

REDDIT CASE STUDY

How Katie from Pornhub (now of YouPorn) Unlocked the Power of Reddit to Build a Thriving Community

An interview between
Ross Simmonds and
Katie from YouPorn



reddit.com/u/katie_pornhub

The Company:

PornHub is the largest pornography site on the internet with 1.68 million site visitors an hour. From creative advertising strategies, philanthropic acts, and excellent humor it is clear that they are working hard to build a great and enthusiastic community

Who will benefit from this Interview:

Any person or company that is trying to cultivate a following with a large population will benefit from this interview. Katie and the PornHub brands engage their customer base not just to market but to shape their product offering to the needs and wants of its users.

"Don't market to Reddit. If it's one thing they collectively hate as a community" -Katie

Real Posts From PornHub:

- [We are the Pornhub team, Ask us Anything \(NSFW\)](#)
- [Pornhub, Redtube and Youporn will be joining the net neutrality protest Sept 10th.](#)

Connect With Pornhub & YouPorn:

- [Twitter for Pornhub \(NSFW\)](#)
- [Twitter for YouPorn & Katie \(NSFW\)](#)
- [Blog on Insights](#)
- [Instagram](#)
- [Reddit \(NSFW\)](#)
- [Tumblr \(NSFW\)](#)

Hey Katie, thanks for taking the time to chat with me and share some insights about what you and the team at Pornhub have done on Reddit and through great content marketing. I don't think you guys need much introduction but I'd love it if you wouldn't mind giving folks a bit of background on what exactly you do and your title?

Absolutely! I'm Pornhub's Community Manager, which means that I interact with and monitor community feedback on Reddit and in the Pornhub community section to improve user experience on all platforms. We really take our users' comments to heart when we make changes on the site and Reddit has been a great source for this.

Until recently I also ran the social media accounts (Twitter/Instagram etc) for Pornhub, which is now being taken care of by Aria, the newest member of our team. I now run all social media for Pornhub Network site YouPorn , which has been really exciting.

Pornhub and YouPorn are two of the biggest adult websites in the world and combined they get around 75 million visits every single day. That's a sizable community to manage.

Great - Most of my friends & family still have no idea what I do for a living even after I describe it. One thing I've loved about what you guys have done is embrace the concept of content marketing ranging from your insights blog to your activity on Reddit - For such a content heavy site - What insights drive your approach to content?

It's important to keep in mind that the content available on Pornhub is not created by us. It's either content we have licensed from content producers or is uploaded by our users, our thousands of paid amateurs, and content partners. That said, we love to create our own content.

Our work appeals to a variety of demographics, from our collaborative efforts with the likes of Coolio and Waka Flocka Flame for music videos featured on Pornhub Records to our Pornhub Insights blogs that details what people around the world are getting off on.

If the content is interesting and engaging people will share it. Almost all of the content we create is safe for work and fun to share.

When I'm at an event and chat with folks about reddit communities, I often point to you as someone who truly gets it. What are a few things you would tell a brand or startup trying to get involved on Reddit?

Don't market to Reddit. If it's one thing they collectively hate as a community, it's having people try to advertise them (have you seen /r/hailcorporate?).

Join the community, engage with other users and share content in relevant subreddits in an authentic way. Be sure to read all of the specific rules for each subreddit, as they're all user moderated and are all run differently. If you create interesting content, users will share it and you can use these posts as a jumping off point to respond and generate conversation.

Reddit is a great tool to monitor community feedback and get new ideas. I often search for mentions of "Pornhub" to see what people are saying about the site. We've implemented numerous features because of Reddit such as our GIF generator which was inspired by /r/SFWgifs and /r/NSFW_gifs. We also updated our hentai category image based on feedback we received from /r/hentai. The common "What porn site do you use?" threads also give the product team great feedback.

That said, if you want to advertise on Reddit, purchase ad space. We've had great success with a large ad campaign we ran across all of the nsfw subreddits that promoted the launch of our new site thumbzilla.com. The ads generated almost 83 million impressions and close to 370K clicks during their short run.

If you could go back into time and tell yourself one thing about Reddit before you first started - What would it be?

In the beginning I was a big contributor to the /r/pornvids community because I come across amazing videos all day and knew that the folks there would enjoy them. While the mods of /r/pornvids had no issue with me submitting a great Pornhub video every day or two, the rest of Reddit often told me that I was spamming because of this. I wasn't contributing as a means to drive traffic to the site as it would be a small drop in a huge bucket, I was genuinely just trying to share quality content in an appropriate subreddit.

Unfortunately some people still see this as spam and we kept catching flack so I no longer contribute there and basically would have been better off not submitting them in the first place.

You're active in lots of subreddits and always tend to get love from the different communities. What

things do you consider before uploading content to these different communities?

I'm active in subreddits that are personally of interest to me. If I find something cool I post it, after having made sure that it adheres to all of that subreddit's rules. I obviously like to post adult content related things for the most part, since that's kind of my bread and butter.

Katie, this has been awesome. I have one last question for you - A while back, the Pornhub team ran a VERY successful AMA that generated about 15,417 (congrats btw) what do you see as the difference between successful AMA's and those that fall flat?

The main difference is that the AMA's that do well are generally held to contribute to the community and interact with their fans, as opposed to simply trying to push a product on the masses.

I've seen so many AMA's fall flat when they pick one specific topic that they want to discuss and ignore all unrelated questions. The off the cuff and spontaneous nature of an AMA is what keeps it fun and engaging, so don't be afraid to answer questions that surprise or catch you off guard. You never know where the conversation will go. I remember I was answering questions for over 8 hours, well into the night, with my teammates.

Cheers from Katie & Snoo!



[Found here!](#)