

Reddit 'cleans up' content as it reworks its ad strategy

Financial Times reports Reddit is reworking its ad strategy to attract more advertisers. The American social news aggregation, web content rating and discussion website will be 'cleaning up' the content on the site - which is known for promoting free speech for *all*.

To this end, the company has revised its bullying and harassment policies. More broadly, Reddit is looking to clean up its content by "investing" in a combination of machine learning tools that recognise suspicious or badly-behaved accounts, working together with human moderators who oversee the entire site.

Read more on [*Financial Times*](#).

For more, visit: <https://www.bizcommunity.com>