



Reddit 101 for PR Pros

Dos

Private message a Reddit user directly

- Do not publicly post a media inquiry within a community
- Be upfront about who you are and your professional affiliation
- Individual reporters often use a work-affiliated account when communicating with users
- Consider creating an alt-account for tasks like story research

If you are looking to engage with someone for a story, be transparent

- Provide a top-level story narrative, as applicable
- Be explicit about the post, comment, thread or community you're referencing
- Are you requesting an on-the-record interview or background statement?

Remember that pseudonymity is core to the Reddit experience

- Many users join Reddit to seek support or advice on sensitive topics
- Some redditors may be reluctant to reveal their identities or personal information and may ask you for additional proof of identity or association
- Do not ask redditors to tell you their names. Instead, ask if they are comfortable sharing that information

Follow Reddit's rules and content policies

- While participating, it's important to keep in mind this value above all others: show enough respect to others so that we all may continue to enjoy Reddit for what it is

Don'ts

Promotion without participation

- Think of starting in a new community like going to a cocktail party; you want to get to know the other folks there, not just talk about yourself
- Reddit thrives on user participation, and this includes publishers
- Be mindful of where linking to your own content will enhance the dialogue

Engagement without understanding the audience

- Some communities gather to share news, others are more personal
- Context is key

Improper attribution

- Be a good neighbor
- When sourcing from Reddit, be sure to use embeds to provide credit to the user/community that generated the content