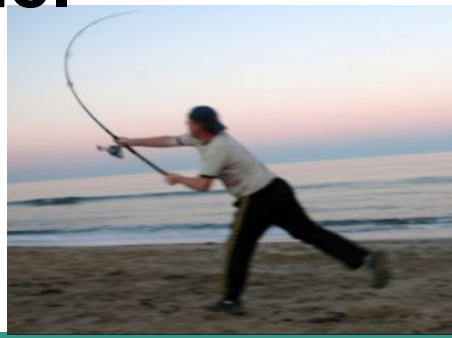
The THRIVE Project

REDDIT



Reddit & The Thrive Project

Casting out into a wider Channel



Reddit & Thrive

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What is Reddit

- Reddit differs slightly from other social media outlets, as it is primarily a place for content aggregation and discussion, rather than a place to produce content or obtain followers

- The design of reddit as a platform is to encourage user-created posts and interactions

- Consider it a place to communicate openly with other people who are interested in sustainability and thrivability

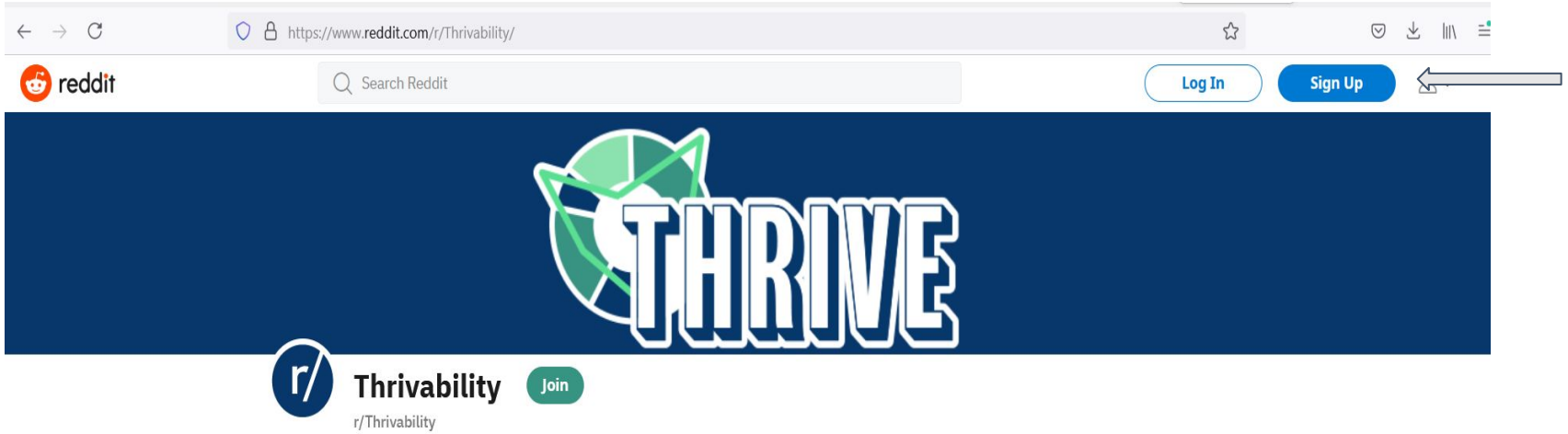
- Anyone is welcome to share things they've found online. It doesn't have to be serious - reddit thrives on memes - but it should always be relevant to sustainability

Why move to Reddit Page (Casting Out)

1. Presently on Slack  we have a **slack channel** called ***#outside-media-articles***
2. Reddit gives us the chance to interact with people outside THRIVE whereas using ***#outside-media-articles*** only shares content with our smaller community on slack
3. These interactions increase the visibility of THRIVE as an organisation and as a online community and as a tribe
4. We have an r/thrivability subreddit, we should use it!
5. Encourages engagement with THRIVE interests and passions as a whole

How to Connect: Making a Reddit Account

Go to https://www.reddit.com/r/Thrivability/ and click on sign up in the top right-hand corner Sign Up



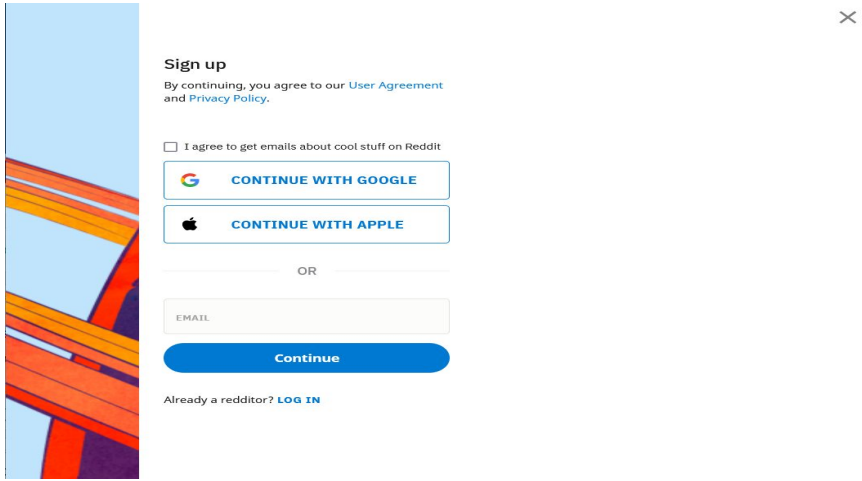
How to Connect:Making a Reddit Account (Cont..)

A popup panel will appear. You can use your thrive email account or your personal one(press continue button)



Or you can use your Google or Apple account it’s totally up to You.

Here we will use a personal Email A/C

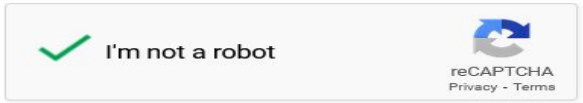


How to Connect:Making a Reddit Account (Cont..)

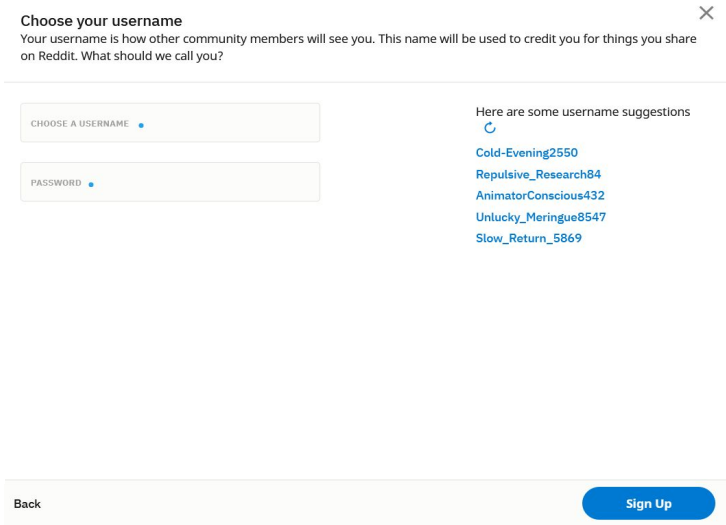
- Once the continue button is pressed you come to another panel
- Choose a username and password, can be anything you like

  Eg: **Username:** TestBond007

  Password: ShakeNotStir#M:I:7
- A Captcha will appear. Just click the checkbox”**I’m not a Robot**”



- Then press the submit button on the bottom RHS of the popup panel



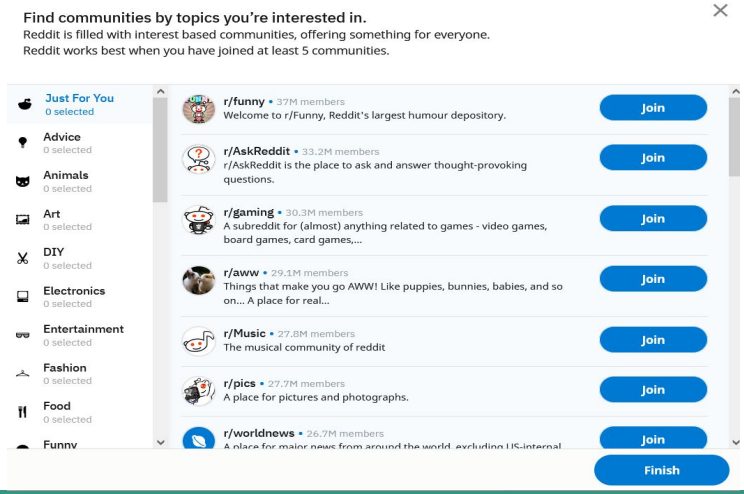
How to Connect:Making a Reddit Account (Cont..)

- Next comes a series of topics/categories. Choose one or many (up to you) of the topics that interest you (doesn't have to be just about sustainability, reddit is a big place with subreddits for all interests). So click the join button



- You can also click Menu options on the left for categories i.e. "Advice", "Animals", "Fashion"
- Once you've chosen topics, press the Finish button on the bottom right



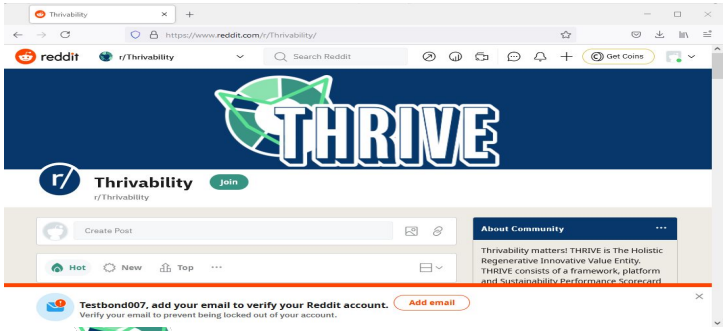


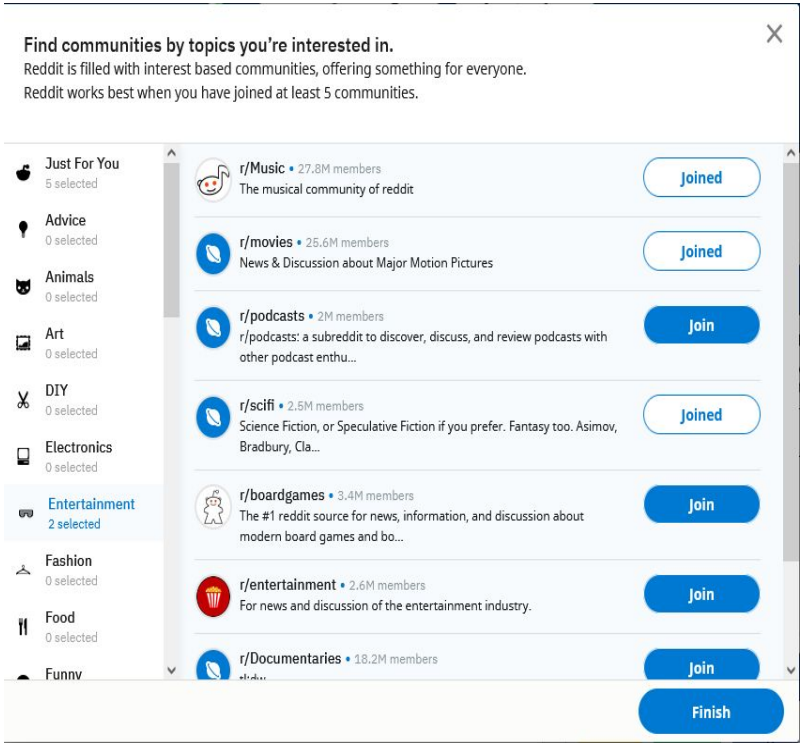


How to Connect:Making a Reddit Account (Cont..)

Subreddits and Topics I have chosen

Once the Finished Button has been Clicked you will come to our thrivability Subreddit (see below)

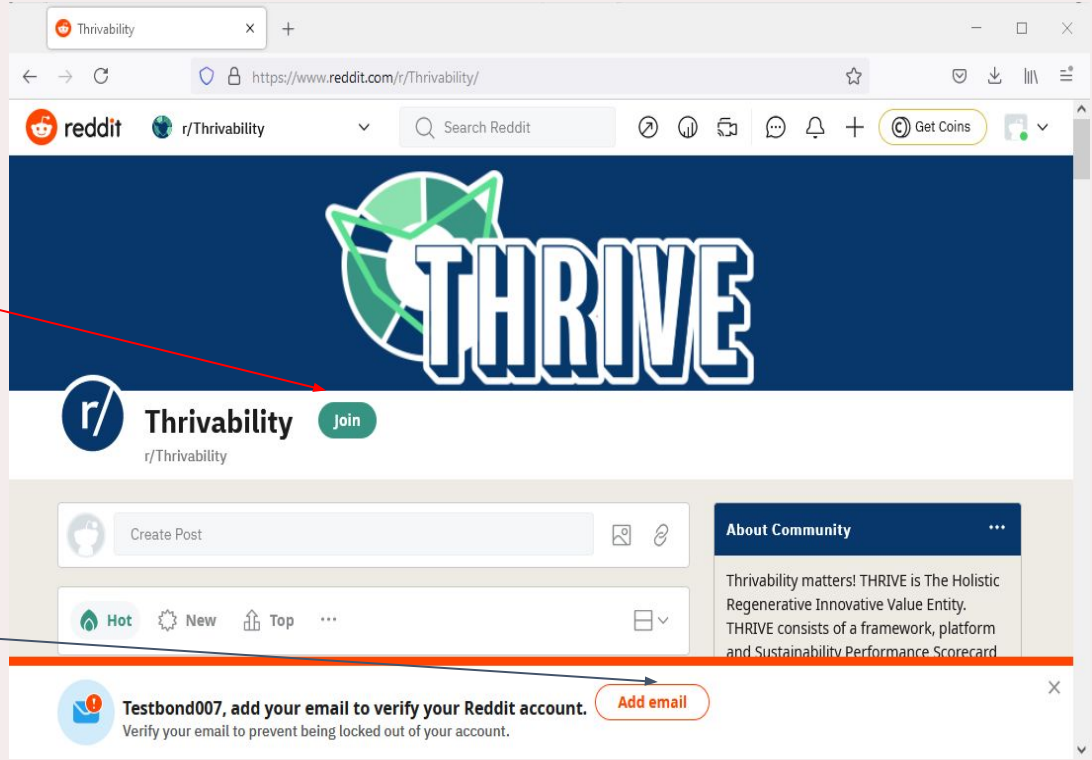




How to Connect:Making a Reddit Account (Cont..)

Two things need to be Done on this Reddit Thrive Page

1. Click the Join Button. Once clicked It will change to a joined Button ie: Joined
2. At the bottom of the Pages is Add email Button click it to add Email A/c



How to Connect:Making a Reddit Account (Cont..)

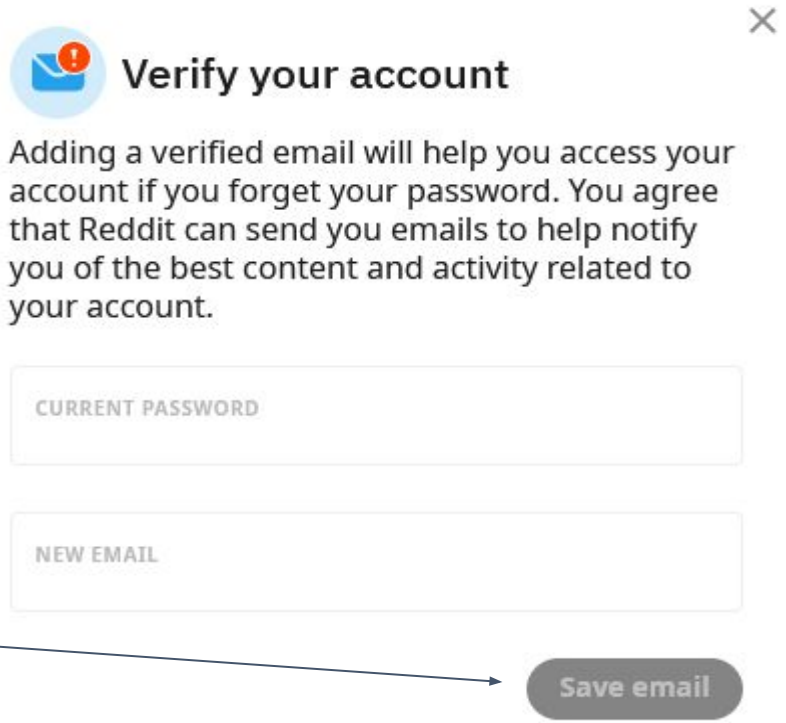
Next you will get this popup panel

You will need to add your reddit password again

Enter your email account

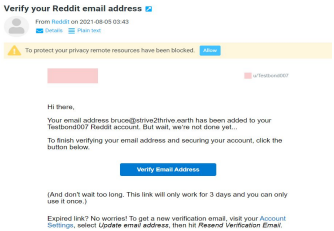
(This can be your thrive email or your personal email account)

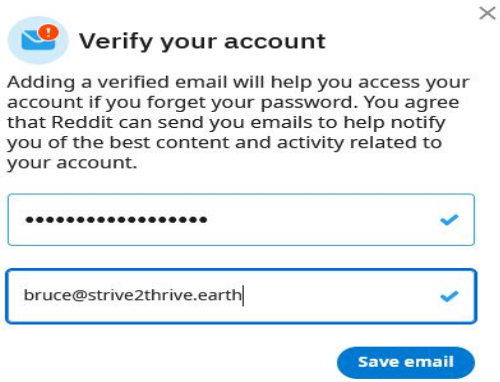
Then click the Save Email button



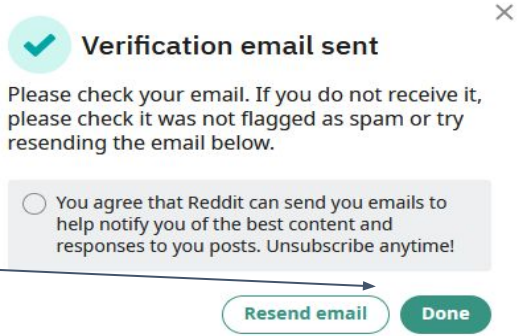
Verifying your account

Now check your email inbox for your verification email and verify it.





Tick the radio button if you want notifications from reddit regarding content and responses Otherwise just click done!

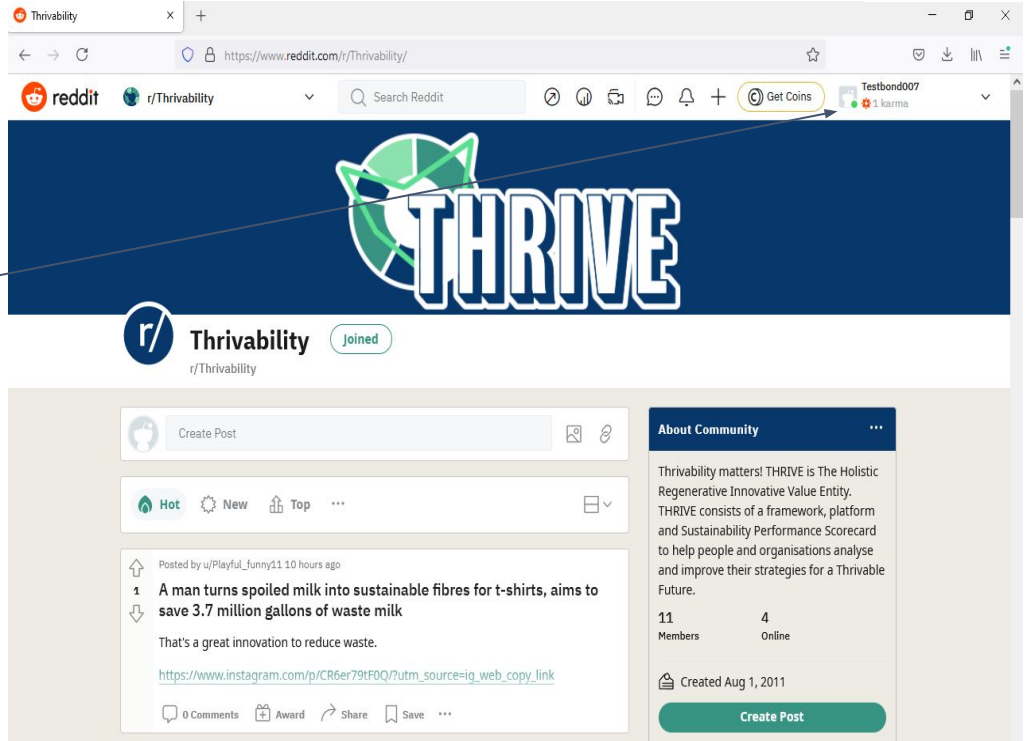


Done! Yayyy

So now you got your Reddit Account set up.

On the top RHS

will be your user name



r/thrivability

Reddit THRIVE page – what's there and why

Our reddit page is www.reddit.com/r/thrivability - make sure to subscribe!

Things to post here include:

- Outside articles related to sustainability
- News reports or current events
- Memes or images
- Text posts such as questions or opinions

What no followers? What's Karma?

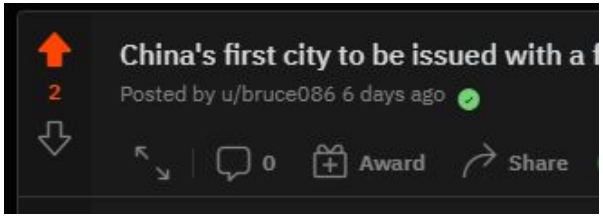
Redditors don't really use the follow feature, preferring anonymity

Karma 

is an indicator of how valuable people find your contributions (your posts and comments)



★ Upvotes award karma,



★ Downvotes take it away

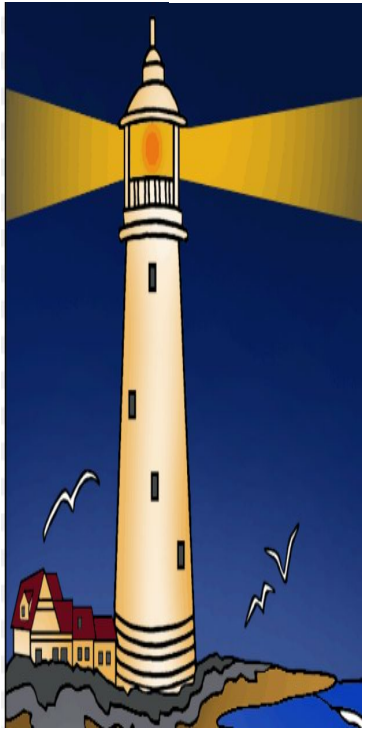




You can get negative karma so be mindful!

Remember we (Thrive Tribe) are all in this together

Beware of the Reddit Rocks



Beware of the Rocks of Reddit to avoid being snagged and banned

There are two types of rules, those that are site-wide and those that are Subreddit specific. Make sure to check and obey the rules of any place you participate.

Site-wide rules:

- Don’t harass or abuse people
- Play nice in other subreddits
- Respect privacy (don’t reveal personal information about others)
- No illicit content (Adult content is permitted in some subreddits but needs to be appropriately tagged)
- Don’t break the site (hacking etc)

Further info:https://www.redditinc.com/policies/content-policy

How to Gauge Success in this Channel



The ultimate goal of having our own subreddit is to provide a space where our community can connect with other people outside

We want to find people with similar interests, passions, and hobbies

The more we post on r/thrivability, the more people will find our little THRIVE tribe, and the more our people interact with others on the rest of the site, the greater chance of bringing people to us.

Increased awareness of thrivability/sustainability issues is an ongoing goal for THRIVE

Questions

Question Time

Any Questions about the presentation

Or about seting up of reddit account.

Or about Reddit itself.

So Long and thanks for all the fish

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