



Facts about the front page of the internet

by Shanel Khaliq and Jeri Knopp

Overview:

- Social networking and news site
- Content includes text posts, direct links, images and videos
- content can then be voted up or down by users
- “subreddits” such as random, funny, gaming, world news, todayilearned, science, music.

History:

- June 2005- started by Alexis Ohanian and Steve Huffman
- October 2006- acquired by Conde Nast Publications
- June 2008- Reddit became open-source
- July 2010- introduced Reddit Gold- \$3.99 per month gave ability to access extra features such as displaying more comments on a page and access to private subreddit /r/lounge
- March 2014- changed Reddit Gold policy to be able to buy gold and give gold to other people for good comments or posts
- March 2014- Reddit grows to 39 employees

Users:

- 6% of adults online use Reddit, as of July 3rd, 2013 (research by Pew Centre)
- puts Reddit on par with Tumblr for number of total users
- 731 million unique visitors in 2013
- 400 million unique visitors in 2012

Competitors:

- BuzzFeed- more newsy, less community based
- Digg- started at roughly the same time
- Storify- newer, still probably not likely to catch up
- 4chan- anonymous

Best practices for journalists:

1. Don't spam with your own links
2. Listen before you speak
3. Use as inspiration for stories
4. redditedit.com

For Businesses:

1. Create own subreddit
2. Use as a market research tool
3. Maintain a calendar of events and news for your brand/TV show/team
4. Examples:
 1. Top Gear
 2. Xbox 360
 3. Breaking Bad

Benefits:

- Information is gathered and assembled at one location
- The system of upvoting or downvoting allows users to filter information as it comes and this is what makes important issues come to the top
- New live-blog feature- in beta testing
- Sense of community

Weaknesses:

- More entertainment than hard-news
- Boston bombings fiasco
- Questionable subreddits