



# Reddit for Publishers

Grow your reach and engage your readers on Reddit



# Agenda

01

Reddit 101

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02

Introducing Reddit Pro

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03

Growing an audience on Reddit



# Reddit is a global audience that's growing, and highly engaged

**+22%**  
YoY increase.<sup>2</sup>

**440M+**

Weekly Active Uniques (WAUq) globally.<sup>1</sup>



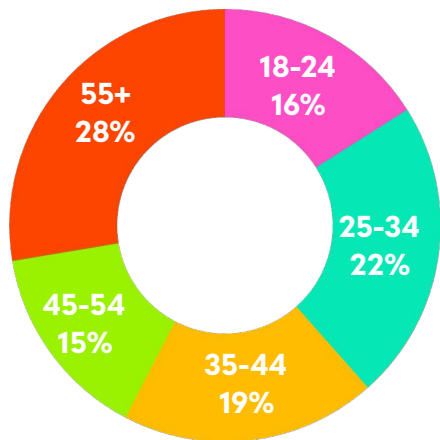
Sources:

1. Reddit Insights powered by Community Intelligence, Global, Q3 2025
2. Reddit Insights powered by Community Intelligence, Global, Q3 2025 vs. Q3 2024



# Over half of America visits Reddit weekly

Reddit is the #1 platform for age diversity <sup>1</sup>



Sources:

1. Comscore Media Metrix, US, Q3 2025 ( vs. Facebook, Instagram, X, TikTok, LinkedIn, Snapchat and Pinterest. Definition: lowest deviation in age segments with the highest reach)

2. Comscore Plan Metrix, US, September 2025

Reddit reaches a wide group of media targets <sup>2</sup>

61%

of **Millennial Moms** in the US

65%

of **students** in the US

54%

of **tech aficionados** in the US

62%

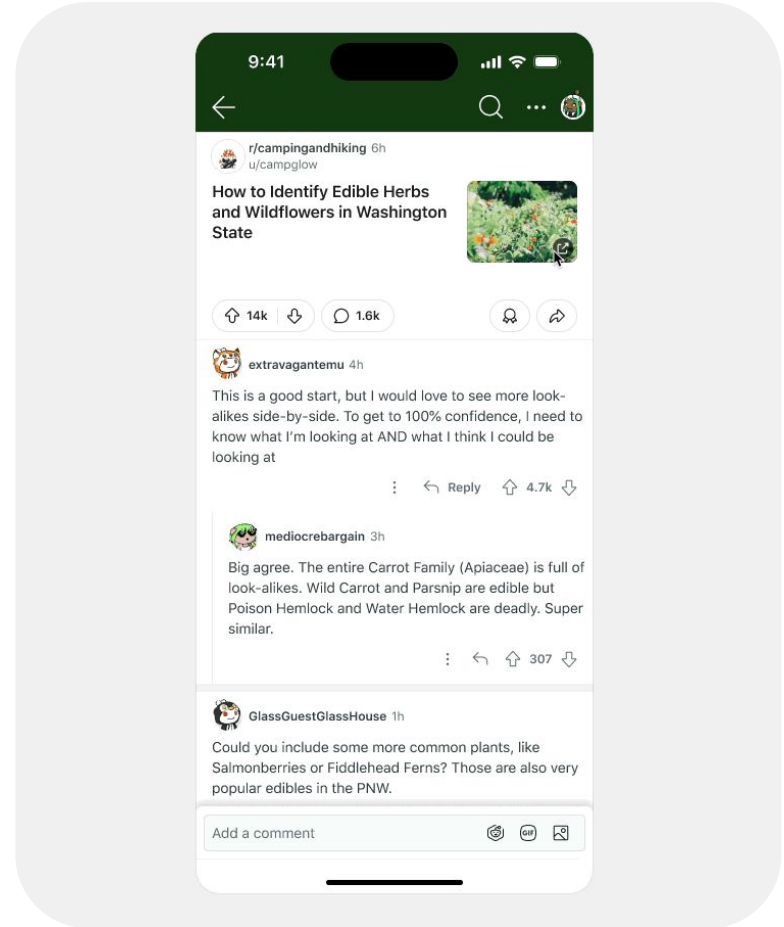
of **beauty lovers** in the US

62%

of **sports fans** in the US



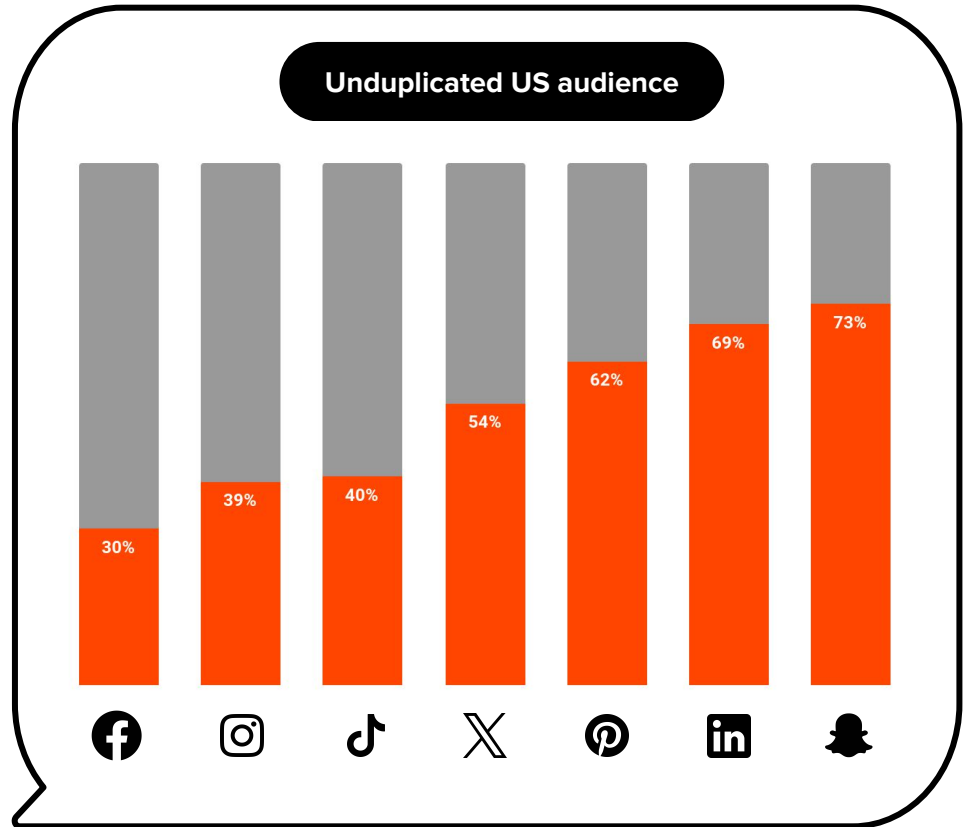
For news, Reddit  
is where people  
can get the  
**human**  
**perspectives**  
**behind the**  
**headlines**



# As a result, people who don't spend time elsewhere spend time on Reddit

## How to read this:

39% of Redditors are *NOT*  
on Instagram



# Reddit is where news discussions are happening

55B

Views to the news conversations on Reddit last year <sup>1</sup>

r/Productivity

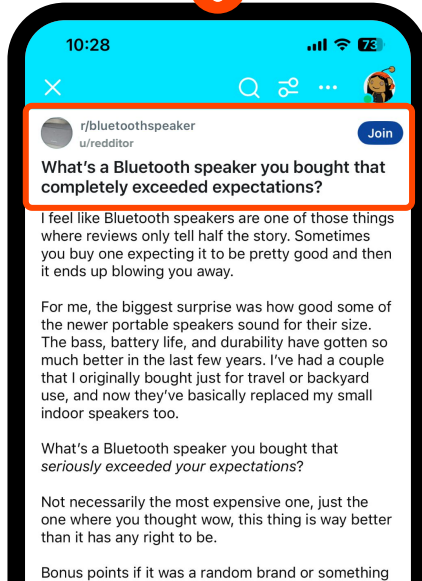
## How to better follow the news?

I like a local newspaper for my city and subscribe to their newsletter, and I check a bigger news source, NPR, because they have a broad range of topics and are somewhat neutral. I like to browse their main page for highlights and read 1 or 2 things that spark my interest.

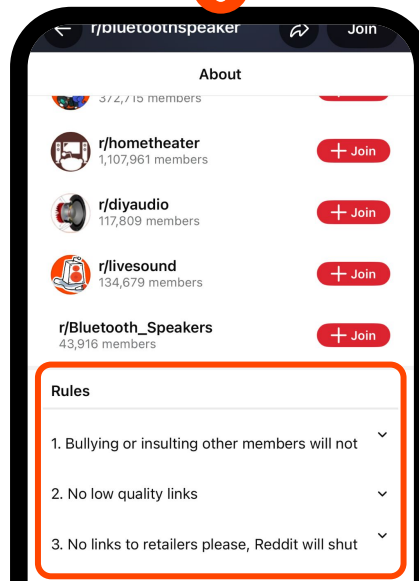


# Reddit works differently than other platforms

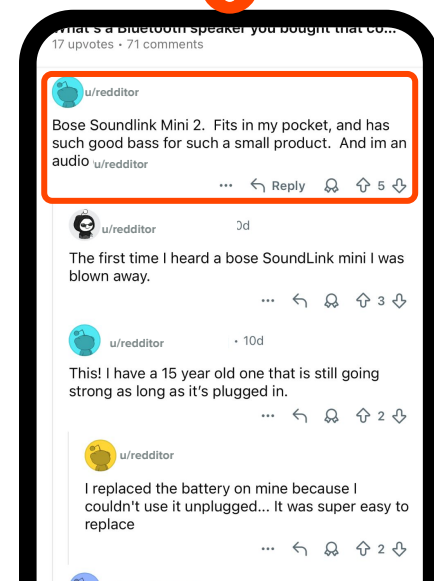
Content is **posted** by real people...



... which is **moderated** by real people who've created rules for community needs...



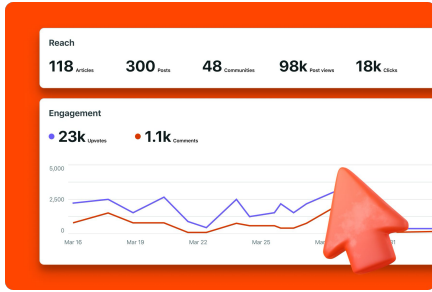
... and **upvoted** by real people who're committed to maintaining content quality.





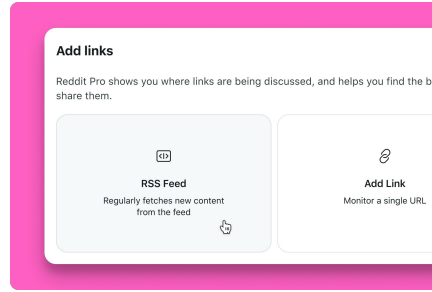
**Now's the time** to join  
Reddit

# Reddit Pro helps you share your stories and grow your audience on Reddit



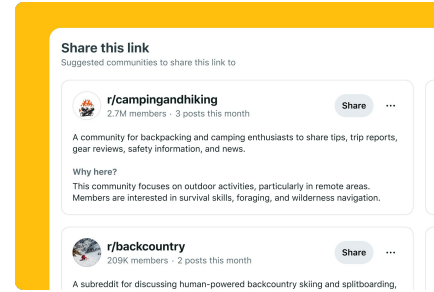
## Discover what's working

Track which stories are shared across Reddit and see their reach and engagement to build your strategy.



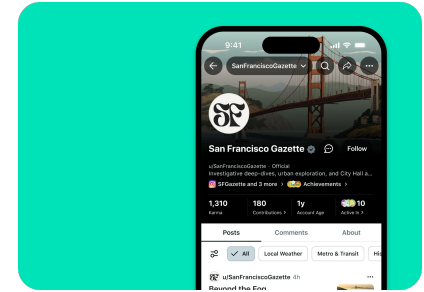
## Share at the speed of news

Sync your RSS feed to make all of your articles instantly shareable on Reddit so you never miss the moment when news breaks.



## Find your content's home on Reddit

Get AI-powered recommendations on where to share your content to generate meaningful discussions and maximize engagement.



## Highlight your content for your readers

Set up and organize your profile so readers can find your latest content and ask follow-up questions.



“

Reddit has been a valuable, vibrant community for The Hill, and Reddit Pro gave us the **tools to engage with our readers who previously weren't hearing from us** directly on the platform.

We're able to easily grow The Hill's presence and **foster real discussions around our journalism**. The platform has also become our **top social referral traffic source**, accounting for a rise of social media traffic to the site.

Deputy Managing Editor  
The Hill

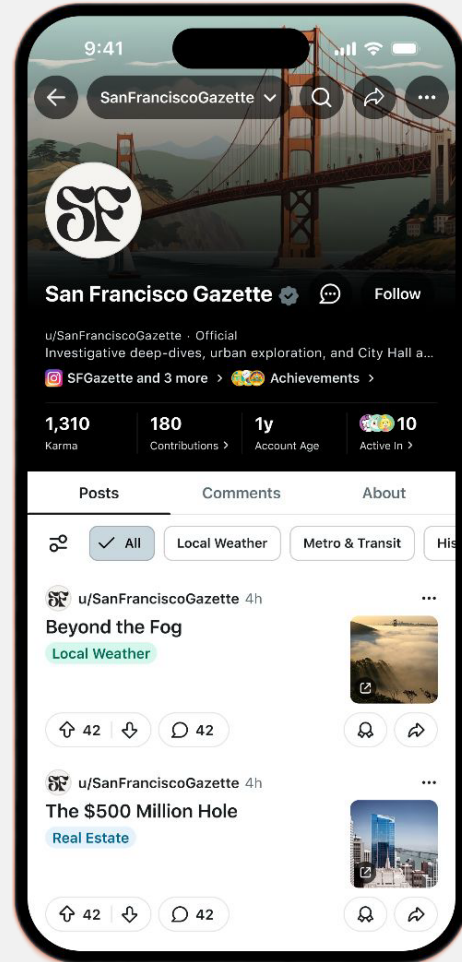


# Building your Reddit strategy



# Show up by building your profile

1. **Choose your username:** You should have a username for each title
2. **Sign up for Reddit Pro:** During sign-up, select “publisher” and complete domain verification
3. **Set up your profile:** Add an avatar image, banner, about, and your site
4. **Get verified:** Your Reddit partner will get you a verified checkmark
5. **Organize:** Use profile flairs to organize content you post to Reddit

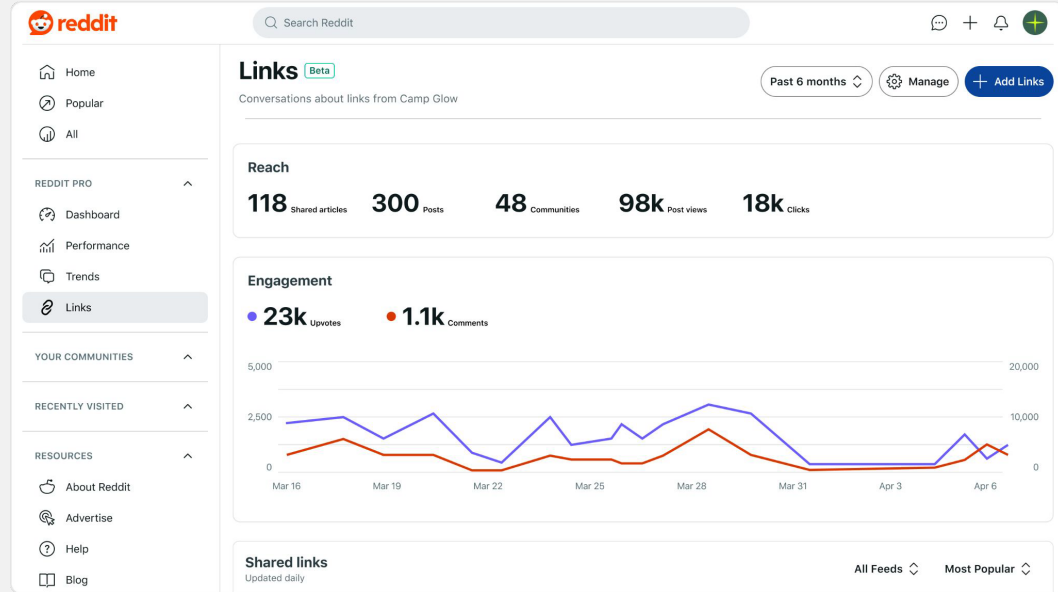


**Sync** your RSS feed in the Links tab to import your articles & get them ready to share

The screenshot shows the Reddit Pro 'Links' dashboard. On the left is a navigation sidebar with sections: 'REDDIT PRO' (containing Dashboard, Performance, Trends, and Links), 'YOUR COMMUNITIES', 'RECENTLY VISITED', and 'RESOURCES' (containing About Reddit, Advertise, Help, and Blog). The main content area is titled 'Links' with a 'Beta' badge and the subtitle 'Discover conversations happening about content on your website'. Below this, there are two line charts: 'Reach' showing a value of 118 and 'Engage' showing a value of 23. A line graph at the bottom tracks data from Mar 16 to Mar 28. An 'Add links' modal is overlaid on the charts, containing two options: 'RSS Feed' (described as 'Regularly fetches new content from the feed') and 'Add Link' (described as 'Monitor a single URL').

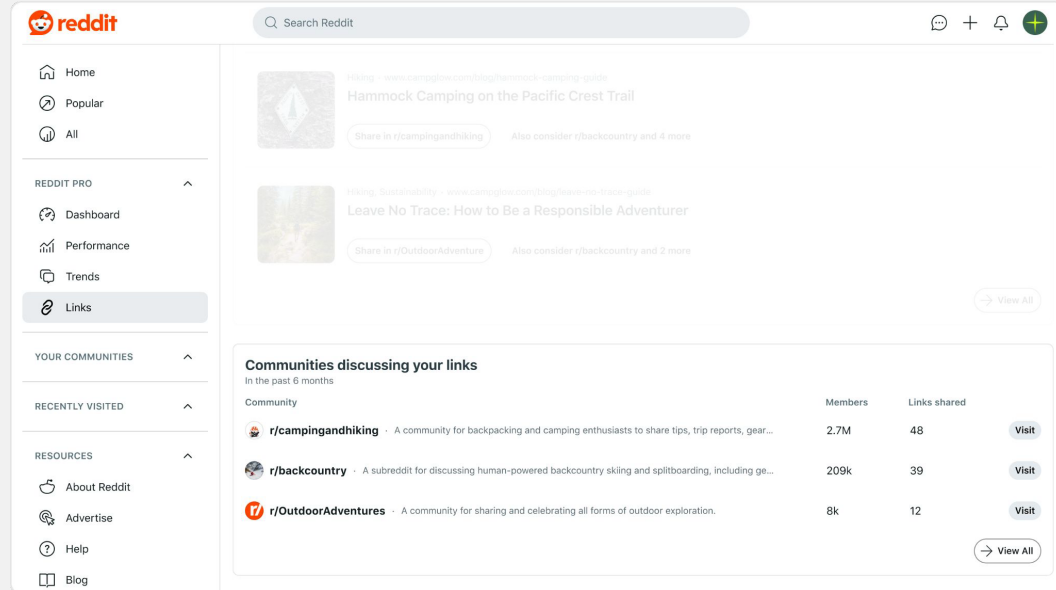
# Discover where your content is already being shared across Reddit

→ How redditors are already sharing your articles gives you a roadmap to your Reddit strategy






# Discover where your content is already being shared across Reddit

- How redditors are already sharing your articles gives you a roadmap to your Reddit strategy
- Find the top communities where your content is already being shared – **these are your focus communities**



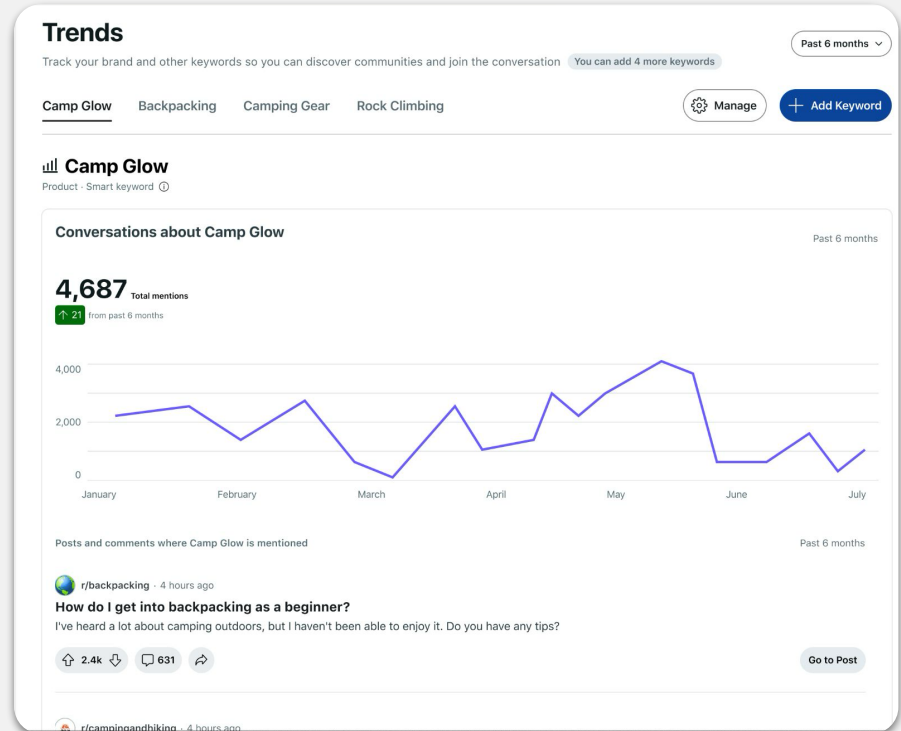
The screenshot shows the Reddit interface. At the top, there's a search bar with "Search Reddit" and a search icon. Below the search bar, there are two search results for hiking-related content. The first result is "Hammock Camping on the Pacific Crest Trail" with a share button for r/campingandhiking. The second result is "Leave No Trace: How to Be a Responsible Adventurer" with a share button for r/OutdoorAdventure. Below these results, there's a section titled "Communities discussing your links" with a table of communities. The table has columns for "Community", "Members", and "Links shared".

Community	Members	Links shared
 <b>r/campingandhiking</b> · A community for backpacking and camping enthusiasts to share tips, trip reports, gear...	2.7M	48
 <b>r/backcountry</b> · A subreddit for discussing human-powered backcountry skiing and splitboarding, including ge...	209k	39
 <b>r/OutdoorAdventures</b> · A community for sharing and celebrating all forms of outdoor exploration.	8k	12



# You can also use the Trends tab to **track your beats**

- Redditors are also discussing your beats
- Add your beats as keywords to track mentions
- Find the top communities and conversations where your beats are discussed – **this your future community and content focus**



# Join the top communities discussing your Links and conduct moderator outreach

## Step 1: Join communities

Based on your lurking, starting joining communities. Start with **communities already discussing your content**, then those discussing your beats. Focus on **small-medium subreddits, first.**

## Step 2: Do community outreach

Before you start posting in a new community, **reach out to the mods to introduce yourself and confirm that they are comfortable** with your presence in their community.

## Step 3: Build a community list

**As you conduct outreach, keep track of your communities** and categorize them: **green** (where you are successful), **yellow** (targeting, but uncertain), and **red** (avoid). Keep your notes directly in Reddit Pro.

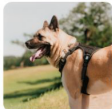


# Engage your audience by making your first post

## First post checklist

1. **Choose the article you want to share based on your research:** review the recommended communities to post, and use your judgement
2. **Ensure you have mod approval** before posting
3. **Include a couple sentences of context** in the post or as a comment after posting
4. **Review community rules**, multiple times
5. **Post!**


← Links

 **Hiking with Your Dog: Tips for a Safe and Fun Adventure**  
www.campglow.com/blog/hiking-with-your-dog

**Overview**

Not shared yet  
Share this article to get insights


**Share this link**  
Suggested communities to share this link to

 **r/pets**  
355K members · 1 post this month

Share ...


A subreddit for sharing stories, pictures, and videos of your pets, as well as asking for advice and finding support in pet ownership.

Why here?  
It gives pet owners practical tips on how to safely include their dogs in outdoor activities.

 **r/OutdoorAdventure**  
8K members · 1 post


A community for sharing and

Why here?  
This article appeals to the community by showing them how to share. Previous posts about pets have

 **r/campingandhiking**  
2.7M members · 3 posts this month

Share ...

A community for backpacking and camping enthusiasts to share tips, trip reports,

 **r/backcountry**  
209K members · 2 posts

A subreddit for discussing hu



# As you learn, continue to refine your engagement strategy

## Engage in the comments

Reddit posts have **48-hour engagement windows** where conversations continue. **Stay active by responding to questions**, providing additional reporting context, and acknowledging thoughtful responses.

## Consider an AMA®

**AMAs are Reddit's well-known Q&A post format that can showcase your expertise** to a community. Since they're pre-planned with mods, receptivity is more clear, making them ideal for when you're just getting started.

## Test, learn, and iterate

**Experiment with different post formats** as communities vary in their preference for links, videos, or text posts. Document what works in each community and **maintain a learning-first mindset to continuously improve** your approach.



# Some things to keep in mind as you get started



Some of your posts may get removed



All communities are different



You may get caught in filters



# Some things to keep in mind as you get started



**Some of your posts may get removed**

Due to automation or mods - find out why



**All communities are different**



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# Some things to keep in mind as you get started



Some of your posts may get removed

Due to automation or mods - find out why

And posting recs



All communities are different

Follow community rules - bans do happen



You may get caught in filters



# Some things to keep in mind as you get started



**Some of your posts may get removed**

Due to automation or mods - find out why



**All communities are different**

Follow community rules - bans do happen



**You may get caught in filters**

Email us if you are having trouble



# Engaging on Reddit Do's and Don'ts



## Engaging on Reddit DOs

- Always include **context**
- Be **authentic**, try writing in first person
- **Build mod relationships** by introducing yourself before posting regularly
- **Stay engaged**, especially **24-48 hours after** posting
- **Learn from feedback** and use criticism to improve future coverage
- **Diversify** the communities you contribute to



## Engaging on Reddit DONTs

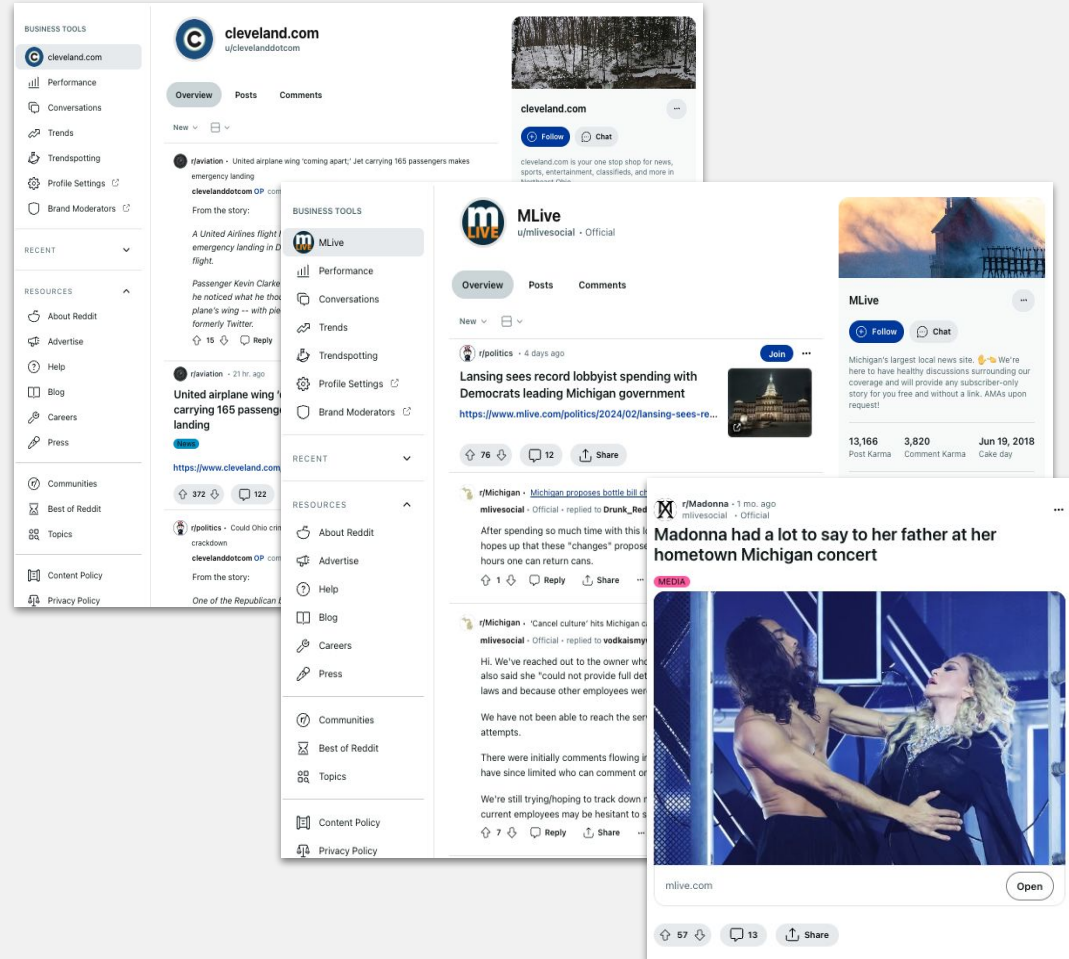
- Post and **ghost**
- Ignore the fact that **each community has its own norms** and culture
- **Spam article links** or drop links without context
- **Dodge tough questions** about your reporting or coverage decisions
- **Use corporate or PR speak** – redditors get that elsewhere
- **Treat Reddit like other platforms**



# What this looks like in practice MLive and Cleveland.com on Reddit

MLive and Cleveland.com use organic engagement on Reddit to drive site traffic with readers who care about their stories. They have:

- Seen **steady growth in site referral traffic** from Reddit
- Found **new Reddit communities** to expand their audience
- Improved their **Reddit organic strategy based on organic performance** insights





# Using **Reddit** as a **source**



## Researching topics and trends

- Use Reddit Pro to monitor Reddit for conversations relevant to your beat – you can use the Trends tab on mobile for real-time monitoring to catch trends as they break



## Reaching out to users

- Use Chat to message users who have indicated interest to participate
- Be upfront about your professional identity & affiliation when reaching out (e.g., use work account)



## Posting a call for sources

- Reach out to moderators in advance to provide context and obtain permission.
- Be mindful of context: Some communities devoted to more sensitive topics may not be right for this



## Be transparent and respect pseudonymity

- Clearly explain your story, what you're referencing, and interview terms (e.g., an on the record interview)
- Provide proof of your identity if requested, but do not ask for redditors' names



**Ask Me  
Anything**

# Sign up for Reddit Pro

Get started by creating your  
username for your publication

Reach out to us with questions:  
[publishers@reddit.com](mailto:publishers@reddit.com)

