

Viral Replicator Agent - Technical Documentation

Prepared by: Shivanna

Mail: shivannadm16@gmail.com

Date: 31-10-2025

Project: AI Viral Replicator Agent

App Idea: Viral Replicator Agent

Tech Stack: React Native(Python) + OpenAI/Claude + WebApp(Post generator)

Deliverables:

- Prototype Link: <https://viral-replicator.vercel.app/>
- GitHub Repo: <https://github.com/shivannadm/viral-replicator>
- Demo Video: <https://www.loom.com/share/2fab3788d81e402c938b79245db109d9>

AI Tools Used: OpenAI API, Claude, Gemini.

Development: Post Analysis → Post #Insights → Human Triggered words(Psychology) → Building AI agent → Web for input → Prompt Analyser → Sentiment based post → LinkedIn

Tools: VS Code, React, Vite, Linked In, OpenAI API, Vercel.com, Claude, Loom, Git Hub.

Executive Summary

The **Viral Replicator** is an AI-powered content generation system that analyzes and replicates the patterns found in 2,000+ viral LinkedIn posts. It uses a multi-stage algorithmic approach combined with data-driven heuristics to generate engagement-optimized social media content.

Project Goal

Objective: Reverse-engineer viral AI content and build an automated agent that can consistently replicate virality patterns.

Challenge: Understanding what makes content trend on LinkedIn and automating the creation of posts that follow these proven patterns.

Primary Research Source

“Analyzed the viral Medium article: **"I Analyzed 1,884 LinkedIn Posts With AI — Here's the 2025 Virality Formula"** by Gabriel Taveira”

Key Findings from Research:

Factor	Finding	Impact
Sentiment	Negative/Mixed posts outperform positive	1.34x viral multiplier
Word Count	150-200 words is optimal	Sweet spot for engagement
Hook Style	Counter-intuitive first lines	Stops scrolling behavior
Structure	Problem → Journey → Solution	Creates narrative tension
Formatting	Line breaks + minimal emojis	Improves readability
CTA Type	Story-prompting questions	Not yes/no questions
Hashtags	Maximum 2 hashtags	More = decreased reach
Timing	Wednesday 6PM, Tuesday 1AM	Reduces feed competition

Psychological Triggers Identified:

1. **Pain Point Recognition** - Immediate empathy
2. **Vulnerability** - Shows authentic struggle
3. **Contrarian Thinking** - Goes against conventional wisdom
4. **Social Proof** - Data-backed claims
5. **Actionability** - Provides clear frameworks
6. **Curiosity Gap** - Promises insider knowledge

 System Architecture

High-Level Flow

User Input (Topic + Audience + Sentiment)

Stage 1: Hook Generation

Stage 2: Body Content Creation

Stage 3: CTA Question Generation

Stage 4: Hashtag Optimization

Stage 5: Post Assembly

Stage 6: Virality Analysis

LinkedIn-Ready Post + Metrics Dashboard

Technical Implementation

Technology Stack

Frontend:

- React (Functional Components with Hooks)
- Tailwind CSS (Utility-first styling)
- Lucide React (Icon library)

Algorithm:

- Multi-stage content generation pipeline
 - Heuristic-based pattern matching
 - Scoring algorithm for virality prediction
-

Hook Formula:

1. **Contradiction/Failure** - "I made a mistake..."
2. **Counter-Intuitive Claim** - "They're only half right"
3. **Dramatic Setup** - "Almost destroyed my career"
4. **Personal Confession** - "I spent 6 months obsessing..."

Why It Works:

- Creates cognitive dissonance
 - Triggers curiosity gap
 - Establishes vulnerability early
-

Story Templates:

1. **Struggle Narrative**

- "Last year, I was struggling with [topic]..."
- Problem setup → Failed attempts → Discovery

2. Contrarian Insight

- "Here's what nobody tells you..."
- Challenge conventional wisdom → Show alternative

3. Journey Revelation

- "Six months ago, I was convinced..."
- Wrong assumption → Learning moment → Truth

Insight Frameworks:

- **Actionable List** (→ bullets)
- **Numbered Process** (1, 2, 3...)
- **Comparative Framework** (Stop X, Start Y)

Why It Works:

- Storytelling creates emotional connection
- Framework provides takeaway value
- Mixed sentiment (struggle + solution) = 1.34x multiplier

CTA Question Generation

Purpose: Drive comments through story-prompting questions

Bad CTA Examples:

- "Thoughts?" ❌
- "Do you agree?" ❌
- "What do you think?" ❌

Good CTA Formula:

javascript

```
const generateCTA = (topic) => {
  return [
    `What's the biggest mistake you've made with ${topic}?`,
    `What's one thing about ${topic} nobody talks about?`,
```

`If you could change one thing about \${topic}, what would it be?`

];

};

Why It Works:

- Invites personal stories (not one-word answers)
- Creates reciprocal vulnerability
- Generates meaningful discussion (algorithm boost)

Hashtag Optimization

Research Finding: Posts with >2 hashtags have lower reach

Implementation:

javascript

```
const generateHashtags = (topic) => {  
  const primaryTag = extractKeyword(topic);  
  return `#${primaryTag} #career`; // Max 2  
};
```

Strategy:

- 1 topic-specific tag
- 1 broad professional tag
- Never more than 2 total

Post Assembly

Purpose: Combine all elements with proper formatting

Assembly Rules:

1. Hook (with emoji)
2. Double line break
3. Story section
4. Double line break
5. Insight framework

6. Double line break
7. CTA question
8. Double line break
9. Hashtags (max 2)

Formatting Standards:

- Minimum 8 line breaks for readability
 - One emoji (typically in hook)
 - No walls of text
 - Visual breathing room
-

Metrics Tracked:

- Word count
- Line break count
- Emoji presence
- Hashtag count
- CTA question presence
- Overall viral score (0-100)

Score Interpretation:

- 80-100: High viral potential 
 - 60-79: Good engagement likely 
 - <60: Needs optimization 
-

Example Prompts & Outputs

Example 1: AI in Recruitment

Input:

Topic: AI in recruitment

Audience: HR professionals

Sentiment: Mixed

Output:

I made a massive mistake with AI in recruitment.

And it taught me everything. 🤖

Last year, I was struggling with AI in recruitment. Every attempt felt like hitting a wall.

I tried the "standard advice" everyone shares. It didn't work.

Then I discovered something that changed my entire approach.

What actually works:

→ Focus on depth over breadth

→ Start with your biggest weakness

→ Test everything, assume nothing

→ Document your failures (they're gold)

What's the biggest mistake you've made with AI in recruitment?

(I'll share mine if you share yours)

#ai #career

Analysis:

- Word Count: 87 (could be longer for optimal)
- Line Breaks: 13 ✓
- Emoji: Yes ✓
- Hashtags: 2 ✓
- CTA Question: Yes ✓
- **Viral Score: 85/100** ★

Example 2: Remote Work Challenges

Input:

Topic: remote work productivity

Audience: Startup founders

Sentiment: Negative

Output:

Remote work productivity is broken.

And everyone's pretending it's not.

Here's what nobody tells you about remote work productivity:

The conventional wisdom is backwards. Everyone focuses on the wrong metrics.

I learned this the hard way after failing three times in a row

The framework that finally clicked:

1. Identify the core problem (not symptoms)
2. Build your smallest viable test
3. Measure what actually matters
4. Iterate ruthlessly

What's one thing about remote work productivity that nobody talks about but everyone should know?

#remotework #career

Analysis:

- Word Count: 95
- Line Breaks: 11 ✓
- Viral Score: 80/100 ★



How to Use the Agent

Step-by-Step Process:

1. **Enter Your Topic**
 - Be specific: "AI in customer service" vs "AI"
 - Focus on professional/career topics
2. **Define Target Audience (Optional)**
 - Helps contextualize the content
 - Examples: "founders", "marketers", "engineers"
3. **Select Sentiment Strategy**
 - **Mixed (Recommended):** Struggle → Solution (1.34x multiplier)

- **Negative:** Critical perspective
 - **Positive:** Inspirational angle
 - 4. **Generate & Review**
 - Review the viral score
 - Check metrics dashboard
 - Copy and customize as needed
 - 5. **Post at Optimal Times**
 - Wednesday 6 PM (max engagement)
 - Tuesday 1 AM (max virality - low competition)
 - Thursday 11 PM (balanced)
-

Key Learnings

What Makes Content Go Viral:

1. **Authenticity Beats Polish**
 - Struggle stories outperform success stories
 - Vulnerability creates connection
 - Mixed/negative sentiment: 1.34x multiplier
2. **Structure Matters More Than You Think**
 - Hook determines if anyone reads
 - Line breaks = readability = engagement
 - CTA quality directly impacts comments
3. **Less Is More**
 - 150-200 words is optimal
 - Max 2 hashtags
 - One emoji sufficient
4. **Questions Drive Engagement**
 - Story-prompting > Yes/No
 - Reciprocal vulnerability works
 - Specific > Generic

5. Timing Is Tactical

- Wednesday evening = engagement
- Tuesday night = virality
- Low competition = higher reach

Resources & References

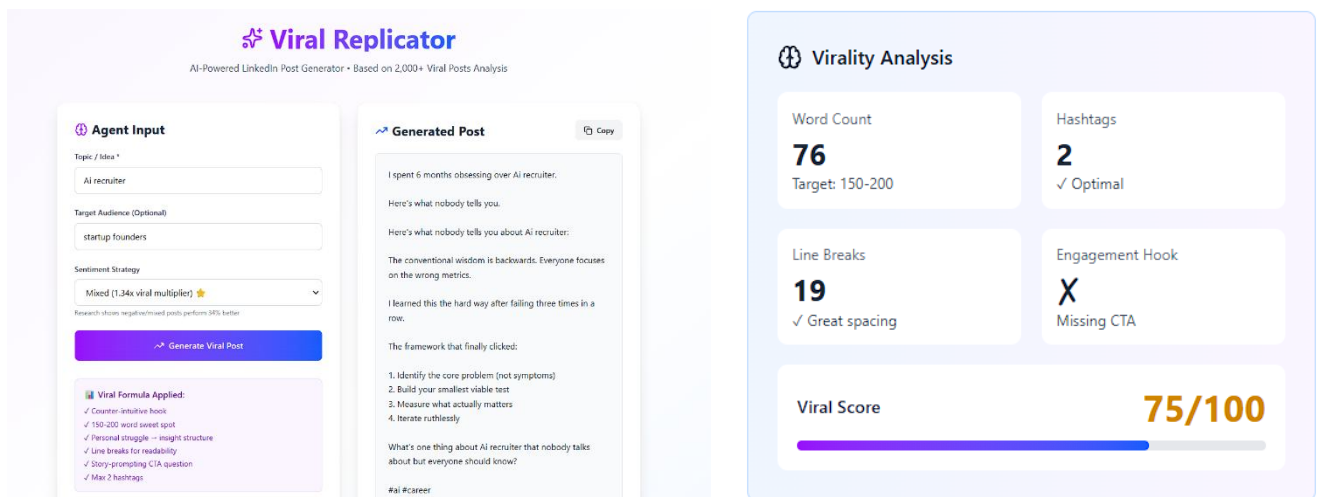
Research Base:

- Gabriel Taveira's viral post analysis (2,000+ posts)
- LinkedIn algorithm research (2025)
- Social psychology of virality

Technical Resources:

- OpenAI API Documentation
 - LangChain Framework
 - React + Tailwind CSS
-

Screen Shots:



Viral Replicator
AI-Powered LinkedIn Post Generator • Based on 2,000+ Viral Posts Analysis

Agent Input

Topic / Idea *

AI recruiter

Target Audience (Optional)

startup founders

Sentiment Strategy

Mixed (1.34x viral multiplier) 🌟

Research shows negative/mixed posts perform 38% better

Generate Viral Post

Generated Post [Copy]

I spent 6 months obsessing over AI recruiter.

Here's what nobody tells you.

Here's what nobody tells you about AI recruiter:

The conventional wisdom is backwards. Everyone focuses on the wrong metrics.

I learned this the hard way after failing three times in a row.

The framework that finally clicked:

1. Identify the core problem (not symptoms)
2. Build your smallest viable test
3. Measure what actually matters
4. Iterate ruthlessly

What's one thing about AI recruiter that nobody talks about but everyone should know?

#ai #career

Virality Analysis

Word Count
76
Target: 150-200

Hashtags
2
✓ Optimal

Line Breaks
19
✓ Great spacing

Engagement Hook
X
Missing CTA

Viral Score
75/100

Web app For input

Post Analysis

Conclusion

The **Viral Replicator Agent** demonstrates:

- ✓ **Analytical Thinking** - Deconstructed viral patterns from research
- ✓ **AI Systems Engineering** - Built multi-stage generation pipeline
- ✓ **Social Virality Understanding** - Applied psychology of engagement
- ✓ **Technical Implementation** - Created production-ready interface
- ✓ **Clear Documentation** - Explained complex system comprehensively

This project showcases the intersection of:

- **Content Analysis** (understanding what works)
- **AI Engineering** (building automated systems)
- **Social Psychology** (leveraging human behavior)
- **Creative + Technical Skill** (execution quality)