



# Official Press Guidelines

Representing Reddit and Reddit content in media

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# Guidelines overview

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The following general principles apply to all editorial content. Please refer to our [official brand guidelines](#) for further information and details. If you follow these guidelines, there is no need to contact Reddit for permission to talk about Reddit or feature Reddit content. (Even better, use an embed or leverage our partnership with Tagboard!)

However, if you are looking to feature any content from a Reddit post as a standalone asset without the original Reddit post included, you'll need to contact the original poster.

You are also welcome to submit your proposed use and context to Reddit for review by emailing [press@reddit.com](mailto:press@reddit.com).

# Reddit terminology

## Reddit

This is the name for our platform and for the company. Do not refer to it as a ‘site’ or ‘website,’ instead call it a platform or app. Always capitalize Reddit.

## Posts

A Reddit ‘post’ is the broad term for any content shared on Reddit, whether it is a story, link, image, poll or video.

## Reddit User

A person who uses Reddit is a Reddit user. Names on Reddit are preceded by ‘u/’ which is an abbreviation of ‘username.’ For example, “u/spez.”

A username can also be referred to as a “Reddit profile” or “Reddit account.”

## Comments

The ‘comments’ sit below posts and are where Reddit users have public discussions.

## Communities

Also known as a ‘subreddit,’ when possible please use ‘Reddit community’ or ‘Reddit communities’ in editorial content.

However, we ask that you use the phrase ‘banned subreddits’ when referencing a subreddit that has been officially banned by Reddit administrators.

Reddit community names are preceded by ‘r/’ which is an abbreviation for Reddit. For example, “the r/skincareaddiction subreddit or the r/skincareaddiction community.”

# Reddit terminology

## Front Page

The 'front page' is a feed where popular content is aggregated from across thousands of active communities on Reddit. "Making the front page" means that a piece of content has become popular enough to be featured in this feed.

## Upvote/Downvote

Reddit users can 'upvote' or 'downvote' content the community contributes. The more upvotes a piece of content receives, the higher it will appear.

## Moderator or 'Mods'

Moderator(s) of communities on Reddit.

## Crosspost

When a post is relevant to more than one community on Reddit, someone can 'crosspost' or share it with another community.

## Administrator or 'Admin'

Employee(s) of Reddit who oversee the platform.

## Karma

Reddit users accrue 'karma' when they participate on Reddit. Karma is a score that increases as a Reddit user's posts and comments get upvoted.

# Commonly used acronyms

## OP

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This is short for ‘Original Poster,’ or as the author of a Reddit Post.

## OC

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This is short for ‘Original Content’ and indicates the content in a post was created by the person posting.

## AMA<sup>®</sup>

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Short for Reddit’s Ask Me Anything<sup>®</sup>, an AMA event is a Q&A interview that occurs between the author of a post (OP) and Reddit users who ask questions.

## ELI5

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This is short for ‘Explain Like I’m Five’ and describes when you need a complicated answer in simple terms.

## TIL

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Short for ‘Today I learned,’ TIL is a new tidbit you learned typically by visiting [r/todayilearned](https://www.reddit.com/r/todayilearned).

## CMV

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Short for ‘Change My View’ and describes when you are open to hearing opinions to persuade or change your mind; usually found in [r/changemyview](https://www.reddit.com/r/changemyview).

# Attribution overview

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Reddit content is a key part of our public brand and represents the people who make up our community. It is important that it be displayed consistently across all mediums.

Always display original, unmodified content in all editorial and broadcast content. If you'd like to use a Reddit post or asset where someone is identifiable, we encourage you to get permission from the original poster before including in any editorial content as a best practice.

In the event a post or comment is deleted or modified, best efforts should be made to display any content in its most current form on Reddit and within 48 hours if Reddit, Inc. or a Reddit user reaches out. You should also explicitly state that a correction or modification was made within all relevant editorial or broadcast content.

When using embeds, if content is updated, the default behavior automatically directs readers to Reddit for the most current version.

# Broadcast Attribution Guidelines

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# Talking about Reddit

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Always use our official logo and terminology when talking about Reddit. When you use our imagery and terms correctly it lends credibility and ensures that you are understood by a wider audience.

Whenever referring to Reddit, our official logo should appear on-screen. It should display in our official brand color, which is OrangeRed (#FF4500). It may appear with or without the Reddit wordmark.

Download our [Reddit logo assets here](#). Please refer to our [official brand guidelines](#) for further information and details.

Reddit brand assets should not be used in a way that suggests partnership or endorsement by Reddit.



# Talking about Reddit

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When verbally attributing posts to Reddit:

- Explicitly state that content is from Reddit and the specific Reddit community.
- Do not alter the post or comment's title, text or meaning.
- Follow these pronunciation guidelines:
  - r/[communityname]: Are-slash-[communityname] community
  - u/[username]: You-slash-[username]



# Reddit posts

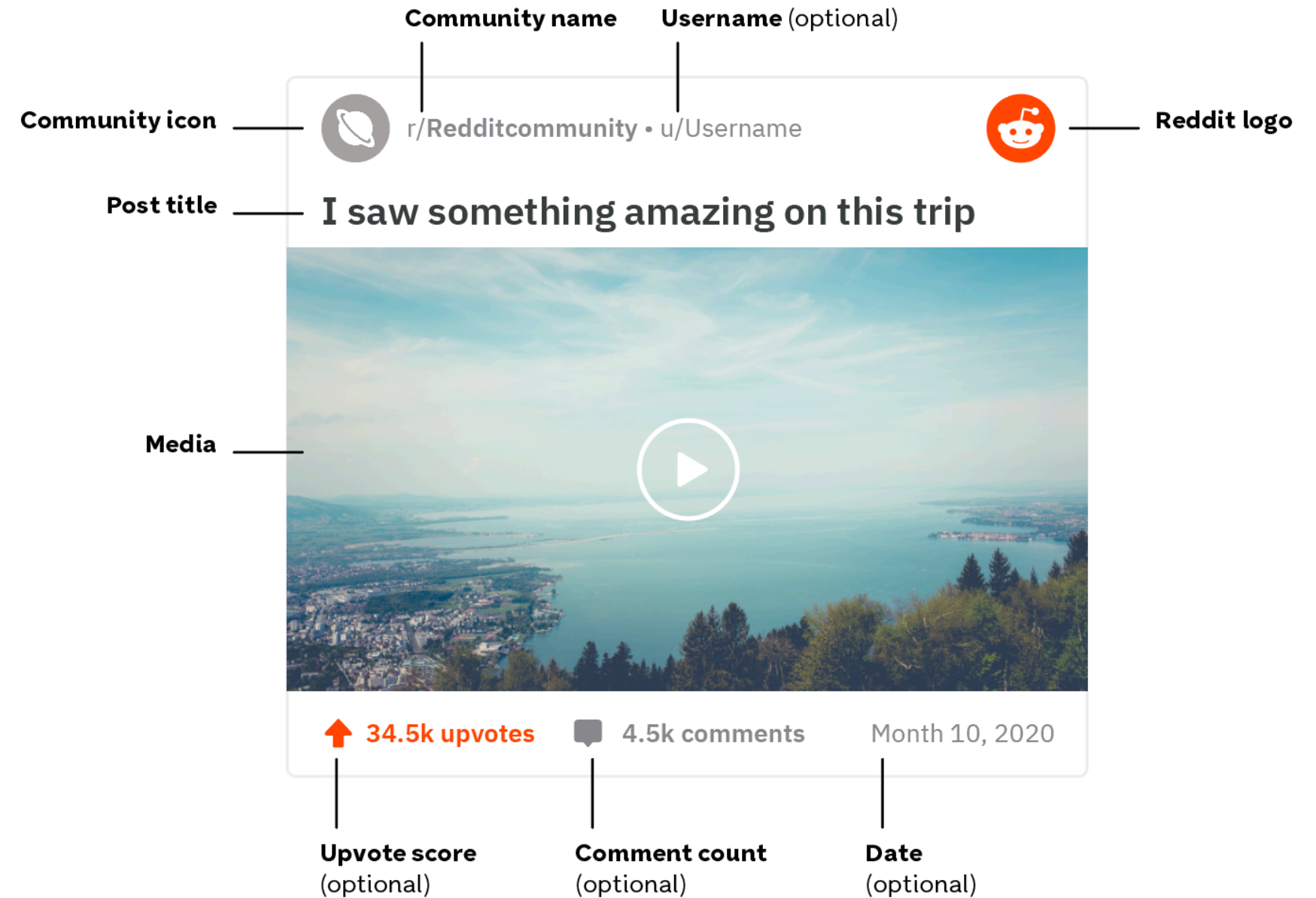
When displaying a Reddit post, use our [Content templates](#).

Always credit the community that the post is from. Community name should respect the display case. Community name may be obscured, if desired, using bullet characters. For example: r/••••name.

Crediting the person who posted is optional but encouraged.

When displaying for broadcast, information about upvotes, comments, and date are optional.

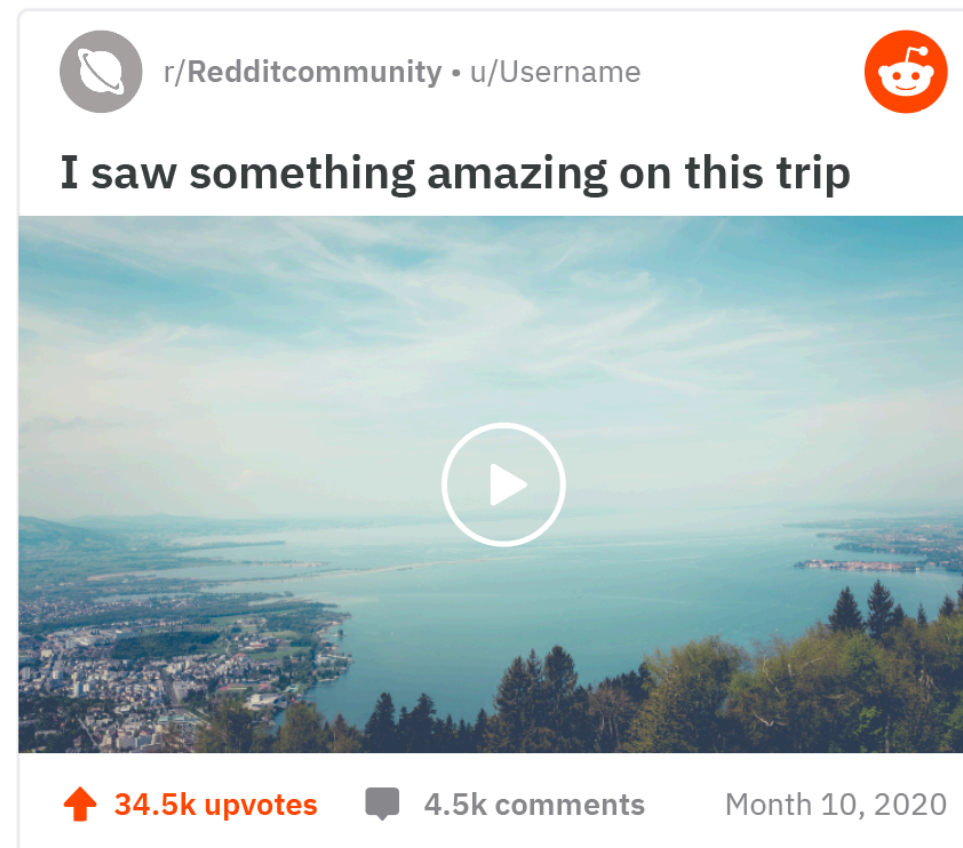
Our posts use the font IBM Plex.



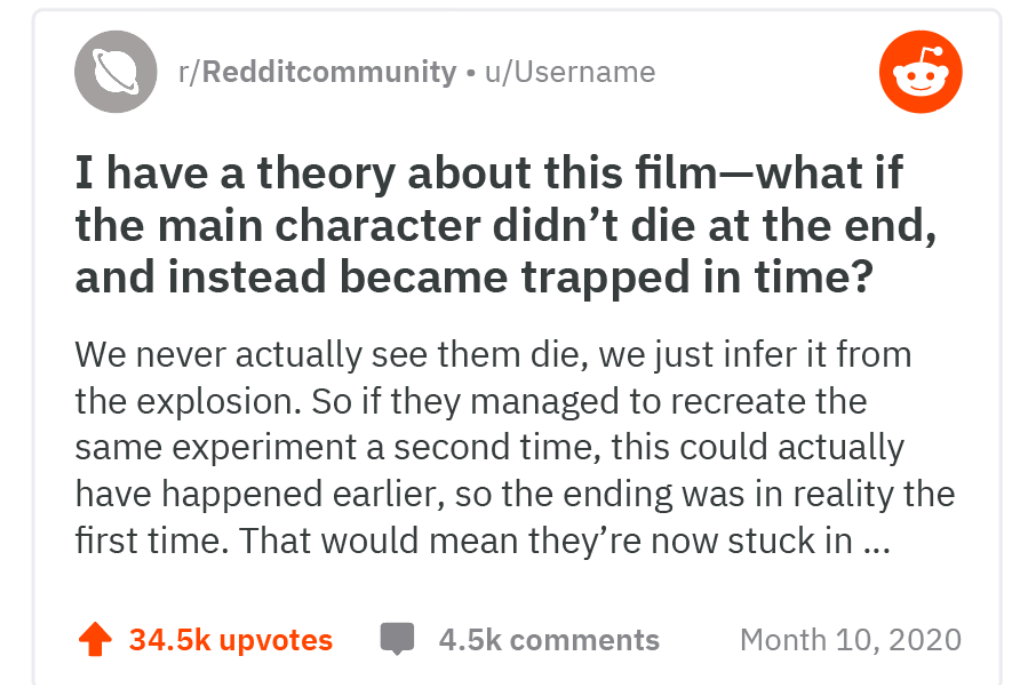
# Post variations

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Reddit posts may display an image, video, link, or text. When displaying text it may be truncated, but please use ellipses to indicate where text has been abbreviated.

## POSTS WITH IMAGES OR VIDEOS



## POSTS WITHOUT IMAGES



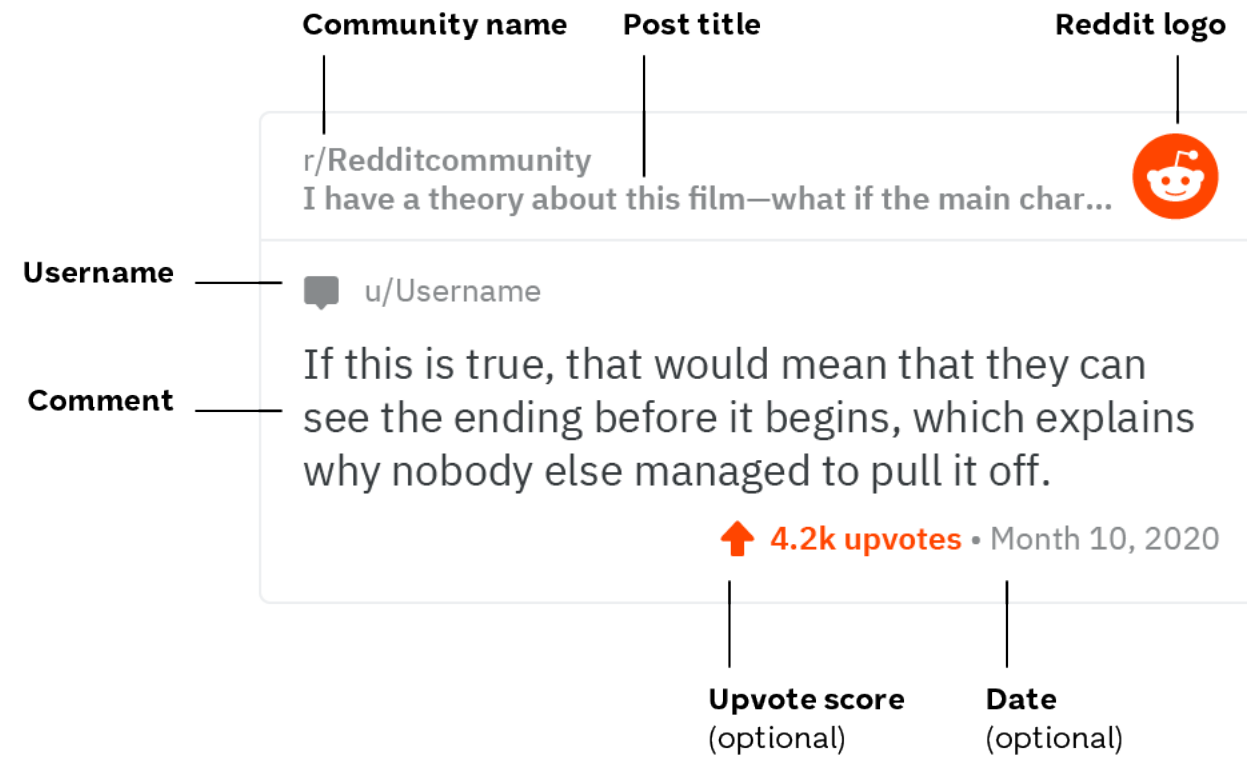
# Reddit comments

When displaying a Reddit comment, use our [Content templates](#).

Include information about context above the comment. This includes the name of the community and the title of the comment's parent post. Use ellipses to indicate a truncated title.

Username display is not optional for comments, but may be obscured, if desired, using bullet characters. For example: u/•••name.

Our comments use the font IBM Plex.





# Comment variations

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Comments may be displayed with the following reply or the preceding parent comment.


When displaying multiple comments in this manner, a replying comment is always indented by twice the comment margin.

## COMMENT ALONE


r/Redditcommunity   
I have a theory about this film—what if the main char...


 u/Username

If this is true, that would mean that they can see the ending before it begins, which explains why nobody else managed to pull it off.


 4.2k upvotes • Month 10, 2020


## COMMENT WITH REPLY

r/Redditcommunity   
I have a theory about this film—what if the main char...


 u/Username

If this is true, that would mean that they can see the ending before it begins, which explains why nobody else managed to pull it off.

 4.2k upvotes • Month 10, 2020

 u/Username

Additionally, the main character's motivation would have been to prevent it from happening, since they failed the first time.

 4.2k upvotes • Month 10, 2020

# Use the Reddit logo

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Whenever referring to Reddit in editorial or broadcast, our official logo should appear onscreen. It should display in our official brand color, which is OrangeRed (#ff4500). It may appear with or without the Reddit wordmark.

Download our [Reddit logo assets here](#). Please refer to our [official brand guidelines](#) for further information and details.

Reddit brand assets should not be used in a way that suggests partnership or endorsement by Reddit.



# Use Reddit terminology

## Karma

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Users receive/lose karma when their posts or comments are upvoted/downvoted. Karma is essentially quantifiable Reddit ‘street cred’

## Ask Me Anything

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Reddit’s Ask me Anything or AMA is an interview that occurs between the author of a post (OP) and redditors who ask questions

## OP

This is short for ‘Original Poster’, or the author of a Reddit Post.



# Online Attribution Guidelines

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# Reddit embeds

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For online editorial content we require that you embed all Reddit posts and comments to ensure Reddit posts are displayed and attributed correctly.

An embedded Reddit post will include any image, video, or asset included in the original post, as well as user, community names, and all the Reddit branding needed for proper attribution.

It's my first cake day so here's a pic of my little model!



 r/aww • holdcron • 1d ago  
38800 points • 215 comments

# Embed alternative

If it is not possible for you to use the Reddit embed feature due to CMS restrictions, follow these requirements when attributing any Reddit content in online stories.

## Requirements

- Explicitly state and cite Reddit and the original poster. Download our [Reddit logo assets here](#).
- Include the name of the Reddit community.
- Link back to the original Reddit post, comment, community, or thread if the content appears online.
- As a best practice, we encourage you to get permission from the original poster if you're looking to include a post or asset where someone is identifiable.
- Please refer to Broadcast Guidelines for attributing any Reddit content in digital videos.

## Restrictions

- Do not screenshot Reddit content.
- Do not alter or modify a Reddit logo, post, associated text, comments, or identification of a Reddit user.
- Do not use a quote from a Reddit user without properly attributing it to them.
- If you are looking to feature any content from a Reddit post as a standalone asset (ex. using an image from a post), you'll need to contact the original poster.

## Deleted or Modified Post

- In the event a post or comment is deleted or modified, best efforts should be made to display any content in its most current form on Reddit and within 48 hrs if Reddit, Inc. or a Reddit user reaches out. You should also explicitly state that a correction or modification was made within all relevant editorial content.

# Print Attribution Guidelines

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# Citation in print

Please follow these requirements when attributing any Reddit content in any print publications.

## Requirements

- We ask that you get permission from the original poster before including or referencing any Reddit posts, comments, or assets in any print editorial content.
- Explicitly state and cite Reddit and the original poster.
- If including an asset of a Reddit post, please include a mockup as the content appears online.
- Include the name of the Reddit community and Reddit user when quoting any text from posts or including images or assets from a community.

## Restrictions

- Do not alter or modify a Reddit logo, post, associated text, comments, or identification of a Reddit user.
- Do not use a quote from a Reddit user without properly attributing it to them.
- If you are looking to feature any content from a Reddit post as a standalone asset (ex. using an image from a post), you'll need to contact the original poster.