reddit

THE ASK ME ANYTHING GUIDE

INTRODUCTION

Reddit started off as a social news website where users could submit links to share and discuss with each other. Over the past decade, it has grown at an incredible pace, and as has firmly cemented itself as one of the most popular websites in the world.

In August 2015 alone, Reddit had over 200,000,000 unique visitors from over 208 different countries. These visitors viewed over 7.8 billion pages during their time on the site! It is truly a global community where people from all corners of the world (and even astronauts in space) are given the unique opportunity to share and discuss absolutely anything they want to with each other.

There are over 9,000 active communities on Reddit, called subreddits, which are tailored to specific interests, topics, and themes. These can be extremely broad, such as /r/pics where pictures of almost anything can be shared, to very specific places of discussion, like for the latest movie, book, or even people!

R/IAmA

One of the biggest subreddits on the site, with a growing community of over 9 million subscribers, is r/IAmA, which stands for *I Am A…. Ask Me Anything!*

It is here that people from all walks of life can hold online interviews, in which they answer almost any question the community can throw at them. We've had some really unique opportunities to host special Ask Me Anything ("AMA") Sessions, including with President Barack Obama, Bill Gates, Robin Williams, Louis CK, Roger Ebert, Chris Pratt, and Chris Hadfield (while onboard the International Space Station!).

As the name suggests, the questions asked can be about absolutely anything. The community will vote on which questions they like the most, and those most popular will rise to the top of the comment section of the AMA. The Original Poster (online slang for the interviewee, or "OP"), is under no obligation to answer anything they do not want to, but the best AMAs are the ones that take every question in stride. OPs who can answer the hard-hitting questions and the fun, out-of-left-field questions will generally have the most successful AMAs, especially since these are the questions not usually asked in a standard interview. We know that there are concerns about harassing or inappropriate questions – we remove those, so they are not visible in the AMA. We appreciate tough questions, but we don't allow questions that could be seen as harassment. So our guests can be comfortable with the "Anything" part of name, knowing there are some limitations on that word!

USING REDDIT.COM

To start the AMA process, the first thing you'll need to do is visit www.reddit.com/r/IAmA! You will see something similar to the below image. Some of the more important sections are called out and will be explained under the photo.
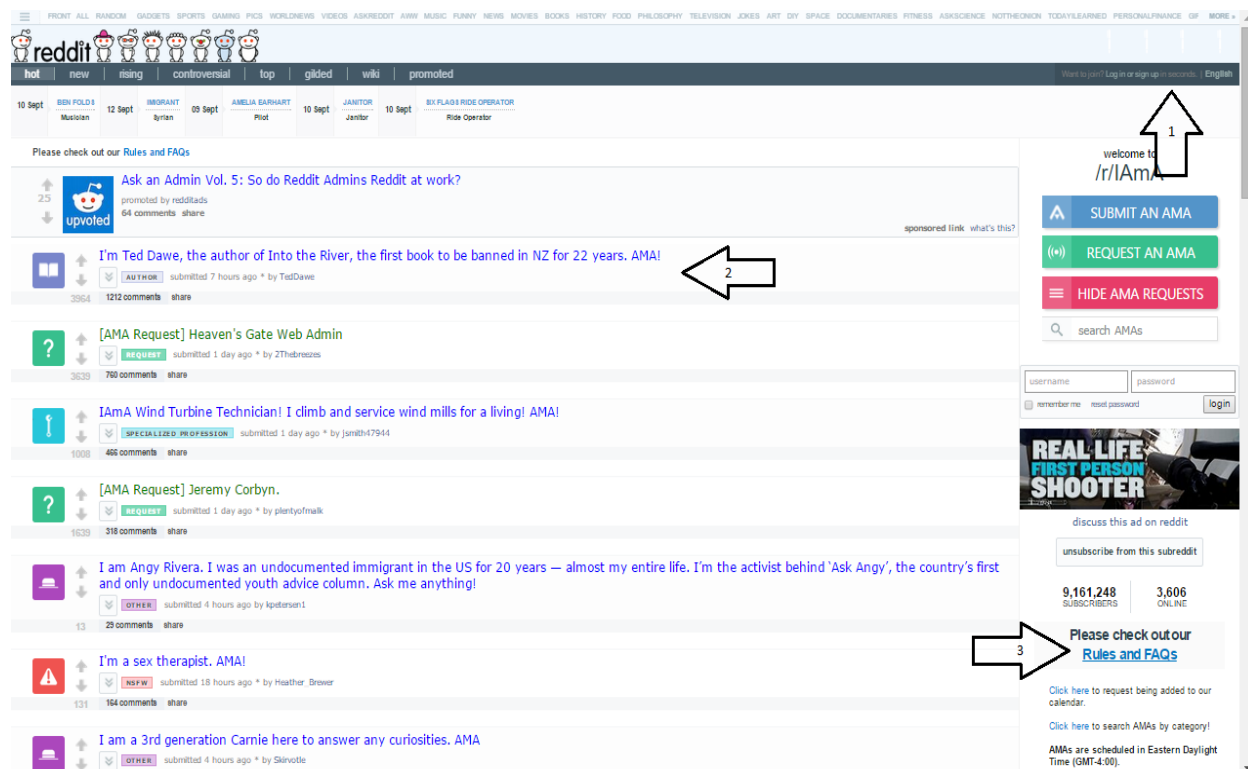

1. Here you can create your own account, which you will need to do your AMA.

2. These are the user-submitted posts. The ones in green are requests by users, looking to have someone they'd like to interview come on the site and do an AMA. The ones in blue are people currently doing AMAs. The more popular a post gets (judged by the number of positive votes it has), the higher on the page it will rise.

3. This is the sidebar. Here you will find a summary of important information about r/IAmA. You will also find links to the rules, FAQs, and also a calendar with all scheduled AMAs on it. We'll explain the calendar a bit later!
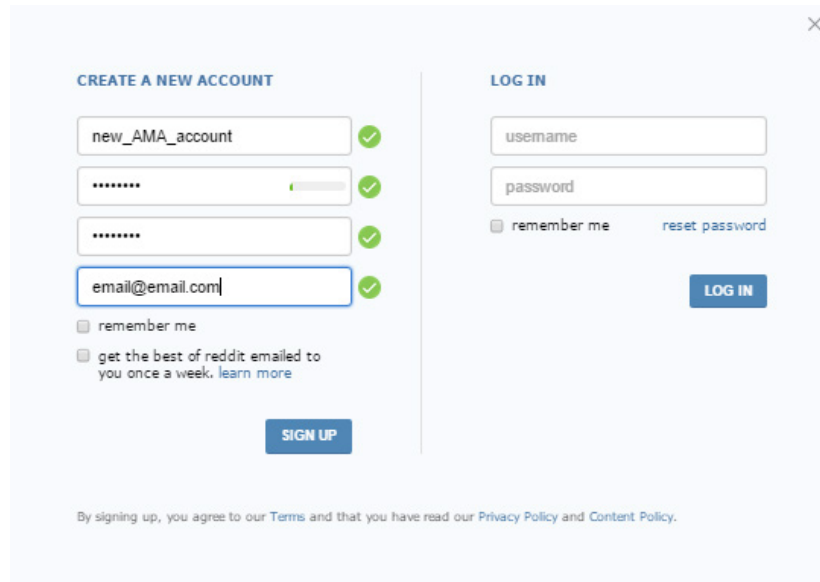
CREATING YOUR ACCOUNT

You'll want to start by clicking on "Log in or sign up" in the top right corner of the page. It will look like this:
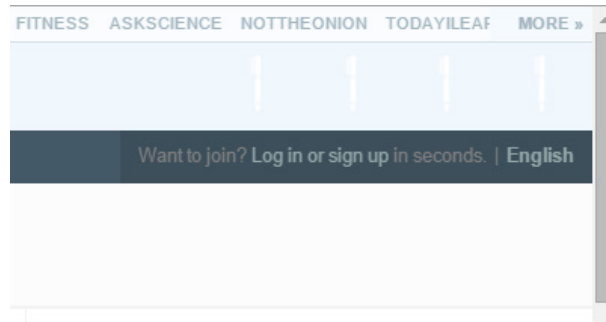
You will then see a pop-up that looks like this:
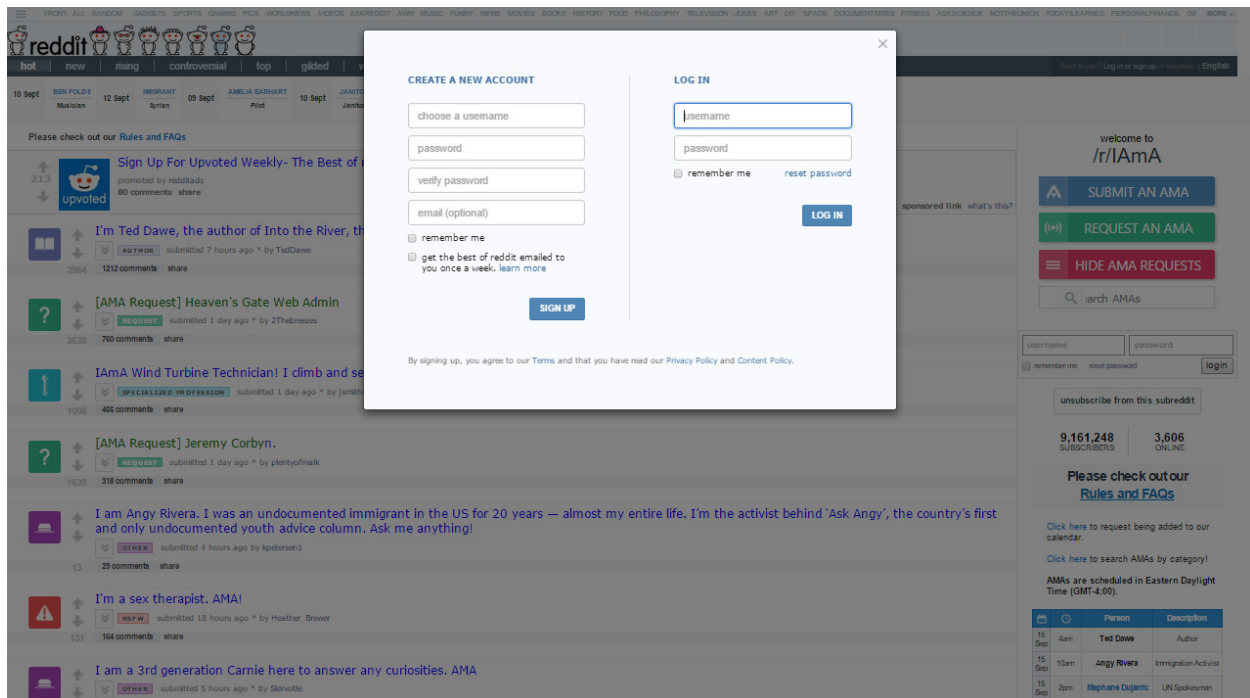
You'll want to fill out the left side of the pop-up box to create your account. It will look like this when you're done:


Some tips in creating an account:

1. Try and pick a unique username. For purposes of the AMA, it may be best to choose something that is related to who you are or what you do.
2. Choose a password for the second and third boxes. You'll want one you will remember, but also will be tough to guess. The small indicator in the box where you type your password will show how strong your password is. The fuller that indicator is, the better your password!
3. You'll want to associate the username with an email account. This is important, because if you ever forget the password to your account, you will have no way to recover it unless you add an email to your account. You should make it an email address that only you have access to, should you ever need to use this feature.

Once you've created your account, the best thing you can do is to check out the rules of r/IAmA. These are important because they help structure and guide the community. They've been carefully crafted over the years to help make AMAs as successful as possible. You can check them out at this link: https://www.reddit.com/r/IAmA/wiki/index.

HOSTING YOUR AMA

There are 2 ways to begin an AMA. You can either drop in, unannounced, and just post one whenever you wish (in which case, you'll want to skip to the "Posting Your AMA" Section of this guide) OR you can request to schedule one with the moderators beforehand. If you do this, it will be listed in our Google Calendar, and featured on the sidebar of r/IAmA.

To contact the moderators to schedule your AMA, by far, the best way to do this is to email us at mods@iamaofficial.com. However, you can also send us a message by clicking on the link available in the sidebar. It looks like this, and is located directly above the calendar:
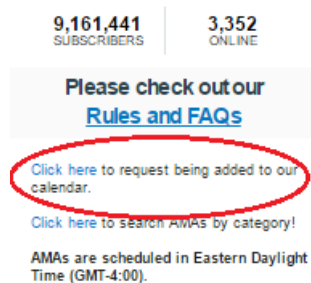
Once you click that link, you will be taken to a screen to send the mods a message. It will allow you fill out the form, and provide as much information as you can regarding your request. You should fill out **all** sections to the best of your ability, and then click send.

A quick note – we will need proof beforehand in order to schedule an AMA on our calendar. The easiest way to do this is to provide us a photo of yourself with a sign with the date, "Ask Me Anything" written on it, and your name or username on it, or to send out a tweet from a Verified Twitter account. It is common practice to upload pictures to www.imgur.com and then send us a link to whatever you have uploaded.

If for some reason these forms of proof are not available to you, or they wouldn't be sufficient, don't worry! You can always email us whatever proof you do have available to mods@iamaofficial.com. We handle anything sent to both our Reddit inboxes and email account with the strictest of confidence. This team prides itself on keeping the information we work with to ourselves, so you can rest assured that your information is absolutely safe with us!

Here are some examples of excellent proof (note - Snoop Dogg's Twitter account is Verified):

POSTING YOUR AMA

Alright, it's time to post your AMA! Whether you've scheduled it in advance, or just dropping in for an impromptu AMA, you'll want to follow these steps to post your AMA in r/IAmA. **Remember, only start this process no earlier than 15-30 minutes prior to answering questions.** If you post your AMA any earlier than that, the AMA will fall below the newer posts, and by the time you come to answer questions, it won't be visible! This time limitation helps ensure that plenty of users see your AMA, and you have lots of questions to answer!

To post your AMA, click the "SUBMIT AN AMA" link at the top of the sidebar, which looks like this:
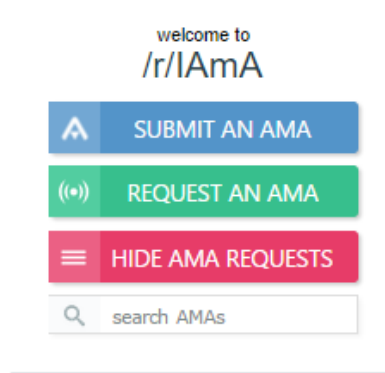
You'll then be taken to a page where you can fill out the necessary fields and begin your AMA! You'll want to replace the text in the parenthesis, and also the "Enter stuff here" text. Feel free to be as creative as you want with both the title and the description/proof. The more personable an AMA is, the better!

The form looks like this:

Once you complete these fields, make sure to fill out any CAPTCHA requirements, and hit "Submit."
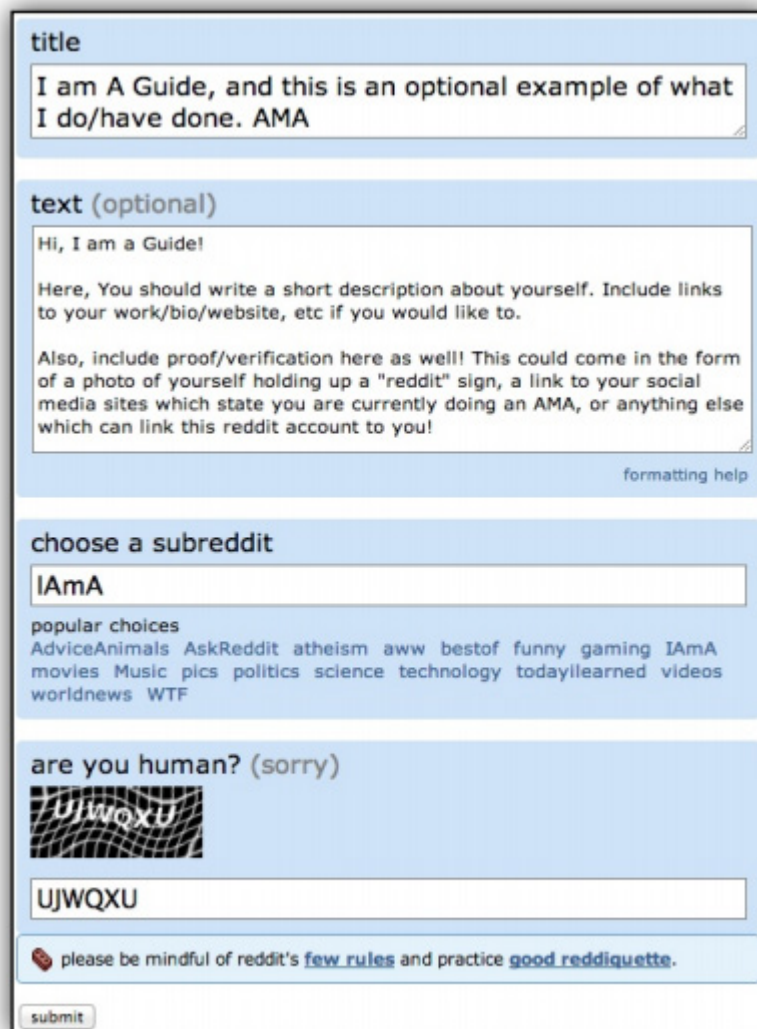
The completed form should look something like this:

DO NOT USE LINK SHORTENERS. Things like bit.ly and smart URLs will cause the automatic spam filter to catch your post. This means it won't be posted on Reddit, and no one will see it!

title

I am A Guide, and this is an optional example of what I do/have done. AMA

text (optional)

Hi, I am a Guide!

Here, You should write a short description about yourself. Include links to your work/bio/website, etc if you would like to.

Also, include proof/verification here as well! This could come in the form of a photo of yourself holding up a "reddit" sign, a link to your social media sites which state you are currently doing an AMA, or anything else which can link this reddit account to you!

formatting help

choose a subreddit

IAmA

popular choices
AdviceAnimals AskReddit atheism aww bestof funny gaming IAmA movies Music pics politics science technology todayilearned videos worldnews WTF

are you human? (sorry)

UJWQXU

please be mindful of reddit's **few rules** and practice **good reddiquette**.

submit

If you notice that you cannot find your AMA on the subreddit, please message the moderators and we will help you fix the issue as soon as we can!

YOUR AMA IS NOW LIVE! Once you've hit "Submit," a new page will load with your AMA on it. It will contain a direct link to your post <u>which you should share on any social media you have available.</u> The page will look similar to the below, of course with your information filled out instead.
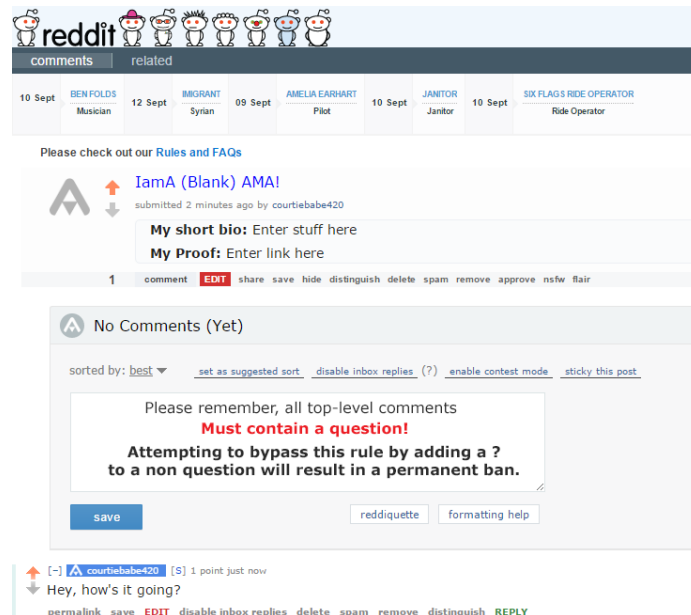
Over time, the more popular questions and comments will get voted to the top of the AMA. It is a good idea to answer these if possible, as they are the questions the community is most interested in! However, the deeper you delve into your AMA, and the more questions you answer, the more the community will respond to and appreciate your AMA session.

Try not to reply to the questions with irrelevant answers, or just push your product or project in your answers. The more honest and detailed your answers are, the better the reaction by and interaction with the community will be! It is recommended that you spend **at least one hour** doing the AMA session, though you are absolutely welcome to stay longer or come back later!

Now, let's get into some of the details of actually participating in an AMA session!

THE DETAILS

Let's start with your inbox. This is where replies to your posts and comments will be stored. It will turn orange when you have unread messages (Reddit calls it receiving an "orangered"). You will also get any Private Messages ("PMs") here. Additionally, if you sent a message to the moderators, our reply will be found here!
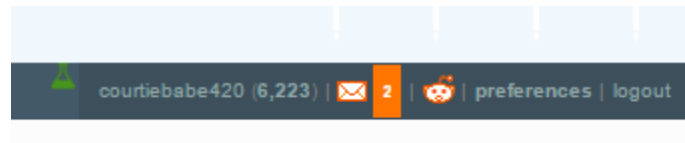
Next, is the direct link to your AMA. This will be located in the address bar of your browser once you click "Submit" on the form we mentioned earlier. This will look different across browsers, but the link will be the same! You should absolutely include this link in any social posts you make about the AMA. The link will look like this:

Finally, we need to talk about comments and questions in your AMA. This is the comment section of an AMA:

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This is where all the questions users want to pose to you will be shown. This is also where you'll reply and answer their questions! As you can see in the image, your username will be highlighted in blue, as the "OP" of the post. This lets users know who is actually answering questions!

When you want to reply to someone, you'll click on the green "REPLY" button. A text box will appear in which you can type your answer and hit "SAVE" once you're ready to send it. If you see you've made any errors, or you want to add more information, you can click the red "EDIT" button to make any changes necessary!

permalink   save   **EDIT**   disable inbox replies   delete   spam   remove   distinguish   **REPLY**

As you proceed with the AMA, you'll need to hit refresh on your browser every few minutes to see new questions and replies. This will make sure you see all the questions and have the opportunity to answer as many as possible!

Finally, once you have finished your AMA and are ready to log off, click on the red EDIT button underneath your original introduction at the top of the page. At the very end of the text box, add in something saying that you are finished with the AMA, and that you won't be answering any more questions. This way, the users will know to stop commenting and just browse what's already there!

THANK YOU!

These are the basics of starting and hosting your own AMA! We thank you very much for considering this amazing opportunity, and we hope you find this guide helpful. If you have any questions at all, or need additional help, please feel free to email us or message us on Reddit. We will be more than happy to help in any way that we can!

The best ways to contact us are:

Email at mods@iamaofficial.com

OR

Message the Mods at http://www.reddit.com/message/compose?to=%2Fr%2FIAmA.

Thank you again!

>   The /r/IAmA Mod Team

EXAMPLES OF GREAT AMAS

- [Bill Gates](), and [Bill Gates again]()
- [Snoop Lion]()
- [Nick Offerman]() and [Nick Offerman Part 2]() and [Part 3]() and [Part 4]() and [Part 5]() and [Part 6]() and [Part 7]()
- [Arnold Schwarzenegger]()
- [Edward Snowden, Laura Poitras, and Glenn Greenwald]() [Multiple Person AMA]
- [Ronda Rousey]()
- [Bernie Sanders]()
- [NASA New Horizons Team]() [Multiple Person AMA]

A WORD OF WARNING

Please do not try to "dupe" Reddit users by having a member of the PR team or publicists answer on behalf of your client. These teams are welcome to type responses for clients, but that should be noted in the introduction section of your AMA. Redditors are pretty quick at spotting these kinds of scenarios, and it can cause your AMA to turn badly very quickly.

This is something that we work hard to prevent, as we want authentic interactions between our guests and our users. Our suggestion is to make it clear that someone else is typing responses, but that responses are 100% the words of the AMA participant and that the team is not choosing questions for the participant.

In case you need them, here are some examples of AMAs that didn't follow the suggestions in this guide, and did not turn out very well.

- [Morgan Freeman]()
- [Woody Harrelson]()