_id: ObjectId("abc")	author: "alex", title: "No Free Lunch", text: "This is . . .", tags: ["business", "ramblings"], comments: [{who: "jane", what: "I agree." }, {who: "joe", what: "No . . ." }]
_id: ObjectId("abd")	A post by X
_id: ObjectId("acd")	A post by Y

Unique key generated by MongoDB   Value = JSON object with nested arrays