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■ THE PLAYBOOK · 10 · REDDIT

How to Run a Reddit *Audit*

Community Fit, Conversation, Trust, Discovery and Authority

On Reddit, the community is the product. A good audit starts by asking whether you understand the rooms you are entering, and now also what Reddit's AI search says when someone asks about you.

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Reddit is the platform where I most want teams to resist the instinct to start with their own profile. Your profile matters, but the real audit begins with communities: where the audience already gathers, what they talk about, what they reject and what the moderators allow.

Reddit Pro is a free suite of organic business tools for eligible businesses and organizations, still labeled beta, with tools to discover communities, learn where to contribute and measure performance over time [1]. Its Trends tool monitors keywords, surfaces conversation volume and related terms for "smart" keywords, lists the communities talking about a topic and now adds an AI-generated summary of the top discussions [2]. There is very little excuse for walking into Reddit without doing your homework.

Reddit's own organic playbook recommends spending time commenting and getting to know a community before posting, reviewing community rules and contacting moderators where appropriate [3]. Treat that advice as the operating system for the whole audit.

■ AC'S AUDIT RULE

Audit community fit before performance. On Reddit, a perfectly optimized post in the wrong subreddit is still the wrong post.

BEFORE YOU START RECENT SHIFTS TO ACCOUNT FOR

- Verified profiles moved to public beta on July 9, 2026: eligible businesses and organizations on Reddit Pro can apply in settings for a grey checkmark, which confirms identity but gives no feed or ranking advantage [11][12].
- Reddit's AI search (the "Ask" option in the search bar, launched as Reddit Answers) summarizes posts and comments with inline citations and a list of communities, and since mid-2025 it can be scoped to a single subreddit [9][10].
- Since October 2026, Reddit has been rolling out a 12-hour pause for accounts that submit substantially similar content across multiple communities, which ends copy-paste cross-posting as a distribution tactic [13].
- Reddit will stop supporting RSS feeds on November 13, 2026, and is moving public Data API apps to its Developer Platform, with new public API access requests closing October 31, 2026, so listening setups built on either need checking now [13].

SECTION 01

Audit your profile and identity, then leave it alone for a minute

For a business, newsroom or public-facing organization, check whether the username is recognizable, the avatar and banner are credible, the bio is concise, the website is linked and two-factor authentication is enabled. Reddit's business setup guidance recommends a recognizable business username, a short bio, a branded avatar and banner and a website link [4].

One Reddit Pro detail belongs in the profile check: usernames are assigned at sign-up and the business category cannot be changed later, so a wrong choice means a new account [21].

Verification is now a real line item. Reddit tested verified profiles in late 2025 [5], and in July 2026 opened a public beta for eligible businesses and organizations: the account must be on Reddit Pro, in good standing, not NSFW, and the business name must match the display name [11][12]. Reddit is explicit that the checkmark only confirms identity and does not affect moderation rules, feed ranking, ad performance or feature access [11]. Audit it as a trust signal and nothing more.

Then stop staring at your own profile. The rest of the audit belongs in communities.

SECTION 02

Build a community map

Create a working list of 15-30 relevant subreddits. Do not only include obvious category communities. Add adjacent communities where the problem, interest, identity or behavior appears even if the brand name does not.

For each subreddit, record: members, activity level, rules, self-promotion policy, link policy, common post formats, moderator expectations, recurring topics, tone and examples of posts the community rewards.

Use Reddit Pro Trends to identify communities mentioning your brand, competitors, products, category and recurring audience problems; the Communities view lists the top communities for each keyword with member counts and mentions [2]. Publishers can add the Content tab's recommended communities for each unshared article [13][16]. Skip "Where can we post?" and ask the narrower question: "Where do we have something useful to contribute?"

SECTION 03

Audit listening before publishing

Track brand terms, executive names, products, competitors, category language, pain points and questions. Trends has no stated limit on tracked keywords, and smart keywords add conversation volume plus six-month related-keyword comparisons [2].

Then read. Do not reduce the audit to sentiment labels. Look for phrasing, misconceptions, objections, comparison criteria, unanswered questions and language people use when they are not talking to the brand.

Check the plumbing too. Trends covers only public, SFW, English-language conversations [2], so note what it cannot see. If any of your monitoring runs on Reddit RSS feeds or the public Data API, flag it: RSS support ends November 13, 2026, and remaining public API access is being phased out through March 2027 [13]. Ask each listening vendor how they will access Reddit data after that.

PRO TIP

Create a “Reddit said it first” sheet. Log recurring phrases and questions that appear before they show up in your broader social comments, search data or customer tickets. Reddit can be an early-warning and early-interest system.

SECTION 04

Audit how you show up in Reddit’s AI search

Reddit’s AI search (introduced as Reddit Answers) lets people type a question, tap Ask and get a generated summary built only from Reddit posts and comments, with inline citations to the original comment or post and a list of communities to explore [9]. It runs in six languages, logged-out users get 10 questions a week, and it excludes private, quarantined and NSFW communities [9]. Users can scope a question to one subreddit by naming it [10], and Reddit has tested product summaries and a “Related Products” carousel inside AI search for a small group of US users [14].

Check: Run 10-15 category questions your customers actually ask through Ask, both sitewide and scoped to your top three subreddits. Log whether the brand is mentioned, what the summary says about you, and which comments it cites.

Ask: Are the cited comments ours, our customers’ or our critics’? Is the summary accurate? Which unanswered questions could a genuinely helpful comment fill?

A useful comment can now be quoted to people who never visit that community. Reddit warns the summaries draw on unvetted user content and may be inaccurate [9]; if the answer about your product is wrong, the fix is a correct, disclosed comment in the source thread.

■ SENIOR STRATEGIST NOTE

Run the same AI-search question set every month and keep the transcripts. A quarterly before-and-after of "what Reddit's AI says about us" is one of the few Reddit metrics a CMO will read twice, and it rewards the contribution work in section 5 rather than posting volume.

■ SECTION 05

Audit contribution, not just posting

Pull the account's recent comments and posts separately. A healthy Reddit presence looks like participation. A syndicated feed looks like a syndicated feed, and Redditors can tell.

Reddit's organic playbook tells businesses to build credibility through commenting before they start posting [3]. For publishers, Reddit similarly recommends community research, moderator approval where appropriate, context around shared links and active participation in the comments after posting [6]. The Reddit Pro dashboard now tracks monthly contributions against engagement targets and links straight to conversations to join; Reddit notes those recommended monthly actions are the same for every Pro user [15].

I would therefore measure: comments made, comment quality, upvote ratio on comments, replies received, conversations joined, questions answered and how often the brand adds expertise without forcing a link. Comment insights report upvote ratio, replies, views and shares for each comment [18].

■ SECTION 06

Audit every subreddit by its own rules

This sounds obvious until a social scheduler treats Reddit like one channel. Each subreddit can have different rules, norms and tolerance for brand participation, and moderators decide what counts as spam in their community [20].

For the top 10 communities, open the rules and the top posts. Note headline style, acceptable sources, flair, link formats, post length and whether the best contributions are questions, explainers, images, links, AMAs or comments.

Sitewide limits now enforce this too. Reddit's spam rules prohibit mass-posting repetitive content for exposure or financial gain [20], and the October 2026 rollout pauses accounts for 12 hours after they post substantially similar content in multiple communities [13]. Every cross-community post in the audit window should show a rewritten title and body for each room.

A cross-platform "brand voice" should never be an excuse to ignore community voice. The audit should show where the brand can sound like itself and still sound like it belongs in the room.

SECTION 07

Audit performance with context

Reddit Pro [7] and its dashboard show lifetime post views, upvotes and followers [15], and native post insights add comments, shares, reposts (formerly crossposts), awards and a views-per-hour graph for the first 24 hours [18]. Use those numbers, but keep community size and post type in context.

A 200-upvote answer in a highly technical community may be more valuable than a 5,000-upvote meme that creates no authority or downstream behavior. Define the objective before ranking winners.

For publishers, Reddit Pro has added article tracking, RSS syncing and community recommendations [8]. The renamed Content tab reports domain-wide links, posts, communities, post views, clicks, upvotes and comments, plus per-community snapshots of reach and most-discussed links [13][16]. That makes it possible to audit which story-community matches produced meaningful discussion, not only what traveled.

One reporting caution: Reddit says Reddit Pro is for internal use and asks businesses not to publish its screenshots or tool data in marketing materials without its consent [2]. Keep Pro charts in the internal deck and out of the case-study carousel.

SECTION 08

Audit trust and brand behavior

Read how Redditors respond to the account, not just to the content. Do they welcome the brand? Challenge it? Ask support questions? Accuse it of showing up only to promote? Those patterns matter.

Look for deleted posts, mod removals, downvoted replies and threads where the account became defensive, generic or overly polished. Those are useful training data. Reddit is testing automatic notifications that tell authors when a moderator manually removes a post without giving a reason [13], so removal data may become easier to collect; log it either way.

Reddit Pro's own terms set a floor here: do not use Pro to target or retaliate against users who criticize your brand, and do not offer incentives for positive comments [21].

PRO TIP

If a comment could have been posted by any brand in the category, it probably is not adding enough value. Specific expertise and plain disclosure travel better than corporate filler.

SECTION 09

Audit disclosure, automation and AI-generated content

Reddit allows AI-generated or AI-modified content in general, but prohibits AI content that deliberately misleads about real events or presents itself as human-generated, and asks posters to tag or otherwise disclose AI involvement [19]. Community rules can be stricter, so add an "AI policy" column to the community map.

Automation has its own rules. Under the Responsible Builder Policy, accounts run by software or scripts are apps and must be registered and labeled [22]. When Reddit detects automated activity on an account, it asks the account to verify a human is behind it with a passkey; accounts that do not verify within seven days are labeled as an app and may be restricted from posting and commenting [23].

Check: Does every post that uses generated imagery or text carry a disclosure? Is any tool posting or commenting on the account's behalf? Do employees who comment about the company say who they work for? Reddit Pro accounts must be clear about which brand they represent [21].

STOP: AI-drafted comments posted without a human edit, scheduled comment replies and any coordinated activity across "unconnected" accounts. Reddit lists undisclosed coordinated influence campaigns as a violation [19].

SENIOR STRATEGIST NOTE

Write a one-paragraph Reddit disclosure standard before the audit readout: who may comment, how they identify themselves, when AI assistance must be tagged and who approves replies in sensitive threads. Test it against the last 30 days of activity; most brand trouble on Reddit starts with an employee or agency account nobody listed.

SECTION 10

Audit AMAs and high-authority participation opportunities

For experts, journalists, executives and creators, AMAs can be a structured way to enter a community with moderator alignment. Reddit's publisher playbook specifically recommends considering an AMA as an early engagement format because it is pre-planned with moderators and sets clearer expectations [6].

Reddit Pro accounts can also host profile AMAs with RSVPs, and promote them through AMA ads [17]. A profile AMA is lower risk than a community AMA, but it reaches fewer people; audit which one fits the expert and the moment.

Audit whether you have credible people who can answer questions in public without hiding behind talking points. If the answer is no, the Reddit strategy may need internal readiness before more distribution.

SECTION 11

Audit the paid amplification hand-off

Organic Reddit work now feeds Reddit's ad products more directly. In June 2025, Reddit introduced Community Intelligence tools including Reddit Insights, a self-serve listening tool for marketers, and Conversation Summary Add-ons, which show positive user posts or sentiment summaries below ad creative [26]. Reddit's Max campaigns (beta) use AI to adjust bidding and creative selection from at least three headlines and a set of assets [25].

The organic audit should produce inputs for paid, and paid should stay out of communities the organic team has flagged as hostile. If the organic conversation is mixed, a sentiment-summary ad unit will show it.

Check: Is there a shared list of priority and do-not-target communities? Are the phrases from the "Reddit said it first" sheet feeding headline tests? Is anyone monitoring ad comment threads, which Redditors treat as a public reply channel?

SECTION 12

End with Observe / Contribute / Create / Convene

I use a Reddit-specific action ladder before Stop / Start / Continue / Test.

OBSERVE: communities, keywords and AI-search questions to monitor before acting.

CONTRIBUTE: conversations where comments, answers or support add value.

CREATE: original posts or links that fit a specific community need and rule set.

CONVENE: AMAs, expert threads or recurring participation that earns deeper authority.

Then apply Stop / Start / Continue / Test to the tactics inside each level.

CREATIVE SPECS

Creative specs and brand consistency on Reddit

Reddit is the platform where your visual identity should be quietest. A polished, designed carousel dropped into a text-first community reads as an ad, and Redditors judge it that way. Your design system belongs on the surfaces you own (profile, AMAs, your own subreddit if you run one, paid creative) and in image posts where a community already accepts them. In comment threads, consistency comes from the writing.

Reddit's help center does not publish fixed dimensions for profile avatars, profile banners or organic image posts, so treat the profile and post rows below as working practice and confirm in the upload screen and the post composer preview, which Reddit improved for images, galleries and links in 2026 [12].

ASSET	SIZE / RATIO	SAFE ZONE	PRO TIP
Profile avatar	Square; no official size published. Check the upload screen.	Displays as a small circle. Keep the mark centered with generous clear space.	Use your icon or monogram, not a full wordmark. Check it at the size it appears next to a username in a comment reply; if you can't tell what it is there, simplify it.
Profile banner	Wide strip; no official size published. Check the upload screen.	Assume edges crop on mobile. Keep any type in the center third.	Treat it as texture plus one short line at most. Preview on a phone before saving; anything near the edges may disappear.
Community banner (own subreddit)	At least 1072 x 128 px desktop; 1080 x 128 px recommended for mobile [24]	Very shallow: treat it as texture, not a headline.	Use it for recognition (a color field, pattern or simple mark), not a message. Rules, links and schedules belong in the sidebar, where members actually read them.
Organic image or gallery post	No official spec. Test 1:1 and 4:5 and check the composer preview [12].	Keep headline and numbers away from the outer 10% of the frame.	One idea per image. Make the claim or number readable at feed size, put the source on the image, and number gallery frames (1/5, 2/5) so commenters can reference them. Repeat the key text and numbers in the post body.
AMA proof photo	Photo; no official spec published [17]	Face and handwritten sign must survive a feed crop.	Use a real, lightly edited photo of the person holding a handwritten sign with the date and username. A designed graphic does not prove identity.

ASSET	SIZE / RATIO	SAFE ZONE	PRO TIP
Paid thumbnail (Max campaigns)	1:1 or 4:3 [25]	Keep logo and claim central.	Max campaigns need at least three headlines [25]; write them in the phrases from your "Reddit said it first" sheet, and check the creative still reads when shown small beside the headline.

Build your own system for Reddit. Make one reusable template for data images and galleries with fixed positions for the headline, the number, the source line and a frame counter. Pick one display style for headlines and one body style for supporting text, and size both for phone reading: if the smallest text is hard to read in the feed preview, cut words before you shrink type. Limit the palette to two or three colors plus neutrals and run every text-on-color pair through a WCAG contrast checker (4.5:1 for body text, 3:1 for large text), in both light and dark mode. Use the same avatar and display name on the business profile, AMAs and any community you moderate, so people recognize the account in comments. For recurring posts (a monthly data drop, a weekly thread, an AMA series), the series marker is a consistent title format and, where the subreddit allows it, the same flair.

Voice by surface. Profile and bio: a plain statement of who runs the account and why it exists, including the affiliation disclosure. Posts and explainers: journalistic, specific and sourced, with a title that works without any image. Comments: short, first person, answering the question asked before adding context, and without the sign-offs, hashtags or emoji habits of other platforms. Modmail and DMs: brief, polite and asking before you post. AMA answers: direct, with "I don't know" allowed. Write these down as one line each in your style guide so agency and employee accounts sound consistent.

Accessibility. Text is the default format on Reddit, which helps. When you post an image, put the key points and numbers in the post body as well, so they reach screen-reader users, people on slow connections and anyone who reads the thread from search. Caption every video, keep on-image text large and high contrast, and avoid putting essential information only in a chart color.

Consistency without looking like an ad. On Reddit, recognition comes from a reliable username, a clear disclosure line, the same sourcing habits and the quality of answers over time. A recognizable layout and source line on your occasional data images is enough visual branding; a large logo on every image signals promotion and invites removal in communities that discourage it.

■ PRO TIP

Before posting an image in a new community, open that subreddit's top posts of the past month and count how many of the top 25 are images. If fewer than five are, post text with the key numbers in the body and link the visual instead. Track upvote ratio across your next ten posts to see which approach the room rewards.

■ DO	■ DON'T
+ Write the post title so it works with no image at all. + Disclose who you are in the first line when the topic touches your work. + Rewrite title, body and image for each community you post in. + Repeat the key text and numbers from any image in the post body. + Keep avatar, display name and disclosure line identical across profile, AMAs and moderated communities. + Tag AI-generated or AI-modified images in line with Reddit's rules [19].	– Drop designed carousels into text-first or no-image communities. – Paste captions, hashtags or sign-offs written for other platforms into Reddit. – Use "NEW" or launch-style badges on everyday posts. – Publish Reddit Pro screenshots in brand marketing without Reddit's consent [2]. – Put the logo on posts where the community rules discourage branding.

Copyable audit checklist

- ☐ **Profile:** Is the account clearly identifiable, credible, linked and secure?
- ☐ **Verification:** If eligible, have we applied for a verified profile, and do we understand what the checkmark does not do?
- ☐ **Community map:** Have I documented the 15-30 communities that matter most?
- ☐ **Rules:** Have I reviewed each priority subreddit's rules, promotional norms and AI-content policy?
- ☐ **Listening:** Are brand, category, competitor and audience-problem keywords being monitored?
- ☐ **Data access:** Does any listening or reporting depend on Reddit RSS feeds or the public Data API?
- ☐ **AI search:** What does Reddit's AI search say about us, sitewide and in our top communities, and which comments does it cite?
- ☐ **Contribution:** Is the account commenting and answering, not just dropping posts?
- ☐ **Value:** Does each contribution add expertise, context, utility or entertainment?
- ☐ **Cross-posting:** Is every multi-community post rewritten for each room?
- ☐ **Performance:** Am I evaluating views, upvotes, comments and shares in community context?
- ☐ **Trust:** What do removals, downvotes, replies and mod interactions reveal?
- ☐ **Disclosure:** Are AI use, automation and employee or agency affiliation disclosed and labeled?
- ☐ **Publisher fit:** If sharing links, have we matched stories to communities and added context?
- ☐ **Authority:** Are there credible AMA or expert-participation opportunities?
- ☐ **Paid hand-off:** Do paid and organic share priority and do-not-target community lists?

- ☐ **Creative specs & consistency:** Do our profile, banner and image templates fit Reddit's upload previews and community norms, and is branded creative limited to owned surfaces and communities that accept it?
- ☐ **Actions:** What belongs in Observe / Contribute / Create / Convene?
- ☐ **Testing:** What 3-5 subreddit-specific hypotheses should we test next?

Audit scorecard

AUDIT AREA	WHAT I'M CHECKING	SCORE (1–5)	ACTION / EVIDENCE
Identity	Recognizable profile, link, verification/security where available		
Community map	Priority subreddits, rules, activity and audience fit		
Listening	Keyword tracking, recurring questions, emerging themes, data-access risks		
AI search	Brand presence, accuracy and cited sources in Reddit's AI search answers		
Contribution	Useful comments, answers, support and participation		
Posting fit	Community-native formats, titles, context, mod alignment, no copy-paste cross-posting		
Performance	Views, upvotes, comments, shares and follower impact in context		
Trust	Reception, removals, downvotes, mod interactions and transparency		
Disclosure & automation	AI tags, app labels, employee/agency disclosure, no coordinated activity		
Authority	AMAs, expert participation and repeat community value		
Paid hand-off	Shared community lists, organic insight in ad tests, ad comment monitoring		
Creative specs & consistency	Own templates checked against specs and previews, used lightly, community-native copy, accessible image text		

DECISIONS

How I'd turn this into action

Create a one-page community plan for the top five subreddits: what this community cares about, what we can uniquely contribute, what we should never do here, who owns participation and the next low-risk contribution. Add the three AI-search questions you most want to change the answer to, and review them monthly. Reddit strategy improves when you plan by community. The account comes second.

SOURCES

Official sources and creator resources

Platform features change quickly. This Playbook was checked against official guidance available in October 2026. Verify feature availability inside your own account before treating any tool or metric as universal.

[1] Reddit Help: What is Reddit Pro? · https://support.reddithelp.com/hc/en-us/articles/24368510335892-What-is-Reddit-Pro

[2] Reddit Help: Reddit Pro Feature - Trends · https://support.reddithelp.com/hc/en-us/articles/47619216411284-Reddit-Pro-Feature-Trends

[3] Reddit Pro Organic Playbook · https://redditinc.com/hubfs/Reddit%20Inc/Content/Reddit%20Pros%20organic%20playbook.pdf

[4] Reddit Business: How to Set Up Your Profile on Reddit as a Business · https://www.business.reddit.com/learning-hub/articles/how-to-set-up-your-profile-on-reddit-as-a-business

[5] Reddit Inc: Testing Verified Profiles on Reddit · https://redditinc.com/news/testing-verified-profiles-on-reddit

[6] Reddit Pro Playbook for Publishers · https://redditinc.com/hubfs/Reddit%20Inc/Content/%5B2025%5D%20Reddit%20Pros%20playbook%20for%20publishers.pdf

[7] Reddit Pro · https://www.business.reddit.com/pro

[8] Reddit Inc: Bringing News and Conversations Together with Reddit Pro Tools for Publishers · https://redditinc.com/news/bringing-news-and-conversations-together-with-reddit-pro-tools-for-publishers

[9] Reddit Help: Reddit's AI search · https://support.reddithelp.com/hc/en-us/articles/32026729424916-Reddit-s-AI-search

[10] Reddit Help: Changelog - July 1, 2025 · https://support.reddithelp.com/hc/en-us/articles/38922264026260-Changelog-July-1-2025

[11] Reddit Help: Verified profiles on Reddit · https://support.reddithelp.com/hc/en-us/articles/42763717293716-Verified-profiles-on-Reddit

[12] Reddit Help: Changelog - July 9, 2026 · https://support.reddithelp.com/hc/en-us/articles/51137453241492-Changelog-July-9-2026

[13] Reddit Help: Changelog - October 8, 2026 · https://support.reddithelp.com/hc/en-us/articles/54353370049684-Changelog-October-8-2026

[14] Reddit Help: Changelog - March 10, 2026 · https://support.reddithelp.com/hc/en-us/articles/46960495326612-Changelog-March-10-2026

[15] Reddit Help: Reddit Pro Feature - Dashboard · https://support.reddithelp.com/hc/en-us/articles/47618399765396-Reddit-Pro-Feature-Dashboard

[16] Reddit Help: Reddit Pro Feature - Links · https://support.reddithelp.com/hc/en-us/articles/47619289307412-Reddit-Pro-Feature-Links

[17] Reddit Help: Reddit Pro Feature - Profile · https://support.reddithelp.com/hc/en-us/articles/24389311835028-Reddit-Pro-Feature-Profile

[18] Reddit Help: Post & Comment Insights · https://support.reddithelp.com/hc/en-us/articles/35363096996500-Post-Comment-Insights

[19] Reddit Help: Manipulated Content and Misleading Behavior · https://support.reddithelp.com/hc/en-us/articles/41180423371156-Manipulated-Content-and-Misleading-Behavior

[20] Reddit Help: Spam · https://support.reddithelp.com/hc/en-us/articles/360043504051-Spam

[21] Reddit Help: Sign up for Reddit Pro · https://support.reddithelp.com/hc/en-us/articles/24368958859668-Sign-up-for-Reddit-Pro

[22] Reddit Help: Apps on Reddit and how to get a label for your app · https://support.reddithelp.com/hc/en-us/articles/45376380316052-Apps-on-Reddit-and-how-to-get-a-label-for-your-app

[23] Reddit Help: How to verify you're human when asked by Reddit · https://support.reddithelp.com/hc/en-us/articles/50051922501268-How-to-verify-you-re-human-when-asked-by-Reddit

[24] Reddit Help: Banner (community) · https://support.reddithelp.com/hc/en-us/articles/15484339588884-Banner

[25] Reddit Ads Help: Max Campaigns (Beta) · https://business.reddithelp.com/articles/Knowledge/max-campaigns

[26] Axios: Reddit releases new "Community Intelligence" ad tools (June 16, 2025) · https://www.axios.com/2025/06/16/reddit-ai-community-intelligence

OFFICIAL CREATOR RESOURCES TO FOLLOW: Reddit Pro · Reddit Pro Help · Reddit Help changelog (search "Changelog")

■ ABOUT

About the author

Ashley “AC” Trybula is an award-winning content and audience executive, journalist and media leader working across media, culture, social and the creator economy. Her work spans content strategy, audience development, editorial leadership, video, original programming and digital distribution. She writes about audience growth, social media, digital culture, media leadership and the business of attention.

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