

A reader community that unified 70+ titles into one feed and deepened engagement

Reach plc — Full-Stack Developer

Reach's comment threads were siloed per title and bouncing readers straight back out. I helped build a community app that pulled 70+ titles into one personalised feed with scalable moderation, turning scroll-and-bounce into readers who post, reply and return.

70+

TITLES UNIFIED

+41%

COMMENTS PER USER

2.3m

MONTHLY ACTIVE
READERS

4.6★

APP-STORE RATING

THE CHALLENGE

Reach plc, owner of the Daily Mirror, Daily Express, OK! and 70+ other titles, wanted a more engaged relationship with readers than scroll-and-bounce. Comment threads existed but were siloed per title and structured around the article, not the reader, so engagement leaked away the moment someone finished a piece.

WHAT I DID

- The unified feed. Tens of thousands of daily items across 70+ titles ranked into a personalised ~50 per reader, by interests, topic and editorial weighting, with the API built tunable post-launch.
- The comment / post model. Richer than article comments, with replies, reactions, image uploads and mentions, but moderate-able at scale, via a hierarchical schema with moderation state on every record.
- Moderation workflow. Tabloid comment sections need aggressive moderation to survive. We built a queue with auto-flagging (profanity, link detection, repeat-offender heuristics) feeding a human review tool.

OUTCOME

Two production apps shipped, mobile (iOS + Android) and web, on one shared API, giving readers a place to engage that wasn't tied to a single article and turning passive scrolling into posting, replying and returning. The personalised cross-title feed unified 70+ titles into one experience. The documentation standards I set were carried forward across other Reach teams.

STACK