

SUBSTACK CANON

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Hadley Lab CANONIC

Abstract

SUBSTACK syndicates governed blog content as a newsletter with email distribution. hadleylab.org is canonical. Substack is the envelope.

hadleylab.org Governed Research. Every claim cited.

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1. Constraints

- MUST: Syndicate from hadleylab.org canonical source
- MUST: Set canonical URL to hadleylab.org blog post
- MUST: Publish T+24h after LEAD (LinkedIn) to preserve
- MUST: Include "Originally published at hadleylab.org"
- MUST: Maintain subscriber list export quarterly (C)
- MUST: Record every publication as CAMPAIGN:EMIT event
- MUST: Preserve inline links from source blog (evergreen)
- MUST NOT: Edit content after syndication (amendments go to source)
- MUST NOT: Publish Substack-exclusive content (all content is syndicated)
- MUST NOT: Enable paid tier without COIN service governance
- MUST NOT: Store credentials in governance surfaces

2. Capabilities

BLOG_SYNDICATE, EMAIL_DISTRIBUTE,
 SUBSCRIBER_EXPORT, CANONICAL_REDIRECT

3. Publication

| Field | Value |
|------------------|---|
| Platform | Substack |
| Publication name | Hadley Lab |
| URL | TBD (hadleylab.substack.com or custom domain) |
| Author | Dexter Hadley, MD/PhD |
| Frequency | Per campaign (not calendar-driven) |
| Canonical source | hadleylab.org/blogs/* |

4. Cascade Position

| Timing | Role | Rationale |
|--------------------|-----------|---|
| T+24h (after LEAD) | SYNDICATE | Canonical source gets crawl priority. Email distribution follows. |

Substack publishes the same day as Reddit (DEEPEN) and after LinkedIn (LEAD) and Twitter (AMPLIFY). The newsletter email is the additional distribution channel that no other platform provides.

5. Subscriber Governance

Substack subscribers are an owned asset. Unlike LinkedIn followers or Twitter followers, Substack allows CSV export of the full subscriber list with emails. This list is governed under CONTACTS service and exported quarterly to the canonical store.

| Tier | Description |
|------|--|
| FREE | All posts. Full syndication. Email delivery. |
| PAID | Reserved. Not activated until COIN service governance is in place. |

SUBSTACK | CANON | CAMPAIGNS