If you’re like me, you too want to learn how to write successful posts on reddit. It’s fun to engage the community and hear what others think, but I’m sure above all else the sweet sweet karma calls to you. After some analysis using various models in combination with natural language processing, I think I’ve found a solution to this problem. Hopefully after walking through my approach to this problem you’ll be able to use these techniques yourself and apply them to any subreddit. Ultimately, this should allow you to write high quality posts and rake in the karma.

As someone who has browsed reddit for many years but posts infrequently, I’ve always been curious what tactics people employ to write quality posts. I thought I would examine this problem within the context of the data science subreddit. This seemed appropriate considering that it has a balance of technical information and engaging content. It may be unsurprising that the key is to understand your audience. That being said, we can develop a methodology using data science and natural language processing to gain deeper insights to which exact keywords our audience is picking up on for any given subreddit.

The data science subreddit tends to be focused on people wanting to break into the data science field and as a result the highest scoring posts are job search related questions or success stories. However, beginner questions appear to be looked down upon. If you are a beginner make sure to read the sidebar, observe all subreddit rules, and consider posting your question to an alternate subreddit like r/learnpython or r/askstatistics if the question is not job search related.