

Sourcing content for your media pitches with Reddit

Tips & Tricks for PR Pros



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reddit

What we'll cover

- How to navigate Reddit like a pro
- To identify and source content from subreddits
- What authentic conversations are happening around your brand, product or competitors
- Essential tips for integrating Reddit into your communications plan

Reddit



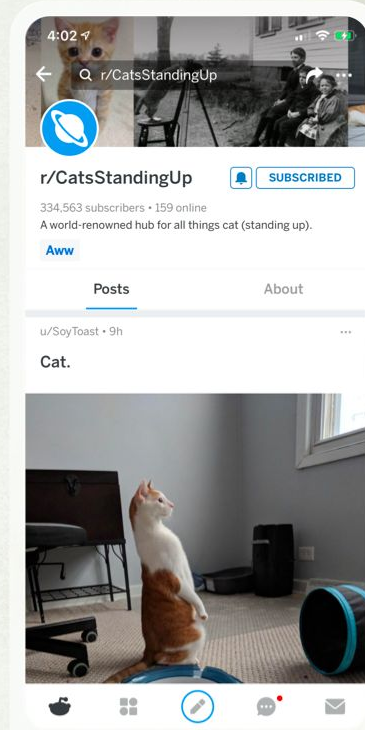
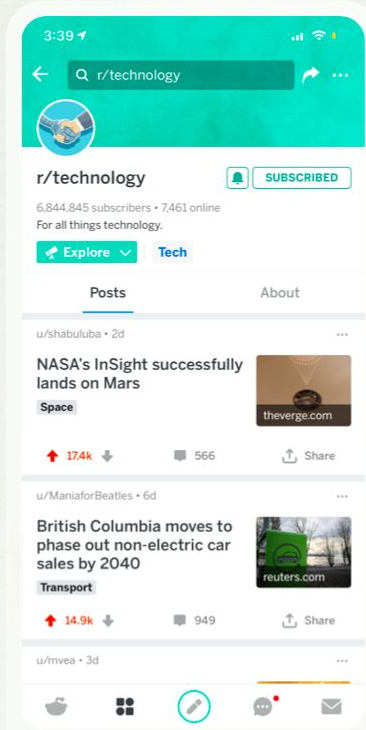
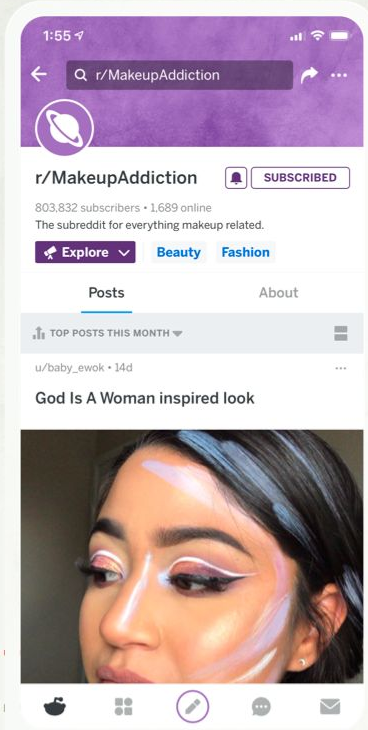
OUR STORY

Reddit is a network of over 100 thousand **communities** based on interests



COMMUNITIES

Where people discover the topics **most relevant** to them



of users who return do so for a specific community



CONVERSATIONS

And **discuss & upvote** content relevant to their communities

50k

WORDS
POSTED PER
MINUTE

2.5B

UPVOTES
PER MONTH

In honor of tomorrow being the first day of spring, here's a butterfly look!

r/makeupaddiction



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

r/IAmA



Fought my first Legendary Dragon after over 3,000 hours into this game. I'm the one in it's mouth.

r/gaming



Stitched these by hand for my gf. Took forever. I hope they turned out ok.

r/streetwear



OUR AUDIENCE

Relevant audiences

330+

MILLION
MONTHLY
VISITORS

TOP

5

US SITES

ACTIVE COMMUNITIES

OVER

100

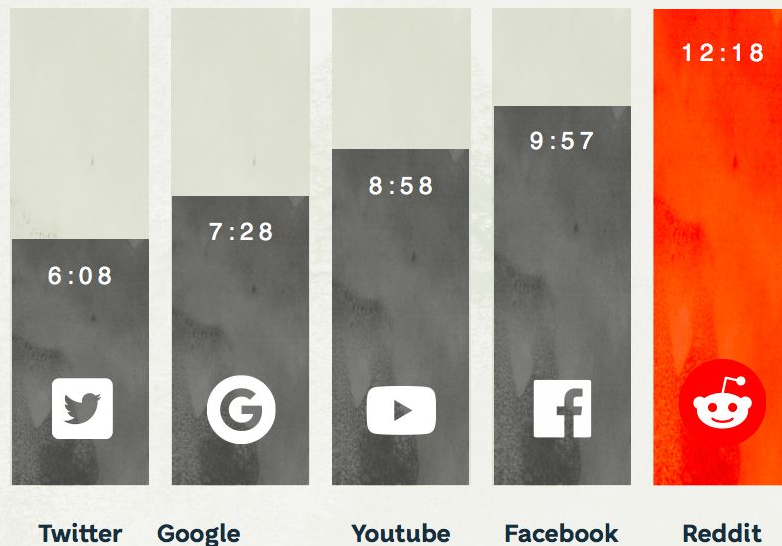
THOUSAND

SOURCE: Internal Data, Alexa.com, 2018

PHOTO CREDIT: Reddit Community r/analog

are more engaged

DAILY TIME ON SITE

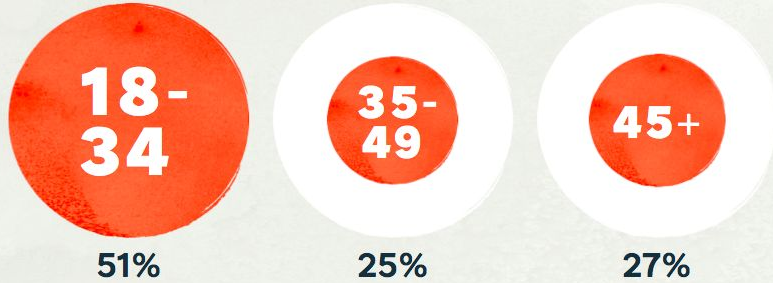


SOURCE: Alexa.com, 2018

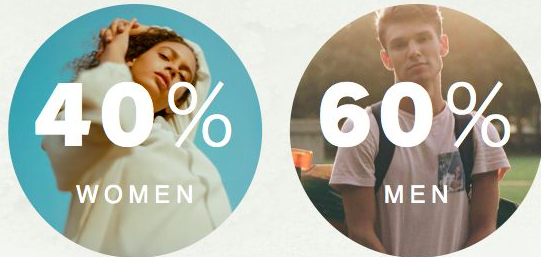


OUR AUDIENCE

US AGE BREAKDOWN



US GENDER BREAKDOWN



SOURCE: Comscore, 2018



MEDIAN HOUSEHOLD INCOME



SOURCE: Internal Data, Comscore, 2018



Media Partnerships



On-platform

Media organizations can create profiles on Reddit to develop their brands and engage with our users.

Partnerships components:

- AMAs (Ask Me Anything)
- Sustained engagement in target communities
- Unique activations

Best in class examples:


- [u/nationalgeographic](#)
- [u/washingtonpost](#)
- [u/Bravo_TV](#)

The screenshot shows a Reddit AMA (Ask Me Anything) session by the user [u/thenewyorktimes](#). The title of the AMA is "I'm Jennifer Valentino-DeVries, a tech reporter on the NY Times investigations team that uncovered how companies track and sell location data from smartphones. Ask me anything. :Journalist". The page features several comments from other users, such as [GaryOneNewsCrew](#) and [raney150](#), who are asking questions about the data collection process and the release of information. The AMA post itself provides a detailed explanation of the investigation, mentioning that the team interviewed over 50 sources and tested 20 apps to understand how location data is collected and used by various companies. The right sidebar shows the profile of [The New York Times](#), including their karma (18,084) and a "FOLLOW" button. Below the profile, there are links to "About Careers Press", "Advertise Blog Help", and "The Reddit App", along with a "TROPHY CASE (3)" section listing awards like "redditgifts rematcher" and "redditgifts Elf".



Case Study: National Geographic + r/superbowl

Reddit collaborated with NatGeo to create a series of original posts across various subreddits featuring owls, as well as hosting the first-ever AMA in r/superbowl.

r/Superbowl Posted by u/nationalgeographic 3 days ago  3.5K

I'm James Duncan, Director of Discover Owls. AMA!

Hi there! My name is James Duncan and I love to talk about owls. I have been studying owls for over 30 years. This quest has taken me to some amazing places around the world and has introduced me to some incredible people - the most important of which is my wife and fellow owl zoologist Patsy. Together we have captured, banded and released over 2,500 owls. Every job I had included some element of owl research, including supervising many graduate students researching owls as an adjunct professor at Canadian universities. In August 2018 I retired as the Director of the Wildlife and Fisheries Branch with the Government of Manitoba and formed a social enterprise company called Discover Owls (www.discoverowls.ca) to continue delivering owl education, research and conservation programs. Why owls? Because they are so mysterious!






Owls are a group of birds that have remained elusive and mysterious to societies around the world for millennia. As a result, owls have spawned a plethora of mythology that has often interfered with their conservation as the world is increasingly impacted by human populations. Research on owls has come a long way in the last few decades and has dispelled much misinformation about owls, but there is much we still do not know about most of the world's owl species. People protect things they care about, and science alone will not benefit owls if people do not value them. That is why, in addition to conducting research on owls, I am passionate about exchanging information about owls with everyone. I have delivered hundreds of owl lectures and over 300 live owl presentations to school classrooms, retirement homes, and various corporations and organizations. In addition to many scientific journal articles on owls, I have written three books for the public on these fascinating birds, the most recent is *Owls of the World* published in fall 2018 by John Hopkins University Press (<https://jhupbooks.press.jhu.edu/title/owls-world>)

In addition to the aforementioned 2018 book, here are some of my other research papers and books:


- My research papers: (https://www.researchgate.net/profile/james_duncan6).
- Duncan, J.R. 2013. *The Complete Book of North American Owls*. Thunder Bay Press. San Diego, CA. 192 pp.
- Duncan, J.R. 2003. *Owls of the World*. Key Porter Books, Ltd. Toronto, ON. 310 pp.

There is a diverse array of about 240 owl species in the world, from the diminutive pygmy owls to the enormous eagle owls, so AMA!


Proof: <https://i.redd.it/rofi1xp2vid21.jpg> <https://twitter.com/NatGeo/status/1092167688447766529>






237 Comments  Share  Save  Give Award  Hide  Report

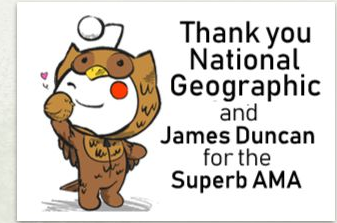
99% Upvoted

r/Superbowl Posted by u/nationalgeographic 3 days ago  3.5K

Welcome to our half-time show of only the most superb owls



77 Comments  Share  Save  Give Award  Hide  Report



r/Superbowl Posted by u/nationalgeographic 3 days ago  3.5K

The oriental bay owl's huge black eyes also have white lids with slits that allow them to literally see with their eyes closed



77 Comments  Share  Save  Give Award  Hide  Report



Off-platform

Publishers can source from Reddit to create uniquely engaging, original content across media formats.

How we've worked with partners:

- ◆ Editorial series
- ◆ Newsroom trainings
- ◆ Original video
- ◆ Podcasts

8. This septic tank looks like it's getting ready to present Simba to the Pride.

My friend's septic tank looks like Rafiki from Lion King



r/mildlyinteresting · SweetSound · 1y ago
62526 points · 617 comments

9. And this faucet may remind you of a certain animation.

This sink faucet looks like the squirrel from Ice Age



r/mildlyinteresting · ThoseWhoHaveHeart · 1y ago
46847 points · 632 comments



Case Study: Cheddar

Reddit collaborated with Cheddar to create an original video pilot sourced from an AMA with David Nutter, the director of Game of Thrones

Posted by u/CheddarLIVE 1 month ago

I am David Nutter, Director of Game of Thrones season 8 and short film Rising. Ask me anything!


AMA

I'm David Nutter director and producer best known for Game of Thrones, The Pacific and Band of Brothers. My latest film is the short, **RISEING** a powerful extension of the Love Has No Labels campaign. I hear you all know a bit about GOT so, here's that. Proof: <https://i.redd.it/hullf9mepd411.jpg>

EDIT:
Thank you everybody at Reddit. It's been a great experience doing this, this is my first AMA. And remember, the winter is coming still on Game of Thrones.

432 Comments · 5 Like Award · 3 Share · 3 Save · 18% Upvoted

ADVERTISEMENT



This thread has been locked by the moderators of r/gameofthrones
New comments cannot be posted

SORT BY: TOP

- u/CheddarLIVE · 1 month ago · 100% Upvoted
Thanks so much to David for doing this AMA, for answering so many questions ... and for his directing on the show <3 Also a big thanks to reddit and u/Cheddar for making this happen ps. since he hasn't shilled it, I'd like to do it for him - you can find out more about [icedollar.com](https://www.icedollar.com) by clicking [here](#)
5 Like Award · Share · Report Save · 1 more reply
- u/Thomas234567 · 4 months ago · 231 points
Hi David, thanks for doing this!
So DAD have said on multiple occasions that "The Red Wedding" - literary serial killer George R. R. Martin's crowning jewel - was the specific moment in the books that inspired them to adapt the Song of Ice & Fire novels into a series. With that being the case as well as the event being incredibly infamous in a love to hate kind of way among fans, how much pressure did you feel when directing that episode in terms of creating the same level of an emotional blow on screen as everyone had when they read it for the first time?
Also, obviously you can't go into any real detail here, but do you believe anything in season 8 will generate the same level of shock and heartbreak as those last few minutes of Castamere?
5 Like Award · Share · Report Save
- u/zhkq11 · 4 months ago · 172 points
I remember I was shooting season 5 in Iceland and Dan took me to a restaurant in Reykjavik and we had a multi-course, multi wine dinner and wanted to talk to me about directing Red Wedding trying to talk me into it. Well, he didn't have to talk me into it, I was looking forward to doing it very much - and I hadn't read the books cause I wanted to let the creative people take control of their own work. So I had to let the creative people take control of their own work. I think

Posted by u/CheddarLIVE 1 month ago

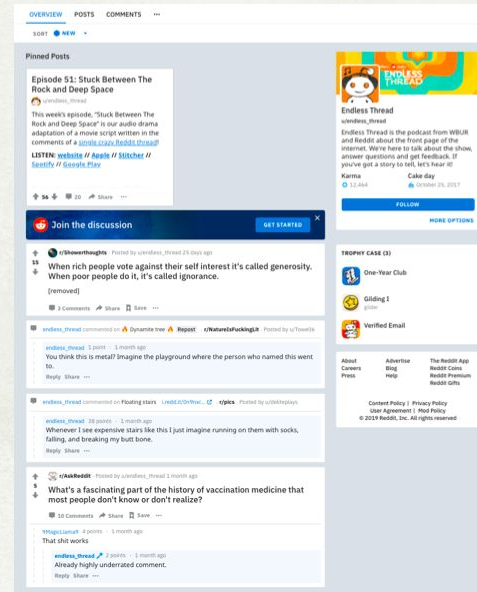
[Spoilers] Do you remember the David Nutter AMA from November? We filmed a video during that AMA and want to share it with the r/gameofthrones community.

Spoilers



Case Study: Endless Thread (WBUR)

Now in its second season, Reddit has collaborated with Boston's NPR station, WBUR, to produce an original podcast featuring unique stories found across the world of Reddit.



Q&A

