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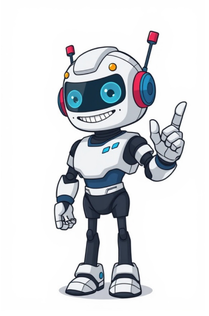

Newly implemented replacement mods represent a fraction of the over 50,000 moderators Reddit says it has. But the hastiness with which these specific replacement mods were ushered in, and the disposal of respected, long-time moderators, raises questions about whether Reddit prioritized reopening subreddits to get things back to normal instead of finding the best people for the volunteer jobs. Reddit mods are rarely expertsReddit also recently axed r/homeautomation moderators, including Dan (full name withheld because of privacy concerns), who told me that he moderated the subreddit for about seven years. He claims his credentials include networking experience from decades in IT, plus his extensive smart home and instruction from a master electrician. Like the replaced r/canning mods, Dan fears dangerous misinformation taking hold at r/homeautomation, especially when it comes to electricity.I reached out to r/homeautomations new moderators, and one responded, requesting anonymity. The mod said their credentials include heavy interest in home automation, specifically Home Assistant, for the past two years, and frequent home automation conversations outside of Reddit, including with friends in related fields, like electronics, A/V equipment, HVAC systems, and cybersecurity.The moderator contended that subject matter expertise isnt critical for proper moderation, saying:A moderator on Reddit is probably rarely an expert on the topic theyre moderating over. Instead, theyre a passionate member of the community that sees the value in sharing information between community members, and well all work together to make sure someone doesnt touch a live wire.In home automation specifically, its unlikely youll find a mod whos both a certified electrician and a cybersecurity expert, the new r/homeautomation mod noted.Dan, via email, said, I would argue that while a mod doesnt need to be a subject matter expert, they should at least have above-average knowledge/experience with the topic they are moderating. Many are raising their concerns on the famed social news aggregator website after more than a month since Reddit changed its API policies and saw a massive fallout on the platform. The question now remains, "Is Reddit still a Trustworthy source?" especially as the renowned mods for each subreddit that revolted against the company were removed.With the moderators, which were deemed experts or verified sources for subreddits removed, concerns are now raised on their replacements, as well as the content that passes by the platform each day.Reddit's Mod Removals Cause Concern on its Content QualityLIONEL BONAVENTURE/AFP via Getty ImagesArs Technica reported a concerning situation on Reddit now, especially as many question the platform's current operations with the new mods donning the responsibility for each subreddit. As per the report, Reddit has been a trove of information with trustworthy moderators helping filter content and verify its legitimacy, but in the likes of the r/canning subreddit, concerns are raised.The subreddit r/canning had moderators who held science-related Master's Degrees, one with Brad Barclay and a Redditor named u/Dromio05. This specific subreddit is a forum for those who can eat foods of their own, and without the proper guidance, it could become toxic and harmful to those who consume it.Barclay claimed that the new moderators of this subreddit had shown a lack of expertise in canning, with Reddit not carefully selecting or trained by the platform to be right for the job.Is Reddit Still a Trustworthy Source After Fallout?The r/canning subreddit is only one of the thousand communities that had their trustworthy moderators removed after the API changes and its protests. This also means that the concerns for Redditor safety are not confined to this subreddit only.With the massive changes on Reddit after its "Great Mods purge," many are now questioning its integrity, and whether it is still trustworthy to be a source for Redditors' needs and concerns.Reddit's Massive Mod Purge and API ChangesThe hottest and latest issue to befall Reddit's lap was its recent API change, one which its CEO, Steve Huffman, has sternly defended, a venture that will keep the platform a "self-sustaining business." Reddit remained firm on its decision to name a price for its API access, and massive apps like Apollo, which used its API for free have already shut down.Massive protests took place on Reddit, with different moderators and subreddits going dark on the platform to make their voices heard and recognized by the company.Moderators also took it upon themselves to allow NSFW content on different Safe For Work subreddits on the platform, with Reddit taking proactive action by removing them from their posts.This massive overhaul and clean-up of Reddit is still felt now, especially for subreddits that were rid of their original moderators, with new ones continuing the work but operating differently. The recent issue on Reddit now is its integrity and content quality, with the previous mods and Redditors citing safety concerns about what is posted online and unsafe information remaining on the platform.Tech Times New to Reddit? Create your account and connect with a world of communities. Go to AskModerators r/AskModerators I know this subreddit will get really defensive over this since it's a sub about asking moderators questions, but there has to be a legitimate understandable reason why practically every regular user on reddit despises you guys? Earlier last week Reddit suffered a major outage, which motivated me to write this post. Reddit, like a lot of the internet, has followed a trajectory of decline over the past decade or so. Its tempting to want to blame the admins or political bias, and although those play a role, the main problem are the mods for individual subs. Too much domain and keyword filtering, arbitrary removals of content, algorithmic removals/filtering, etc. Political bias does not explain the removal of content even when it agrees with the putative objective or ideology of the the sub it was posted onIm not talking about trolling or poor fit (e.g. posting pro-DeSantis stories on a Bernie Sanders sub).Contributing to Reddit not uncommonly means having to read what is effectively a users manual of what is disallowed or what guidelines must be met for the particular sub one wish to contribute to, in addition to Reddits own sitewide rules, which over the years have also become more strict. So, two sets of rules. Its understandable that guidelines are needed to prevent spam and abuse, but its gotten way worse and capricious.Such rules include correctly flaring ones posts and or requesting flair; using certain mandatory titles, prefixes, or tags; meeting some unspecified karma threshold; making sure the post meets the minimum length, which sometimes requires adding filler; or avoiding certain words that will trigger the automated removal of said post, and so on. It becomes like a game of Mother May I in which you have to sometimes submit the post multiple times to figure out how to not trip a certain filter, like post length or having to add certain prefixes. Some subs have vey strict filters (like a minimum of 500 characters or needing 1,000 karma) but they are undisclosed until after you have made the post, which is deleted, so you have to make it again. And this is no guarantee; even content that gets up-voted and that follows the rules to a T is removed for no reason.I tested this myself by submitting a dozen links to various Reddit subs. I submitted blogs that were pertinent to the chosen subs and with a long history of up-voted submissions to those particular subs (not off-topic or troll posts). After a day, only about half of the submissions survived. Most were removed within minutes or instantly, some even after getting up-votes by other users. This is with using a very old, well-established Reddit account with considerable karma, so I can only imagine how much worse it would be if someone tried to use a new account. For example, such as the submission below, which got a couple up-votes but was still removed within an hour:This got a score of 5 but did not survive to see the next day:I personally was not banned or warned on any of the subs, so its not like they had a problem with me per say, but for whatever reason the content was not good enough. I dont really care that much. I wanted to see if it is as bad as it was the last time I tried a couple of years ago, and it is.Its out of control. I can understand some links being removed. But half of them? Especially when they are on-topic, from decent/reputable sources, and not full of ads? Moderating is something that you do, like a job or other activity, not something which is completely outsourced to algorithms. If they dont want to moderate, they should be removed by the admins and replaced by new moderators who will. The usual counterargument is along the lines of people have no idea how much spam popular subs get, which may be true, but moderating is a job, which means it entails work. If you dont want to do the work, quit. But many even less popular subs still have tons of filtering. And just because there is a lot of spam does not mean the user experience has to be shit or users presumed as spammers. Email obviously has a lot of spam yet it still works well. There are no shortage of people who want to be mods, especially for large subs. Being a mod for a large sub is a coveted position despite how overworked or un-paid moderators claim their job is, which leads to the contradiction: if being a mod is so much work or so underappreciated, why are mods so unwilling to quit? Why do we have so settle for the same fixed roster of mediocre mods who dont want to do their jobs well and seem to have contempt for the users, when there is potentially a huge pool of better, more qualified users who can and want to moderate? The problem is not one of demand, in which finding workers is too hard. The notion of Reddit mods being selfless unpaid volunteers is misleading. There have been instances of moderators selling their influence or being paid to remove unflattering or negative content. In addition to considerable gatekeeping power to affect discourse, such as for Covid or other newsworthy events by deciding what content or discussion is allowed or not. In trying to diagnose the problem, I think what happened was trolls and other bad-faith posters (not blaming any one side) ruined Reddit by creating a low-trust environment, first in 2016-2017 during the election, and then it got worse in 2020 during Covid. Each of these were ratcheting events that made censorship worse, not just in regard to Covid or politics, but Reddit overall. And then also the various crackdowns and sub purges that come in waves, like in 2018 or 2021. Low trust means the presumption of guilt. The tendency as time goes on is for communities to become increasingly moderated and censored to the point of being useless, because rules are like an escalator: you cannot go back down. There are many subs that have succumbed to this fate. And its not like new subs are easily able to replace them, due to winner-take-all effects. Alternative subs that are more lightly moderated find it hard, if not impossible, to gain enough traction. If you want to discuss economics, youre stuck with /r/economics. There are smaller ones, but /r/economics has dominated as far back as 2015. If you think work sucks, there is /r/antiwork, which despite having the worst possible PR disaster ever, subscriber growth has not slowed much, and the sub is still very popular:Despite the rise of TikTok, Instagram, Telegram, etc. the Reddit sub hegemony has not been disrupted. Its still the same moderators and subs on top. It shows that scarcity will always exist no matter how much abundance or choice technology promises. There will always be funnels and the canonical collection. For the same reason the top bands of 20-50+ years ago continue to sell out. The same books. For decades, Warren Buffett has been regarded as the greatest investor ever.[As told by Alice Schroeders 2008 biography, The Snowball: Warren Buffett and the Business of Life, by the turn of the millennium Warren Buffetts star began to fade, having missed out on the 90s tech boom. This was a pivotal moment. What happened was the tech stocks crashed, which the vast majority did not recover, and then also 911, which shifted attention away from technology even more so. This made Berkshire Hathaway much stronger, relatively speaking, and cemented Buffetts reputation.]But to bring this back, Reddit bears no resemblance to how it used to be, when it not trying to be the front page of the internet, but was just a place for people to share links and discuss things, without having to walk a tightrope for the privilege of not having your content deleted. Maybe Reddit cannot be saved, nor should it. Or maybe Reddit has simply evolved to some new state of badness in which we have to either take it or leave it. Reddit now influences what millions of buyers think, search, and decide.More than 600 million monthly Google searches land on Reddit threads, and those conversations shape SERPs, AI outputs, and buyer trust.But none of that matters if your content never survives the gatekeepers: Reddit moderators.To understand how Reddit moderation really works, I spoke with two Reddit Marketing experts:Ken Savage, the Reddit Guy and Founder of Launch Club AI who has spent years studying the platforms mechanics and working within its communities.Enzo Carletti, a Foundation Content Strategist and PR expert who specializes in Reddit marketing and is in the trenches every day, dealing with moderators.What they shared hints at a system thats far less chaotic than it appears. Once you understand how that system works, Reddit stops feeling unpredictable and starts feeling usable.What Is a Reddit Moderator and What Do They Do?A Reddit moderator (mod) is a regular Reddit user who volunteers to manage a community (subreddit/sub) on the site. In essence, moderators are the unpaid caretakers of subreddits: they set community-specific rules, guide discussions, and ensure posts align with the subs topic and standards.Each subreddit has its own team of mods who shape the norms of that community whether its the 30 moderators overseeing r/dataisbeautiful or the two moderators on r/nocode.One of the reasons why each Reddit community feels unique is its approach to moderation.Our in-house Reddit expert, Enzo Carletti, has an interesting take on mods:Every subreddit is like its own country, so moderator teams act as heads of state. Like countries, subreddits have independent rules, culture, and economic value based on GDP. GDP on Reddit is high-quality human conversation.This is a volunteer gig, so these individuals are passionate about (or, occasionally, have a vested interest in) the communities they oversee. A few years ago, researchers estimated that Reddit moderators collectively performed work worth approximately $3.4 million if it were compensated labour. Yet they do this out of love for their communities and a desire to foster high-quality discussions.If data is the new oil, mods oversee quality control. Theres power in that level of oversight, but the best mods see moderation as the opportunity to shape culture, steer growth, and protect the quality of a subreddit, says Enzo.So, what can these virtual heads of state actually do?Moderator Capabilities and Platform VisibilityWithin their subreddit, mods have sweeping authority. They can customize the subs appearance and features (like banners, user flairs, or wiki pages) and even organize events such as AMAs (Ask Me Anythings). More importantly, they can remove posts or comments that violate the subs rules or Reddits policies, keeping out spam and off-topic or harmful content. Mods can also ban users from participating in their subreddit if they break the rules repeatedly.Reddit mods also review user reports (flags on inappropriate content) and respond to or coordinate via ModMail (a shared inbox where users can contact the mod team) to address community concerns. Essentially, mods act as both community managers and content police for their subreddit.So, if youve ever had a post, comment, or link removed from a subreddit and wondered how did they do that so fast, just remember that every Reddit mod has the power to:Set up automated filters (via the automoderator or AutoMod scripts) to catch posts containing certain keywords or URLs, which helps weed out spam or repeat rule-breakers automatically.Manage the moderation queue where reported or filtered posts/comments await review. Using the queue and their discretion, mods remove posts that dont fit (often leaving a note like Removed violates rule 2: No promotions).Distinguish their own comments as official mod statements, which appear with a special MOD tag next to a moderators username.Maintain and review mod logs records of all moderation actions in the sub (like removals and bans), which help the team coordinate and ensure rules are applied consistently.When it comes to visibility into user accounts, moderators have an extensive view of platform-level information (but no personally identifiable information), so they can:Review a users public post/comment/direct message history and check if that user has past interactions in the moderators subredditSee mod notes or remarks left by fellow mods about a user (for instance, a mod might tag an account with advertiser usually just posts links)See content that was removed by a mod or AutoModThese capabilities mean a mod might know, for example, that your account posted the same link in five other subreddits yesterday a signal that you might be spamming.Ken Savage revealed additional insights about what the Reddit platform sees about each user: They can look at peoples IP address, and if you use some kind of filter to hide your IP address or location it removes them. So people say, I used a VPN, changed my IP address, and they still banned me. Yeah, because they know the ID of your browser.Moderator capabilities are constantly changing. If youre interested in keeping up, r/ModNews is a great resource.What Moderators Are NotLet me reiterate: Reddit mods are not Reddit employees.The paid staff responsible for the platform as a whole are called Reddit admins. Moderators are independent volunteers focused on individual communities. Mods only have authority within the subreddits they moderate; they cant ban someone from Reddit.This means if youre banned in one community, you could still participate in others (though if your behavior is problematic across Reddit, the admins and platform algorithm might step in with a site-wide ban).Mods cant view your personal information or private activity on Reddit they dont have access to your email, IP address, or private messages (only Reddits admins can see that level of data). A moderator essentially sees the same information that any user can, plus any content or reports within their subreddit that might not be visible to the public (like a post that was removed).In fact, moderators must themselves follow Reddits global rules and can be removed or banned by admins if they step out of line. Reddit recently set up a Moderator Code of Conduct to set expectations for mod behaviour.The Technical Reality Behind the ScenesReddits platform tracks far more than most users realize and it makes that data actionable to moderators in the form of flags and automatic removals.According to Ken, every post and comment generates extensive metadata that the platform uses to detect manipulation and enforce rules. This metadata includes IP addresses, precise geographic location (down to street level), browser IDs (unique identifiers that persist even when you change VPNs), and complete interaction histories.While individual moderators dont have direct access to this data, Reddits automated systems use it to detect patterns like ban evasion, vote manipulation, and coordinated campaigns then surface those patterns to moderators or take automatic action.Even if you switch up your VPN, even if you switch up your IP, they also know the browser, youre still on that same browser. Logging into multiple accounts, doesnt matter what you think youre doing as far as being sneaky, Reddit already knows who you are. Ken Savage, The Reddit Guy and Founder of Launch Club AIOver the past year, Reddit has rolled out increasingly sophisticated detection systems. Reddits engineers arent as backlogged anymore, Ken notes. They dont have to go through that level of moderation manually because AI systems now handle much of it automatically. This means grey and black hat Reddit marketing techniques engagement farms, sock puppets, and spam accounts are easier to detect.As Reddit has become a more relevant bottom-of-funnel channel for businesses and a dominant player in SERP rankings and AI citations, the moderator role has evolved accordingly.How Power and Accountability Shape Todays Moderator LandscapeReddits communitymoderator relationship sits on a knifes edge: collaborative when things go well, openly adversarial when they dont.On one hand, moderators are fellow users who have taken on a tough job. Many users appreciate their mods for keeping out spam, scammers, and toxic content. On the other hand, moderators hold power and shape the community, and some users resent it when its exercised in ways they disagree with.Several factors have made the user-moderator-platform dynamic increasingly fraught in recent years:The Power-Hungry Mod ProblemOne of Reddits most controversial issues emerged when analysis revealed an extreme concentration of moderator power. Back in 2020, a major story revealed five individual users were moderating 92 of Reddits top 500 subreddits an astonishing concentration of influence. When this was exposed publicly, the post was removed by moderators themselves, further fanning concerns about transparency and accountability.This monopoly matters because a small group of volunteers can effectively control what millions of users see across major communities. If these moderators share similar biases or coordinate their actions, they wield enormous influence over public discourse on the platform as well as the Google SERPs and AI outputs. Users were worried that moderators could form an entrenched in-group, or landed gentry as Reddits CEO once put it, operating without enough accountability.Reddit responded with new restrictions to address this issue.Under the new guidelines, no single user can moderate more than 5 subreddits with over 100,000 weekly visitors, and only one of those can exceed 1 million users. Additionally, moderators must now request permission from Reddit admins to switch a subreddit from public to private or to change its adult content rating. No more unilateral shutdowns or major changes without oversight.Moderator Protests and Platform Power StrugglesTensions between moderators and the platform spiked in mid-2023 during whats now often called the Reddit blackout. Thousands of subreddit moderators coordinated a shutdown of their communities (setting them to private/inaccessible) to protest against policy change by Reddits management new fees for third-party app API access. For 48 hours or more, many of Reddits most popular forums went dark in a show of solidarity.This collective action showcased mods de facto power Reddit runs on communities, and if mods lock the doors, the platform grinds to a halt. Reddits leadership did not take this lightly: CEO Steve Huffman criticized the moderators for wielding undue power and even suggested changes that would let regular users vote out moderators who werent serving the community. By late 2024, Reddit implemented the new rules in direct response to the protests.As a Reddit VP put it at the time, We cannot allow actions that deliberately cause harm to the site by those protests. All these changes mark a significant shift: Reddits corporate management is reining in volunteer mods autonomy to ensure the platform isnt held hostage, while mods and many users see these moves as reducing community control. The dust is still settling, but its clear theres some simmering distrust on both sides.The Accountability GapEven beyond organized corruption, many users complain about inconsistent or arbitrary moderator decisions. Some subreddits ban users not for breaking rules within that community, but simply for participating in other subreddits the mods deem bad faith. One user described being banned from r/pics (a default subreddit with over 30 million members) simply for participating in a more controversial subreddit.A popular post from r/changemyview perfectly illustrates the growing tensions.This practice violates Reddits Terms of Service, which prohibit banning users for actions outside a subreddit. As one user noted, That is actually a ToS violation but that rule is at best inconsistently- and at worst selectively- enforced.Another user commented on the irony: Its not about catering to both sides, its about not applying their own rule in good faith and abusing their power.This reality means moderator decisions arent always logical, appealable, or consistent. Just like dealing with Redditors themselves, sometimes you have to play brand defence with moderators too. The push-pull between maintaining authority and maintaining goodwill is constant, and businesses entering this mix need to understand that Redditors tend to side with their community moderators if an outside entity challenges them.Navigating Reddit Mods as a Brand Representative: Guidelines for SuccessUnderstanding what moderators can do and the dangers to avoid is essential. Now, with that in mind, lets switch gears to some tactical advice. Ken, Enzo, and the Foundation Reddit Marketing team have put together some guidelines for brand representatives who want to participate in relevant subreddits while staying on moderators good side.1) Establishing Your PresenceBefore you post anything, you need to make fundamental decisions about how youll represent yourself on Reddit. As Ken emphasizes, Youve become part of the community. Thats the long game Ive been part of this community, Im giving back.Account Setup Decisions: You have two main options: use a personal account with clear company disclosure, or create an official brand account. The Sonos example (u/KeithFromSonos) shows the personal approach an employee with their name and company affiliation visible. Companies like ClickUp use official brand accounts (u/ClickUp_Official). Both can work, but personal accounts often feel more authentic to Redditors.Flair and Identification: Many subreddits allow users to customize their flairs. Use these to identify yourself transparently. Examples include Sarah | Product Team @ CompanyName or CompanyName Customer Support. Update your profile bio to clearly state your affiliation.The Lurking Phase: Spend 2-4 weeks observing before you post anything. Study what content succeeds, note how moderators enforce rules, understand community tone and inside jokes, and identify power users and their relationship with mods. This reconnaissance prevents embarrassing mistakes and shows respect for the community culture.The usual spokesperson tone wont work on Reddit. You need to do your research and treat the site like a long-term investment. If you know what subreddits matter for topics that are important to you, you need to invest in becoming a part of the community before ever thinking about selling. Let people know youre there to help and hangout. Enzo Carletti, Foundation Content Strategist2) Content That Gets Removed (and Why)Understanding what triggers moderator action helps you avoid costly mistakes. Reddit content exists on a spectrum from instantly banned to genuinely welcomed. Knowing where your contributions fall can mean the difference between building credibility and destroying your account.Instant Removal/Potential Ban: Posting without disclosing affiliation, using multiple accounts for votes or fake discussions, spamming links across subreddits, and aggressive advertising language (revolutionary, game-changing). These trigger immediate permanent bans with no appeal.High-Risk of Removal: Thinly-veiled product pitches disguised as advice, generic one-line contributions, asking for leads (DM me for help), and unintentional rule violations like wrong post formats or restricted-day posting. Usually removed, and damages moderator trust.Low-Risk, Mod Friendly: Disclosed expertise sharing (I work for [Company], heres our research), detailed technical answers, honest competitor comparisons, sharing failures and lessons, and helpful responses to direct questions. Focus on solving problems, not promoting products.3) The Community Karma EconomyReddit tracks your contributions in each community through Community Karma (CK) and Community Quality Score (CQS). Moderators use these metrics to evaluate your account.What builds Community Karma:What builds Community Quality Score:Helpful comments that get upvotedQuality posts that spark discussionAnswering questions in your expertise areaTime spent as an active memberDepth and thoughtfulness of contributionsConsistency of valuable inputPositive reception from community membersThey may seem like niche metrics, but moderators can check your CK/CQS when evaluating your account for partnerships or brand placements. High scores indicate credibility and goodwill. Low scores signal a suspicious account likely to be removed.Kens advice is explicit on this: If you have basically nothing, or less than a couple of hundred [community karma], theyre not even gonna sneeze on you. You need hundreds, if not thousands of community karma before moderators will consider your requests seriously.4) The Art of DisclosureWeve mentioned disclosing your affiliation a few times, and well reiterate it. Transparency is non-negotiable on Reddit. You must disclose your affiliation whenever theres any possibility of conflict of interest even in comments that dont directly mention your product, and especially when discussing competitor products.How to disclose effectively:Be natural and upfront: Full disclosure: I work for [Company]Add it to your user flair if availableInclude it in the first sentence if making a postDont bury it at the bottom after the pitchGood disclosure examples:Bad disclosure examples: Im on the engineering team at [Company], so obviously biased, but heres how we approached this problem Disclaimer: I work for [Competitor A], but [Competitor B] is actually better for this specific use case because User flair: Sarah | Product Team @ CompanyName Writing 500 words about your product, then at the end: btw I work there Only disclosing when someone asks directly Using language like we without explaining who we is Disclosing in your profile but not in individual postsModerators often check post history when something feels promotional. If they find youve been posting about your company without disclosure elsewhere, theyll ban you even if your current post was properly disclosed.5) Reading the Room (Community Culture Signals)Not all subreddits are equally receptive to brand participation. Learning to identify community tolerance levels helps you avoid hostile environments and focus efforts where theyll be welcomed.High tolerance indicatorsLow tolerance indicatorsHostile environment indicatorsOther brand reps actively participatingCompany employees have special flairPromotional content appears regularlyMods engage positively with business usersSidebar rules say NO SELF-PROMOTION (not just limited)Top posts often mock marketing/advertisingComments section regularly calls out shillsr/HailCorporate frequently linkedRule explicitly states No brand representativesCommunity formed specifically in opposition to company practicesHistory of brigading or protests against companiesModerators actively hostile to business users in commentsPractical research: Search the subreddit for your competitors names. How were those posts received?If well-received: Community is open to business participation.If ignored: Community is indifferent; focus on value, not promotion.If attacked: Community is hostile; reconsider participating at all.Also search sponsored, advertisement, shill to gauge community attitudes toward commercial content.If you want an in-depth understanding of how to analyze how receptive a subreddit is to your brand, use the Lurk, Listen, Leap approach that Ross Simmonds: 6) Contacting Mods ProactivelyCertain scenarios require reaching out to moderators before posting. This shows respect and often leads to better outcomes.If you run into one of the following situations in a subreddit relevant to your brand, use ModMail to start a conversation:Planning an AMA or large announcementWanting to share research/whitepaperConsidering sponsorship of a community eventUnclear if your content violates rulesWant to contribute regularly and establish a relationshipInstead of writing a long backstory about your company, complaining about previous removals, or DM-ing individuals, send out a clear, concise message that explains exactly what your intentions are in the sub.Kens guidance is clear: They dont care about your story, just say, I need help with this, and be very direct. Anything else is going to get filtered out.Takeaways: Moderators & Marketers Can CoexistReddit moderators can become your strongest allies or your biggest obstacles. Your success depends on how well you understand their constraints and the communities they protect.Keep these principles in mind:Treat each subreddit like its own market with its own rules and cultureBuild visible community karma before you ask for anythingLead with clear disclosure and real value in every post and commentUse ModMail for bigger plays like AMAs, research drops, or recurring seriesHeres your essential quick-reference guide:Put Moderator Relationships at the Center of Your Reddit StrategyReddits authenticity exists because moderators protect it. With 400+ million people on the platform each week and rising influence across search and AI, the conversations happening in subreddits now shape how buyers learn and make decisions. For brands, that makes moderators indispensable partners.These volunteers guide the flow of content and shape how communities interpret it. Brands that respect their role by contributing real value, being transparent, and focusing on community good will find moderators supportive rather than resistant. Invest in the community first, and performance will follow.If youre ready to develop a strategic, moderator-friendly Reddit presence that drives authentic engagement and visibility, the original Reddit Marketing Agency is here to help you navigate this complex ecosystem effectively. It's been over a week and a half since the 48-hour Reddit "Blackout" began, and some of the platform's biggest subreddits continue to protest the company's plans to charge exorbitant rates to third-party developers for API access.Reddit CEO Steve Huffman downplayed the protests early last week, claiming it was a vocal minority of users and had an insignificant effect on the company. However, by the end of the week, Reddit's tone noticeably changed. The company began sending messages to mods of popular communities taking part in the protest, basically threatening to remove their moderator designations if they didn't re-open their subreddits.That ultimatum seems to have worked, somewhat. And Reddit has now even followed through on removing mods from some subreddits still taking part in the protest. 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If you buy something through links on our site, Mashable may earn an affiliate commission. The protest, which initially started with around 3,000 subreddits pledging to go private, making their content either read-only or completely blocked from view, quickly grew to over 8,000 subreddits at its peak. Although there's around 3,000 subreddits that are still private, including some rather large communities, many began opening up over the past few days.But, that doesn't mean the actions against Reddit's API decisions are over. Some subreddits have discovered new, creative ways to protest. Mashable Light Speed For example, r/steam, the subreddit dedicated to the video game platform Steam, has decided to change up what type of content gets posted now that they've been forced to open. The subreddit is now entirely filled with posts about actual steamas in water in its gas form. Users are now posting about steam locomotives and steamboats. There's a photo of a pot with boiling water currently on the subreddit's front page.As Mashable reported over the weekend, three of Reddit's biggest communities with tens of millions of members each r/pics, r/gifs, and r/aww have decided to only post images of comedian John Oliver going forward as part of the protest. For days now, these subreddits have strictly consisted of photos, fan art, GIFs, and other media of Oliver. The Last Week Tonight host has even chimed in, supporting the action."Dear Reddit, excellent work. Attn: r/pics have at it" Oliver tweeted along with a thread of photos he took wearing various costumes for Redditors to post. This Tweet is currently unavailable. It might be loading or has been removed. But, apparently, not all of these new protests abide by Reddit's rules. Some subreddits have decided to reopen but mark their community as NSFW or Not Safe For Work. When a subreddit is designated as NSFW, users must be logged in to view content in that community. More importantly to the protests though is the fact that Reddit ads don't appear in NSFW communities either. This action is a direct shot at Reddit's attempts to monetize the platform, like charging for its API. According to mods in the popular r/mildlyinteresting subreddit, this action also got them removed from the subreddit and temporarily suspended by a Reddit administrator. Admins are employees of the company as opposed to mods which is a volunteer position held by the platform's users.Moderators incorrectly marking a community as NSFW is a violation of both our Content Policy and Moderator Code of Conduct, a Reddit spokesperson told The Verge, the outlet which originally reported the story about r/mildlyinteresting's locked out mods.According to The Verge, a different Reddit admin has since reinstated the r/mildlyinteresting mod team. However, other subreddits that marked their community as NSFW in protest such as r/interestingasfuck, are now completely without moderators after Reddit admins removed its mods.Apollo for Reddit, the popular Reddit client that raised awareness of Reddit's upcoming API changes, is still scheduled for shutdown at the end of this month. Earlier this month, Apollo's developer shared that Reddit's changes would cost him more than $20 million a year, sparking the protests. Topics Social Media Reddit Go to changemyview r/changemyview Sorry, this post was removed by Reddits filters.

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