The ultimate guide to creating a new community on Reddit

The ultimate guide to creating a community

Your adventure as a moderator begins here. This guide will assist in your quest to build a community on Reddit. Along the way it'll help you navigate choppy waters and even point the way to a crew, hearty and true, to join you on your exploration.
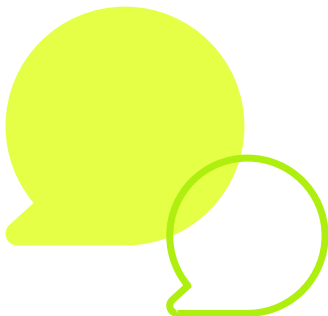
You may discover the greatest treasure is not in karma and gold, but in the friendships you make along the way. So hoist your sails and let the spirit of adventure carry you forth.

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What's a Reddit moderator?

Moderators, or "mods," are redditors who create communities or join existing community mod teams, and help ensure that the communities are fun, safe, interesting, and well-organized places to discuss and share content with other redditors.

Good listener

Leads with heart

Things mods can do

- Create the look and feel of their community
- Invite people to join their community
- Pin posts and comments in their community
- Set the rules and enforce posting and commenting guidelines
- Remove and approve posts/comments
- Grant user flair and post flair
- Manage community chats
- Lock threads or comments from receiving more comments and replies
- Read and respond to modmail messages
- Ban redditors who may be breaking community rules from their community

Things mods can't do

- See an individual list of subscribers to the community
- Edit other redditors submissions or comments
- Prevent redditors from viewing/voting on content in public communities
- Know who voted on or reported on things in the community
- Remove content outside of the communities they moderate

Community banners

Set the mood with a banner

Welcome home to your new community. First things first: paint the front door and make your community look welcoming by setting a **community banner**. The banner visual in your community sets the tone for the space, which can help redditors decide if they're interested in joining.

A good banner might...

Restate your community name

Reflect the mood of your community

Powering up your community

Keep it simple or get creative — the choice is yours!
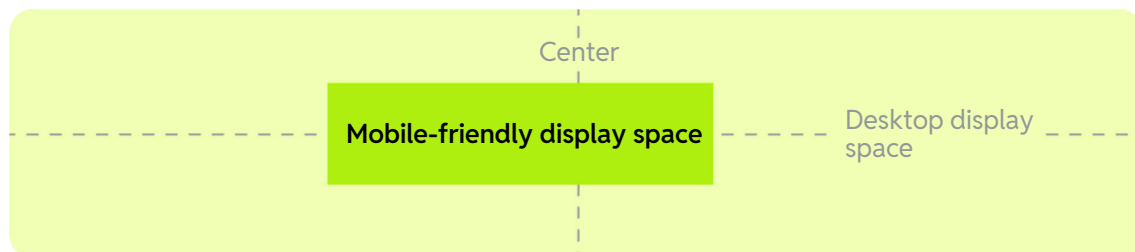

r/ElvenFood keeps it simple and uses a forest backdrop

A couple icons and a title do the job for **r/Jobs** banner

Mod pro tip:

For good results, use an image that is at least 1600x480. Any text should be aligned slightly left of center in the mobile friendly display space.

Center

Mobile-friendly display space

Desktop display space

Powering up your community

Community icons

Make it iconic

Power-up your community by setting a **community icon**. It can be as simple as choosing a background color and adding a symbol to represent your topic.

Take a look at your favorite communities to get inspired.

Mod pro tip:

Optimal icon size is 500x500.
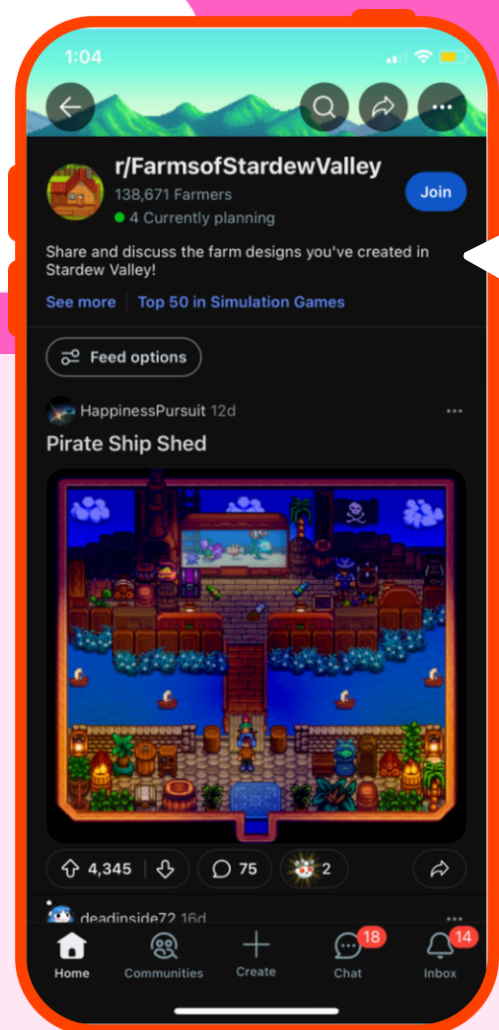
Community descriptions

Describe your community

Your **community description** is the place where you tell the world who your community is for and what they can post.

A good description...

- States the topic of your community
- Helps people understand what they can post
- Is welcoming to visitors
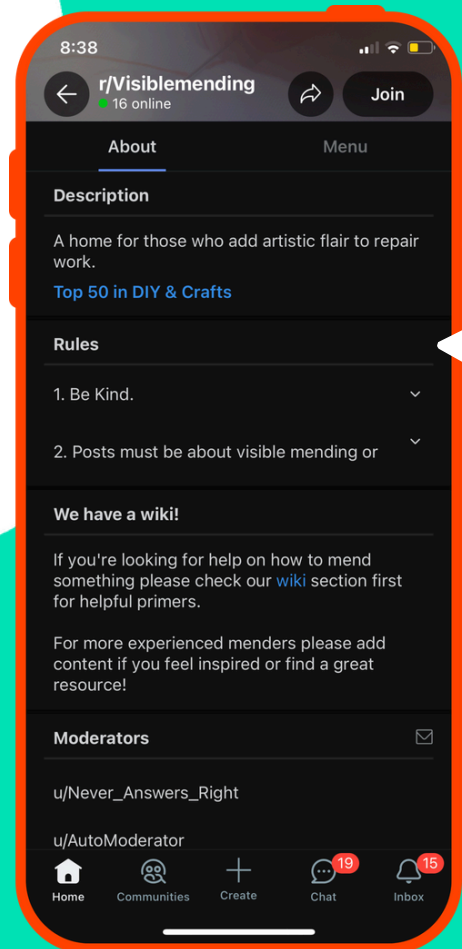
Powering up your community

Community rules

Set community rules

Community rules tell others how they should expect to participate in your community. You can add rules over time as your community grows. One rule new communities might add is a rule about being kind and respectful. This can help set the right welcoming tone for your community.

8:38

r/Visiblemending
● 16 online

Join

About   Menu

Description

A home for those who add artistic flair to repair work.
Top 50 in DIY & Crafts

Rules

1. Be Kind.   ⌄

2. Posts must be about visible mending or   ⌄

We have a wiki!

If you're looking for help on how to mend something please check our wiki section first for helpful primers.

For more experienced menders please add content if you feel inspired or find a great resource!

Moderators   ✉

u/Never_Answers_Right

u/AutoModerator

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Powering up your community

A good set of rules for a new community:

1 Sets the tone for how people should engage your community

2 Can evolve with the community's input over time

3 Are simple enough that folks still feel like they can contribute

"Our rules keep changing as the sub grows. We ensure our rules and reasons behind why we have a particular rule, is explained to all members."

— **r/BollywoodBlindsNGossip** mod **u/EccentricBai**

Mod pro tip:

Reddit has sitewide rules you can view underline here, but you can set up your own as well!

Powering up your community

Making your first five posts

Now that you've completed the basics...

It's time to fill your community with at least five relevant posts. Doing so will help unlock your <u>Community Rating</u> faster, allowing you to be found by redditors. New communities that have frequent posts also entice people who find your community to subscribe!

Mod pro tip:

Set a reminder to visit your community every week and make a new post. It's important you come back regularly to add new content that can be discovered.

What should I post to my community?

- Look at related communities for **inspiration**. What type of content is being posted every day and how might you create something similar?
- **Make a poll**. People love sharing their opinion!
- **Create a 'Welcome' post**. Tell others what your community is all about and who it's for.
- Create a **meme**!
- Look up **common questions** people have about your topic. Create a post that answers the question. This will help your community show up in search results!
- Share a recent **news article** about your topic.
- **Ask a thought-provoking question** that entices people to respond.
- **Make a 'Today I Learned' (TIL)** post about your topic.
- **Make a 'Top 5' list** for your topic and ask others to share their opinion.
- **Share a tip** or piece of advice with others.
- Look for related content in other communities and **crosspost content** into your community with a new caption.
- Think about what new people (vs those 'in the know') might want to discuss. **Make a post for the newbies** and answer their questions.
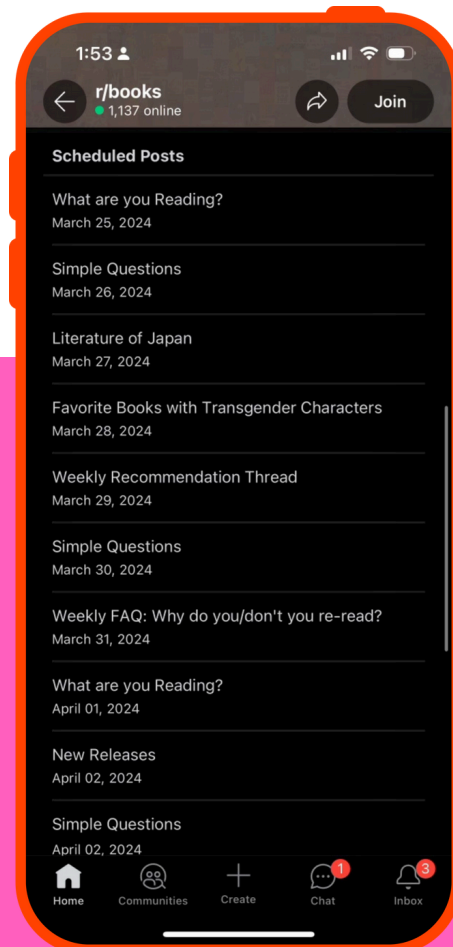
Powering up your community

Scheduling a post

Easily plan posts ahead of time

The **scheduled posts** feature lets you "set it and forget it" when it comes to planning content for your community. Not only will this help you stay organized, it also offers flexibility to post at the times you want to – whether you're online or not!

You can schedule the **date, time, time zone, and whether you want the post to be recurring** (like a weekly welcome thread for new community members).

1:53

← **r/books**
● 1,137 online   Join

Scheduled Posts

What are you Reading?
March 25, 2024

Simple Questions
March 26, 2024

Literature of Japan
March 27, 2024

Favorite Books with Transgender Characters
March 28, 2024

Weekly Recommendation Thread
March 29, 2024

Simple Questions
March 30, 2024

Weekly FAQ: Why do you/don't you re-read?
March 31, 2024

What are you Reading?
April 01, 2024

New Releases
April 02, 2024

Simple Questions
April 02, 2024

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Flair

What is flair?

Flair is a creative way for members to badge their posts and create an identity within their community. It's a special tagging system that you can choose to enable for your community. Mods can also create special flairs assigned for things like announcement posts or to highlight contest winners!

There are two types of flair:

Post flair

Post flair allows mods and members to add tags to content and easily filter through content and conversations. Depending on your community, you might decide to get creative and make flair fun, or keep things simple.

🔧 You can set up post flair by navigating to **Mod Tools > Look and Feel > Post flair.**

User flair

You can think of User Flair as a fun way for users to create or tag themselves with a unique identity in your community. You can also choose to set the flair yourself as a way to highlight standout members of your community.
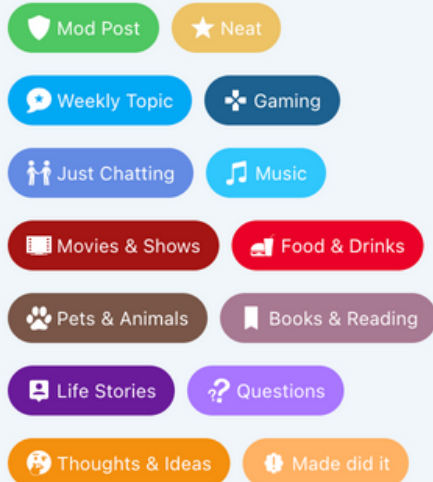
🔧 You can set up user flair by navigating to **Mod Tools > Look and Feel > User flair.**
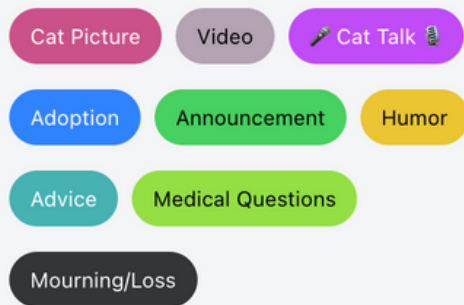
Flair examples:

Post flair

r/casualconversation

POST FLAIR

- 🛡 Mod Post
- ⭐ Neat
- 💬 Weekly Topic
- 🎮 Gaming
- 👫 Just Chatting
- 🎵 Music
- 🎬 Movies & Shows
- 🍽 Food & Drinks
- 🐾 Pets & Animals
- 🔖 Books & Reading
- 📱 Life Stories
- ❓ Questions
- 💭 Thoughts & Ideas
- ❗ Made did it

r/cats

SORT BY FLAIR

- Cat Picture
- Video
- 🎤 Cat Talk 🎙
- Adoption
- Announcement
- Humor
- Advice
- Medical Questions
- Mourning/Loss

User flair

r/writing

Select your community flair

- ○ Author ✎
- ○ Published Author ✎
- ○ Self-Published Author ✎
- ○ Freelance Writer ✎
- ○ Career Author ✎
- ○ Career Writer ✎
- ○ Agent ✎
- ○ Agent - Children's Fiction ✎
- ○ Agent - Children's Non-Fiction ✎
- ○ Agent - Genre Fiction ✎

Community status

Highlight what's top of mind

Community status is a way to share what's going on in your community. Setting a status adds a lively touch to your community and it's visible to all redditors via in-feed posts and on your community homepage. If someone clicks or taps your status, they can see the info you've put in this space.

🔧 To add a status, click the add emoji icon next to your community name. Simply add your text or a custom image or GIF (128 x 128px).
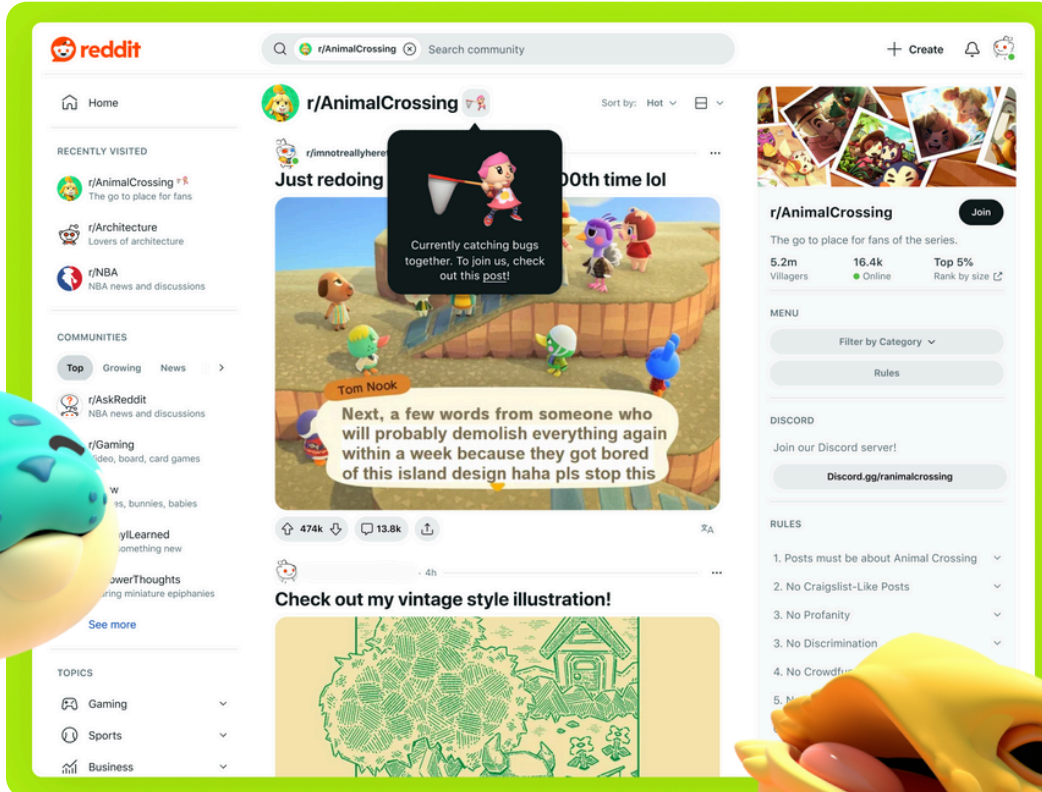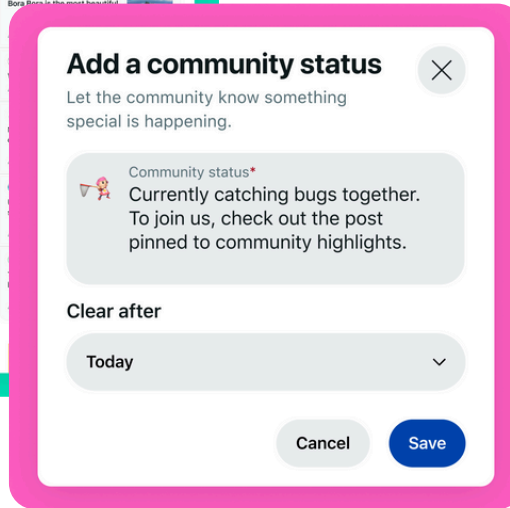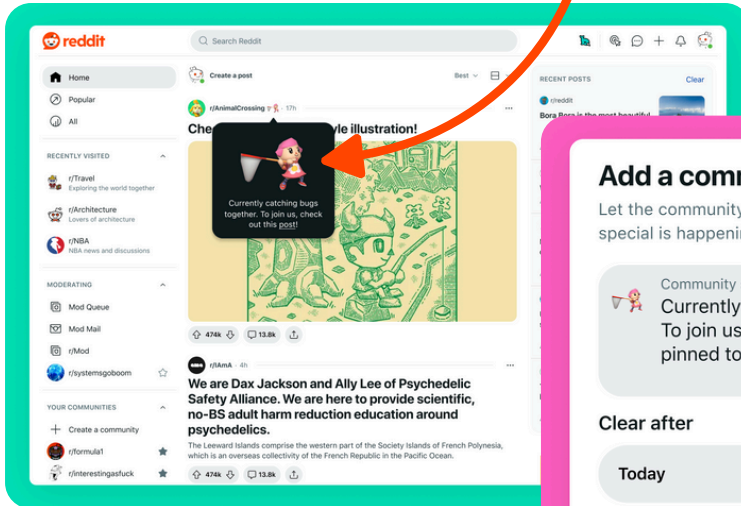
What might you use community status for?

Highlight	Commemorate	Showcase
a live event	a community milestone	specific posts

Community status examples:

Sidebar

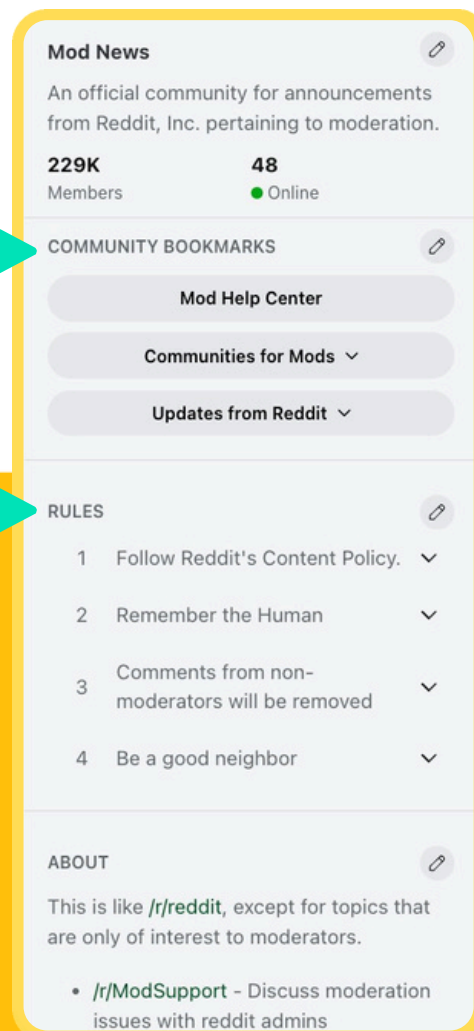## Customize your sidebar with info and resources

The **sidebar widget tool** allows you to add a variety of useful content to the right-hand sidebar of your community. It's an easy way to display your community's rules, add related links, explain the origins of the community, or just show off an ever changing array of handsome cat photos. It's best to consider how your sidebar appears on mobile when designing this space.

🔧 To access this tool, click Edit Widgets at the bottom of the right-hand sidebar of your community's page.

Widgets you can add to your community's sidebar:

- Text
- Bookmarks
- Buttons
- Images
- Community list
- Calendar
- Post flair
- Rules

Mod News ✎

An official community for announcements from Reddit, Inc. pertaining to moderation.

229K
Members

48
● Online

COMMUNITY BOOKMARKS ✎

Mod Help Center

Communities for Mods ⌄

Updates from Reddit ⌄

RULES ✎

1   Follow Reddit's Content Policy. ⌄

2   Remember the Human ⌄

3   Comments from non-moderators will be removed ⌄

4   Be a good neighbor ⌄

ABOUT ✎

This is like /r/reddit, except for topics that are only of interest to moderators.

- /r/ModSupport - Discuss moderation issues with reddit admins

Five settings you should know

1. New Post Notifications

Consider enabling the New Post Notification setting. Picture this: someone (who isn't you) posts something incredible to your subreddit, and voila! Immediately you get a notification that calls you into action. Engaging new posts makes contributors feel appreciated.

🔧 To activate this setting on desktop, navigate to **Mod Tools > Notifications > Activity > New Posts and turn it on.**

2. Safety Tooling

Reddit has safety features already enabled for your community that prevent spam and block problematic users. You may choose to further enhance community safety by enabling the Harassment filter. This feature automatically filters posts and comments that are likely to be considered harassing.

🔧 To configure this setting on desktop go to **Mod Tools > Safety > Harassment Filter**

3. Community Guide

 The Community Guide is a welcome message that appears immediately after any redditor clicks the join button to your community. After the message is dismissed, it will be discoverable on the community About page. Use this message space as a way to convey the character of your community!

🔧 To set the Community Guide via desktop, go to **Mod Tools > Community Guide**

4. Posting Guidelines

If you have a particular way you want people to contribute content to your community, you can create posting guidelines. Not every community needs guidelines you may decide to let your community post whatever they like!

🔧 If this setting is for you, on Desktop navigate to **Mod Tools > Content Controls > Provide Members with Posting Guidelines.**

5. Post Types

The type of content allowed in your subreddit can set the vibe of your community. You can choose from three Post Type settings: Any Content Type (text, link, image, video), Text Only or Link Only.

🔧 The default setting is Any Content Type, but you have the flexibility to customize this setting. On mobile, adjust this setting via **Mod Tools > Post Types > Post Type options.**
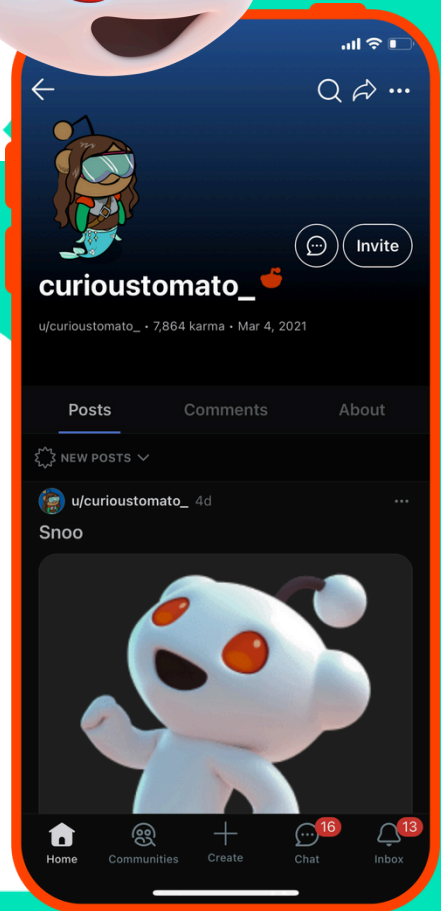
Find your people

Grow your community

One way to grow your community is by inviting relevant redditors using the invite button, and then crafting a message inviting them to your new community.

Sample Message: Come hang out in the newest community for uncomfortable-looking rabbits, r/buncomfortable!

curioustomato_ 🍅
u/curioustomato_ • 7,864 karma • Mar 4, 2021

Posts   Comments   About

NEW POSTS ∨

u/curioustomato_ 4d

Snoo

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Community invite tips:

Do

- Invite redditors already interested in your topic
- Say what your community is about
- Be friendly

Don't

- Do not spam invites, use this tooling sparingly or your account may be temporarily restricted. Aim for ~5 invites daily to highly interested users.
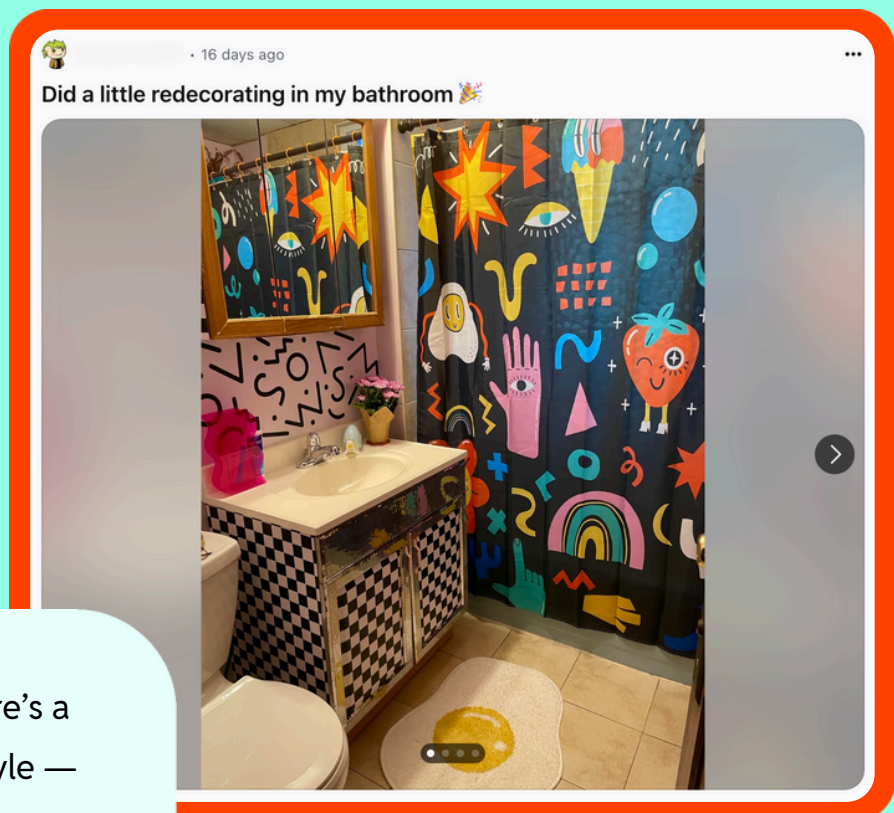
Get to know your neighbor

Another way to grow your community is by forming relationships with other related communities.

- Consistently post to your new community
- Look for related communities and reach out and ask if you can make a post advertising your community in theirs
- Or, leave a comment mentioning your community on related posts
- You wouldn't allow spammy comments in your community, so be authentic, double check the rules, and aim to do this sparingly!

Try leaving a comment!

· 16 days ago

Did a little redecorating in my bathroom 🎉

Love your decor! There's a community for this style — you might like **r/CoolDecor**!

Staying safe as a moderator

Set yourself up for success by...

Reviewing the account you are moderating on and take care to remove personal information you would not want others to know about. As you gain subscribers, consider **adding a moderator buddy** to help you manage comments and posts. Finally, **explore safety tools** available to you under Mod Tools. Dive deeper into safety tools and how they can help you <u>here</u>.

Safety FAQs

Someone is harassing my community, what do I do?
You can ban the user from your community via Mod Tools > User Management.

How do I report content beyond removing the post?
If you need action taken by the admins for a serious issue, you can file a <u>report</u>.

If my subreddit gets banned, what should I do?
Read the <u>Content Policy</u> thoroughly. It's possible your community violated one of the rules. If this does not apply to you, file an appeal <u>here</u>.

Safety settings you should know

To find your safety settings, go to your **Moderation Tools** and click *Safety* under the *Settings* section.

Harassment Filter

The Harassment Filter allows moderators to automatically filter posts and comments that are likely to be considered harassment.

Reputation Filter
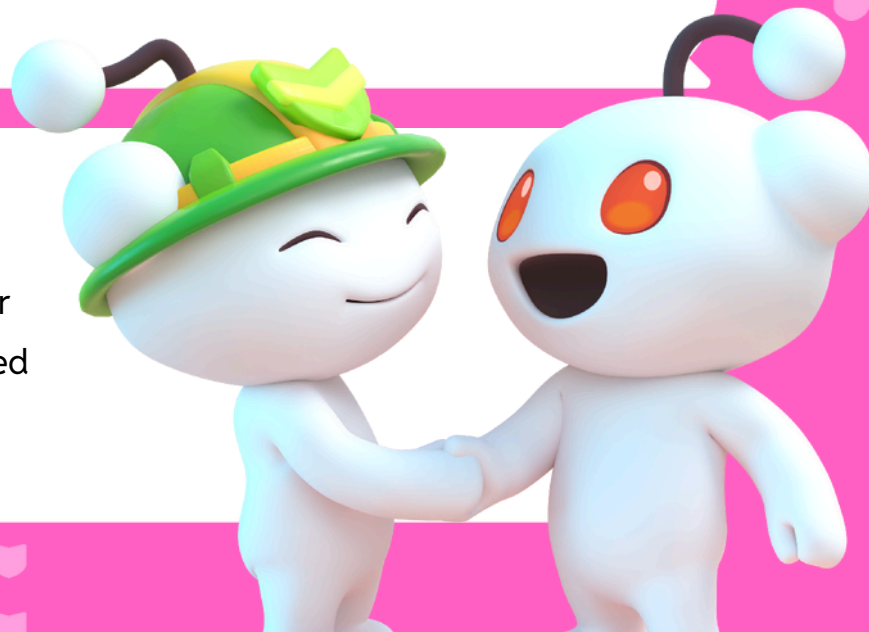
The Reputation Filter lets moderators automatically filter content by redditors who are likely to participate in unwanted behaviors such as spam.

Modmail Filtered Folder

This folder automatically filters inbound modmail messages that are likely to contain harassment. These messages will skip the inbox and go directly to a filtered folder.

Ban Evasion Filter

This feature will automatically filter posts and comments from suspected subreddit ban evaders.

Mod Tools Dictionary

Queues

Mod Queue is like VIP holding area for pieces of content that warrant your review. The Needs Review queue within Mod Queue hosts content you should double-click on to see if it requires actioning. This includes user reports, and filtered posts and comments. Content removed by the spam filter will go into the Removed Queue.

As your community grows in engagement, this will be the number one place you tap in on each day to monitor what's happening.

Mod Log

Think of the **Mod Log** as a diary. When you or another member of your mod team takes an action in your community, the Mod Log automatically captures that action. You can use the Mod Log to see all mod actions taken by moderators of your community (or admins!). This tool is especially helpful if you have a large mod team.

Looking for an expanded guide to Mod Tools? Check out the help center here.

Mod Tools Dictionary

Modmail

If a redditor sends a message to your subreddit mod team, it will appear in **Mod Mail**. Mod Mail is the shared messaging system that you can use to communicate with members of your community and other redditors. Admins may reach out to you through Mod Mail as well!

Removal Reasons

Removal Reasons are short messages shown to redditors if you remove their content from your community. A common Removal Reason for new communities might be "*Spam - no outside links or self-promotion allowed.*"

Automations

In Automations you can set up a nifty feature called Post Guidance. Post Guidance will double-check a redditor's post before they post it to your community, to ensure the post follows your community rules. You can learn more here.

Looking for an expanded guide to Mod Tools? Check out the help center here.

New mod FAQs

I just created a subreddit…so what should I do first?

- Add a description to your community. The description should help potential visitors quickly understand what your community is all about!
- Add a Banner. This can only be done on Desktop.
- Add a Community Icon.
- Add at least 5 posts. Visitors will want to see that there are lights on in your community, before stepping through the door and committing. Adding five posts will also help you unlock your community rating faster, allowing your community to be found by others!

Is there a place where I can promote my community?

You can grow your community by finding posts already on Reddit that may be the perfect fit for your community as well! Search for related keywords to your topic on Reddit and sort by the last month. If you find a post that looks like a good fit for your community, comment on that post with something like "I'd love for you to post your content in my new community, it looks perfect!"

Tip: It's important to ensure the majority of your participation in other communities doesn't solely consist of you mentioning your community. Name drop your community sparingly and in places you're already active in.

How do I set up u/AutoModerator?

AutoMod is best utilized by communities with thousands of subscribers. Post Guidance may be better for smaller communities. However, if you're still interested in AutoMod, see this guide to get you started.

How do I change my subreddit name?

Your community name cannot be changed. If you made this community in error, just go ahead and make a new one.

New mod FAQs

How do I add a subreddit banner?

You can add a banner via desktop by navigating to Mod Tools > Look and Feel > Community styling

Is it possible to see my subreddit members list?

You can see how many people subscribe to your community, but you cannot see the individual subscribers of your community.

How do I add/edit rules for my subreddit? Are there any standard rules I should add?

To add rules go to Mod Tools > Rules. As a best practice, we recommend adding one rule: Be Kind. Check out your favorite communities or related communities for rule ideas.

How do I customize the name for "members online" in my community?

Navigate to the front of your community and click the pencil edit icon next to your description. Here you can add the nickname for your subscribers!

How do I get people to post to my community?

You'll have to create content yourself in the beginning until you get subscribers. Try posting relevant news to your topic or find related content living in other communities and repost (crosspost) that content into your community. For more ideas, check out How to Encourage More Original Content.

I need help with something else. Where should I go to ask?

We recommend searching r/ModHelp or r/ModSupport to find an answer to your questions! If you need additional information regarding moderating or understanding tooling, check out the Moderator Help Center.

Resources available to you

For further reading:

- New Mod Checklist
- 3 Biggest Mistakes New Mods Make
- Advice from r/ModernistArchitecture on how to grow a community

Communities just for you:

r/ModSupport

r/modhelp

r/ModEvents

r/ModNews

International:

🇬🇧 r/UKMods

🇮🇳 r/IndianMods

🇧🇷 r/ModsBR

🇫🇷 r/ModsFR

🇩🇪 r/deutschemods

Get Support:

Reddit Help Center

Report a problem