

# ALL ABOUT REDDIT



With [430 million](#) monthly users, Reddit is the sixth most popular website in the world, ahead of Twitter, Amazon, Instagram, and Netflix. The site labels itself “the front page of the Internet,” and there is definitely something for everyone. Users can join subreddits, or communities that share a common theme. The average Redditor is a young, American male, and users’ incomes generally mirror those of American society at large.

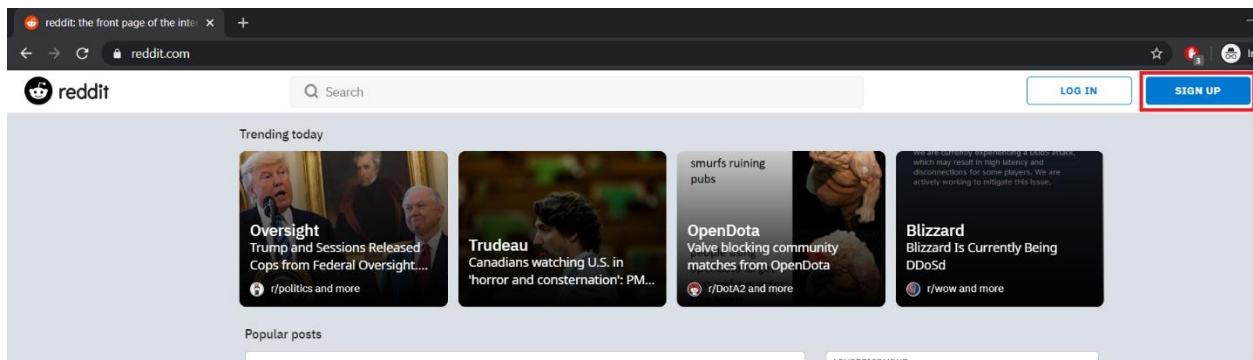
It should be noted that on Reddit, digital marketers should not use the same cookie-cutter approach as Facebook and Twitter. Redditors are extremely protective of their subreddits and dislike brands that try to hijack their communities for personal gain. In fact, some users have been known to create bots that [detect and flag](#) automated posts. If users don’t like your posts, they can make it difficult for you to use the platform. If users do like your content, it is very easy for it to go viral, since other platforms draw heavily from Reddit’s front page.

Therefore, suggest that you delay automation for a while and engage with the platform as a user first so that your Reddit marketing campaign doesn’t backfire. Here’s what that means:

- Figure out the vibe of the group. What type of language do they use? What sorts of jokes do they tell? How can you fit in and gain their trust?
- Content is king everywhere on the Internet, and this is particularly true for Reddit. What knowledge and value can you provide without overtly promoting your brand? Case-in-point: a timelapse video of how to do an oil change will get a much more positive reception than a “come over to our shop and get 25% off an oil change” ad.
- Put away your bag of marketing gimmicks and focus on providing value. Redditors are overly skeptical and can smell that from a mile away.
- [Monitor](#) where your product is being talked about and try to add value there.
- Look into what a [good Reddit marketing campaign](#) looks like. Contrast that with other social media networks and see what your brand needs to do to be successful.

The majority of IcyFire’s negative feedback comes from clients who try to automate Reddit too quickly. They wonder why none of their posts are showing up on Reddit, assuming that it is a problem with our website or servers. After some investigation, they learn that they have been banned by the moderators for breaking the subreddit’s self-promotion rules. Hopefully you can learn from their mistakes and not have your brand blacklisted by a group of potential fans.

The point we are trying to make is that there is no one-size-fits-all approach for Reddit, and you need to feel it out before you start automating. We recommend operating your Reddit account manually until you reach more than 1,000 karma in your target subreddits. Once you understand your communities well enough to get that much karma, you can think about automation strategies that will have positive reception. Good luck out there!



**Step 1.** Go to [www.reddit.com](https://www.reddit.com) and click “Sign up” in the top-right corner.

A screenshot of the Reddit sign-up form. On the left is a vertical decorative bar with diagonal stripes in blue, orange, and red. The main content area has a white background. At the top, it says 'By having a Reddit account, you can join, vote, and comment on all your favorite Reddit content.' Below this is an email input field with the placeholder text 'EMAIL' and the entered email 'admin@a1-car-repair.biz'. A blue checkmark is visible on the right side of the input field. Below the input field is a blue button with the text 'NEXT' in white, which is highlighted with a red rectangular box. Underneath the button, it says 'Already a Redditor? LOG IN'. At the bottom, it says 'By continuing, you agree to our User Agreement and Privacy Policy'.

**Step 2.** Enter an email address and click “Next.”

## Choose your username



Your username is how other community members will see you. This name will be used to credit you for things you share on Reddit. What should we call you?

CHOOSE A USERNAME  
A1\_Car\_Repair

PASSWORD  
.....

☐ I'm not a robot

reCAPTCHA  
Privacy · Terms

Here are some username suggestions

[Majestic\\_Bonus461](#)

[Impossible-Sherbert5](#)

[Financial-Cod-9996](#)

[FunSatisfaction6095](#)

[Puzzleheaded\\_Bite299](#)

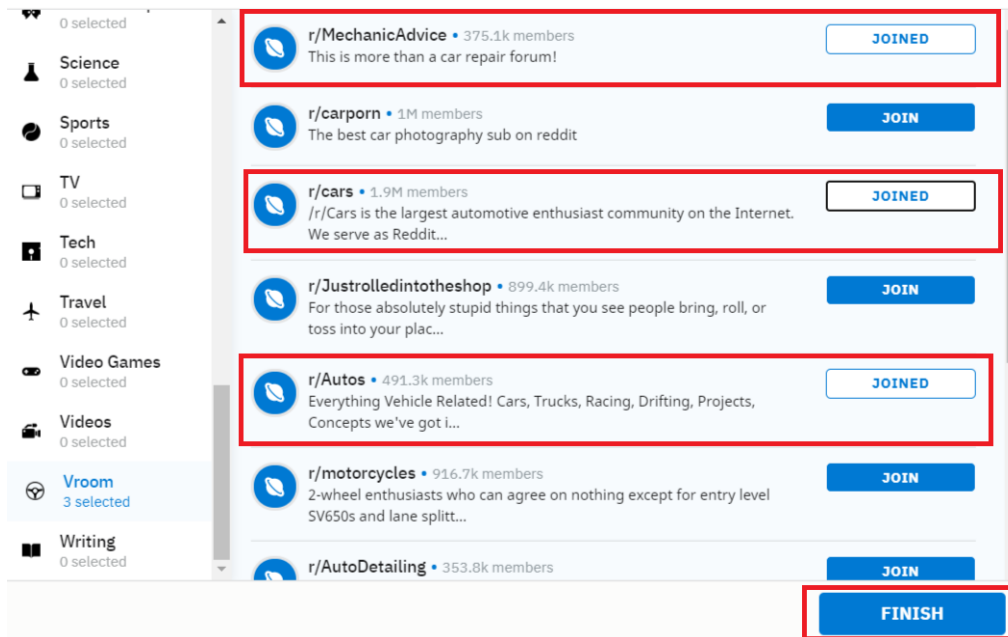
[Back](#)

**SIGN UP**

**Step 3.** Pick a username that represents your business, as well as a strong password. When you're finished, complete the Captcha and click "Sign Up".

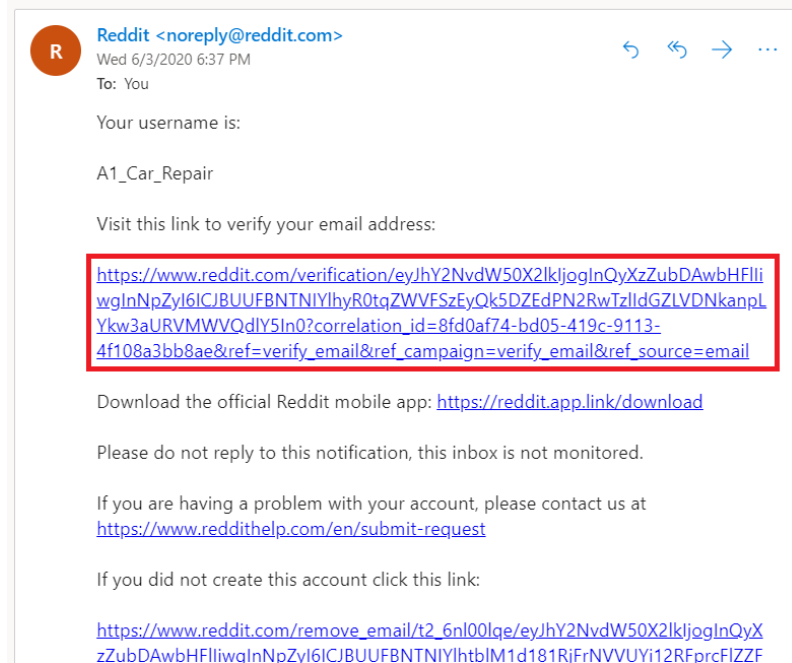
### Find communities by topics you're interested in.

Reddit is filled with interest based communities, offering something for everyone.  
Reddit works best when you have joined at least 5 communities.

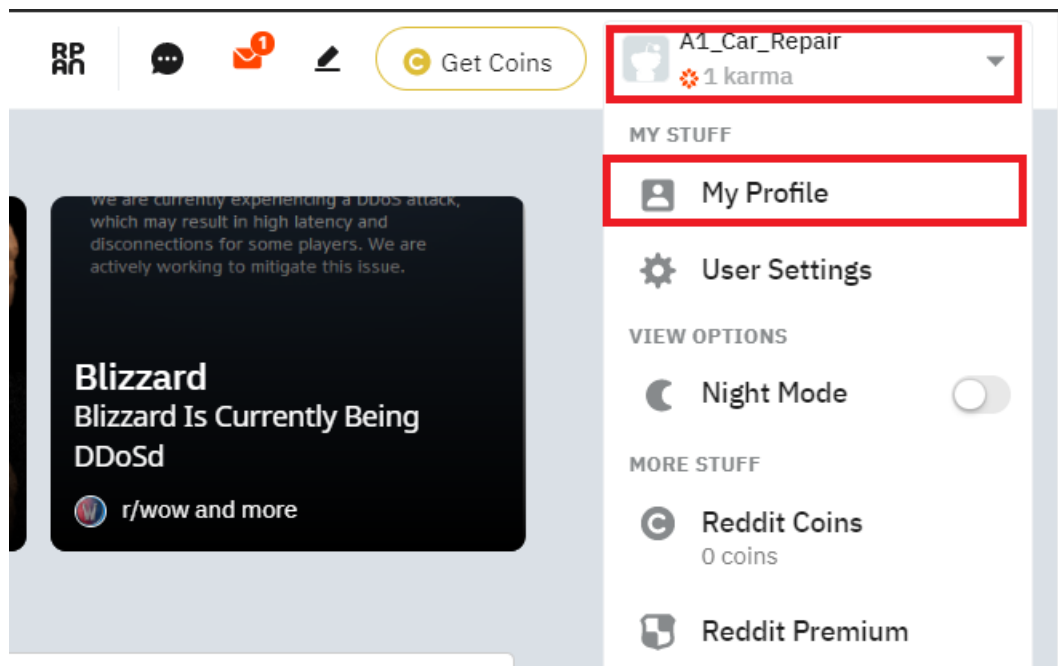


**Step 4.** Find some communities that relate to your business. Since A1 deals with car repairs, I joined “r/MechanicAdvice”, “r/cars”, and “r/Autos.” (The r/ in front means that it is a subreddit, or community that talks about a certain topic.) Click “Finish” when you’re done.

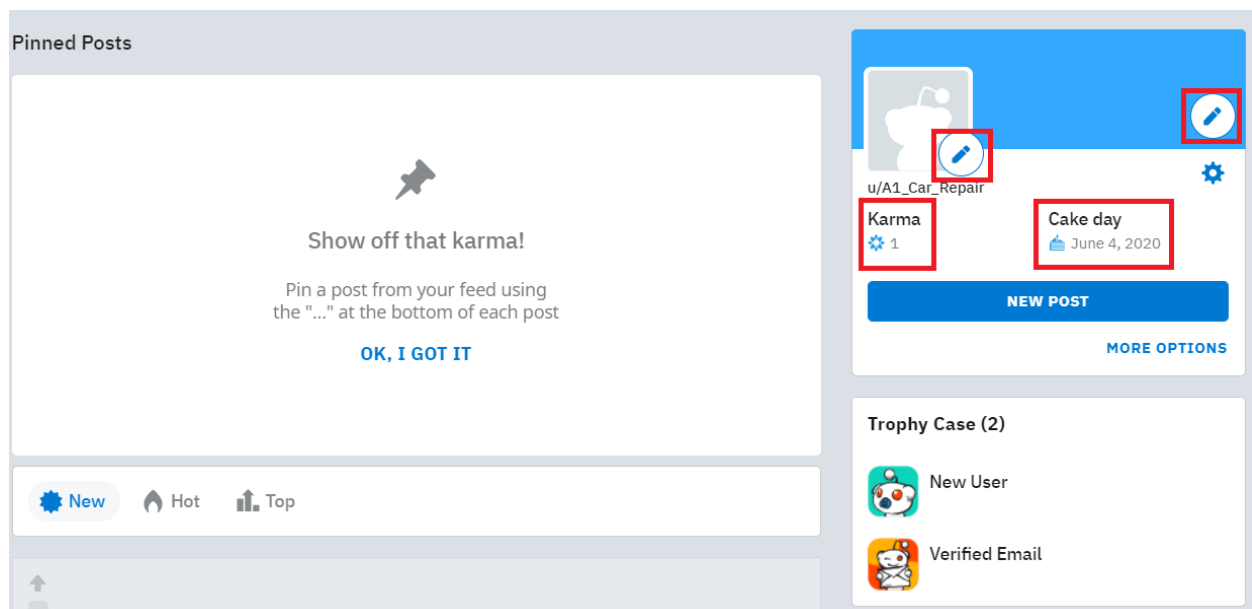
### [reddit] verify your email address



**Step 5.** Go to your email and find the verification email from Reddit. Click the link to verify your account.



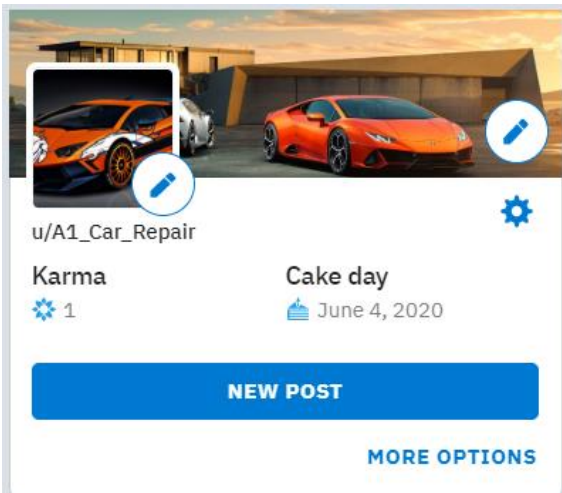
**Explore your account.** Click your username in the top-right corner of the screen. In the drop-down menu, click “My Profile.”



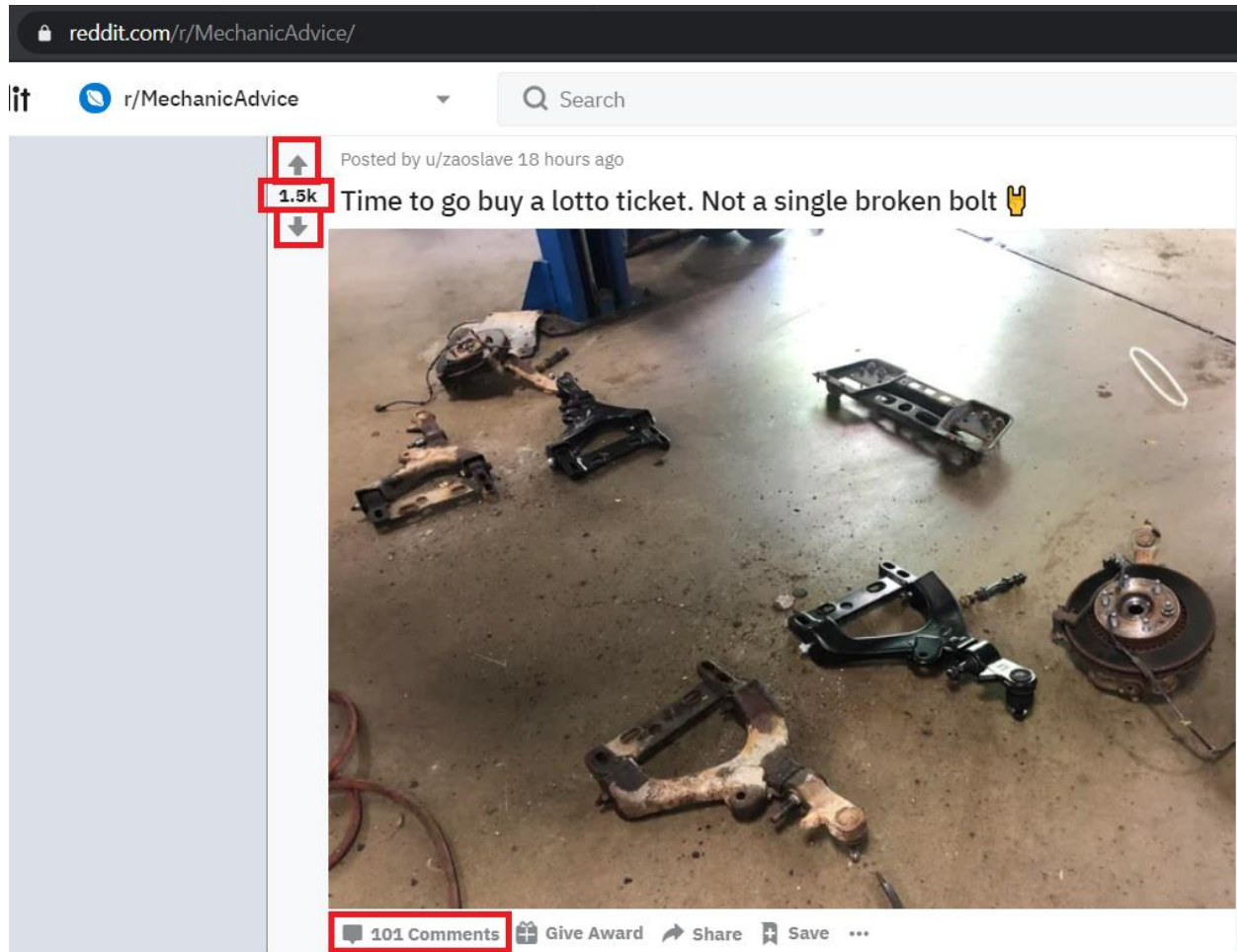
Karma is similar to likes on Twitter and Tumblr, except people can also un-like your posts and comments. If people like what you have to say, you will have a lot of karma. If people don't like what you have to say, you will have negative karma. You need a certain amount of karma to post on certain subreddits.

Cake day is when you joined the site (kind of like your Reddit birthday). You have a u/ in front of your username because it's your username.

You can change your profile and banner photos by clicking on the pencil icons.



That's better. Now let's see what posts look like on Reddit. Let's head over to the Mechanic Advice subreddit by typing [www.reddit.com/r/MechanicAdvice](http://www.reddit.com/r/MechanicAdvice).



On the side of the post, we see an up arrow, “1.5k”, and a down arrow. The up arrow allows us to “upvote,” or give karma to the author. It’s equivalent to liking a post on Facebook, Tumblr, or Twitter. The down arrow allows us to “downvote,” or take away karma from the author. It’s like unliking something. “1.5k” means that 1,500 people have upvoted this post. Let’s write a comment!

Comment as [A1\\_Car\\_Repair](#)

Dang! We need someone like you at our shop!

**B** *i* ... [Markdown mode](#) **COMMENT**

SORT BY **BEST** ▼

Ambivadox 242 points · 18 hours ago  
I wouldn't buy a lotto ticket after that... your luck is gone for the day.  
 Reply Give Award Share Report Save

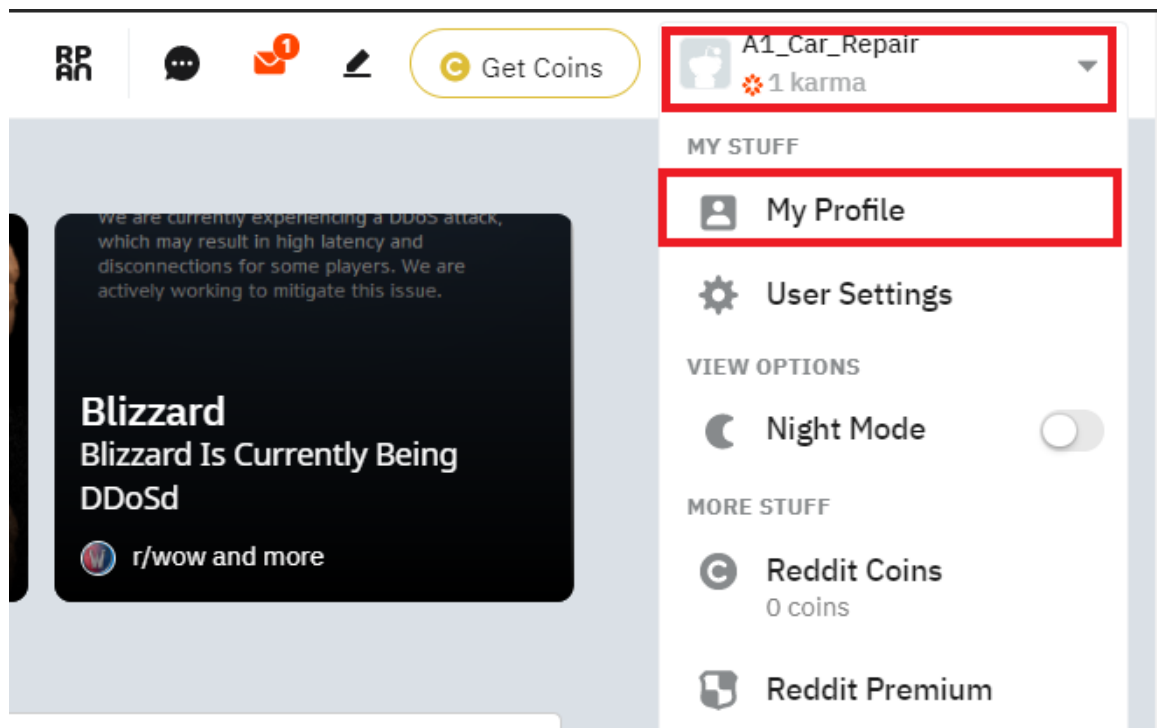
↑ Tigermate 66 points · 17 hours ago  
↓ What this guy said.  
 Reply Give Award Share Report Save

↑ **zaoslave** 53 points · 16 hours ago  
↓ Hahaha good point !!  
 Reply Give Award Share Report Save

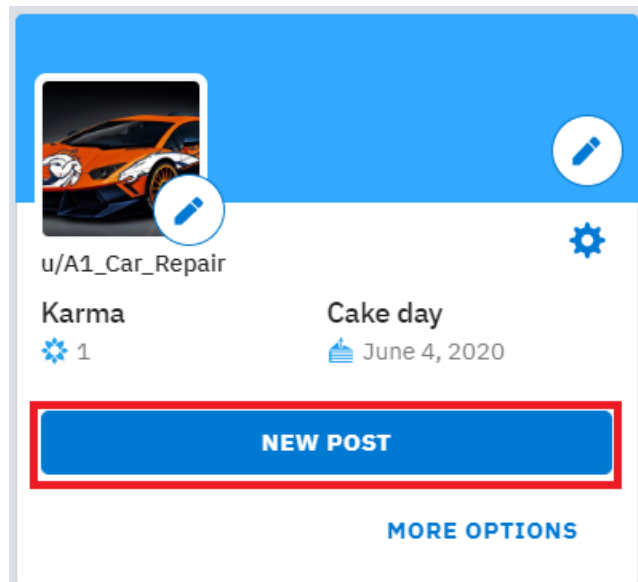
If I wanted to comment, I could type my response and click “Comment.” Notice that u/zaoslave is the author of the post, so when he comments, he has a microphone icon by his username.

Reddit is a bit different than other platforms when it comes to promoting your business. Most subreddits have moderators who maintain quality. If they see you promoting your business or advertising, they may ban you from posting. Other users may also downvote you, so be careful. If you do choose to engage with existing subreddits, make sure to do so as a human, not as a corporation. Offer advice, have a sense of humor, and bring personality to your conversations. Don’t try to advertise, promote, or sell.

You can also post directly on your profile, which will avoid most of the problems we just mentioned. Let’s do that now.



Click on your account name in the top-right corner, then click “My Profile” in the drop-down menu.



Click “New Post.”



Create a postDRAFTS 0

u/A1\_Car\_Repair

Post

Image & Video

Link

My first post13/300

**B**

*i*

**A**

Markdown mode

Well, gee. I'm not sure what to write here. Vroom vroom, I guess!

+ OC

+ SPOILER

+ NSFW

FLAIR

SAVE DRAFT

POST

Notice that we are posting to u/A1\_Car\_Repair instead of a r/Whatever. That means that we are posting to our own user account instead of a subreddit. This has its own pros and cons. It's easier to stay on people's good side if you post to your own account, but you get less reach. Click "Post" when you are ready.

# ICYFIRE SETUP

Websites that you view in your browser are optimized for humans. They use colors, buttons, and animations. APIs, or Application Programming Interfaces, are optimized for computer programs. APIs allow programs and scripts to interact purely with the data of a site. We use Reddit's API to publish posts on your company's behalf.

Reddit restricts the use of its API in the following ways:

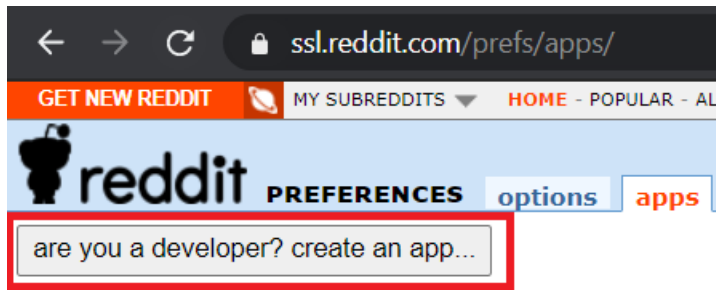
- It restricts how many times a program can access the API in a given time frame (e.g. once per minute).
- It requires app verification, meaning that Reddit employees need to see how the app works and if you are a business, you may need to send supporting documentation.
- If you are a third-party app, you can only request certain information. This access to information expires after a while, and you will have to request access again.

Apps that you have previously dealt with have likely gone with the third-party route. Today, we are going to have you do something slightly different and more technical. We are going to have you build your own app (i.e. interface to Reddit's API) and provide us your credentials. Here's why:

- If we operate our own third-party app, we will max out our rate limit very quickly. This will either force us to impose limits on how often you can post or affect our ability to post on your behalf, which would mean breaking our promise to you. However, if you own the app, you will not reach your rate limit (unless you plan to post 80 times a minute).
- If we operate our own third-party app, we will need to periodically re-request permission to post on your page. This goes against our whole "queue and forget" philosophy. However, if you own the app, you will not have to re-grant permission because it's your page. You will also have full transparency and have complete control over what happens on your page.
- If you operate your own app, you are in full control of the app review process. You can also provide Reddit with the necessary documentation to prove that you are the legitimate owner of your business.

Just a heads up, this is going to be more complicated than your average app installation process, but it will benefit your business in the long run. Thanks in advance for your understanding.

If it gets to be a bit much, you can always ask your Agent for help with the setup process. And don't worry, it just gets easier from here. Let's get started!



**Step 1.** Go to <https://ssl.reddit.com/prefs/apps/> and click “are you a developer? create an app...”

### create application

Please [read the API usage guidelines](#) before creating your application. After creating, you will be required to [register](#) for production API use.

**name**

☒ **web app** A web based application  
☐ **installed app** An app intended for installation, such as on a mobile phone  
☐ **script** Script for personal use. Will only have access to the developers accounts

**description**

**about url**

**redirect uri**

**Step 2.** Fill in the information as follows:

NAME: [Choose a creative name]

WEB APP


DESCRIPTION: The app will take posts from our queue and use the Reddit API to publish them to our company's Reddit account/subreddit. The app will be used to automate parts of our social media marketing strategy. We plan to use this for cross-team collaboration, increasing efficiency, and standardizing our messaging and posting schedule. We have not decided the frequency yet, but the script will probably run at least once a day.

ABOUT URL: [Your website]

REDIRECT URL: [Your website]

Click “create app” when finished.

## developed applications



**a1\_AUTOMation**  
web app  
**g3VI8SIWQWHqUQ**

The app will take posts from our queue and use the Reddit API to publish them to our company's Reddit account/subreddit. The app will be used to automate parts of our social media marketing strategy. We plan to use this for cross-team collaboration, increasing efficiency, and standardizing our messaging and posting schedule. We have not decided the frequency yet, but the script will probably run at least once a day.

change icon

**secret** **UNBP3muEhXSY7H1\_p99WqSF1PNc**

**developers** A1\_Car\_Repair (that's you!) [remove](#)

**name**

**add developer:**

**description**

**about url**

**redirect uri**


[delete app](#)

**Step 3.** Create a Word document. Copy and paste the two highlighted strings into the document, labeling them “Client ID” and “Client Secret,” respectively. Your document should look like this (but you will have different credentials):

CLIENT ID: g3VI8SIWQWHqUQ

CLIENT SECRET: UNBP3muEhXSY7H1\_p99WqSF1PNc

## developed applications



**a1\_AUTOMation**  
web app  
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change icon

**secret** UNBP3muEhXSY7H1\_p99WqSF1PNc

**developers** **A1\_Car\_Repair** (that's you!) [remove](#)

**name**

**add developer:**

**description**

**about url**

**redirect uri**

[delete app](#)

**Step 4.** In your Word document, record the name of your app and your username. Your document should look like this (but you will have different credentials):

CLIENT ID: g3VI8SIWQWHqUQ

CLIENT SECRET: UNBP3muEhXSY7H1\_p99WqSF1PNc


APP NAME: a1\_AUTOMation

USERNAME: A1\_Car\_Repair

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## Reddit

### New account

- [IcyFire set-up instructions](#)
- [Connect a new Reddit account](#) 

### Existing account(s)

ID	Alias	Target subreddit	Edit	Delete
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### Existing timeslot(s)

Server number	Reddit cred ID	Posting time (UTC)
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**Step 5.** Go to [www.icy-fire.com/register/link-social](http://www.icy-fire.com/register/link-social), go to the Reddit section, and click “Connect a new Reddit account.”

**Account alias (e.g. Reddit-1)****URL for your subreddit**

(WHERE YOU WANT TO POST;  
COULD BE YOUR OWN  
SUBREDDIT)

**Client ID**

(CLIENT ID)

**Client secret**

(CLIENT SECRET)

**User agent**

(APP NAME) by u/(USERNAME)

**Reddit username**

(YOUR REDDIT USERNAME)

**Reddit password**

(YOUR REDDIT PASSWORD)

**Schedule post on Mondays****Schedule post on Tuesdays****Schedule post on Wednesdays**

**Step 6.** Enter your Reddit credentials as requested. We know that it is a bit strange to ask for your username and password, so here's [why we do it](#) and how we [keep your data safe](#). Then choose your time slots.

We intend to post on weekdays at 08:00 CDT, but notice how we selected 13:00. This is because all of IcyFire's times slots are labeled in [UTC time](#). This may seem strange at first, but it helps all of our users stay on the same page across different time zones. When you are finished, click "Submit."

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## Reddit

### New account

- [Set-up instructions](#)
- [Connect a new Reddit account](#)

### Existing account(s)

ID	Alias	Target subreddit
2	Reddit weekend warrior (8am CDT)	r/cars

**Edit**  
[Edit](#)

**Delete**  
[Delete](#)

### Existing timeslot(s)

Server number	Reddit cred ID	Posting time (UTC)
1	2	Saturdays at 13:00 UTC
1	2	Sundays at 13:00 UTC

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**Step 7.** If you were successful, you will see your account alias and target subreddit appear under “Existing account(s).” You will also see your reserved timeslots appear under “Existing timeslot(s).” Congratulations, you just linked your Reddit account!

You may want to post more than once a day. If this is the case, you may click “Connect a new Reddit account” just like you did before, use the same credentials, and choose different timeslots. Please use this feature responsibly.