



# Profile Best Practices



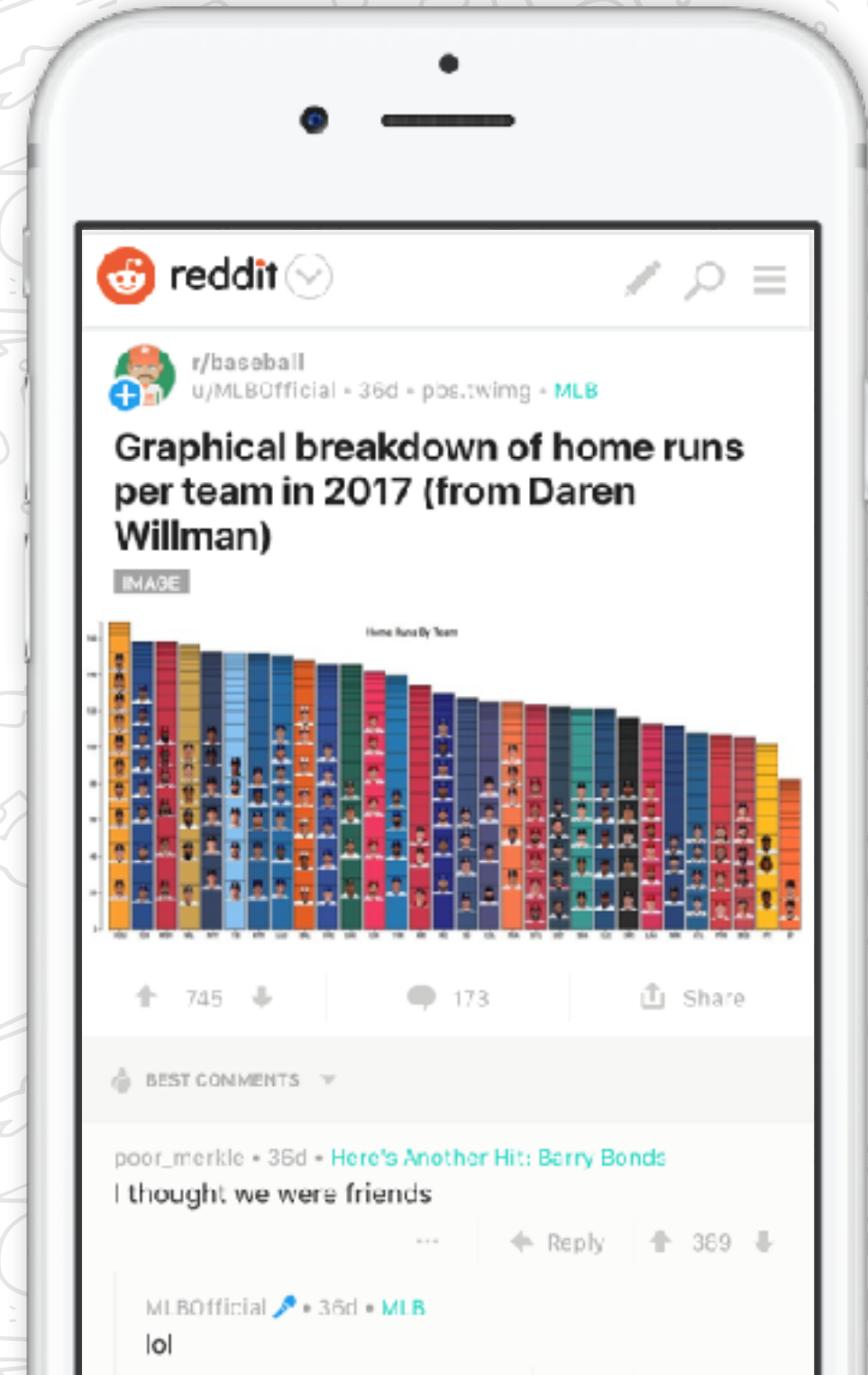
# Reddit Profiles

People use Reddit to share and discover information, so Reddit users want to learn about new things that are relevant to their interests, profiles included. The best-performing posts have a casual and friendly tone. A good rule of thumb is: How would you describe yourself or project to a friend?

A good tip is to remember to make it interactive and engagement focused. Redditors love sharing their own stories and opinions. Conversation is hugely popular around the site, and drives the feeling of connection and belonging that turns even the most casual of lurkers into hardcore Redditors.

## What you can do with Reddit profile pages:

- Easily post to your profile page. Only you will be able to submit content to your page.
- Start conversations and see the wisdom of your crowd using Reddit's one-of-a-kind commenting system push the best, most interesting commentary to the top.
- Invite users to follow you and organically discover your content in the reddit.com feed.
- Customize, with an avatar, cover image, and more.
- Add moderators to help you moderate the comments that appear on your profile page.



# Get Started

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## Set up your profile

**Sign up for your username:** Click “Sign Up” at the top right-hand corner of Reddit.

- Associate your username with group email alias that belongs to your team instead of an individual email account.

**Customize:** Upload an avatar and cover image, and add a description to introduce yourself.

## What to know before you start

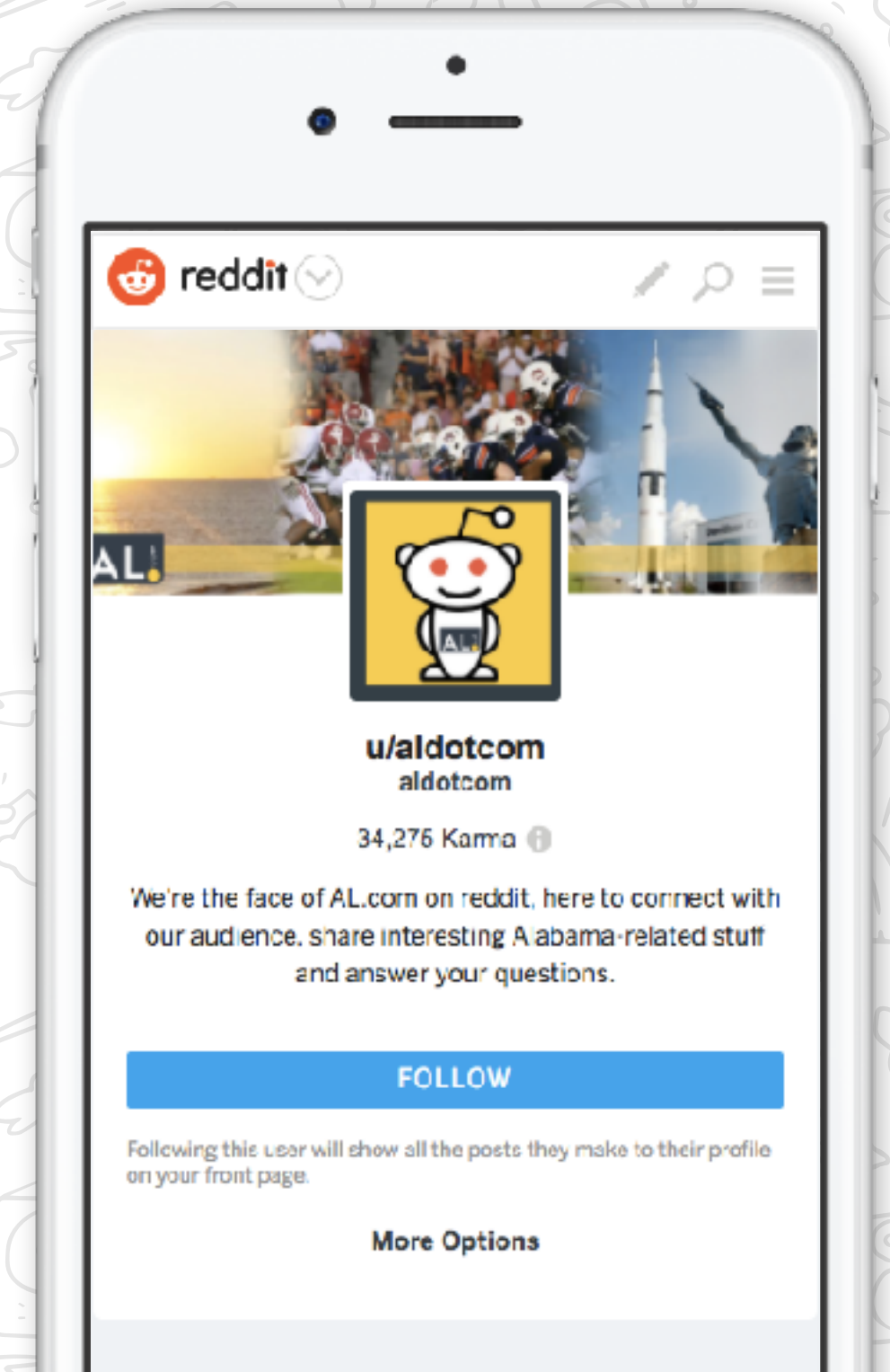
**Reddiquette and moderator best practices:** As the owner of your profile, you are expected to moderate the comments that appear in your profile. Please review the following resources for moderator best practices before you start moderating your followers and commenters.

- [Reddiquette](#)
- Profile [FAQ](#), which covers [moderation tools](#) and [guidelines](#)

**Create posts to your profile:** You’ll be able to create posts to your profile via Desktop and/or Mobile:

- On the desktop, you can create posts via: <https://www.reddit.com/submit>
- On the app, select “My profile” when selecting a subreddit to submit to

**Promotion of your user profile:** Consider promoting your user profile through other channels to gain followers — other social channels, articles, etc.





# Content Approach

Here are some engagement-first ideas for your content.

**Variety:** Consider posting a mix of content types: links, photos, video, text, and prompts. Before you start promoting your profile or host an AMA, make sure you have some interesting content on your page.

**Open-ended:** Articles that naturally prompt questions and discussion.

**User prompts:** Redditors want to contribute. Ask questions, ask for suggestions or even content creation like Photoshop battles.

- Example: [Conan O'Brien PsBattle](#) for Comic-Con

**Exclusives and leaks:** Exclusivity is great but should also incorporate conversation.

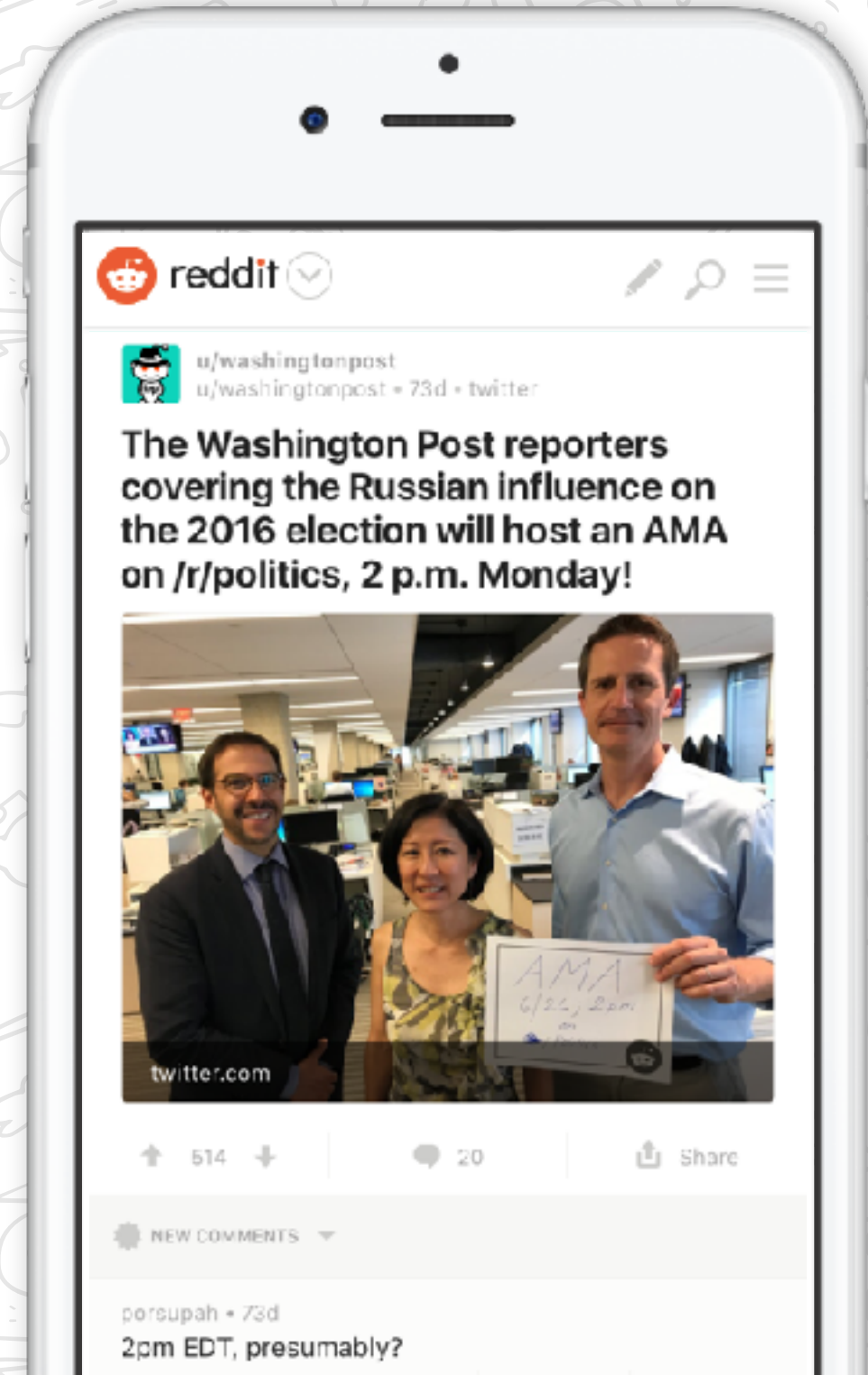
- Example: Rapper DRAM engaged with fan comments on his [music video](#) post; Entertainment Weekly's reporter took questions in a [cover reveal](#) post

**Standard posts:** More straightforward links, as they would appear on your site/other social channels, can be mixed into your profile.

**Self-Promotion:** There is no 1:10 rule for profiles. That being said, only posting links is not advised.

**Surprise and delight:** Feel-good opportunities have a big network effect since Reddit is composed of fan communities. Keep this in mind as you consider ideas to experiment with.

- Example: Marvel promoted the film Logan with the Reddit sales team. A user shared a personal story about meeting Hugh Jackman and received premiere tickets from Marvel, a gesture seen immediately by hardcore Marvel fans on Reddit ([top comment thread](#)).





# Engage & Comment

You aren't limited to posting or commenting on your own profile. Redditors appreciate genuine interactions but can react negatively if the engagement feels forced or is clearly promoting something.

Here's tips to successfully engage with communities.

**Subreddit rules:** All subreddits have their own personalities and rules (right-hand side of the page). You'll be successful if you engage within these rules and spend some time familiarizing yourself with the community.

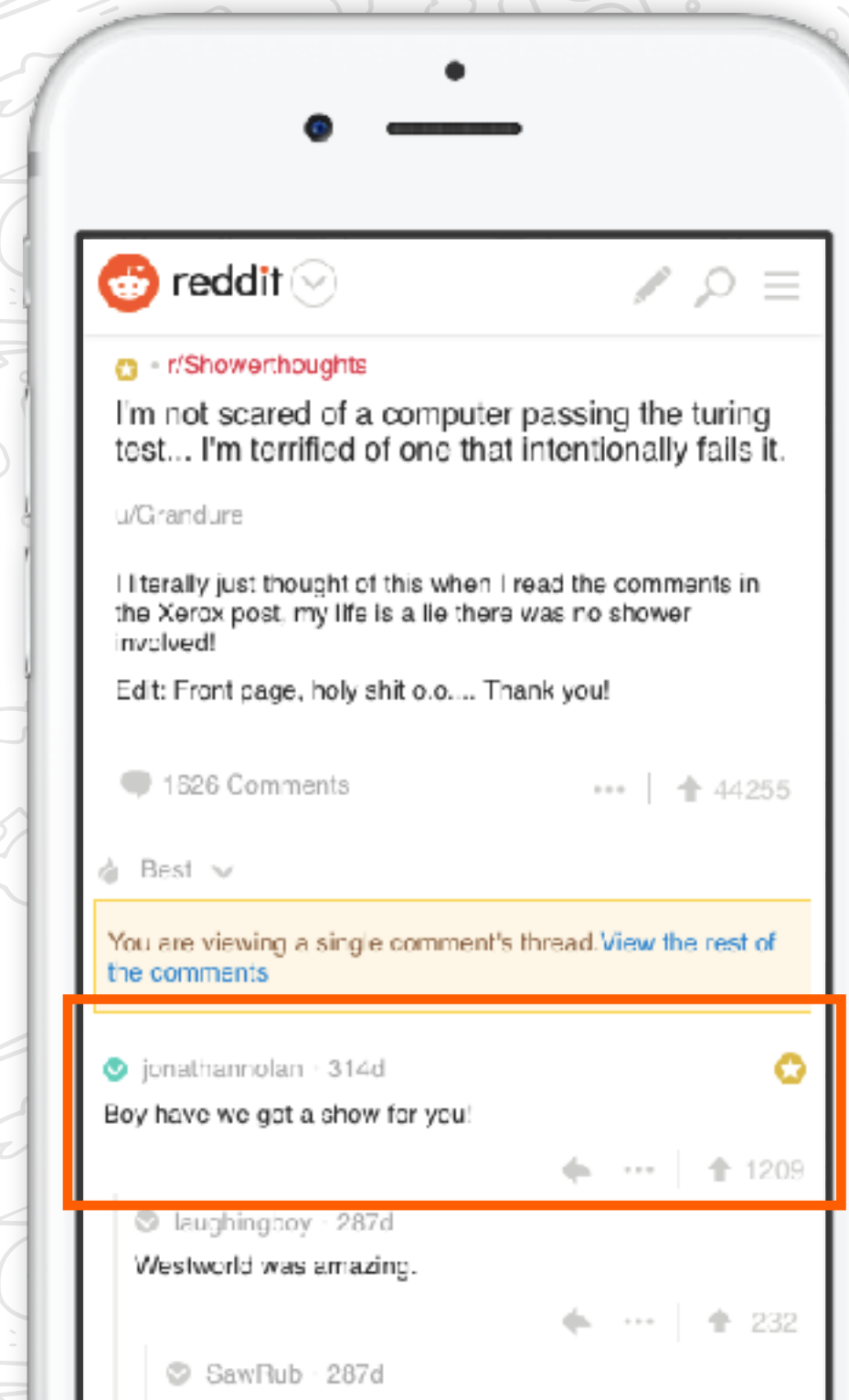
**AMA ('Ask Me Anything'):** AMAs are a great way to introduce yourself to communities. Kickoff your engagement in a community with an AMA and periodically host AMAs in communities discussing topics you can build an audience around. Contact your partner manager to set up an AMA.

**Comment engagement:** Commenting as a user in other subreddit discussions can be very powerful as a brand since you're a known entity with subject matter authority. Consider asking a question in AMAs. Redditors will be delighted to see you engaging as they do.

**Be authentic:** Comment and engage where it makes sense for you.

- For example: [Major League Baseball](#) (/u/MLBOfficial) regularly comments in /r/baseball, [AL.com](#) (/u/ALdotcom) regularly comments in local Alabama subreddits

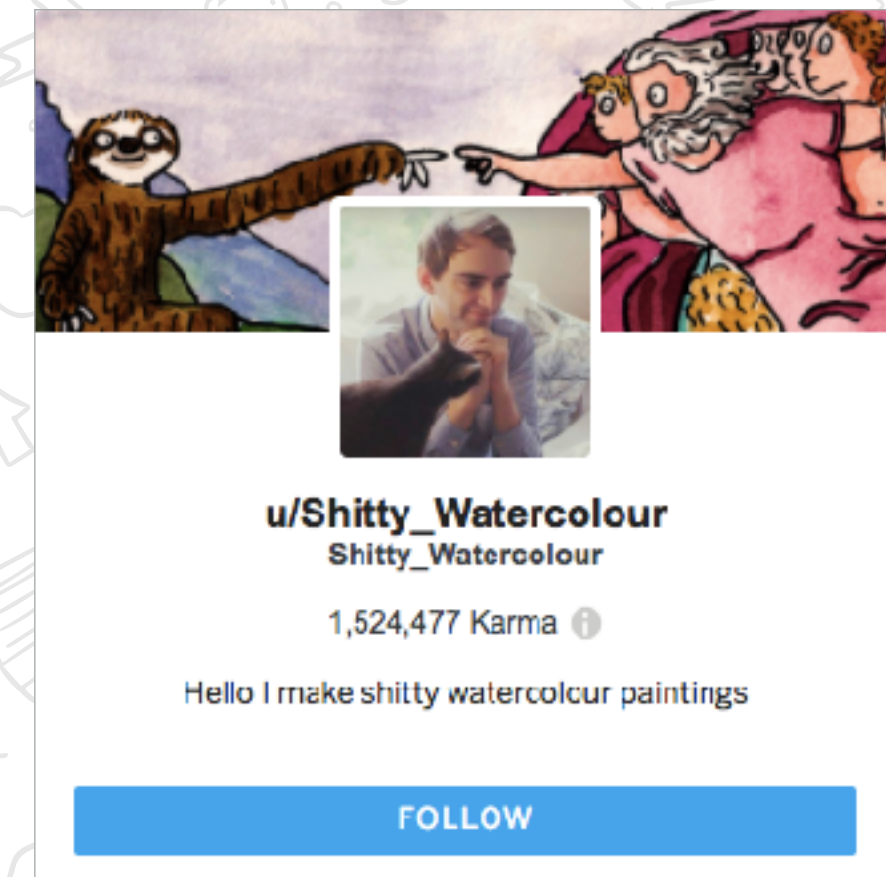
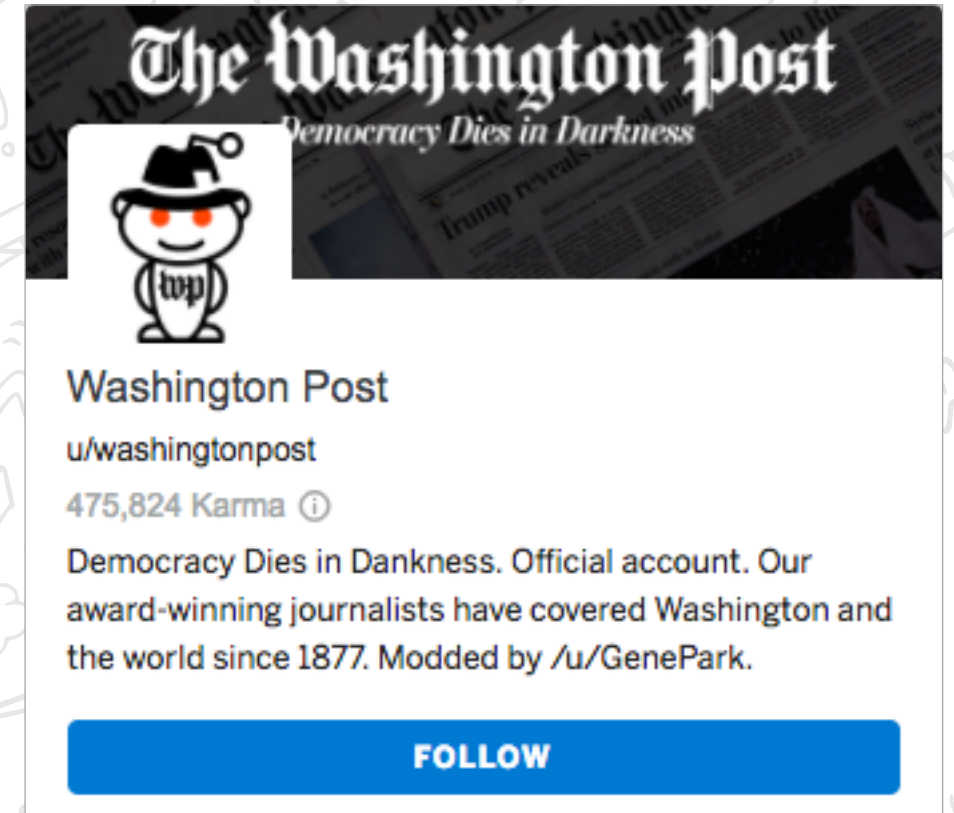
**Crossposting:** You can crosspost other subreddit content into your profile and also crosspost your content into other subreddits (be mindful of the subreddit rules). Look for the 'crosspost' option under any post.



# Profile Examples

Check out these profiles for more best practices.

- [The Washington Post](#) (/u/washingtonpost)
- [AL.com](#) (/u/aldotcom)
- [U.S. Olympic Team](#) (/u/teamusaolympics)
- [Major League Baseball](#) (/u/MLBofficial)
- [League of Legends](#) (/u/leagueoflegends)
- [Shitty Watercolour](#), long-time Redditor and artist (/u/Shitty\_Watercolour)





## Still have questions?

Check out some more **FAQ's** at <https://www.reddit.com/wiki/faq>

Learn some more **Best Practices** at <https://reddit.zendesk.com/hc/en-us>

Read up on **profiles** and **Reddiquette** [here](#)

Review our Reddit **glossary** on the next page







# Reddit Glossary







## Reddit

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The name Reddit is a play on words - as in “I read it on Reddit”.

‘Reddit’ is a proper noun, however it can also be used as a verb, i.e. “to reddit”.

## front page

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The ‘front page’ is a feed where trending content is aggregated from across thousands of active communities on Reddit. This is the view of Reddit that is shown to all logged out users by default.

“Making the front page” means that a piece of content has become popular enough to be featured in this feed.

## redditor, u/

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A person who uses Reddit is a ‘redditor’.

Names on Reddit are preceded by ‘u/’ which is an abbreviation of ‘username’. For example, “u/kn0thing”.

## home feed

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Every redditor’s personalized feed of content is their ‘home’ or ‘home feed’. Trending content from communities they are subscribed to appears in their home feed.

## community, r/

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The various discussion spaces on Reddit should be referred to as ‘Reddit communities’, or simply ‘communities’.

Community names are preceded by ‘r/’ which is an abbreviation of ‘Reddit’. For example, “the r/worldnews community”. Experienced redditors call these ‘subreddits’ or ‘subs’.

## profile

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Content redditors have shared and discussions they have had on Reddit appear on their ‘profile’. For example, “u/kn0thing’s profile”.

Currently, redditors can have a standard profile or a ‘profile page’ which allows users to post directly to their own profile.



## post

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A Reddit ‘post’ is the broad term for content (images, videos, articles, text) on Reddit.

## comments

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The ‘comments’ sit below posts on post pages, and are where redditors have public discussions.

## subscribe

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Redditors ‘subscribe’ to a community to see trending posts from that community in their home feed.

## follow

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Redditors ‘follow’ other redditors to see trending posts from that redditor in their home feed. This feature is exclusive to the new ‘profile page’ experience.

## upvote, downvote

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Redditors can ‘upvote’ or ‘downvote’ content to directly affect its ‘vote score’.

A post’s vote score determines how ‘hot’ a post is, and its position on front page, home, and community feeds.

## karma

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Redditors accrue ‘karma’ when they participate on Reddit. Karma is a score that increases as a redditor’s posts and comments get upvoted.

Karma is a numerical representation of the value a redditor has contributed to the site. It is not equivalent to a post or comment’s vote score.



## moderator

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Each community is run by one or many moderators. These are volunteer redditors who create a set of rules and guidelines for specific communities, to ensure there is a consistent flow of relevant content

## promoted post

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At the top of a community or front page feed is a promoted post. This is a paid placement unit for advertisers to promote and syndicate content across Reddit.

It is the home to Reddit's 'adversations'.

## AMA

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'AMA' or 'Ask Me Anything' is a live, open interview on Reddit. The interviewee introduces themselves, and commenters chime in with questions in the comments.

AMAs have been hosted by celebrities, average folks, artists, even Bill Gates.

## gifts

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Reddit 'gifts' or 'gift exchange' is a giant online gift exchange between redditors.

Gift exchanges are themed around everything from events to TV shows to holidays.

## gold

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Reddit gold is a digital currency that lives exclusively on Reddit. Gold can be purchased or gifted to another user.

Receiving gold grants a user access to extra features to improve their reddit experience.

## Snoo

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Also known as the 'Reddit alien' or that 'alien / bug thing', Snoo is Reddit's smiling, genderless community mascot. Snoo's name is a play on "what's new".

Snoo can also generally refer to its alien race, who are collectively known as 'snoos'.



## crosspost

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A post must be placed in a specific and relevant Reddit community. However, if a post is relevant to more than one community, redditors can 'crosspost' the content to multiple relevant subreddits.

## flair

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Reddit communities are able to designate custom 'flair' that users can employ when posting in that community.

This can be text, text plus image, or just image

## trophy

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Redditors accrue 'trophies' for various milestones on Reddit. These will appear in their 'trophy case' on their profile page.