most likely have to happen is it might be able to be dialed opened using a special stethoscope. if that doesn't work, then if you have access to a bore-a-scope then you can look up the drill placement for the dial ring and you can drill through and see were the gates line up so the fence can drop in and the door can be opened. you have to be very very careful not to drill through the back plate of the lock because you will punch the back cover off and trigger the re-locker and then it becomes a huge problem. if you can send me a closer pic of the dial and any writing on the door i should be able get you some more information.

permalink

[-] sighbourbon 2451 points 6 months ago

holy crap! may i ask what you do for a living?

search reddit

this post was submitted on 16 Mar 2015
6,229 points (53% like it)
47,548 upvotes 41,319 downvotes
shortlink: <http://redd.it/1aen>

username

password

☐ remember me [reset password](#)

Submit a new post

pics
unsubscribe 4,437,424 gawkers
15,728 users online
A place to share photographs and art. You can post your own, but please don't post anything illegal or inappropriate.

“The Safe”



Examples

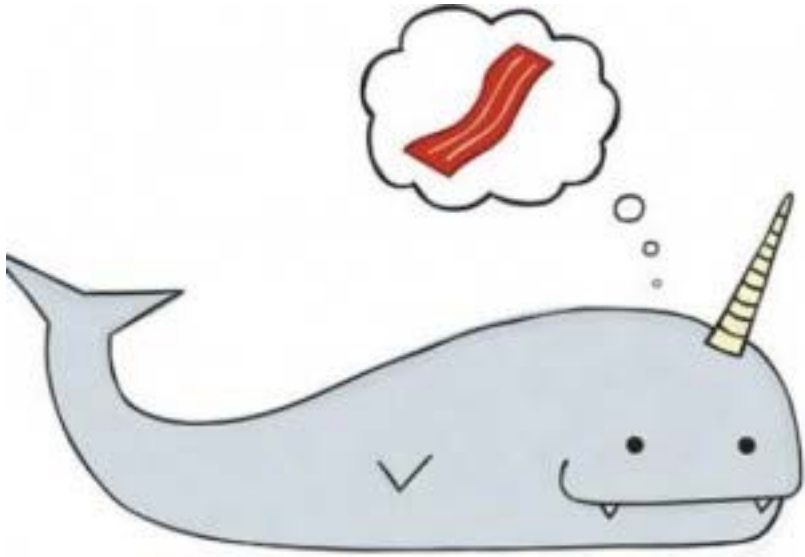


“The Safe” follow up



Questions?





Narwhals ♥ Bacon

Thank you!

