

# Life Cycle Of A Publication

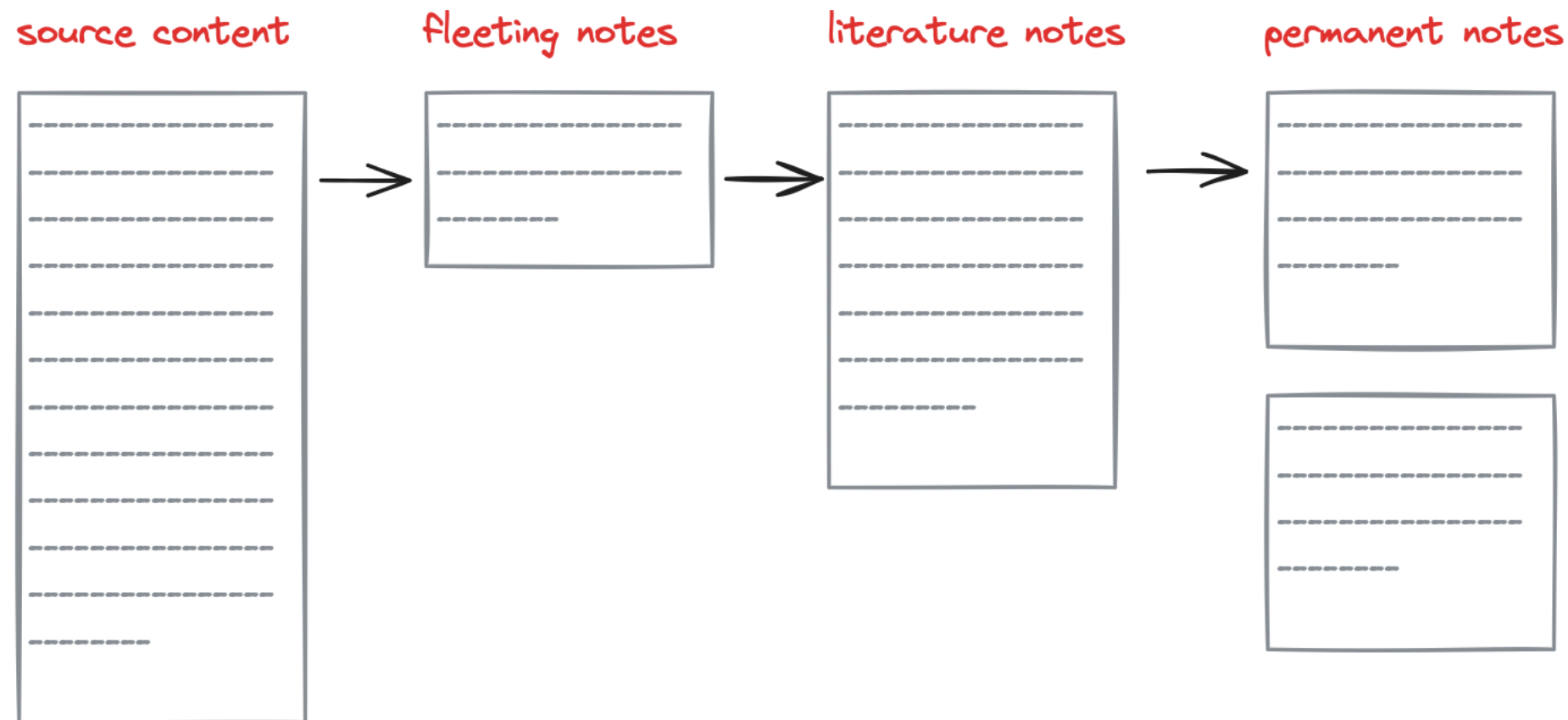
All content we produce requires a strategic approach, so it can cut through the noise, **serve purposes** and **meanings** to readers.

# Steps

- Record knowledge
- Define audience & objectives
- Create content
- Publish content
- Feedback, refine & upgrade

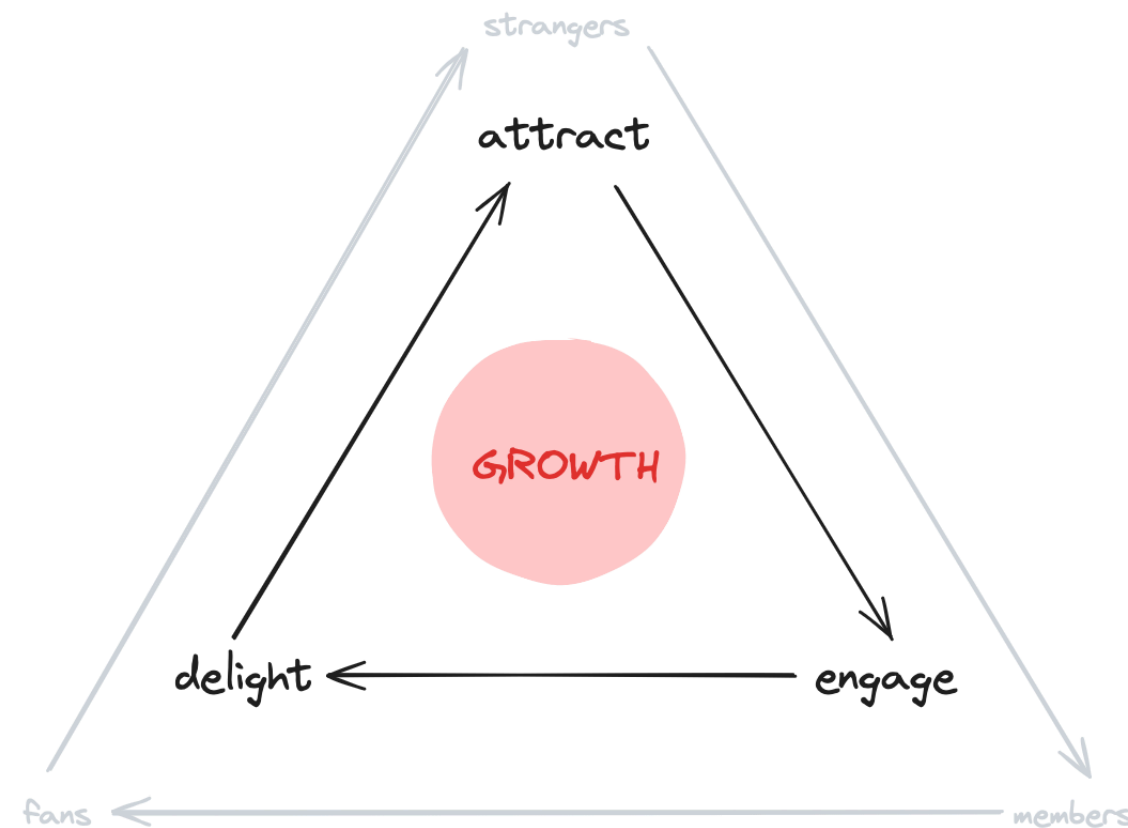
# Record knowledge

- We use Zettelkasten to record and organize knowledge.
- Every new thing we learn is stored as a **fleeting note**.



# Define audience & objectives

Apply a simplified version of the Virtuous Cycle to define our audience and objectives.



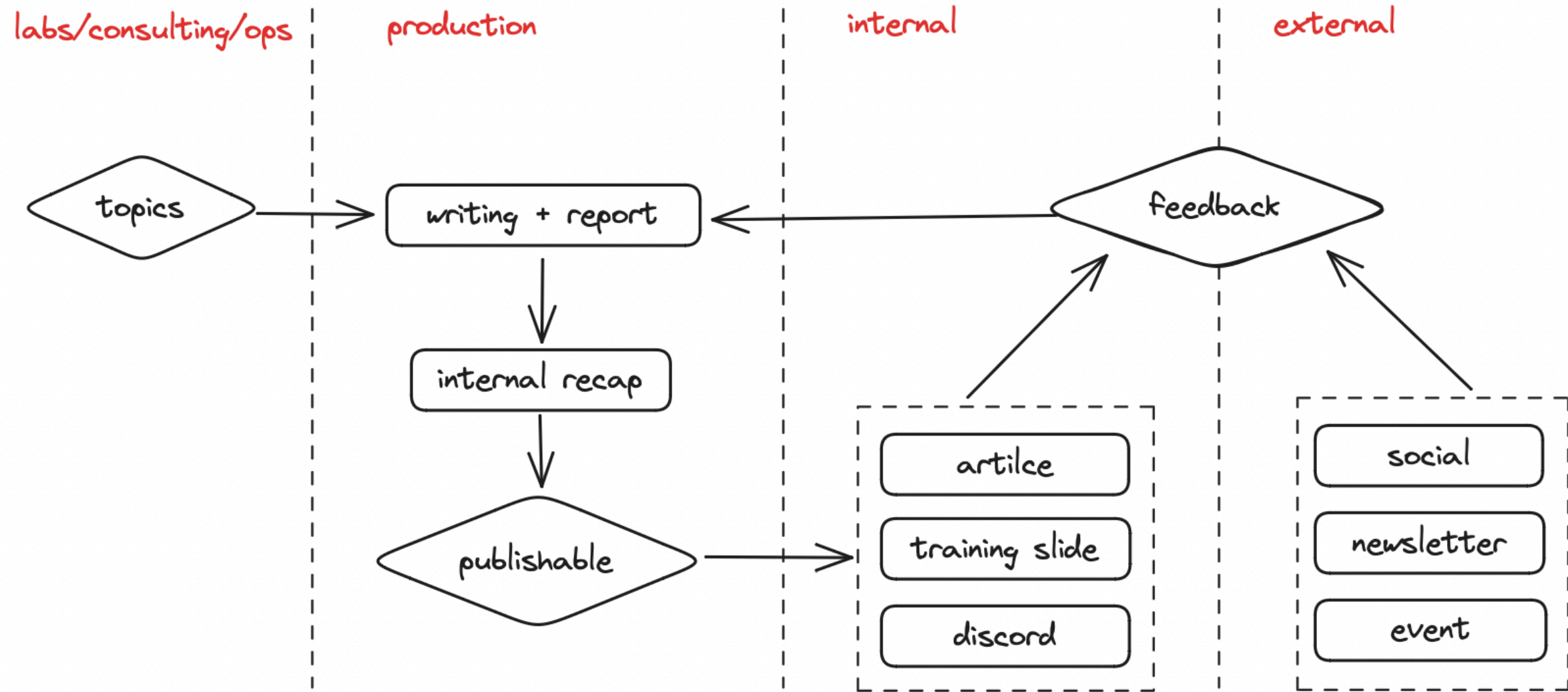
# Create content

- **Research**: fleeting notes + further research
- **Plan**: outline, deadline, metrics
- **Write**: write, gather, organize
- **Format**: markdown, VSCode, Dwarves' styling
- **Get reviewed**: screenshot for feedback

# Publish content

Once approved, we have a **literature note** ready for distribution.  
Most content goes through 5 stages:

- **Internal recap** within the department
- An **article** on memo.d.foundation
- **Slides** for training
- **Collab** with related experts/organizations
- **Social** promotion



# Feedback, refine & upgrade

- Listen to how people respond to our work = tracking metrics
- Make ways for the audience to discuss, ask questions and provide feedback
- Adjust our work based on what's working and what's not