

Reddit Mastermind – End-to-End Integration Plan

This document outlines a complete production-grade integration plan for building the Reddit Mastermind planning system. The goal is to design a trustworthy, scalable, and ethical algorithm that generates Reddit content calendars using personas, subreddits, and topic queries.

1. Product Objective

Automate high-quality Reddit content planning while preserving authenticity, avoiding spam patterns, and enabling human oversight. The system must generate weekly content calendars and support iterative future weeks.

2. Core Inputs

- Company information (positioning, tone, constraints)
- Multiple personas with distinct voices
- Target subreddits with posting constraints
- Topic queries to target (ChatGPT-style intents)
- Weekly posting volume

3. Core Outputs

- Structured weekly content calendar
- Thread-level planning (post + comments)
- Ability to generate subsequent weeks using historical context

4. System Architecture

Frontend: Next.js / React
Backend: Planning engine (pure logic), scheduler
Database: Supabase (Postgres)
LLM Integration: Prompt-driven generation (no direct posting)

5. Planning Algorithm Overview

The planner operates as a constraint satisfaction and diversification engine. It enforces subreddit caps, persona spacing, interaction limits, and topic freshness while maximizing variety and realism.

6. Thread Generation Flow

1. Select eligible topic queries
2. Match queries to subreddits
3. Assign OP persona based on expertise and spacing rules
4. Generate thread intent (question, advice, story)
5. Schedule post timing
6. Attach 2–4 planned comments with delayed offsets

7. Persona Interaction Rules

- No repeated persona pairings within a week
- No immediate back-to-back comments
- Allow disagreement and varied perspectives
- No vote manipulation

8. Quality Assurance Layer

Automated checks include:

- Overposting detection
- Topic duplication
- Persona collision
- Promo sensitivity violations

Each thread receives a quality score (0–10).

9. Human-in-the-Loop Design

All generated calendars are editable before execution. Warnings and quality indicators guide user review.

10. Weekly Iteration Strategy

Subsequent weeks are generated by applying freshness penalties to recent topics, rotating personas, and preserving subreddit balance.

11. Testing Strategy

Planner is validated via randomized constraint tests, edge-case simulations, and snapshot determinism checks.

12. Ethical Guardrails

The system avoids deceptive engagement, respects subreddit norms, and supports optional disclosure modes.

13. Deployment Expectations

Deliverable includes deployed app, GitHub repository, planner tests, and documentation. Focus is on trust, clarity, and production readiness.

14. Final Note

This system is designed to be owned end-to-end by a single engineer with confidence. Quality and safety are prioritized over aggressive automation.