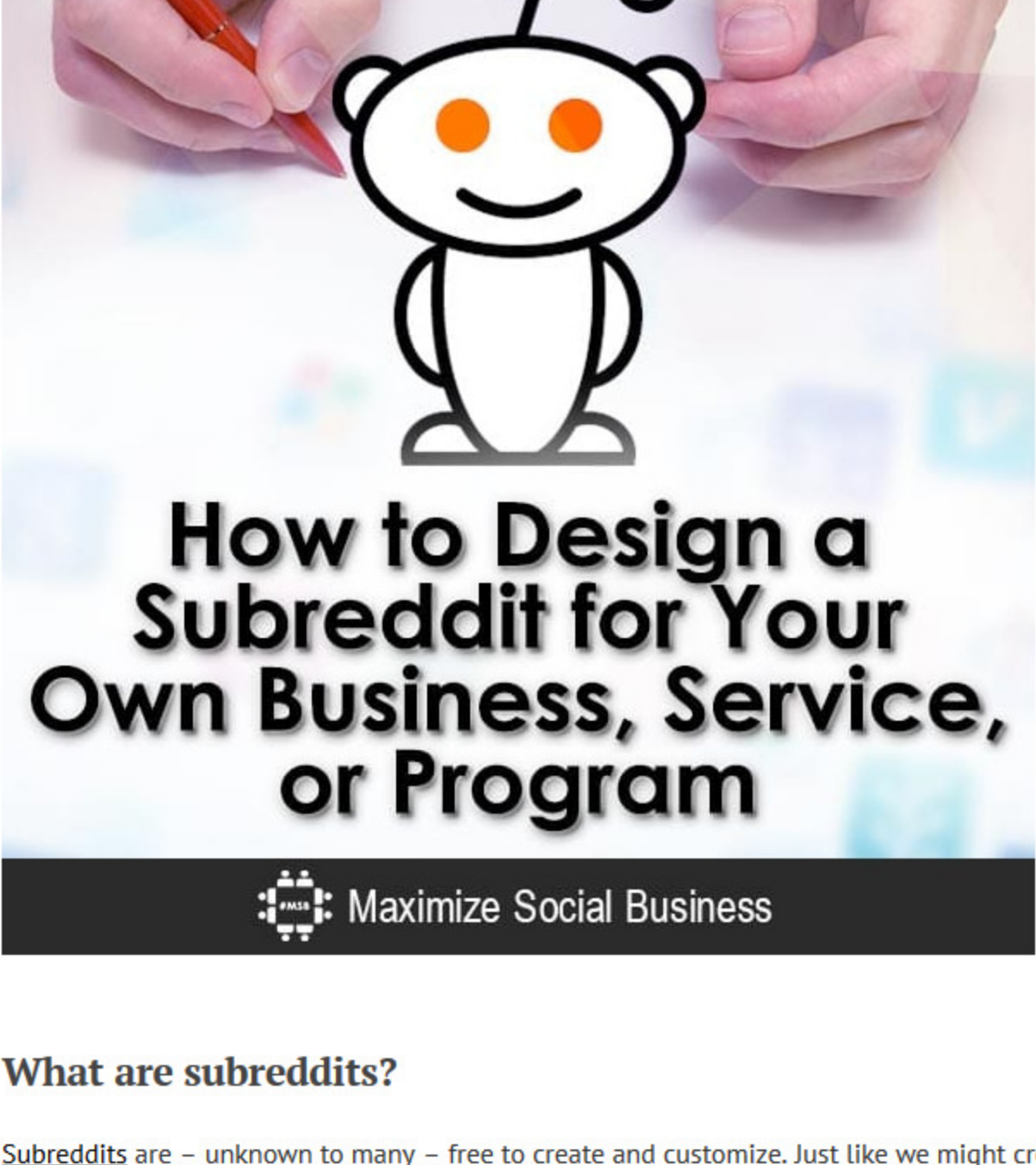


How to Easily Create a Subreddit for Your Own Business, Service, or Program

by [Jesse Aaron](#)



What are subreddits?

Subreddits are – unknown to many – free to create and customize. Just like we might create our own forum or Facebook group, a subreddit bears many similarities to these platforms.

- It has a theme: we can designate what type of content and discussions are appropriate and which are not.
- It has rules: we can warn users ahead of time about what type of content, discussions, and general social etiquette will be removed or approved.
- It can be public or private
- They can be discovered (if public)
- They're free to create
- People can post any type of media
- They're easy to share

Why should businesses create a subreddit?

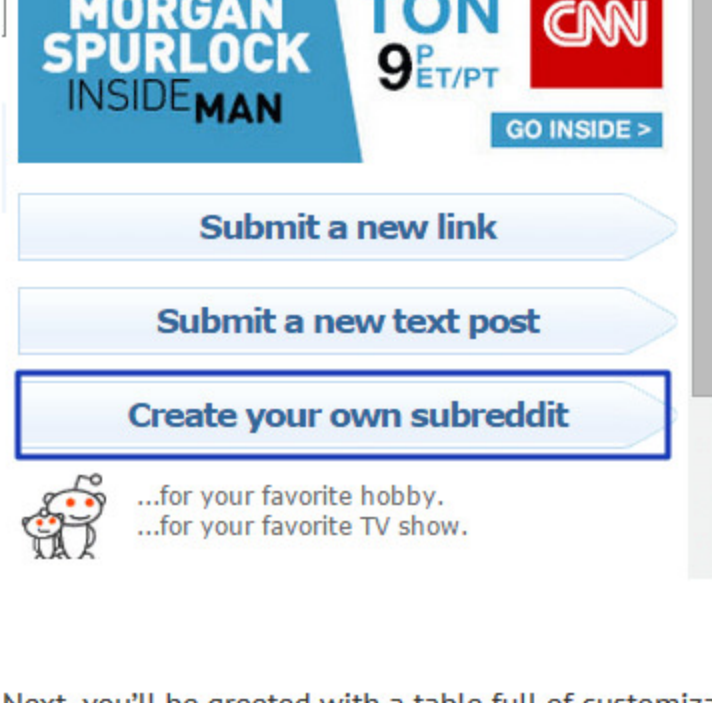
Businesses can – and have – created subreddits for a variety of reasons:

- Startups can grow faster and more efficiently when users can easily and quickly share their feedback and suggestions, along with developers/designers being able to ask direct questions to users for improving/adding/removing features.
- Larger brands can create subreddits for the sole purpose of a game or contest which many redditors are fond of.
- A common theme is to create a subreddit based on specific community contributions; such as tips, guides, photos, etc. For example a plumbing company might create a light-hearted subreddit for anyone to post pics of leaky faucets or broken water pipes. While the content itself is humorous in nature, the sidebar could display links and helpful information provided exclusively by the plumbing company. With enough popularity/traffic they could actually get some referrals and social traction, which is pretty impressive for a plumbing company.

How to create a subreddit, step by step

The only pre-requisite to creating a subreddit is having a reddit account. If you don't have one already, simply create one – it's free and easy.

On the homepage, In the right-hand sidebar, located and click the **create your own subreddit** button.



Next, you'll be greeted with a table full of customization options. To learn what each option does, simply reference the image below:

reddit

CREATE A SUBREDDIT

name

no spaces, e.g., slashdot

Enter the name of your subreddit

title

e.g., slashdot: news for nerds, stuff that matters

Enter your slogan

description

publicly describe your subreddit for all to see, 500 characters max.

Describe your subreddit

reddiquette formatting help

sidebar

shown in the sidebar of your subreddit, 5120 characters max.

Synopsis of subreddit, rules, images, helpful links, and any other vital information.

reddiquette formatting help

submission text

text to show on submission page, 1024 characters max.

"Helper" text to make sure people submit appropriate content

reddiquette formatting help

language

English [en]

Choose public, restricted, or private

type

public

anyone can view and submit

restricted

anyone can view, but only some are approved to submit links

private

only approved members can view and submit

content options

any

any link type is allowed

links only

only links to external sites are allowed

text posts only

only text/self posts are allowed

Custom label for submit link button (blank for default):

Button text for submitting a link

Custom label for submit text post button (blank for default):

Button text for submitting a text post

wiki

Select wiki permissions

disabled

Wiki is disabled for all users except mods

mod editing

Only mods, approved wiki contributors, or those on a page's edit list may edit

anyone

Anyone who can submit to the subreddit may edit

Subreddit karma required to edit and create wiki pages:

100

Account age (days) required to edit and create wiki pages:

0

spam filter strength

high is the standard filter, low disables most filtering, all will filter every post initially and they will need to be approved manually to be visible.

links:

low

high

self posts:

low

high

comments:

low

high

Select spam filtering options

other options

viewers must be over eighteen years old

☒ allow this subreddit to be included /r/all as well as the default and trending lists

☐ show thumbnail images of content

☐ exclude posts by site-wide banned users from modqueue/unmoderated

☐ make the traffic stats page available to everyone

☐ collapse deleted and removed comments

Minutes to hide comment scores:

0

Custom wait times before users can see others' comment scores

Thousands of subreddits have their own unique customization. It helps personalize the experience and add variety to the collection of communities on reddit. For example, let's peek at the Apple subreddit:

The notable up and down arrows, navigation bar, logo position, links, colors, and sidebar are all completely customized. As such, the out-of-the-box style for a subreddit is pretty bare-bone. Let's use a fictional example for a business that might not seem reddit/social media savvy like a tax or legal firm. While we could simply make a subreddit to post our own content like guides, tutorials, and videos, that would defeat the communal nature of reddit. Instead, we might go with a theme like "tax tips" – yeah, let's go with that.

After filling out the settings and name for our subreddit, we get the bare-bone layout you see below:

While most business owners will be passing off the actual design onto their capable CSS-gurus, the following should prove as a helpful reference when attempting to target and alter the main elements and features of a subreddit.

A quick and popular way to implement a custom subreddit theme is to install **Naut**, a pre-built, modernized CSS framework.

In just a few minutes I had a custom header running and the rest of the theme styled with Naut:

This can make it easy to go in and change all of the self-explanatory classes to our desired styles. As far as content goes in this example we've created an opportunity for tax and legal professionals of all corners in the world to contribute advice and tips. This presents opportunities for accounting firms to collaborate and contribute relevant content. Many of them already have helpful strategy and guide sections, such as tax strategies for business owners, but they could be grabbing more exposure contributing them to a highly trafficked community.

If the Naut style doesn't suit your taste consider checking out a **variety of other themes** you can simply download and implement for your own subreddit.

As far as starting from scratch goes, let's go from the top down. In general you'll find it useful to have the **reddit styling** **wiki** up in tandem with the information below.

Tips & Links for Customizing from Scratch

To view all of the main selectors you'll be using [click here](#). This includes everything in the HTML, body, header, content, link listings, rank, vote area, score, thumbnails, entry, and comment area. This is what your in-house designer or coder friend will want to reference if you're not attempting this yourself.

Customizing the logo:

The default logo image is 120x40.

The modified version can be of any dimension or file size, but is recommended to keep it no wider than 300 and shorter than 100. The file size is strongly recommended to be within 100Kb as not all users have 10MB+ connections.

Customizing arrows: [view this guide](#).

A good size for the header background: 1920 x 180

Customizing the submission page:

Please [refer to this guide](#) to access all the elements on the submission page. This includes:

- Tabs: link & text
- Submission content body
- Description
- Title box
- URL box
- text box
- reddit box
- Submit button (you can also [view this wiki](#) for more details on custom submit buttons in the sidebar).

Other helpful code snippets you might need:

- Change the "readers" and "users online" fields
- Hide down vote arrows
- Highlight post titles that contain a specific word (you could use this to allow members to filter between advice and tips)
- [View all common snippets here](#).

I hope that helps as I know that there are not many resources packed into one place when it comes to **customizing subreddits**. Hopefully this will provide you, as a business owner, with enough options as far as delegating the task out to someone in-house/freelance. For those with basic knowledge of HTML/CSS it should be relatively simple to download one of the ready themes and set it up for your own subreddit.

This site uses Akismet to reduce spam. [Learn how your comment data is processed.](#)

Neal Schaffer

About Neal Schaffer

Influencer Marketing Services

Social Media Speaker

Social Media Consulting

Social Media Books

Neal's Social Media Blog Posts

Neal's Social Media Podcast

Social Media Center of Excellence

Hire Neal

Write for This Blog

Popular Blog Categories

Instagram Marketing

Twitter Marketing

LinkedIn

Facebook Marketing

Content Marketing

Social Media Tools

YouTube & Video Marketing

WeChat and China Social Media

Social Media for Nonprofits

Social Media Strategy

Free Ebooks

Maximizing LinkedIn for Business

How AI is Revolutionizing Influencer Marketing

How to Build an Employee Advocacy Program

Focused Social Selling

The Social Media Tools for Business Guide

More Social Media Resources

Recommended Social Media Books

Recommended Social Media Resources - Apps, Tools & More!

Recommended Social Media Conferences

Recommended WordPress Plugins

Search This Site

Search

Follow Me

FOLLOW ME!

LOOKING TO BETTER LEVERAGE

LINKEDIN?

LEARN THE LATEST ABOUT

INFLUENCER MARKETING

USE THE SOCIAL MEDIA DASHBOARD

THAT I USE!

Everything you need to boost your Fanpage

Free trial!

ABOUT NEAL

Neal Schaffer is a leader in helping educate executives and professionals on social media as well as in implementing successful social media strategies for businesses. CEO of the social media agency PDCA Social, social media educator at Rutgers University and the Irish Management Institute, social media keynote speaker who has spoken at hundreds of events on four continents, and author of three social media books, Neal is a true innovator and influencer in the growing world of social media for business.

SEARCH THIS SITE

Search

CATEGORIES

Select Category

Join my newsletter!

Subscribe to get my latest content by email as soon as I publish it.

FIRST NAME

EMAIL ADDRESS

SUBSCRIBE

Neal Schaffer

About Neal Schaffer
Influencer Marketing Services
Social Media Speaker
Social Media Consulting
Social Media Books
Neal's Social Media Blog Posts
Neal's Social Media Podcast
Social Media Center of Excellence
Hire Neal
Write for This Blog

© 2008 – 2019 WINDMILLS MARKETING · PRIVACY POLICY · TERMS & CONDITIONS · CONTACT