Engineer Software

Built the social layer: posts, feed and groups

Built the platform's social layer — posts, feed, groups, mentions, a follower graph and an occasions digest — on the same function-first data layer as the rest of the product.

2025

posts, groups and a follower graph on the same layer

Situation. A directory of companies is a reference work. People check it and leave. What makes a professional platform worth returning to is other people being on it — which means posts, groups and a reason to come back that is not an email telling you to.

Task. A social layer had to be added without it becoming a second system with its own rules, its own permissions and its own way of storing things.

Action. Posts, a timeline, groups, mentions, a follower graph and an occasions digest went in across 188 commits, all of it on the same function-first data layer as the rest of the platform. That constraint did most of the work: the follower graph is tables and functions like everything else, a mention resolves through the same identity schema the directory uses, and a post inherits the moderation queue already built for reviews. Nothing here needed its own store or its own permission model. The timeline is the one place that pushed back, because assembling a personalised timeline efficiently is a genuinely different problem from fetching a row, and it is where the personalization and discovery work earns its place.

Result. The platform has a reason to be opened on a day when nobody needs to look a company up, and it arrived without a parallel stack to maintain. Whether a social layer is the right investment for a maritime directory is a product question rather than an engineering one — it is here because the product asked for it, and it is built the same way as everything around it.

Bring this experience to your project

Use “Built the social layer: posts, feed and groups” as a starting point for a similar challenge in your organisation. The services behind this work are available for your project. The part users never see: where the data lives, what the rules are, and how other systems are allowed to talk to it.

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Look behind the result

Read the situation, decisions and result in this example. We can discuss which parts transfer to your constraints and which need another approach. Built the social layer: posts, feed and groups — posts, groups and a follower graph on the same layer

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Need a reason for people to come back?

Talk through your project with the engineer responsible for delivery. We agree the scope, price basis and handover in writing before work begins.

Role context: Full Stack Engineer. It draws on Backend Engineering, Frontend Engineering, Full-Stack Development, Web Development, Databases and Product & Requirements. And while you are here, we are rather good at Backend & API Development, Full-Stack Product Development and Product Strategy & Requirements.

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One piece of **a longer record** — and it is all on this site.

Every entry is written the same way: the situation, the task, what we did and what changed.

See the whole record

Define the improvement you need

Describe the workflow, the existing interfaces and the users who need the change. We can define a testable delivery and a handover that lets your team maintain it.

See what it costs Get in touch →

Need a reason for people to come back?

Ask about the decisions behind “Built the social layer: posts, feed and groups”. You will speak with the people who can explain the work and assess your own project.

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Contact card

Carefully Crafted With Love by D.

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