The Forensic Creator Pipeline

Discovery, Vetting, and the Owned AGPL Roster

Gemini Notebook

STOP LETTING THE ALGORITHM CHOOSE YOUR ROSTER



Searching before defining a target hands your roster decisions directly to the platform feed



Sprout Social data reveals that consumers follow creators for content subjects **(47%)** far more than follower count **(17%)**. **Fit** rests on **audience overlap and subject matter authority**, not **algorithmic look-alikes**

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Build the blueprint before you begin the search

Write a one-page creator brief covering these exact dimensions before opening any platform.

Audience Overlap: Seek shared problems and geography, not just creator demographic resemblance.

Tier Mix: Define your own follower thresholds; publisher lines vary wildly. Plan the roster like a depth chart.



Tone & Format: Specify primary format, fallback format, 3 mandatory tone adjectives, and 1 explicit tone exclusion.

Hard Stops: Lock in values disqualifiers, competitor conflicts, vice category walls, youth safeguards, and NIL limits before evaluating any candidate.

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The three concentric layers of creator discovery

Center Layer (Owned Customers): The 7 free pools of existing fans. The cheapest discovery channel in marketing.



Middle Layer (Native Search): Problem-based queries, competitor tags, and the creator graph.

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Outer Layer (Niche Authority): Podcasts, newsletters, Reddit, Twitch, and Discord communities.

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Mine your own customer base first

Seven free pools already hold candidates.
Run a weekly Listen, Log, Score, Invite loop.

Compliance Alert: Public data is not permission.

Avoid scraping software. The hiQ v. LinkedIn injunction proves that scraping public data **carries severe contract and tort exposure**. A brand manager's discovery process remains manual.

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Search the customer's problem, not the product category

"Running Shoes"



"Shin splints after a long run"



Creators who rank for a customer's problem already hold the audience that possesses that problem.

The 90-Minute Weekly Native Routine:

1. Pass 1: Plain keyword (the problem, not the product).
2. Pass 2: Widen vocabulary with autocomplete and related searches.
3. Pass 3: Keyword plus location.
4. Pass 4: Competitor Tagged Tabs (Sort organic posters vs. disclosed paid posters).

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Widen discovery to niche authority venues

Crowded algorithmic feeds produce crowded shortlists. Look to YouTube, podcasts, newsletters, Twitch, Reddit, and Discord where niche authority is quietly trusted and often priced lower.



The Paired Pilot Protocol:

The claim that smaller, owned-audience creators convert better is plausible but unproven. Test it before committing.

Run a paired pilot using the exact same offer and measurement window.

Deploy unique tracking links and promo codes.

Compare one feed-based creator against two owned-audience creators.

Note: Reddit developer terms strictly bar commercial use without permission; rely on manual observation.

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Platforms do not give brands acunt-level data to prove an audience is real.

You cannot buy your way out of vetting.

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The Vetting Illusion: Paid Vendor Claims vs. Forensic Reality

Paid Vendor Platforms	The 30-Minute Forensic Audit
API-limited public data	**Creator-supplied native** insights
Opaque Authenticity algorithms	**Views-to-followers** gap analysis
Blind trust (High legal risk)	**Documented diligence file** (16 CFR Part 465)
Expensive SaaS subscriptions	**Human time** and **operational discipline**

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The 30-Minute Forensic Audit Protocol

Execute these checks in a fixed order for every candidate.
A documented human audit replaces the paid platform.



1. **Content & Posting Consistency:** Audit posts per week and spot the longest gaps.

2. **Comment Quality:** Manually read a 30-to-50 comment sample across 5 posts. Look for generic, identical, or unrelated bot language.

3. **Public Engagement Rate:** Calculate interactions divided by followers for peer comparison.

4. **Sponsored History:** Review a 20-to-30 post sample. Check Check the sponsored-to-organic ratio and disclosure clarity.

5. **Brand-Safety Scan:** Run targeted searches against your family-first and vice walls.

6. **Native Analytics Request:** Demand backend screenshots for actual reach and demographic data.

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The Vetting Matrix & The Hard Stop Override

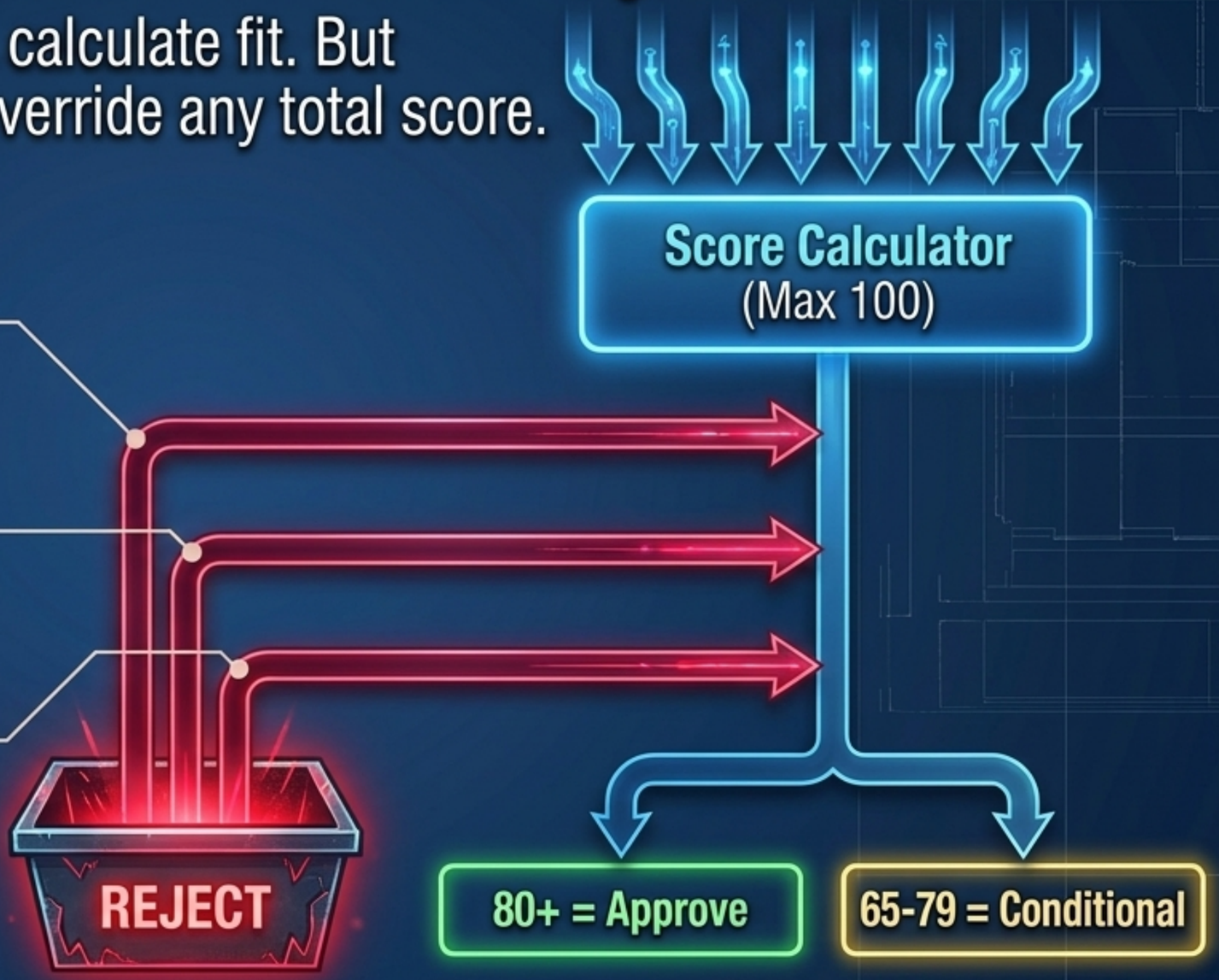
Score eight criteria out of 100 to calculate fit. But recognize that automatic stops override any total score.

The Three Automatic Hard Stops:

Brand-Safety Failure
Any violation of family-first standards, vice walls, or values criteria.

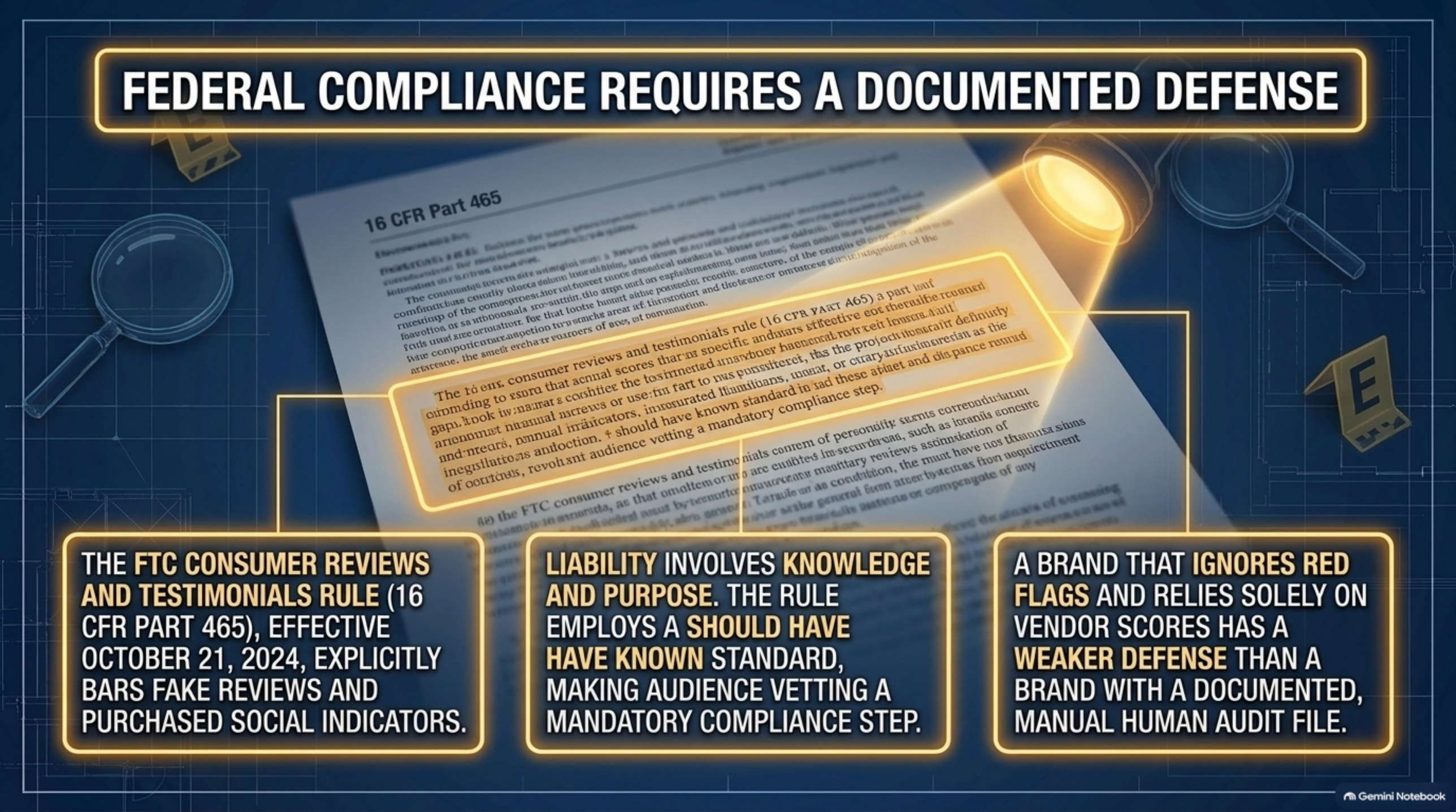
Fake Engagement
Detection of purchased followers, views, or comments.

Refused Analytics
A refusal to supply backend native insights is an automatic data point and a hard pass.



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FEDERAL COMPLIANCE REQUIRES A DOCUMENTED DEFENSE



THE **FTC CONSUMER REVIEWS AND TESTIMONIALS RULE** (16 CFR PART 465), EFFECTIVE OCTOBER 21, 2024, EXPLICITLY BARS FAKE REVIEWS AND PURCHASED SOCIAL INDICATORS.

LIABILITY INVOLVES **KNOWLEDGE AND PURPOSE**. THE RULE EMPLOYS A **SHOULD HAVE HAVE KNOWN** STANDARD, MAKING AUDIENCE VETTING A MANDATORY COMPLIANCE STEP.

A BRAND THAT **IGNORES RED FLAGS** AND RELIES SOLELY ON VENDOR SCORES HAS A **WEAKER DEFENSE** THAN A BRAND WITH A DOCUMENTED, MANUAL HUMAN AUDIT FILE.

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Detecting bought audiences: The Views-to-Followers Gap

Audit views before follower counts.



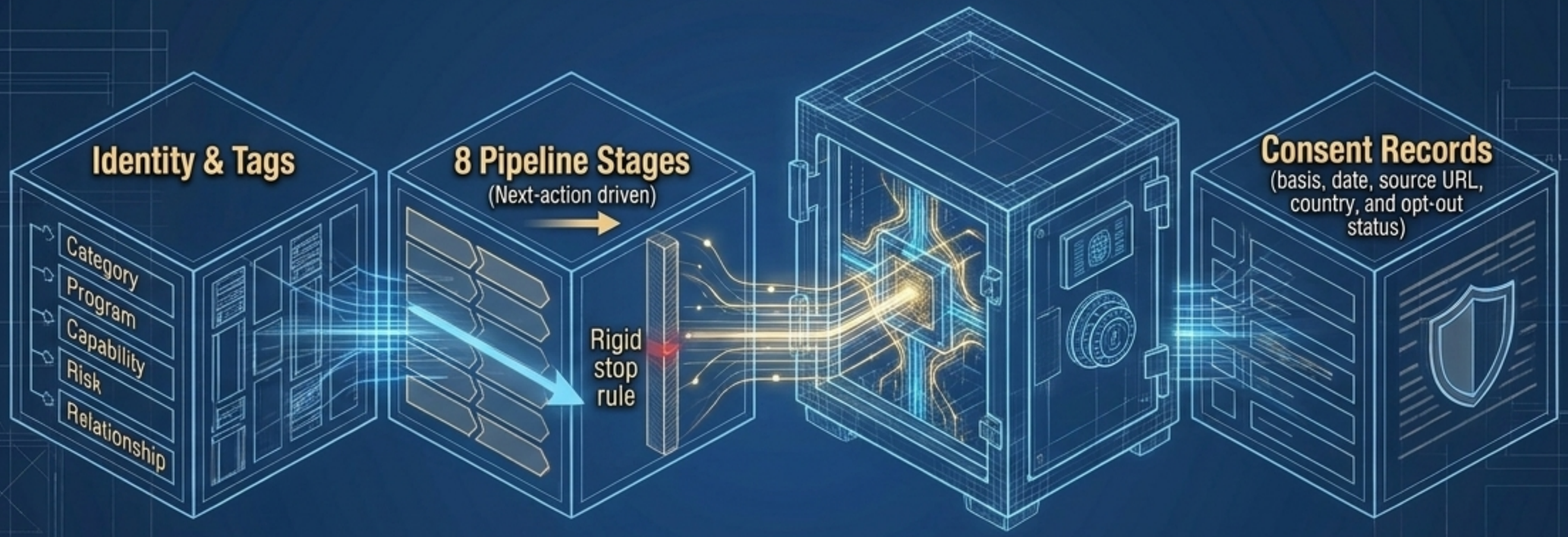
Bought followers inflate screenshots and profile metrics, but bots do not generate views on new posts. The gap between a sudden follower spike and flat recent viewing is the most revealing metric on any profile.

If growth curves show spikes with no organic cause (like a viral post or a major giveaway), the audience is bought.

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The Owned AGPL Vault: Relationship memory lives where the work is done

An agency may win on speed for one campaign, but durable relationship memory belongs in an owned roster.



The Free & Open-Source Rule:

- Use only OSI-approved AGPL or open-source cores (EspoCRM, Twenty AGPL core, Baserow core).
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- Warning: Do not use source-available tools like NocoDB and n8n (Sustainable Use License) for this stack.

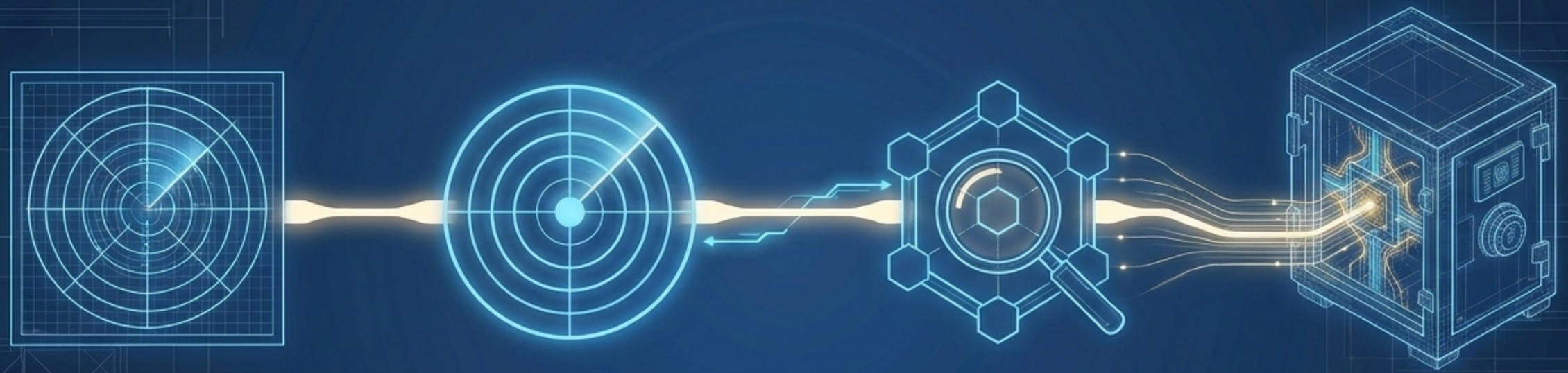
The Architecture:

- **Identity & Tags:** Keep fields few. Use a controlled vocabulary of 5 tag families (Category, Program, Capability, Risk, Relationship).
- **8 Pipeline Stages:** Next-action driven, with a rigid stop rule for follow-ups.
- **Consent Records:** The legal shield. Store basis, date, source URL, country, and opt-out status.

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The Forensic Creator Pipeline

A zero-license stack built on human discipline and legal diligence.



1. Profile the Audience:

- Write the blueprint and the hard stops before the algorithm feeds you.

2. Mine the Problems:

- Source from your own customers and native problem-based queries.

3. Audit the Evidence:

- Execute the 30-minute forensic protocol. Detect the views-to-followers gap. Document your FTC diligence.

4. Own the Memory:

- Secure your relationships and legal consent in a self-hosted AGPL database.

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