

 DISTRIBUTION / GROWTH

# One publish, six platforms

One publish in the CMS now auto-syndicates a post across six channels off a single webhook, idempotent per slug so the same article never double-posts.

Cognilium · distribution engine

DISCIPLINE	Distribution / Growth
STACK	Sanity webhook (HMAC) • Dev.to • Hashnode • Flipboard • Bluesky • LinkedIn • Resend • idempotent per-slug sync
LIVE / VERIFY	<a href="https://cognilium.ai">cognilium.ai</a> ↗

## MY ROLE

Part of the Cognilium team build. The mirror orchestrator, the syndication targets, and the platform inventory behind it are my work.

**6**

CHANNELS PER PUBLISH

**0**

DUPLICATE POSTS

**1**

WEBHOOK FIRES IT ALL

**130+**

PLATFORMS INVENTORIED

## THE PROBLEM

Writing is the easy half. The reach comes from distribution, but manually reposting every article to a dozen platforms is the kind of chore that quietly never gets done.

## WHAT I DID

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- Built a mirror orchestrator: every Sanity publish fires one HMAC-signed webhook that syndicates the post to Dev.to, Hashnode, Flipboard, Bluesky, a LinkedIn newsletter, and a Resend broadcast.
- Made it idempotent per slug, so re-publishing or editing a post updates the mirrors instead of posting a second copy across six platforms.
- Built manual and selective fire modes (--only, --dry-run) plus a status tool that shows the mirror state of every post.
- Maintained a single-source-of-truth inventory of 130+ platforms with status tracking and an add-a-platform runbook, so the channel list is a system, not tribal knowledge.

## THE RESULT

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Distribution that runs itself: publish once and the post is optimized, indexed, and mirrored across the web automatically, with no duplicate posts.

### THE JUDGMENT CALL · WHAT THE AI COULDN'T DO

I caught the syndication firing duplicate posts on re-publish before it shipped, and made the webhook idempotent per slug. Speed is worthless if it publishes the same article five times across six platforms.

## PROOF

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**Live site:** [cognilium.ai](https://cognilium.ai) ↗

**Note:** Mirror orchestrator + 130+ platform inventory (private repo).

# Cognilium AI · Content Distribution Workflow

Two engines (Tech News + Engineering Blog) → one orchestrator → multi-channel fan-out + discovery

**TECH NEWS ENGINE · 5+ posts/week · /tech-news/<slug>**

**ENGINEERING BLOG ENGINE · 1-2 posts/week · /blogs/<slug>**

1 · AUTHORING

**Sanity Studio**  
sibling repo · /home/.../sanity\_studio  
schema: techNewsPost · blogPost · author · case study

**techNewsPost**  
800-1,500 words · daily cadence  
status: published · mirrors\_disabled?

**blogPost**  
1,500-3,000 words · pillar+cluster  
status: published · mirrors\_disabled?

2 · TRIGGER · on publish

**Sanity Webhook → /api/webhook/sanity**  
if (type ∈ (techNewsPost, blogPost)) && justPublished → fan out  
Also revalidates ISR tags for /blogs, /tech-news, sitemap, RSS feeds

3 · ORCHESTRATOR · src/lib/mirrors/

**Unified Mirror Orchestrator**  
url(PrefixForType!): techNewsPost → /tech-news · blogPost → /blogs · caseStudy → /case-studies  
Daily Vercel cron 12:00 UTC = catch-up backup if webhook missed (filter mirrors\_disabled ≠ true)  
Add new channel = drop one file in src/lib/mirrors/

4 · MIRROR

**Dev.to (live)**  
dev.to/cognilium-ai · org secret  
canonical → cognilium.ai · slug-tag  
cron: /api/cron/devto-mirror

**Resend Broadcast (live)**  
audience: subscribers list  
two-key setup · per-publish email  
RESEND\_BROADCAST\_API\_KEY

**Bluesky (live)**  
@cognilium.ai · auto-thread  
title + excerpt + URL card  
app-password · no token expiry

**LinkedIn (PAUSED)**  
LINKEDIN\_MIRROR\_DISABLED=true  
awaiting Comm. Mgmt API  
token rotation -every 50 days

**Tumblr**  
scaffolding  
(branch WIP)

5 · DISCOVERY

**RSS 2.0 Feeds**  
► /tech-news/rss.xml  
► /blogs/rss.xml  
► /all-content/rss.xml ← Substack  
All include <content:encoded> full body  
CDATA HTML via portableTextToHtml

**Sitemaps (10 files)**  
► tech-news-sitemap.xml  
► blogs-sitemap.xml  
► pages, products, services, ...  
filtered: status == "published"  
→ sitemap\_index.xml

**Indexing Pings (post-deploy)**  
► scripts/gsc-submit.ts → Google  
► scripts/indexnow-submit.ts  
→ Bing · Yandex · Naver · Seznam · Yep  
► Google Indexing API (jobs only)  
Run after every deploy (CLAUDE.md)

**JSON-LD Schema**  
► NewsArticle (tech-news)  
► TechArticle (blogs, 2026 fields)  
► SoftwareSourceCode (code blocks)  
► DefinedTermSet (/glossary)  
► FAQPage · BreadcumbList · Org

6 · DISTRIBUTION

**Substack (live)**  
pulls /all-content/rss.xml  
both content types  
cognilium.substack.com

**LinkedIn Newsletter**  
company-page newsletter  
organic syndication  
separate from mirror module

**Flipboard Magazine**  
pulls RSS · curated cards  
brand reach  
GPC = Google Publisher Center

**Hashnode (dormant)**  
API requires Pro plan  
re-enable: + vercel.json cron  
infra built · ready

**Tier 2 News (HOLD)**  
Apple News · MS Start  
SmartNews · NewsBreak  
unlock at ±20 news posts

**AI Crawlers (pull)**  
GPTBot · ClaudeBot · PerplexityBot  
Gemini · CCBot · all allowed  
robots.txt + /llms.txt manifest

**Legend**

  Tech News  
   Blog  
   Shared / Orchestrator  
   Paused / Dormant  
 → Push (webhook / cron)  
 - - - - - Pull (RSS / sitemap)  
 Files: src/lib/mirrors/\* · src/app/api/webhook/sanity · scripts/(gsc,indexnow)-submit.ts

The content distribution workflow: one publish fires the Unified Mirror Orchestrator out to six channels, then RSS, sitemaps, indexing pings, and JSON-LD for discovery.

# Cognilium AI — Distribution Workflow

Every Sanity publish → 7 surfaces in seconds. As of 2026-06-11.

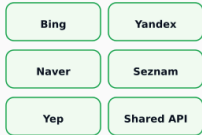
Sanity Studio · Mudassar clicks Publish  
sanity-studio-nu-one.vercel.app

/api/webhook/sanity

Verify HMAC · Revalidate ISR · Ping IndexNow · Fan out mirrors · Log

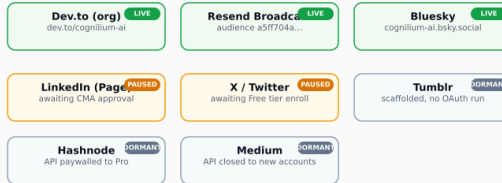
## INDEXNOW · 6 search engines

instant ping on every publish



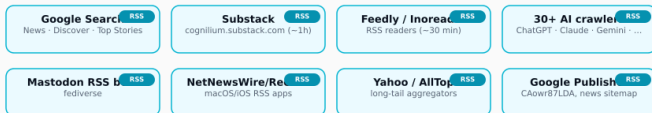
## MIRROR ORCHESTRATOR · src/lib/mirrors/

parallel fan-out, 25s timeout, idempotent



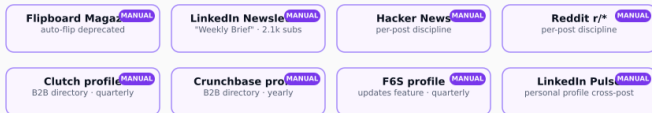
## RSS + SITEMAP AUTO-DISCOVERY

passive — these surfaces poll our feeds on their own schedule



## MANUAL · no API or by-design

human in the loop — per-post or per-quarter



## TIER 2 NEWS AGGREGATORS · deferred until 20+ posts

form values prepped in docs/NEWS-APPLICATIONS.local.md · currently at 2 posts



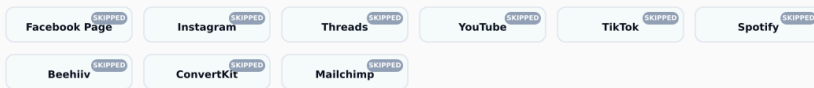
## CRON SAFETY NET · Vercel scheduled jobs

catches anything the webhook misses + warns on token expiry



## SKIPPED ENTIRELY

not building — audience or format mismatch



TODAY · 7 active surfaces · 4 paused/dormant · 4 deferred · 8 manual · 9 skipped

## LEGEND

- LIVE** auto-fires on every publish, verified end-to-end
- PAUSED** code shipped, kill-switch on — re-enable when external block clears
- DORMANT** code shipped, awaiting external unblock (paid plan / API approval)
- RSS** auto-discovers our RSS / sitemap — no signup
- MANUAL** no API exists — human in the loop per post or per quarter
- DEFERRED** application packet prepped, awaiting content cadence threshold
- SKIPPED** intentionally not pursuing
- CRON** scheduled Vercel function, safety-net for missed events

cognilium.ai · generated 2026-06-11 · single source of truth: src/lib/mirrors/index.ts

The full distribution surface: search-engine indexing, the mirror orchestrator, feed auto-discovery, and a cron safety net, with every

channel's status tracked.



# Cognium AI · Full Platform Map v2

Every channel, engine, directory, community, and crawler relevant to the stack - 2026-06-11

● LIVE / IN-USE ● PAUSED (kill-switch) ● DORMANT (infra ready, not running) ● HOLD / FUTURE (planned, not started) ● SKIPPED / OPTED OUT ● PASSIVE (no action, auto-discovered)

## 1 - OWNED PROPERTIES — fully controlled by Cognium

<b>cognium.ai</b> NextJS · App Router · Vercel 55 pages · 10 sitemaps	<b>/blogs (Engineering)</b> 1550-2000w · 5 pillar clusters 2 live · GraphRAG pillar in draft	<b>/tech-news</b> Daily AI news · 800-1000w 2 posts · target 5/wk	<b>/glossary</b> 50 terms · DefinedTermSet schema AI-clation honoyip	<b>Newsletter (Resend)</b> audience subscribers subs: 0 → target 1-2k	<b>RSS Feeds (3)</b> tech-news · blogs · full-content content-encoded CDATA	<b>Cognium Podcast (future)</b> "Production AI Engineering" biweekly · Q3-2026
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## 2 - AUTO-MIRROR CHANNELS — push-on-publish via src/lib/mirrors/

<b>Dev to (org → personal)</b> devto:cognium.ai · devto:mudassar canonical → cognium.ai	<b>Resend Broadcast</b> two-key · HTML email per publish broadcast tier	<b>Bluesky</b> @cognium.ai · app-password no token expiry	<b>LinkedIn (org)</b> LINKEDIN_MIRROR_DISABLED=true awaiting Comm. Mgmt API	<b>Tumblr</b> scaffolding · branch WIP not in webhook fan-out yet	<b>Hashnode</b> API requires Pro plan cron deployed · no schedule	<b>X / Twitter</b> OPTED OUT (user direction) no mirror module
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## 3 - FULL-BASED RSS AGGREGATORS — consume our feeds without us pushing

<b>Substack</b> pulls full-content/rss.xml news + blogs combined	<b>LinkedIn Newsletter</b> org page newsletter organic syndication	<b>Flipboard Magazine</b> curated cards · RSS pull "Cognium AI" magazine	<b>Google Publisher Center</b> → Google News surface unlock at 20+ news posts	<b>Feedly · Inoreader</b> RSS readers (B2B decision-makers) passive → no submit	<b>Mastodon-RSS Bots</b> Fediverse · auto-relay passive · multi-instance reach	<b>Medium</b> SKIPPED — payroll · ranks own URL canibalizes canonical
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## 4 - SEARCH ENGINES — sitemap submission + IndexNow ping

<b>Google</b> GSC · URL Inspection API +92% global share	<b>Bing</b> IndexNow · also feeds Yahoo/DDG key: af82...8b3.txt	<b>Yandex</b> IndexNow direct · RU/CIS 202 Accepted	<b>Naver</b> IndexNow · KR market 200 OK	<b>Seznam</b> IndexNow · CZ market 200 OK	<b>Yep (Ahrefs)</b> IndexNow direct writer-first index	<b>DuckDuckGo</b> Indexes via Bing IndexNow ping passive · privacy-focused	<b>Brave Search</b> Independent index · own crawler discoverable via sitemap	<b>Ecosia</b> Bing-powered passive
<b>Mojeek</b> Independent UK crawler no API · passive	<b>Kagi (paid search)</b> index via Google/Browse hybrid high-intent users	<b>Startpage · Qwant</b> Google-like-mirrored privacy SE passive EU users	<b>Baidu · Sogou (CN)</b> CN market · separate ecosystem register if CN traffic relevant	<b>Yahoo Japan</b> CN market · separate from US 'yahoo' JP market lever				

## 5 - AI CRAWLERS & CITATION ENGINES — robots.txt allowlist + /llms.txt manifest

<b>OPTBot · ChatOPT-User</b> OpenAI · 64.5% share declining vs 86.7%	<b>ClaudeBot · Claude-User</b> Anthropic · 5% share growing Q4 2026	<b>PerplexityBot</b> Perplexity · 17% share highest-value referrer	<b>Google-Extended · Gemini</b> AI Overviews	<b>CCBot</b> Common Crawl training-data seed	<b>Applebot · Apple-Extended</b> Apple Intelligence / Siri iOS / macOS surface	<b>cohere-ai</b> Cohere enterprise LLM	<b>Bytespider (TikTok/Doubao)</b> aggressive crawl rate	<b>Diffbot</b> knowledge-graph enterprise index
<b>Meta-ExternalAgent</b> Meta AI (Llama family) FB/IG/WhatsApp API	<b>Amazonbot</b> Alexa / Echo/Beck training enterprise reach	<b>YouBot · Phind · Andibot</b> smaller AI search engines div-focused	<b>Mistral · MistralAI-User</b> FR AI lab · La Chat EU-trained models	<b>/llms.txt manifest</b> curated content map for LLMs + /llms-full.txt				

## 6 - NEWS AGGREGATORS — Tier-2 unlocks at 20+ news posts

<b>Apple News</b> Publisher · RSS-based strictest · 20+ posts	<b>Microsoft Start</b> Partner Hub · RSS paired w/ Bing News	<b>SmartNews</b> Publisher Network · JP-US 20+ posts	<b>NewsBreak</b> Creator Program · low bar first Tier-2 to ship	<b>Techmeme</b> editorial pick · no submit earned via signal	<b>AIISides · Memorandum</b> political/news aggregators lower priority	<b>Yahoo News · MSN</b> syndication via partners feed to MS Start approval
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## 7 - DEV COMMUNITIES — manual posting, value-first, no automation

<b>GitHub</b> org page · code samples · OSS credibility + backlinks	<b>Stack Overflow</b> answers · Collectives · Jobs authority for engineers	<b>Hacker News</b> Show HN · Ask HN · longform traffic-spike potential	<b>Reddit</b> r/LocalLLaMA · r/MachineLearning r/opensource · r/programming	<b>Lobsters (lobste.rs)</b> invite-only · high-signal tech low volume, high quality	<b>Indie Hackers</b> solo/small-team founder crowd B2B SaaS adjacency	<b>Product Hunt</b> launches · product directories for any tool/asst releases	<b>DEV / FreeCodeCamp / Hashnode</b> tech-content syndication network dev-to LIVE · others TBD	<b>Hackernoon</b> tech blog network canonical-friendly
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## 8 - AI/ML COMMUNITIES — domain-specific reach

<b>Hugging Face</b> org page · Spaces · model cards · blog essential for AI brand	<b>Papers with Code</b> SOTA tracking · reproducibility good for research drops	<b>arXiv</b> preprint server · cs.AI / cs.CL when research is produced	<b>Kaggle</b> notebooks · datasets · discussions ML practitioner credibility	<b>Replicate</b> model-hosting marketplace if we publish models	<b>LangChain Hub · LlamaHub</b> prompts · tools · Integrations discoverability for framework users	<b>Discord servers</b> LangChain · LlamaIndex · HF · etc manual community presence
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## 9 - SOCIAL · VIDEO · AUDIO — owned + manual + future

<b>LinkedIn — personal</b> Mudassar + AI 2 posts/wk each	<b>Bluesky</b> @cognium.ai · auto-post growing dev/ML crowd	<b>Threads (Meta)</b> text social · LinkedIn adjacent Q3 launch · low priority	<b>Mastodon (instance acct)</b> infosec.exchange · @cognium future · low cost	<b>Discord (own server)</b> Cognium community future · subs mature	<b>Telegram channel</b> broadcast to subs future	<b>WhatsApp Channel</b> broadcast-style strong in UAE/EPK markets	<b>YouTube</b> long-form + podcast video earned w/ content plan	<b>Quora · Spaces</b> QA · GEO AI Overview · cite source
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## 10 - B2B DIRECTORIES & REVIEW PLATFORMS — inbound consulting funnel

<b>Clutch</b> B2B service directory · reviews live profile	<b>Upwork</b> freelance/agency marketplace live profile	<b>GoodFirms</b> Clutch competitor · directory claim-free listing	<b>DesignRush · The Manifest</b> B2B service directories SEO backend value	<b>Built In</b> tech-co directory · employer brand US-focus	<b>Crunchbase</b> company profile · funding · news entity authority	<b>Wellfound (AngelList)</b> startup jobs + profiles hiring + brand	<b>F5B</b> startup network · grants/programs EU/US/EA programs	<b>AppFutura</b> dev directory free listing
<b>Q2</b> software reviews SaaS-adjacent	<b>Capterra · GetApp</b> Gartner-owned · reviews SaaS reviews	<b>TrustRadius</b> enterprise software reviews B2B SaaS	<b>Trustpilot</b> general service reviews trust signal	<b>Google Business Profile</b> local SEO · US business listing verified entity for Maps/Search	<b>Bing Places</b> Bing equivalent of GBP free, claim it	<b>Apple Business Connect</b> Apple Maps · iOS surface growing relevance	<b>Yelp · BBB</b> US local trust signals low priority for B2B	<b>Top Developers</b> dev directory free claim

## 11 - CLOUD MARKETPLACES & ENTERPRISE — high-LTV discovery

<b>AWS Marketplace</b> private offers · SaaS · consulting enterprise procurement path	<b>Azure Marketplace</b> Microsoft partner network enterprise dealflow	<b>Google Cloud Marketplace</b> GCP partner listings via GCP partner program	<b>Hugging Face Spaces</b> live demos · model showcases capability proof	<b>AWS Partner Network</b> badge · co-sell · ACE enterprise credibility	<b>Microsoft Partner Center</b> Solutions Partner designations co-sell motion	<b>Google Cloud Partner Adv.</b> specialization badges enterprise referrals
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## 12 - AI/DEV NEWSLETTERS — pitch targets for inclusion in their roundups

<b>TLDN Newsletter</b> 2M+ devs · daily digest high-leverage feature	<b>Ben's Bites</b> AI news daily · 100k+ subs top live accept's pitches	<b>AlphaSignal</b> AI ML weekly · researcher audience good for research drops	<b>The Batch (DeepLearning.AI)</b> Andrew Ng's newsletter prestige feature target	<b>Latent Space</b> sways — AI engineer audience + podcast guest target	<b>Pragmatic Engineer</b> Georgiy Oros · senior engineers B2B decision-makers	<b>Import AI · LWIAI · One Useful Thing</b> Jack Clark · Ethan Mollick · Jeremy research aggregators
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## 13 - PODCAST DISTRIBUTION — when Cognium podcast launches (Q3+)

<b>Spotify</b> + Anchor for hosting largest podcast market	<b>Apple Podcasts</b> required for discoverability RSS submit	<b>Amazon Music · Audible</b> + Alexa surface RSS submit	<b>Overcast · Pocket Casts</b> power-listener players via RSS	<b>Castbox · Castro · Player.fm</b> long-tail players passive via RSS	<b>YouTube (video podcast)</b> + YouTube Music replaces Google Podcasts	<b>iHeartRadio · TuneIn</b> US broad reach RSS submit	<b>Podchaser · Listen Notes</b> discovery + analytics indexing	<b>Goodpods · Stitcher</b> social podcasting RSS
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## 14 - PRESS / PR — for announcements + research drops

<b>TechCrunch</b> tier-1 startup/tech press brand	<b>VentureBeat</b> enterprise AI focus brand	<b>The Verge · Wired</b> consumer-tech / culture selective	<b>InfoQ · The New Stack</b> enterprise architecture / devs guest post friendly	<b>InfoWorld · ZDNET · TheRegister</b> enterprise IT press briefings	<b>The Information</b> premium tech business news scope-driven	<b>PR Newswire · Business Wire</b> paid wire distribution research-drop launches	<b>EIN Presswire · PRWeb</b> lower-cost w/ alternatives SEO backlinks	<b>Help A Reporter (HARO)</b> / Qwoted / Sourcebot expert quotes
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## 15 - JOB BOARDS — for our jobPosting docs (already syndicate via Google Jobs)

<b>Google Jobs (Indexing API)</b> scripts/google-indexing-apis live · auto-submit	<b>LinkedIn Jobs</b> company page jobs section primary B2B hire source	<b>Indeed</b> organic scrape from sitemap passive	<b>Glassdoor</b> jobs + employer brand claim company page	<b>Wellfound (AngelList Talent)</b> startup-focused talent AI/ML candidates	<b>Stack Overflow Jobs</b> senior engineer reach depending on platform state	<b>HN "Who is Hiring"</b> monthly thread · free high-signal candidates	<b>Remote OK · WWR</b> remote-first listings global talent	<b>Hired · Lever</b> curated talent pools ATS
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## 16 - REFERENCE / KNOWLEDGE GRAPH / WIKI — entity establishment for AI answers

<b>Wikipedia</b> Mudassar Marat · Cognium AI notability bar — needs press	<b>Wikidata</b> structured entity record feeds Google KG / LLMs	<b>Crunchbase entity</b> authoritative company record cited by AI	<b>Google Knowledge Panel</b> earned via NAP consistency structured data + entities	<b>ORCID · Google Scholar</b> researcher identity (for articles) links research to founder	<b>Schema.org JSON-LD</b> Organization · Person · Article · etc already implemented	<b>DefinedTermSet (glossary)</b> our own entity combinations live on /glossary
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## 17 - CONFERENCES & AUTHORITY VENUES — talks · CFPs · guest media

<b>AI Engineer Summit · World's Fair</b> core target audience CFP twice/year	<b>KubeCon AI · KubeCon EU/NA</b> cloud-native + AI infra CNCF audience	<b>QCon AI · QCon SF/London</b> enterprise architecture audience senior engineers	<b>NeurIPS · ICML workshops</b> research venues if we produce papers	<b>Latent Space · Practical AI · TWIML</b> podcast guest targets + ML Ops Coffee Sessions	<b>Towards Data Science</b> Medium publication for AI/ML guest post (canonical safe)	<b>AWS · Google · MS partner blogs</b> guest posts after partner badge enterprise credibility
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## 18 - CMS · INFRA · ANALYTICS — the stack that powers all of the above

<b>Sanity CMS</b> project: d9f4yvm webhook → fan-out	<b>Vercel</b> hosting · SSR · cron CRON_SECRET-token	<b>Resend</b> transactional + broadcast two-key	<b>Google Search Console</b> service-account · URL inspect cognium-indexing.org	<b>Bing Webmaster Tools</b> claim site · sitemap submit free, do it	<b>GA4</b> + AI-likely traffic diagnostic 70.6% AI is dark	<b>Cloudflare Web Analytics</b> privacy-friendly alt backup to GA4	<b>Plausible · Fathom (alt)</b> privacy-first analytics candidates	<b>Ahrefs · Semrush</b> SEO toolkits monitoring
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The platform inventory: 130+ channels mapped and status-tracked, so the distribution list is a system, not tribal knowledge.

## Distribution Strategy · 4-Tier Channel Hierarchy

Which channels matter, in what order, why — investment matched to ROI window  
Source: docs/PLATFORMS.md (130+ platform inventory) · distribution research 2026

### 1 · THE 4-TIER MODEL (do Tier 1 first, always)

#### TIER 1 · Owned (do FIRST, ALWAYS)

No platform risk · full control

- Site (cognillum.ai) — the only canonical asset
- Newsletter (Resend) — only owned audience
- RSS feeds (3) — discovery surface
- Sitemaps (13) — search input
- /films.txt manifest — LLM input

Investment: 100% before any other tier  
Cost: build infrastructure once, runs forever  
Risk: zero (we own it)

Status: LIVE since 2026-06

Skipped Tier 1, building on rented land

#### TIER 2 · Auto-mirror (after Tier 1)

Push automatically · low ongoing cost

- Dev-to · canonical-safe · LIVE
- Resend Broadcast · email to subs · LIVE
- Bluesky · social discovery · LIVE
- LinkedIn (org) · PAUSED (API gating)
- Hashnode · DORMANT (paywall)
- Tumblr · WIP (scaffolding)
- X / Twitter · OPTED OUT

Investment: build once, run forever

Each mirror module = ~1 day setup, ∞ runtime  
Add new = drop one file in src/lib/mirrors/  
Force multiplier on Tier 1 content

#### TIER 3 · Pull-based aggregators

Zero ongoing cost · they come to you

- Substack — pulls full-content/rss · LIVE
- Flipboard — auto-mag · LIVE
- LinkedIn Newsletter — org page · LIVE
- Google Publisher Center → News surface · LIVE
- Feedly · Inoreader · passive
- Mastodon-RSS bots · passive

Investment: feed quality (RSS hygiene)

They show up because RSS is good  
Medium SKIPPED (cannibalizes canonical)

Multiplier on Tier 1 RSS infrastructure

#### TIER 4 · Manual community (top 5% only)

High cost per post · only for best content

- Hacker News — genuinely interesting longform
- Reddit — value-first only (anti-promo culture)
- Lobsters — invite-only · highest signal
- Product Hunt — tool/asset launches
- Hugging Face / Discord — community presence
- Quora · Stack Overflow · GitHub — ongoing presence

Investment: ~1 hour per top-5% post

Don't spray content here — gets you banned  
Submit thoughtfully, engage in comments

Hand-curated, never automated

### 2 · INVESTMENT ALLOCATION (where time + money go)

Time allocation per week (typical 2026 cadence):

- Tier 1 — Content creation (writing news + blogs): 60% of content time
- Tier 2 — Auto-mirror maintenance: 0% (runs itself; only fix when broken)
- Tier 3 — Aggregator quality (RSS, Publisher Center): 5% (audits + tweaks)
- Tier 4 — Community engagement (HN, Reddit, comments): 10-15% (top posts only)
- Newsletter operations: 5%
- Audience research + strategy: 10%

Why this allocation works:

- Most leverage is in Tier 1 content (what feeds everything else)
- Tier 2 is build-once-run-forever (already built)
- Tier 3 doesn't need work if Tier 1 is good
- Tier 4 is the diminishing-returns layer

Common mistakes:

- Inverting the hierarchy: 50% time on Twitter, 10% on site — backwards
- Skipping Tier 1 to chase Tier 4 trends — content has no home
- Auto-cross-posting to Medium — cannibalizes canonical
- Buying directory listings (Tier 4 spam) — penalty risk

Distribution strategy: the four-tier channel model behind the engine.