

The ultimate guide to reviving a community on **Reddit**



The ultimate guide to reviving a community



Ready to take the reins and embark on an exciting journey of reviving a community?

This may feel like a tall mountain to climb, but we've packed up all the tips and tricks you'll need to overcome obstacles and thrive!



Consider this guide your trusty compass as you navigate bringing a community back to life.

Get ready to uncover the hidden gems of community-building and enjoy the connections you'll spark along the way!



First things first

This guide is most helpful for mods who have officially taken the reins of a community. Not at that point yet?

Start with this best practice to request mod privileges for an inactive community:

Check to see if any current mods are still around. There might be active mods, even if their profiles don't show activity. If so, consider asking via Modmail if they would add you to the team. Be friendly when you reach out and share your passion for the community!

💡 Note that mods are more likely to accept requests from active community members. But don't get discouraged if you're less active!



If you've reached out to the existing moderators and haven't gotten a reply, keep reading to learn how to request an inactive community! ➡

How to request an inactive community

- 1 Before submitting your request, message the current mods to express interest and ask if they'll add you to the team.
- 2 Include a link to this message in your request as instructed by [u/request_bot](#). If there are no mods listed, exceptions can be made. **Don't skip this step or your request may be denied!**
- 3 Submit your request in [r/redditrequest](#) and explain your reasons for wanting to moderate this community.

Tips for success

- Make sure the community is eligible by confirming that none of its moderators have been active within the past 30 days.
- You are allowed to make one request every 15 days. This rule applies even if previous posts have been deleted before being reviewed.
- Your account must be at least 28 days old and have a minimum of 100 comment karma. Please note, awardee and awarder karma are excluded from this total.
- You may not use multiple/alt accounts to make requests.
- You cannot request communities on behalf of other users.

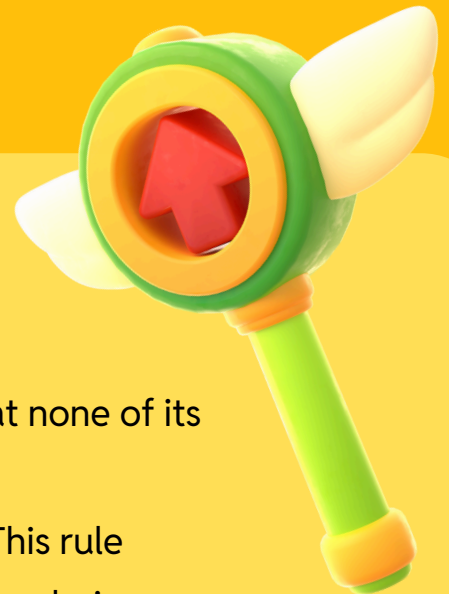


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Chapter 1: Community refresh

It's time to roll up your sleeves and do some housekeeping. These next pages will guide you through steps to refreshing your community.

From removing outdated content to giving your settings a makeover, this is where you'll start shaping the community to match your vision.

Time for a fresh start—let's get things in order!



**Time to
tidy up!**



Make a “we’re back” post

Let your community know you’re back in business with a “we’re back” post! This is your chance to reintroduce the community and let your people know what’s new and exciting.

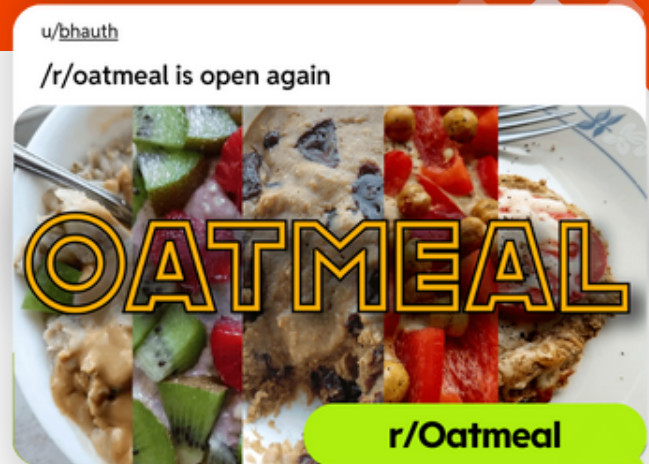
You can also use the welcome post to recruit more mods to your team, like this example from [r/oatmeal](#).

Some potential things to include:

- New and updated rules
- New flair options
- New direction you plan to take the community

Mod pro tip:

Make another post a few days after the “we’re back” post and ask members what they’d like to see more of in the community. It’s best practice to check back regularly with your community and keep conversations flowing.

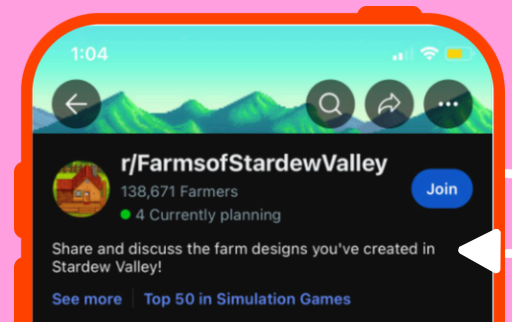


Time for a mini makeover

Now that you've announced that your community's back in business, it's time for a mini makeover. Got a large and/or active community? We recommend reviewing these community essentials with them and ask what changes they'd love to see!

Describe your community

Your **community description** is the place where you tell the world who your community is for and what they can post. Make sure it still fits your community's vision.



Set the mood with a banner

Welcome new community members with a nice **community banner**. The banner visual in your community sets the tone for the space, so ensure it reflect the current vibe and is designed to attract the right members.



Make it iconic

Power-up your community by revisiting your **community icon**. It can be as simple as a solid background color and a symbol that represents your topic. Let your creativity shine!



Set community rules

Community rules should help set the right welcoming tone for your community. Create or review your rules, ensuring they set the right tone for community engagement and are simple enough for members to contribute.



Remove posts that don't fit the vision of your community



Let's tidy things up!

Revisit your community's core values and remove posts that stray from its vision. Before making changes, consider your community's size and activity. If it's large and active, connect with members and see if they're on board with any content direction changes.

Mod pro tip:



🧠 Take a look at your rules to determine which posts are considered off-topic/inappropriate.

🔍 Check old content to see if past posts need updating or removal to match the current vision.

Declutter your space

Remove spam

Let's welcome your community back to a clutter-free space!

Check out these settings you can use to reduce spam [here](#).



Get started on removing spam content by keeping an eye out for these examples of spam behavior:

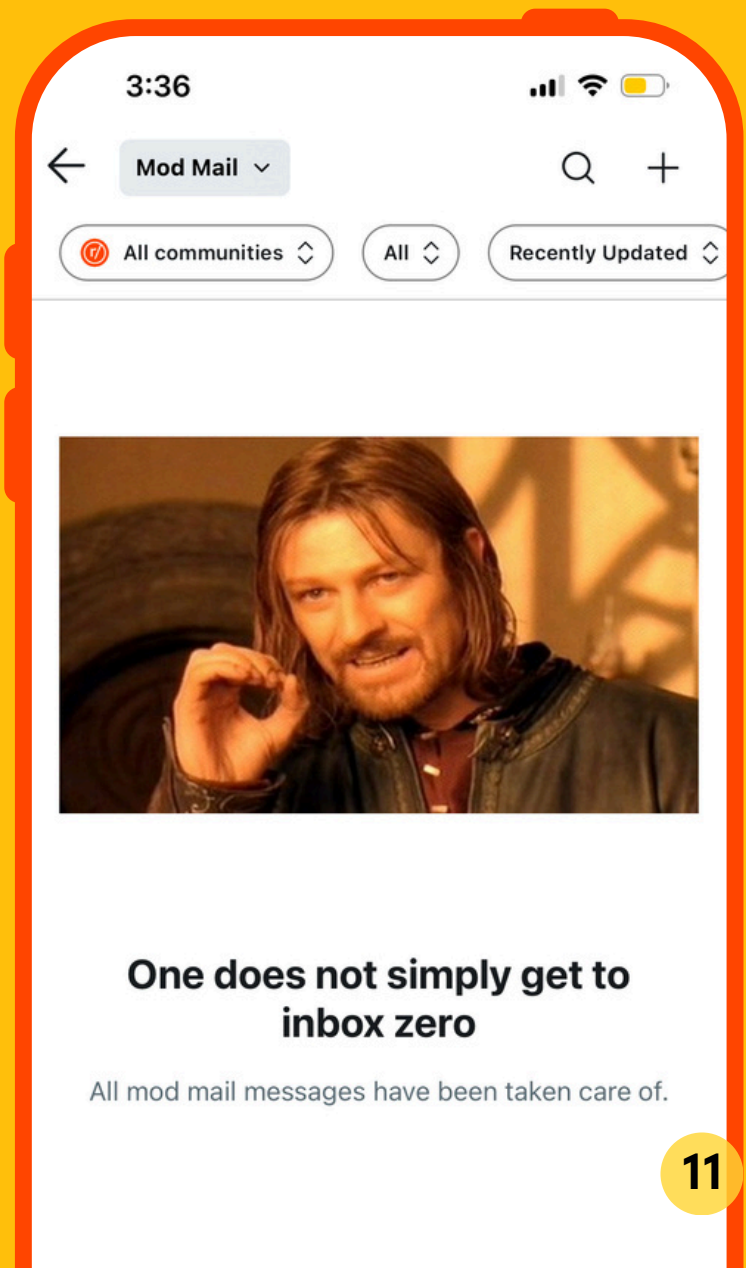
- Repeatedly posting the same/similar comments in a thread, community or across communities.
- Repeatedly posting unrelated/off-topic/link-farmed content.
- Posting content that includes link redirects as a way to circumvent an existing domain block and/or to disguise a link's source.
- Linking to harmful third-party content, such as malware, phishing, deceptive pop-ups, etc.
- Bot-like behavior that harms/breaks Reddit, including bots intended to promote content/products/services.

Clean out mod mail



Keep your space fresh and organized by going through your **mod mail** inbox.

Clear out old messages and make sure important messages don't get lost in the clutter.



Set up how people can engage in your community

It's important to adjust post settings to keep all shared content in line with your community's vibe. Here are some settings to set up how folks engage in your community:

Allow link posts

Enable spoiler tags

Allow pictures in comments

Enable polls

Allow AMA posts

Allow GIFs in comments

Allow crossposting

See all community settings in the [Mod Help Center](#)

Chapter 2:

Rebuilding and engaging your community

Nice job so far! Now it's time to continue rebuilding and engaging your community. Remember, this is a journey, not a sprint—there's no need to tackle everything immediately.

Take your time and enjoy your adventure rekindling your community!



Set up community guide to welcome new members



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 and welcome new members.

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

Community Guide

Enable community guide

The guide will be accessible beneath the community description.



Show when someone joins this community



Header layout

Name and image >

Header image

Banner >

Welcome message

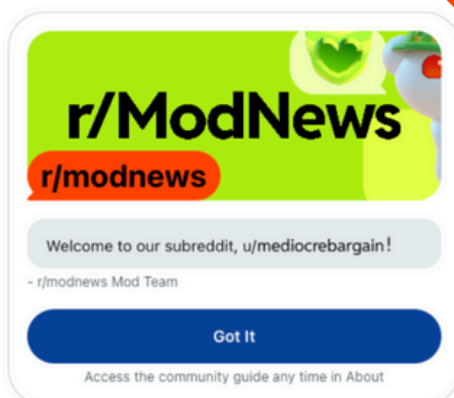
Welcome to our subreddit, {username} >

User flair selection

Off >

Resources

0/3 >



More engagement tips for mods, by mods

Host a contest

One way you can engage your community right away is to hold a new banner or icon contest.

Make it fun and engaging by offering rewards and getting your community to vote for the best creations.

See how [r/StardewValley](#) successfully hosted a banner contest!



Add post flair + user flair

Adding post and user flair can make it easier for redditors to find relevant content and connect with others.

For post and user flair inspiration, check out how [r/florists](#) adds flair to their community!

Post flair tip

Post flair can be a helpful way for redditors to filter through content. Think about your community's main themes and create post flair that reflect those popular topics.

User flair tip

User flair are great way for users to represent themselves in your community. Consider making user flair that highlights key traits or roles in your community.



Get to know your neighbors

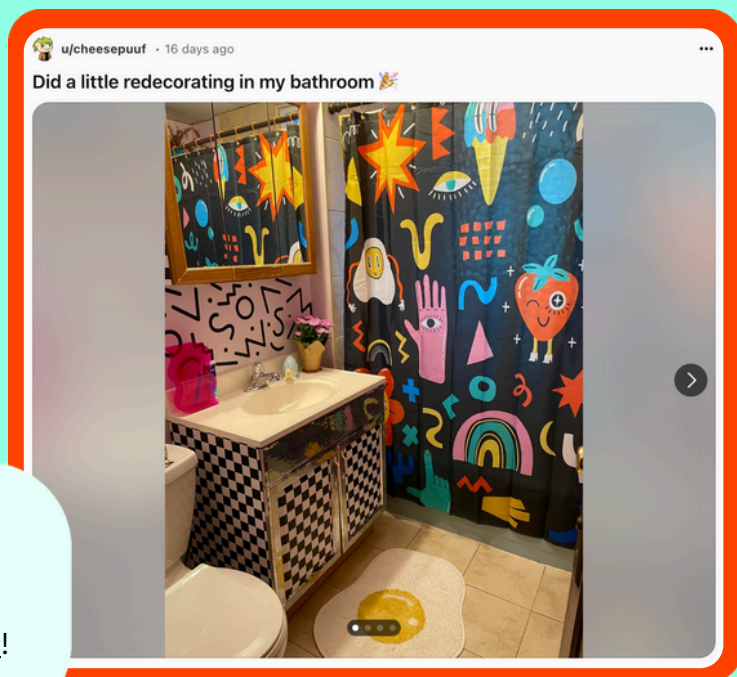
Another way to grow your community is collaborating with mod teams of neighboring communities. Here are some tips to build relationships with other communities:

- Look for new or popular posts about your topic in related communities.
- Determine appropriate posts to engage with and name-drop your community authentically.
- Feel free to post links to your content (within reason). If that's all you post, or you always seem to get downvoted, take a good hard look in the mirror — you might be a spammer. A widely used rule of thumb is the 9:1 ratio, i.e. only 1 out of every 10 of your submissions should be your content.
- You wouldn't allow spammy comments in your community, so be genuine, not spammy!

Try leaving a comment!






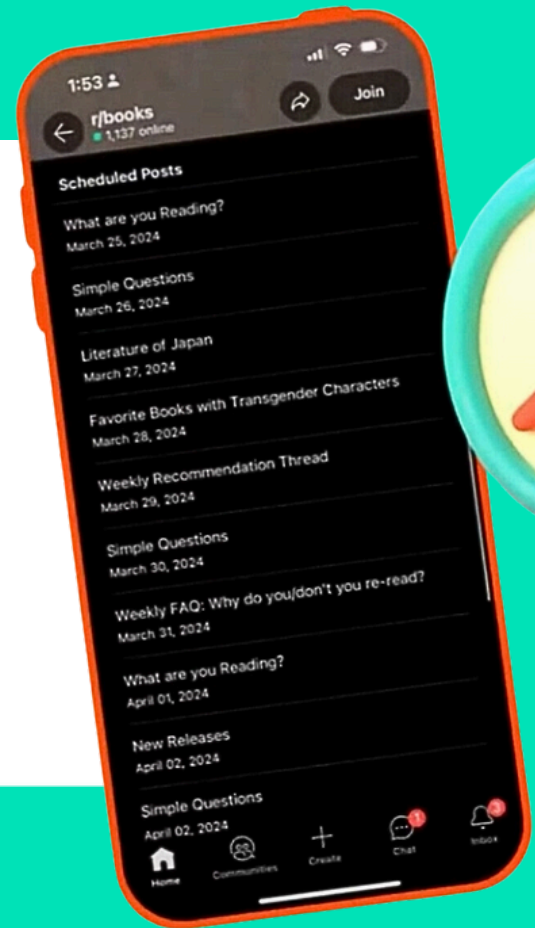
Love your decor! There's a community for this style—you might like [r/maximalism!](#)



Post consistently

Consistently posting is key to keeping your community active and engaged. You can get started by...

-  Creating a posting schedule
-  Hosting a weekly discussion posts
-  Sharing relevant content regularly



"To foster the culture we have today in our community, I initiated a Monthly SpiceDiscussion. This recurring event serves as a platform for our members to engage in in-depth conversations about each spice listed."

-u/underground_dweller4 on [r/spices](#)



r/Spices

Become an engaging community leader

Every week, find a way to intentionally engage your community. Here are some ways to start.

Thoughtfully comment on every new post

Host a community event, like an AMA



Post a question every week for others to respond to

Attend a mod event and get inspired

Explore community programs, like Community Funds



Chapter 3:

Tools for managing active communities

If you're leading an active community, it's easy to feel overwhelmed by the constant flow of content. No sweat—these next pages will introduce you to the right tools to help manage your community.

From managing post volume to automating repetitive tasks, you'll learn how to stay on top of it all while keeping your community thriving. Let's jump in!



Looking for an expanded guide to mod tools?
Check out the Help Center [here](#).

Mod Tools Dictionary



Queues

Mod Queue is like a VIP holding area for content that warrants your review. Within Mod Queue, you'll find the Needs Review queue that hosts content you should double-click on to see if it requires action. As your community grows in engagement, this will be the number one place you tap into each day to monitor what's happening.

Temporary Events

The **temporary events** feature is a helpful tool designed to assist you if your community experiences a large (and unmanageable) spike in traffic! This feature allows you to adjust certain settings and post/comment permissions for a set amount of time.

Saved Responses

Saved responses are short messages you can save and use as pre-written messages when responding to **mod mail** inquiries or addressing content removals.



Looking for an expanded guide to Mod Tools?
Check out the Help Center [here](#).

Safety Mod Tools



Harassment Filter

The **harassment filter** is an optional safety tool that lets mods automatically filter posts and comments likely to be seen as harassment. Go to *Mod Tools*, click *Safety* under the Moderation section, then select the *harassment filter*. You can modify your settings by selecting either the moderate or high filtering option, which manages how much content is filtered and filter accuracy.

Content Controls

Content controls is its own setting in *Mod Tools*. Here, you can easily ban certain words from post titles and content, or ban links from specific domains. This can help keep your feed safe from unwanted or irrelevant content.

Crowd Control

Crowd control is available in *Mod Tools* under *Safety*. With crowd control, you can choose to automatically collapse or filter comments and posts from people who aren't trusted members of the community yet. This may be helpful if you experience an influx of new people or if people begin engaging with your community in bad faith.

Reputation Filter

The **reputation filter**, available in *Mod Tools* under *Safety*, is a setting that allows moderators to automatically filter content from those likely to participate in unwanted behaviors such as spam.

User Management

If redditors repeatedly breaks your community's rules despite your efforts to educate them, you can use banning and muting to help maintain order. These tools are accessible through **User Management** in *Mod Tools*.



Tips for managing a growing community



As your community grows, you may find yourself dedicating more time to moderating posts, managing the **mod queue**, and interacting with members. Here are three tips to help you navigate a growing community!

Enable post / comment guidance

Post guidance and **comment guidance** are great ways to notify users of rule violations while they create a post or comment. They can reduce the amount of time mods spend in mod queue and improve community management. (see more on post guidance on the next page!)

🔧 To set up post and comment guidance, go to your community homepage and navigate to Mod Tools > Automations.

Set up the harassment filter

The **harassment filter** is an optional community safety setting that lets moderators automatically filter posts and comments that are likely to be considered harassing. You will need [Manage Settings permissions](#) in order to adjust these settings.

🔧 To set up or adjust the harassment filter, go to your community's *Mod Tools*, click on *Safety* under the Moderation section, then select the Harassment filter option.

Recruit a mod!

As your community grows, managing your Mod Queue by yourself may become overwhelming. Consider finding a like-minded and enthusiastic co-moderator to join your team and help manage your community.

🔧 You can make a post asking for mods to join your team or [message](#) u/ModSupportBot. The bot will respond with a list of active redditors in your community that may be a good fit.

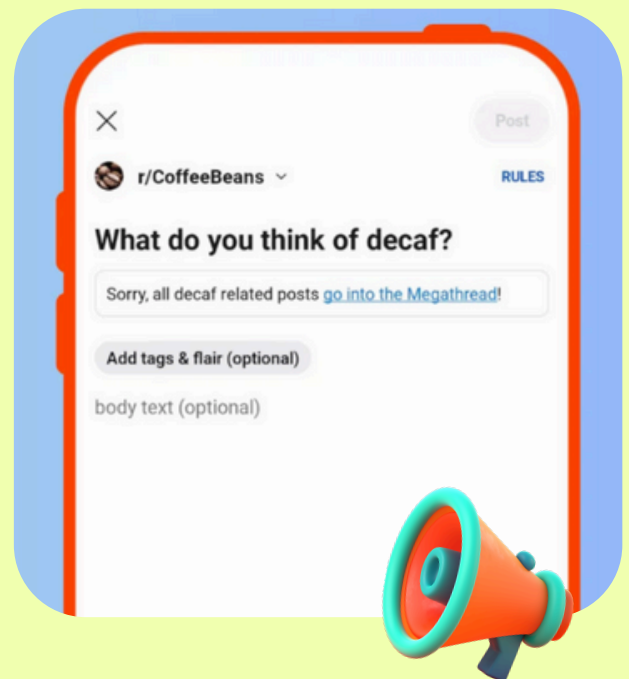
Set up post guidance



With post guidance, mods spend less time checking rule-breaking posts and more time enjoying the fun parts of moderating. Think of it as your invisible friend, catching posts and helping users fix them according to your post requirements before they even get posted.

I'd love to set up post guidance, where do I start?

- To set up post guidance, head to your community homepage and go to Mod Tools > Automations
- Post guidance is most effective with at least three automations set up. To start, you can consider adding formatting, word, or topic requirements.
- If you need help coming up with good rules, check your Mod Insights page to see frequently reported content or visit the [post guidance discussion](#) on r/ModSupport.



**Mod
pro tip:**

If your community has thousands of subscribers, consider using automod—a bot that assists with repetitive mod tasks. Learn more about automod [here](#)!

Safety FAQs



What am I supposed to do if my community experiences brigading?

If your community experiences brigading or another community is interfering with your community, read this [article](#) and get the support you need.

How do I stop ban evasion?

After reporting the user account, consider enabling the [ban evasion filter](#). This optional feature in the *Safety* section of *Mod Tools* will automatically filter posts and comments from suspected subreddit ban evaders.

How do we get help from admins during a crisis?

Your community might experience an influx of traffic that can make moderating more difficult. Check out these [resources](#) to get the support you need.

New mod FAQs



Is there a place where I can promote my community?

You can grow your community by finding relevant posts that exist on Reddit! 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 very important to not be spammy in other communities and to only try this sparingly (~five times per day).

How do I change my community name?

Your community name cannot be changed once you have created it.

Is it possible to see my community 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 community? Are there any standard rules I should add?

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

New mod FAQs



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

Navigate to Mod Tools > Community Appearance > Sidebar Widgets > Community Details.

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 this [blog post](#) on 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](#).

Explore more resources to grow your revived community



For further reading:

- [New Mod Checklist](#)
- [Three biggest mistakes new mods make](#)
- [Advice from r/ModernistArchitecture on how to grow a community](#)

Communities just for you:

[r/modhelp](#)

[r/ModSupport](#)

[r/ModEvents](#)

[r/modnews](#)

International:

[!\[\]\(870f5d5e9c0d57485634be3ecf52f3ca_img.jpg\) r/UKMods](#)

[!\[\]\(4fe57c3593bf1b21d272ae7ac8dfaf77_img.jpg\) r/IndianMods](#)

[!\[\]\(0d5ec72f61334709c3fc9450209b754f_img.jpg\) r/ ModsBR](#)

[!\[\]\(b792654f2cef9719eabeb6c5be00811e_img.jpg\) r/FrMods](#)

[!\[\]\(7d1d6890825e83a6a4a51febe2dcc7f3_img.jpg\) r/deutschemods](#)

Get support:

[Reddit Help Center](#)

[Report a problem](#)