



Press & Broadcast Guidelines

Representing Reddit and Reddit content in media



Overview

The following general principles apply to all editorial content. Please refer to our [official brand guidelines](#) for further information and details. If you follow these guidelines, there is no need to contact Reddit for permission to talk about Reddit or feature Reddit content. (Even better, use an embed!)

However, if you are looking to feature any content from a Reddit post as a standalone asset without the original Reddit post included, you'll need to contact the original poster, as Reddit does not provide permission to use any user or third-party content.

You are also welcome to submit your proposed use and context to Reddit for review by emailing press@reddit.com.



Talking about Reddit

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Always use our official logo and terminology when talking about Reddit in editorial or broadcast. When you use our imagery and terms correctly it lends credibility and ensures that you are understood by a wider audience.

Use the Reddit logo

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Whenever referring to Reddit in editorial or broadcast, our official logo should appear on-screen. It should display in our official brand color, which is OrangeRed (#ff4500). It may appear with or without the Reddit wordmark.

Download our [Reddit logo assets here](#). Please refer to our [official brand guidelines](#) for further information and details.

Reddit brand assets should not be used in a way that suggests partnership or endorsement by Reddit.





Use Reddit terminology

Reddit

This is the name for our platform and for the company. Do not refer to it as a 'site' or 'website', instead call it a platform or app. Always capitalize Reddit.

When referring to our userbase, use the term 'the Reddit community' instead of Reddit.

Redditor

A person who uses Reddit is a 'redditor' (lowercase 'r').

Names on Reddit are preceded by 'u/' which is an abbreviation of 'username.' For example, "u/spez."

Communities

Also known as a 'subreddit', when possible please use 'Reddit community' or 'Reddit communities' in editorial content.

However, we ask that you use the phrase 'banned subreddits' when referencing a community that has been officially banned by Reddit administrators.

Reddit community names are preceded by 'r/' which stands for Reddit. For example, "the r/skincareaddiction community."



Use Reddit terminology

Posts

A Reddit 'post' is the broad term for any content shared on Reddit, whether it is a story, link, image, or video.

Comments

The 'comments' sit below posts and are where redditors have public discussions.

Upvote/downvote

The primary interaction for redditors to take with posts or comments.

Karma

Users receive/lose karma when their posts or comments are upvoted/downvoted. Karma is essentially quantifiable Reddit 'street cred.'

Ask Me Anything

Reddit's Ask me Anything or AMA is an interview that occurs between the author of a post (OP) and redditors who ask questions.

OP

This is short for 'Original Poster', or the author of a Reddit Post.



Displaying Reddit content

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Reddit content is a key part of our public brand and represents the people who make up our community. It is important that it be displayed consistently across all mediums.

Always display original, unmodified content in all editorial and broadcast content.

In the event a post or comment is deleted or modified, best efforts should be made to display any content in its most current form on Reddit and within 48 hours if Reddit, Inc. or a Reddit user reaches out. You should also explicitly state that a correction or modification was made within all relevant editorial or broadcast content.

If you are using Reddit embeds, any content updates will automatically direct readers to Reddit for the most current version.

Reddit posts

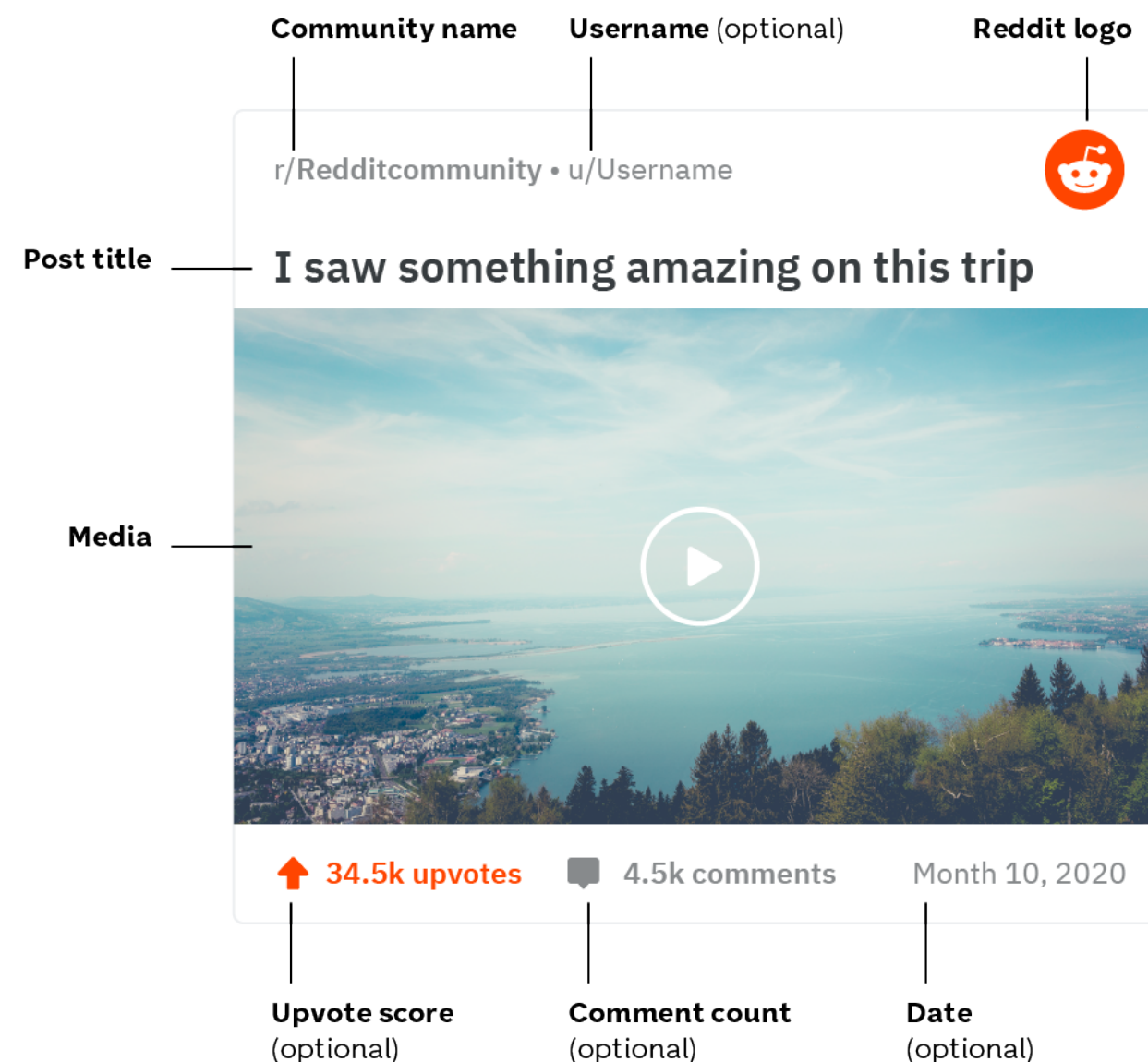
When displaying a Reddit post, use our Content Templates at redditinc.com/press.

Always credit the community that the post is from. Community name should respect the display case. Community name may be obscured, if desired, using bullet characters. For example: r/••••name.

Crediting the person who posted is optional but encouraged.

When displaying for broadcast, information about upvotes, comments, and date are optional.


Our posts use the font IBM Plex.




Post variations



Reddit posts may display an image, video, link, or text. When displaying text it may be truncated, but please use ellipses to indicate where text has been abbreviated.

POSTS WITH IMAGES OR VIDEOS


r/Redditcommunity • u/Username 

I saw something amazing on this trip





 **34.5k upvotes**  **4.5k comments** Month 10, 2020

POSTS WITHOUT IMAGES

r/Redditcommunity • u/Username 

I have a theory about this film—what if the main character didn't die at the end, and instead became trapped in time?

We never actually see them die, we just infer it from the explosion. So if they managed to recreate the same experiment a second time, this could actually have happened earlier, so the ending was in reality the first time. That would mean they're now stuck in ...

 **34.5k upvotes**  **4.5k comments** Month 10, 2020

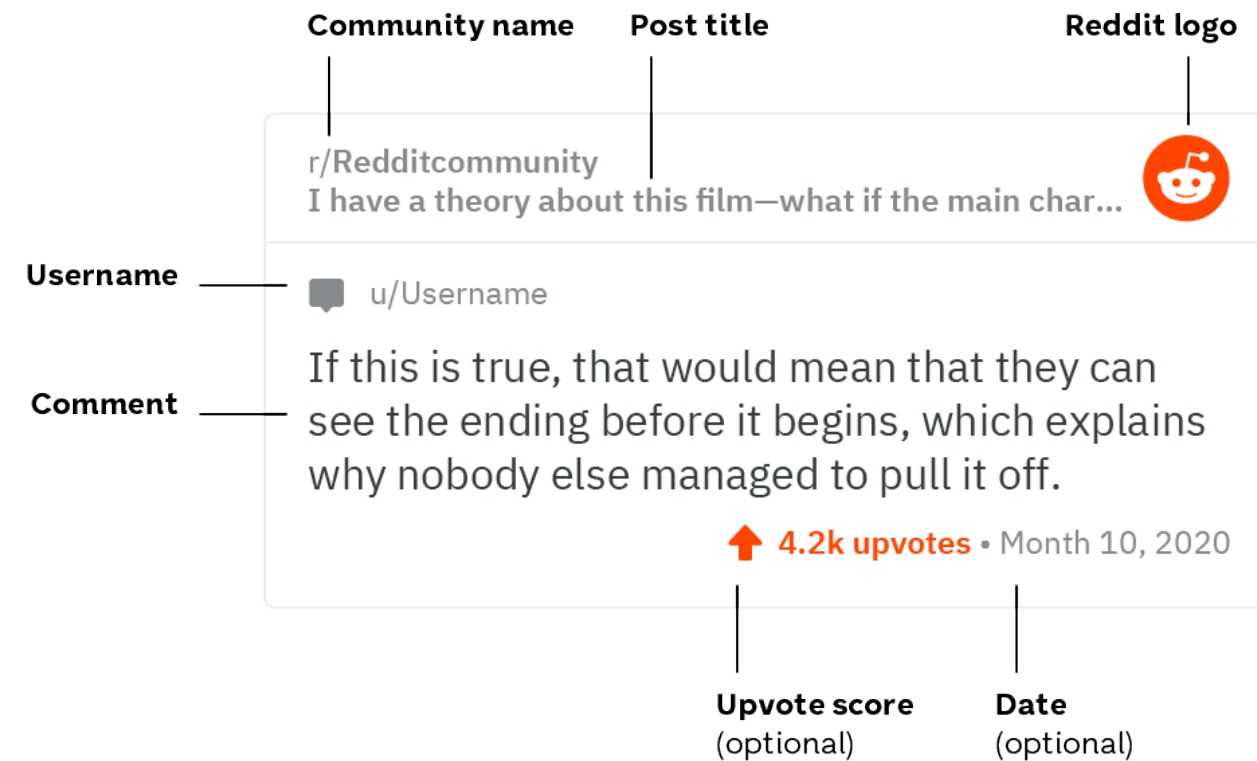
Reddit comments

When displaying a Reddit comment, use our Content Templates at redditinc.com/press.

Include information about context above the comment. This includes the name of the community and the title of the comment's parent post. Use ellipses to indicate a truncated title.

Username display is not optional for comments, but may be obscured, if desired, using bullet characters. For example: u/••••name.

Our comments use the font IBM Plex.





Comment variations

Comments may be displayed with the following reply or the preceding parent comment.


When displaying multiple comments in this manner, a replying comment is always indented by twice the comment margin.

COMMENT ALONE


r/Redditcommunity 
I have a theory about this film—what if the main char...


 u/Username

If this is true, that would mean that they can see the ending before it begins, which explains why nobody else managed to pull it off.


 4.2k upvotes • Month 10, 2020


COMMENT WITH REPLY

r/Redditcommunity 
I have a theory about this film—what if the main char...


 u/Username

If this is true, that would mean that they can see the ending before it begins, which explains why nobody else managed to pull it off.

 4.2k upvotes • Month 10, 2020

 u/Username

Additionally, the main character’s motivation would have been to prevent it from happening, since they failed the first time.

 4.2k upvotes • Month 10, 2020

Reddit embeds


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For online editorial content we strongly encourage embedding Reddit posts and comments to ensure Reddit posts are displayed and attributed correctly.

An embedded Reddit post will include any image, video, or asset included in the original post, as well as user, community names, and all the Reddit branding needed for proper attribution.

It's my first cake day so here's a pic of my little model!



 r/aww • holdcron • 1d ago
38800 points • 215 comments



Attribution

Even if it is not possible for you to use Reddit embed features or Content Templates, follow these requirements when attributing any Reddit content within editorial content.

Requirements

- Explicitly state and cite Reddit. Download our [Reddit logo assets here](#).
- Include the name of the Reddit community.
- Link back to the original Reddit post, comment, community, or thread if the content appears online.

Restrictions

- Do not screenshot Reddit content to use within editorial content.
- Do not alter or modify a Reddit logo, post, associated text, comments, or identification of a redditor.
- Do not use a quote from a redditor without properly attributing it to them, the post, or the Reddit community.
- In the event a post or comment is deleted or modified, best efforts should be made to display any content in its most current form on Reddit and within 48 hrs if Reddit, Inc. or a Reddit user reaches out. You should also explicitly state that a correction or modification was made within all relevant editorial content. If you are using Reddit embeds, any content updates will automatically direct readers to Reddit for the most current version.

Verbal Attribution

- Explicitly state that content is from Reddit.
- Do not alter the post or comment's title, text, or meaning.
- Follow these pronunciation guidelines:
 - r/[communityname]: Are-slash-[communityname] community
 - u/[username]: You-slash-[username]