What it takes to get your reddit post more comments

Sam Connelly June 4, 2018

2,800,000

Comments on reddit per day

Initial assumptions:

- Sex sells
- Politics is YUUUUUGE
- Cats
- Fail

Is the recipe for success as as basic as it seems?



Run with the popular crowd?:

The relationship between certain subreddit and number of comments

Choose your words carefully.

"We're gonna need a bigger boat"

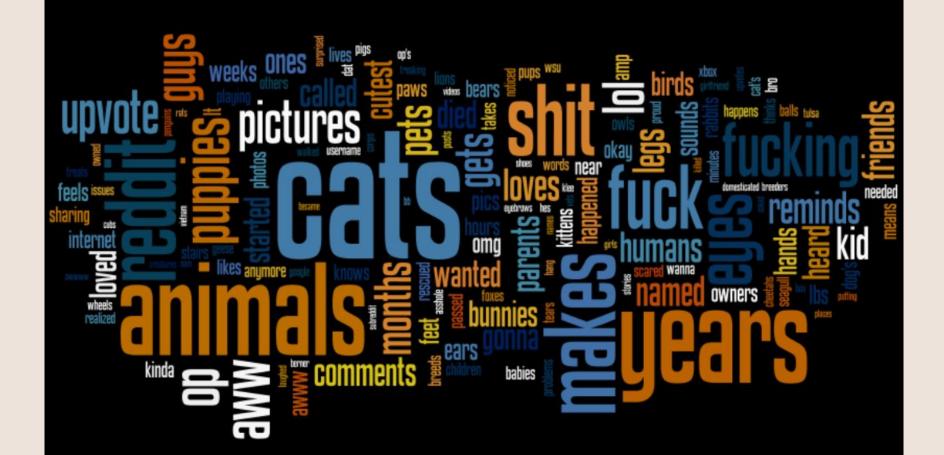
- Jaws

"Il make him an offer he can't refuse"

- The Godfather

"The first rule of Fight Club is: You do not talk about Fight Club."

- Fight Club



15%

Next Steps:

- Creating a test set of your own reddit posts tailored to these findings.
- Explore the consumer dynamics behind why these buzzwords and hot posts get so much activity.

Good Luck!