



Reddit 101: How Reddit Works

1

You create a username. Congratulations, you're a redditor!

Your username is now your pseudonym for interacting on Reddit.

2

Now, you can post things, comment on things, and vote on posts and comments other redditors made.

Reddit uses votes to understand what posts and comments are most valuable — the most upvoted stuff rises to the top, the downvoted stuff sinks to the bottom.

3

Every subreddit is its own community, and the Front Page is made up of the top content from each subreddit.

Everything from cute animals (r/Aww) to politics (r/Politics) to random stuff like drunk knitting (r/DrunkKnitting) has a place in Reddit's 138,000+ monthly active communities.

4

Reddit has two important feeds — a Front Page that's customized to each user and a Popular feed that shows the top content across Reddit.

By subscribing to communities that are relevant, redditors curate their own Front Page, but redditors also love to see what's popular worldwide at any given time.

Why is Reddit so popular?

Our top content is curated by our users.

With 29MM+ votes per day, Reddit is where the Internet democratically decides the best content on the Internet right now.

Reddit is the Internet's home for conversation.

Where most social platforms love quick, snackable content, redditors communicate in long form writing and lengthy debate.

Reddit is made by redditors.

Every community on Reddit is created and run by volunteer "moderators" — passionate volunteers who keep every community organized.

How can I use Reddit right now?



Get collective audience and content insights!

Find a community that's relevant to you or your vertical. Then, click on "Top" to see the most upvoted, favorite pieces of content for that specific community.



See what the whole Internet is excited about!

Browse Reddit's "Popular" feed to see what the entire Internet has decided is the most interesting stuff today.



Find out what's driving traffic to your site!

Use the URL www.reddit.com/domain/www.YOURDOMAINHERE.com to see all of the posts on Reddit driving traffic to your website. You can sort by "Hot" (recent stuff), "Top" (highest voted stuff), "New" (the most recent stuff), and "Controversial" (the stuff most split between upvotes and downvotes).