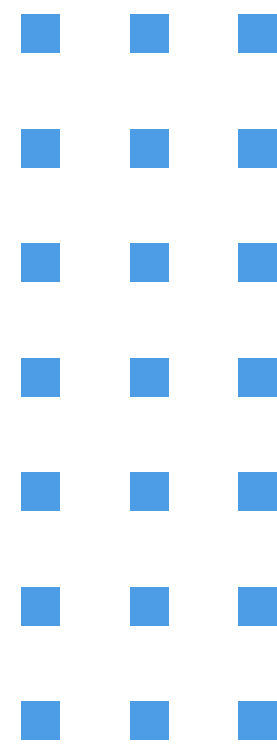
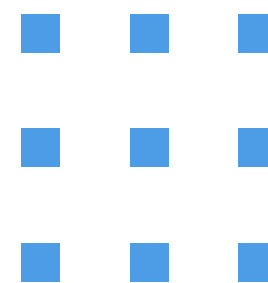


**Cited everywhere.
Treated differently.**



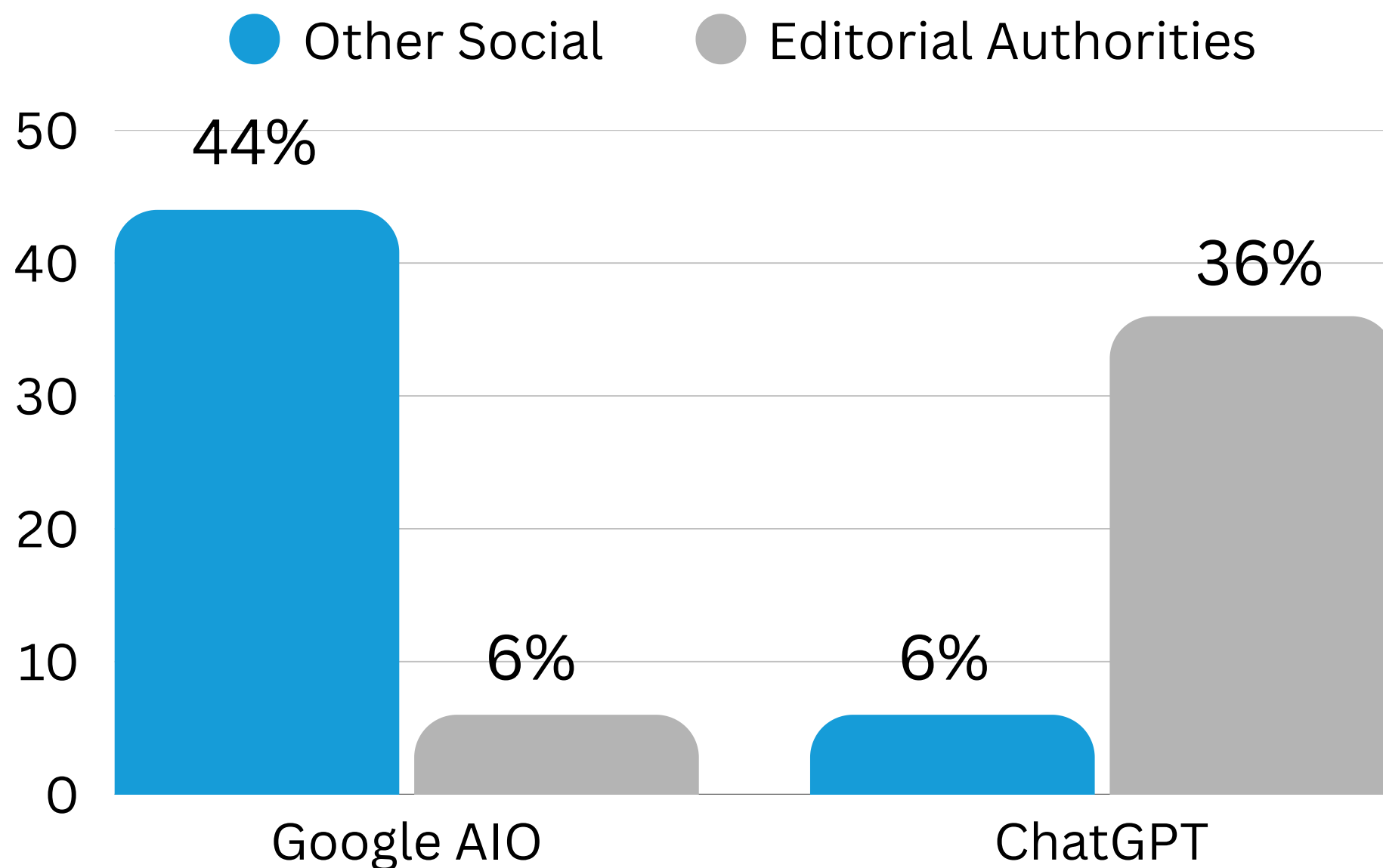
Where ChatGPT and Google AI Overviews
actually cite Reddit and LinkedIn

BRIGHTEDGE

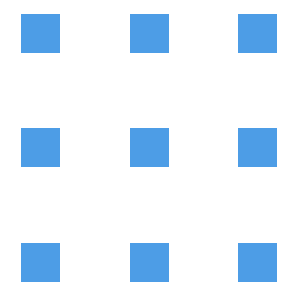


Where Reddit gets cited depends on the engine

How often a Reddit Citation appears next to...

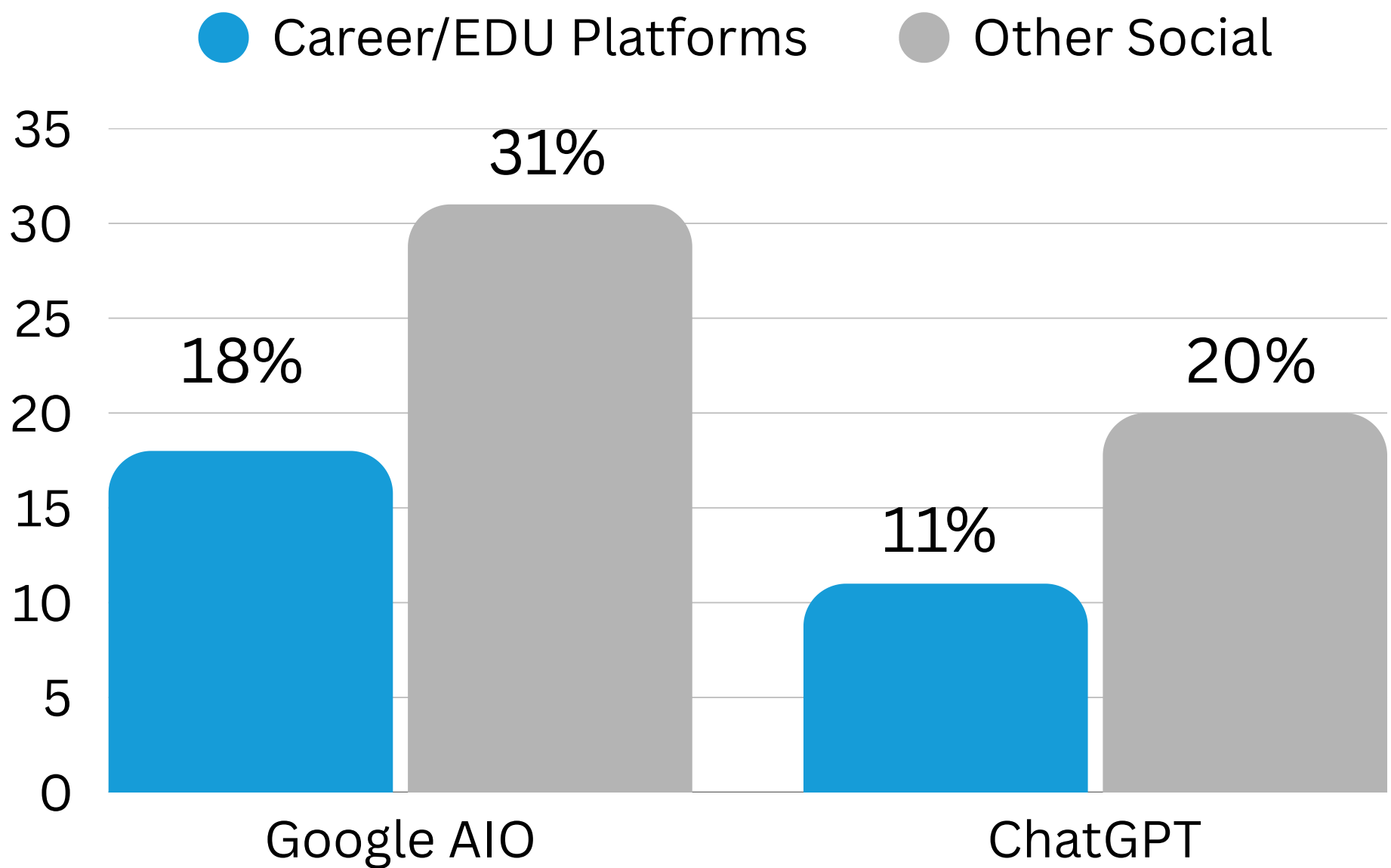


Google AIO treats Reddit as the crowd. ChatGPT treats it as a credible source.

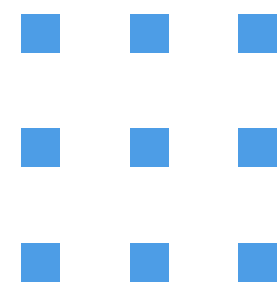


LinkedIn keeps professional company, everywhere

Both engines file LinkedIn next to careers and learning, not authorities.



When people ask ChatGPT how to do something professional, LinkedIn shows up far more than it does on Google.



What Marketers need to know



Reddit is your credibility play on ChatGPT. The engine cites it next to Mayo Clinic and Healthline, so a strong, well-upvoted thread can punch like an editorial citation there. On Google AI Overviews, that same thread mostly buys a seat in a crowded social pack. Different engines, different value from the exact same content.



Match the channel to the job. LinkedIn earns citations for professional how-to and capability questions. Reddit earns them for consumer how-to, comparisons, and lived experience. Pick the channel that fits the question you're trying to win, not the logo you like.



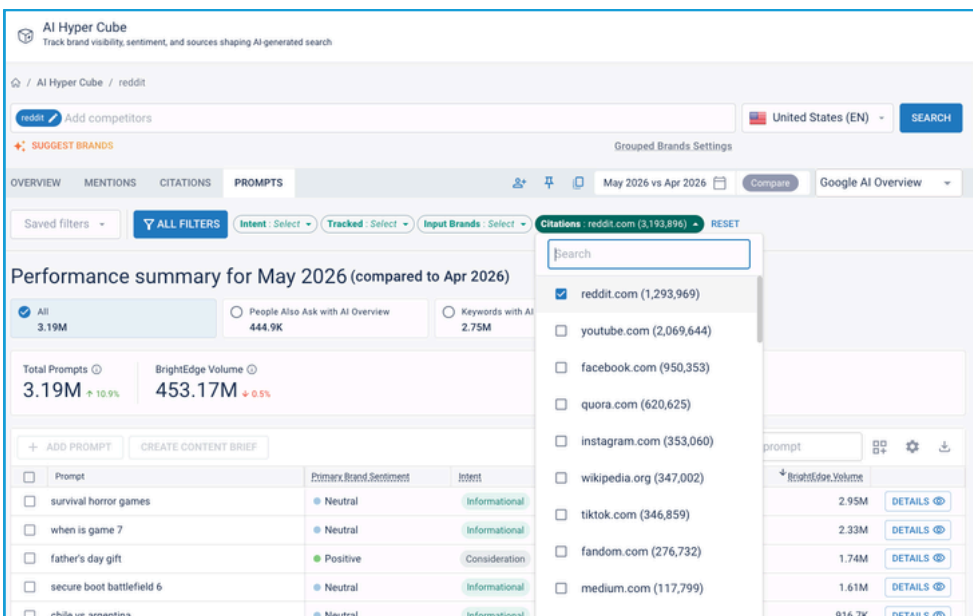
Win the question, not just the name. Citations go to content that answers "how do I," "can you," and "is it worth it," not to a bare brand mention. Build for the underlying question and the brand mention comes with it.



Audit by engine, not in aggregate. The same channel plays a different role on ChatGPT than on Google. If you only look at a blended view, you miss that Reddit is an authority on one surface and background noise on the other. Check both.

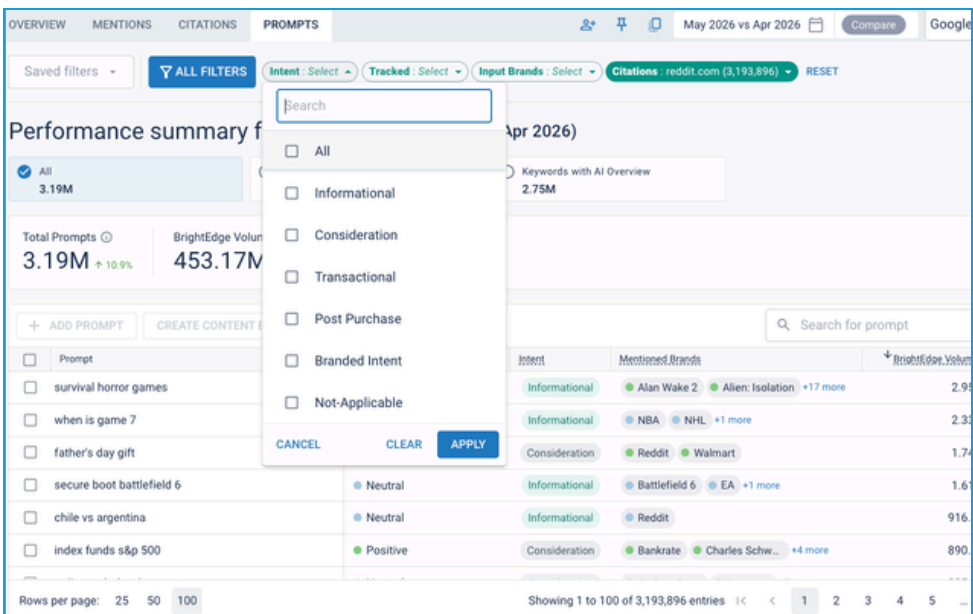
AI HyperCube has your social AI playbook covered!

Drill into the specific social platforms that matter



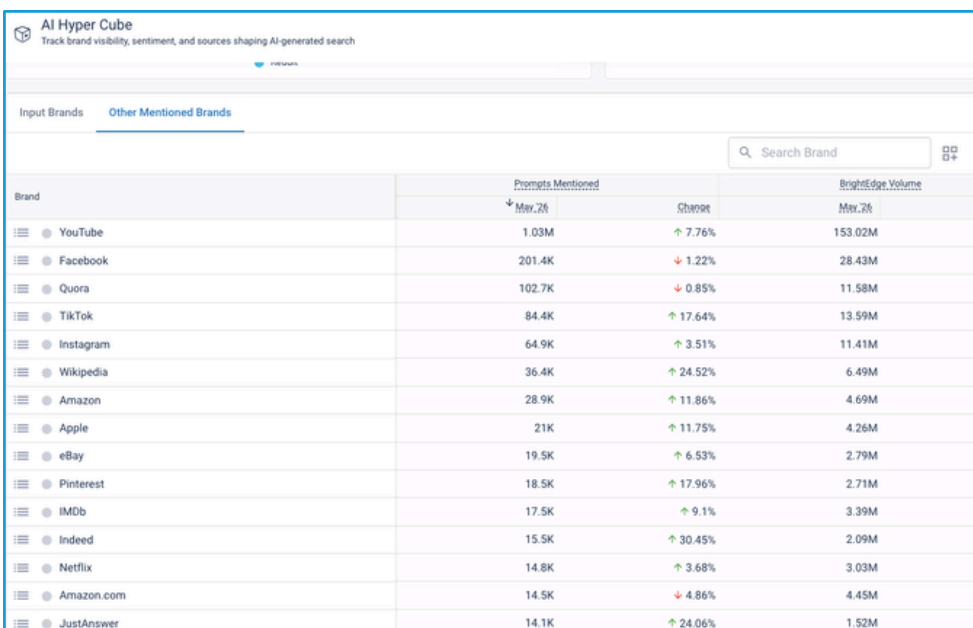
AI Hyper Cube filtering provides clear visibility into how platforms like Reddit and LinkedIn are represented. You can even filter by prompts and seamlessly incorporate them into campaigns within AI Catalyst.

See what stage Reddit or LinkedIn is impacting AI



AI Hyper Cube automatically categorizes prompts by intent, allowing you to identify how platforms like Reddit or LinkedIn (or any other site) influence AI's responses throughout the entire customer journey.

See what neighborhood social channels live in for AI



Enter any brand or platform into AI Hyper Cube to discover the most frequently referenced sources associated with it. You can filter by keywords to analyze how social media impacts the way AI assists your customers in their search.