



Front Page News!

A look at reaching the top of Reddit

Intro to Reddit

- Quick Terminology
 - Upvotes vs Comments
 - r/WhereToPost
 - r/WhenToPost
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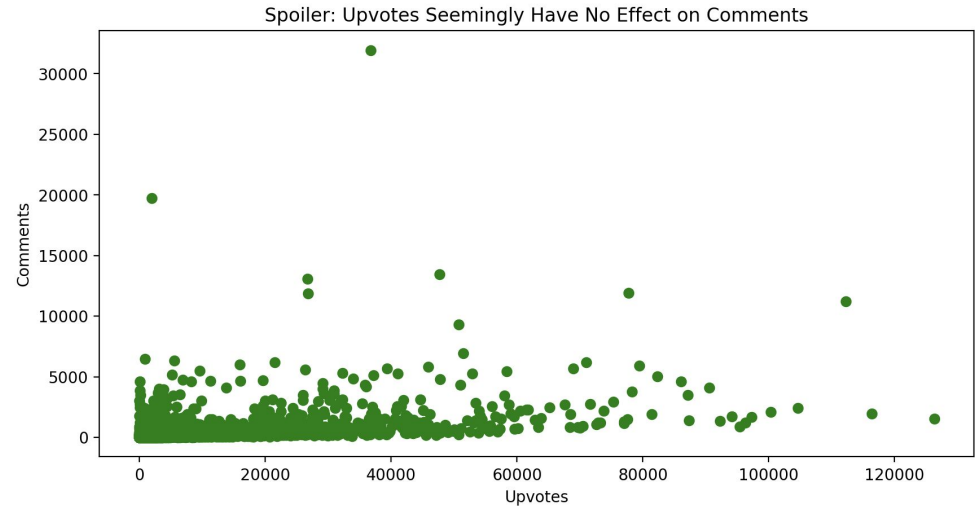
r/Terminology

- Subreddits
 - Upvotes
 - Karma
 - Comments
-

Upvotes vs Comments

How do we approach engagement on Reddit?

- Upvotes
- Comments



politics	79
funny	76
The_Donald	72
offlineTV	68
dankmemes	67
aww	64
FortNiteBR	64
nba	61
FireEmblemHeroes	61
rupaulsdragrace	60
DDL	59
Rainbow6	59
gaming	58
Animemes	58
PewdiepieSubmissions	57
GlobalOffensive	57
hockey	57
PrequelMemes	56
CryptoCurrency	56
memes	56
BlackPeopleTwitter	55
tumblr	55
CringeAnarchy	55
CBTS_Stream	54
soccer	54
kingdomcome	53
MGTOW	53
AskReddit	53
pics	52
leagueoflegends	52

r/Wheretopost?

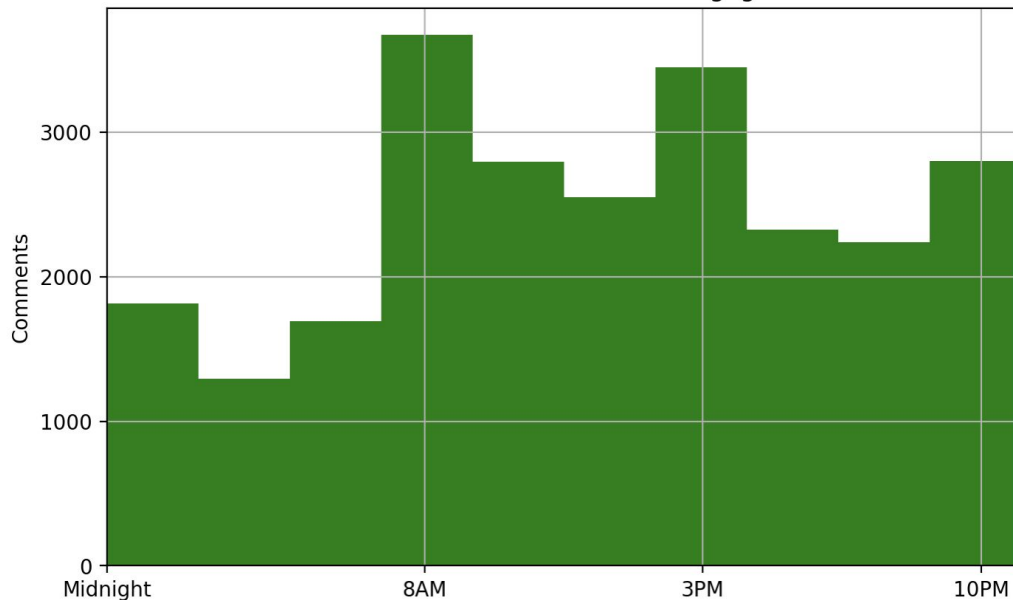
The subreddits that appear with the most frequency on the frontpage have the greatest engagement.

As a news organization, we can see that Reddit users are actively engaged in politics today.

Other categories involve various forms of entertainment (funny, dankmemes, videogames, etc.)

r/WhenToPost

Hours Posts Have the Greatest Engagement



- Right before the day starts
 - Mid-day slump
 - Right before bed
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KARMA



KARMA EVERYWHERE

Further Exploration

Scraping less for longer. The reddit front page goes through a steep decline in engagement after the first few pages.

It would be best to extend the duration of the data collection. The current analysis takes place over 4 days.

This also allows us to see if the timing of the scrape affected the analysis (hot button issues of the week).

Key Takeaways

- Post within controversial or humor-related subreddits
 - Have your post ready either early in the day or late in the evening
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