

What is an AMA?



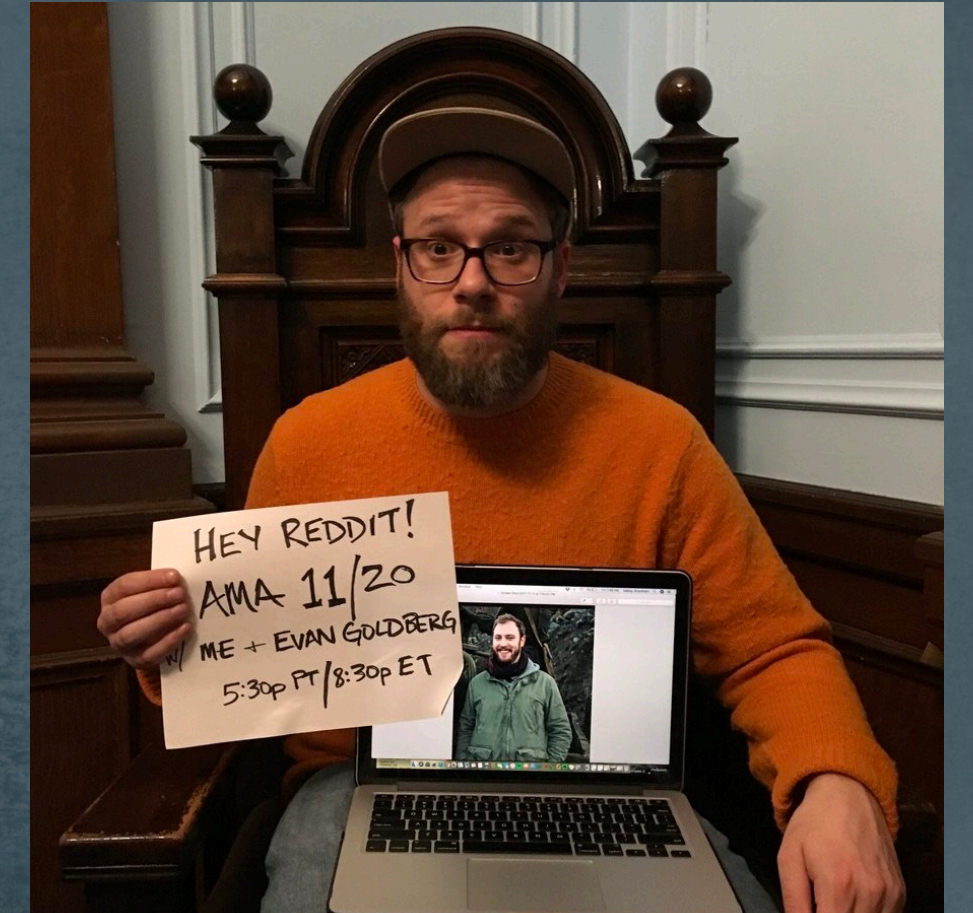
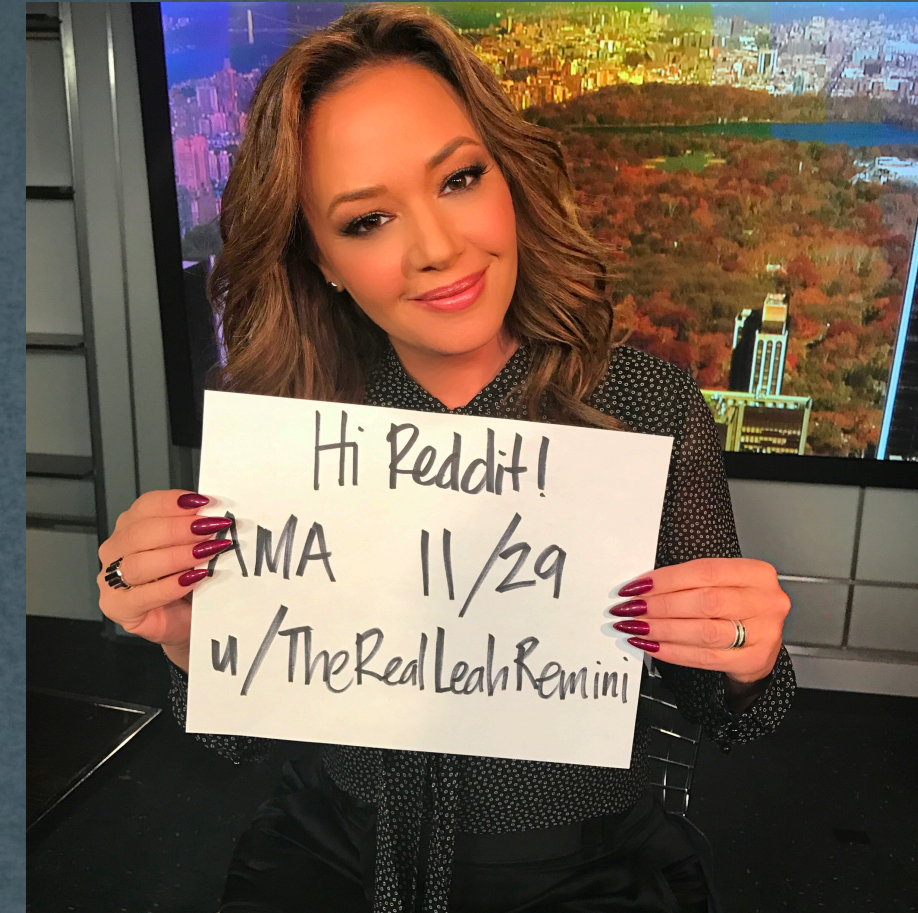
AMA interviews allow you to connect with the Reddit community and engage your audience in a way you can't anywhere else



What is an AMA?

AMAs, short for "Ask Me Anything", are a long held Reddit tradition. Anyone with a unique perspective can come to Reddit, say who they are and what they're passionate about, and invite the larger Reddit community to ask them questions.

AMA sessions can be hosted by **anyone**. Some of our top AMA hosts have been: actors, producers, politicians, athletes, scientists and other subject matter experts.



Why should I host an AMA?

An AMA interview is a unique way to foster direct communication and create an **experience** with the Reddit community.

AMAs should be utilized if you're looking to:

- Engage directly with Redditors in relevant communities
- Amplify your conversation across a broad audience
- Deepen brand advocacy and humanize your brand
- Activate on a platform that surfaces content that spreads



AMA Preparation + Launch



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.

Profile Header:

Dimensions: 1280x384px

Format: JPG/PNG (<200KB size)

Avatar image

Dimensions: 256x256

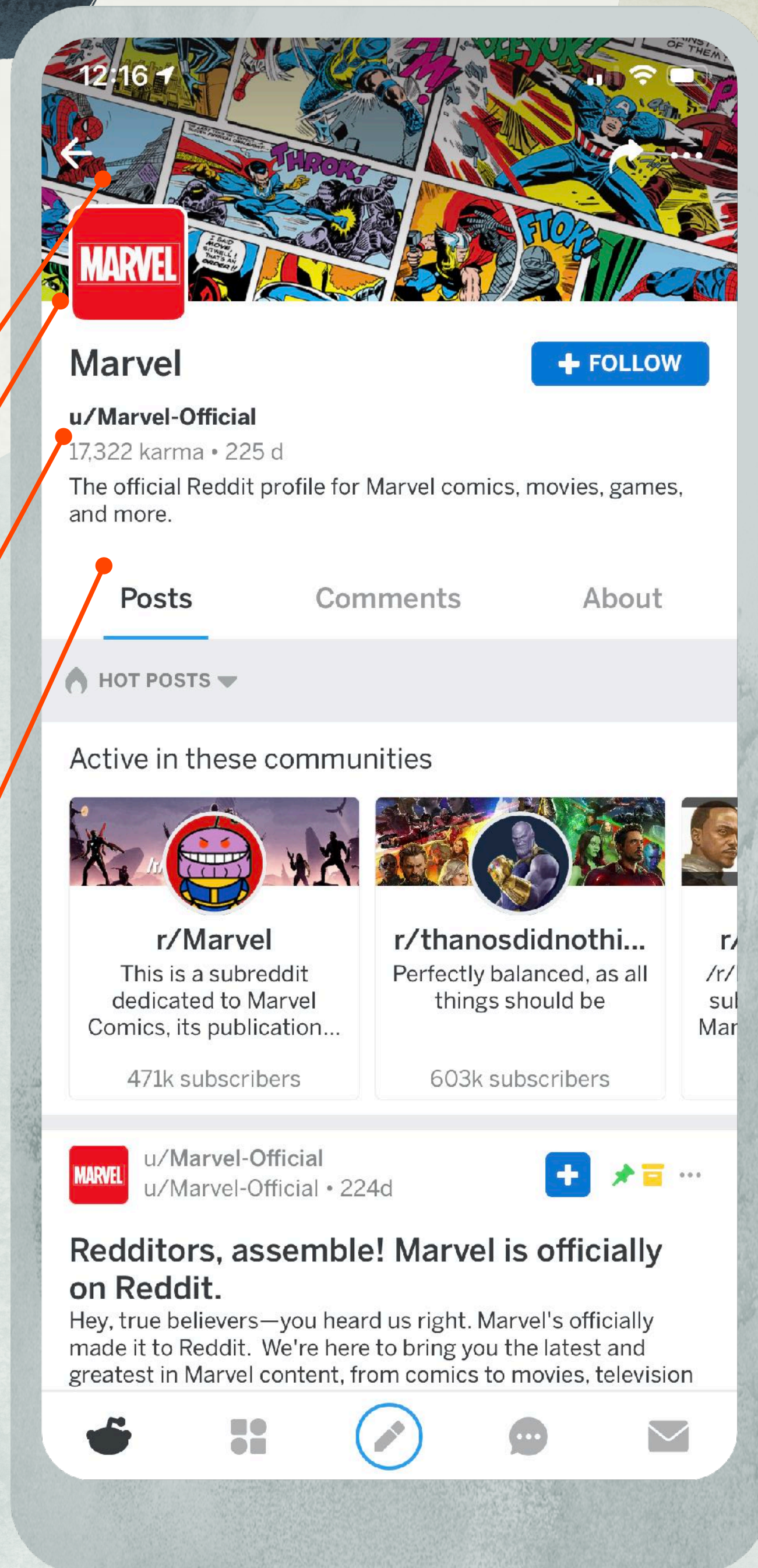
Format: JPG or PNG (<100KB)

Username

20 Characters Max

About:

200 characters max




Authenticate your profile


As an optional level of verification, you can link your profile to your Twitter handle. Simply go to your user settings and go down to connected accounts.

CONNECTED ACCOUNTS

Connect to Twitter
Connect a Twitter account to enable the choice to tweet your new posts and display a link on your profile. We will never post to Twitter without your permission.

 **CONNECT TO TWITTER**

Show link on profile
You can show a link to your Twitter account on your profile



Chipotle
u/chipotle

Do you ever think all the trolls in the comments are just hungry?



Karma
2,372

Cake day
September 21, 2018

FOLLOW

MORE OPTIONS

CONNECTED ACCOUNTS

 **@ChipotleTweets** 
[View on Twitter](#)

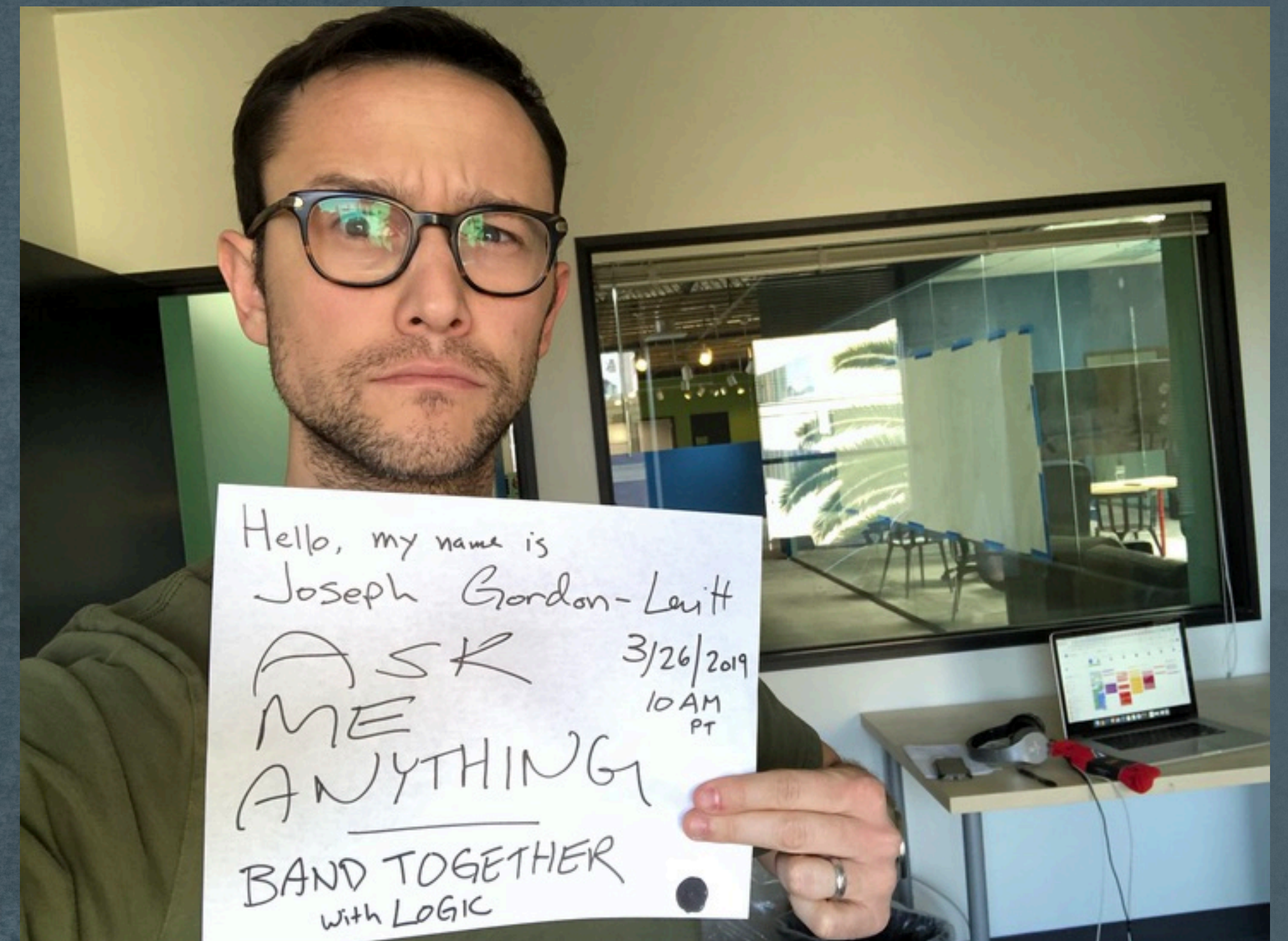


AMA Session Preparation

The below is needed 48 hours prior to AMA post.

1. Username: The Reddit username the guest will be using to answer questions. If you have never created one, sign up at reddit.com.
2. Proof: This is typically a photo of the AMA guest holding a sign with the AMA session data and time.
3. Headline: A brief title of the AMA interview.
4. Intro: A few sentences about the AMA guest. This is a great place to include links to youtube, their site, etc.

Protip: Write AMA text in first person.



Best Practices



Best Practices | Answering

When hosting an AMA session, it's important to:

- **Remember the human.** Your responses should sound the way they would in a in-person conversation, not talking points.
- Answer questions covering a wide variety of topics, **do not** just focus on the project you're promoting.
- Throughout the AMA interview, alternate the **comment sort** between "Best", "Top", and "New".
- Remember that your answers serve as a spotlight, so answer the questions you want to make sure get seen.
- Have some fun! Don't be afraid to be playful/sarcastic/funny in the comments when appropriate.



Best Practices | Promoted AMA Assets (Optional)

PRE AMA

2-3 Days lead time

Sample Copy: I'm X and I do Y. I'll be doing an AMA® interview over in r/Subreddit at XXPM EST on XX/XX. Get your questions ready!

Sample Hero Asset: Talent proof photo, custom co-branded image

Click through URL: BIO or link to promoted content

LIVE AMA

Day Of / During

Sample Copy: I'm X and I do Y. I'll be doing an AMA® interview over in r/Subreddit at XXPM EST. Ask Me Anything!

Sample Hero Asset: Talent proof photo

Click through URL: AMA Thread

POST AMA

2-7 Days post AMA

Sample Copy: Thanks for the AMA® Reddit! Be sure to check out my AMA® interview here.

Sample Hero Asset: Custom image featuring quote from AMA Q&A

Click through URL: AMA Thread



Best in class Organic AMAs

Bill Gates AMA
hosted in r/IAMA

Actress AMA
hosted in r/prettylittleliars

Nasa experts AMA
hosted in r/space

Reporter AMA
hosted in r/SFGiants

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r/IAMA
u/thisisbillgates • 1y

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I'm Bill Gates, co-chair of the Bill & Melinda Gates Foundation. Ask Me Anything.

Nonprofit Discussion

I'm excited to be back for my sixth AMA.

Here's a couple of the [things I won't be doing today](#) so I can answer your questions instead.

Melinda and I just published our 10th Annual Letter. We marked the occasion by answering 10 of the hardest questions people ask us. Check it out here: <http://www.gatesletter.com>.

Proof: <https://twitter.com/BillGates/status/968561524280197120>

Edit: You've all asked me a lot of tough questions. Now it's my turn to ask you a question: <https://>

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r/PrettyLittleLiars
u/PrettyLittleLiarsTV • 200d

JOIN

We are Sasha Pieterse and Janel Parrish. Pretty Little Liars was our life for 7 years and now we're about to get sucked back in! Ask Us Anything.

AMA

Pretty Little Liars: The Perfectionists premieres Wednesday, March 20th at 8/7c on Freeform. This is Sasha Pieterse and Janel Parrish and this is our story. Everything about the town of Beacon Heights seems perfect but nothing in the town is as it appears to be. It soon becomes clear that behind every Perfectionist is a secret, a lie—and a needed alibi. Follow us to stay up to date.

Pretty Little Liars: The Perfectionists social handles:

- Instagram: @PrettyLittleLiars
- Twitter: @PLLTVSeries - Facebook:

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r/space
u/nasa • 141d

1 2

We're NASA experts working to send humans to the Moon in 2024. Ask us anything!

Verified AMA Science

UPDATE: That's a wrap! We're signing off, but we invite you to visit <https://www.nasa.gov/specials/moon2mars/> for more information about our work to send the first woman and next man to the lunar surface. We're making progress on the Artemis program every day! Stay tuned to nasa.gov later for an update on working with American companies to develop a human landing system for landing astronauts on the Moon by 2024. Stay curious!

Join NASA experts for a Reddit 'Ask Me Anything'

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r/SFGiants
u/SFChronicle • 155d

JOIN

Hi there — I'm the Giants beat reporter here at the San Francisco Chronicle. I've covered the team since 1988 and have been here at the Chronicle more than 20 years. I also host Giants Splash, a podcast for the San Francisco Chronicle. AMA

Sports

UPDATE: I'm going to head out but thank you so much for the questions.

Hello, all Henry Schulman here. I've been covering the Giants since 1988 but going to major-league ballgames since 1969. Bonds hit a home run that day at Dodger Stadium. (Bobby, not Barry). I cover about 110 games a year plus five weeks of spring training. I'm working on my

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