

# Slogging

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## Slogging, and Innovations In Crowdsourced Content

**New interview with David Smooke, Founder of HackerNoon, and new ways to turn remote teams' chatter into publishable content.**

Introduction from [BENZINGA](#):

*Founded in 2016, [HackerNoon](#) is an independent technology media publishing platform founded and run by [David Smooke](#) and [Linh Dao Smooke](#). The site works with an innovative approach to crowdsourcing content—and publishes about 30 stories per day. That, along with a certain editorial point of view and personality on tech stories, has garnered a loyal following.*

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### Meet Our Team



#### David Smooke

Founder/CEO

*David Smooke is the Founder & CEO of Hacker Noon. He grew the company from a boutique marketing agency (ArtMap Inc) into a publishing powerhouse (AMI Publications) in 3 years - and for most of that time single-handedly. He is relentless in his pursuit of the story. He begins his every morning by reviewing the best Hacker Noon story submissions from all around the internet. Previously, he was part of the founding team at SmartRecruiters, the talent acquisition suite. He graduated from Redland University with degrees in Creative Writing & Economics. In his spare time, David reports to the actual CEO of Hacker Noon, his daughter Norah.*



#### Linh Dao Smooke

COO

*Linh Dao Smooke is the COO of Hacker Noon. Since she joined the company full-time, Hacker Noon has 2x traffic and 6x revenue growth. Previously, she was head of Asia Marketing at Minerva Project (\$100M in funding). She also founded the first creativity camp in Vietnam, CKP, which continues to empower Viet students 7 years in. Her experience in education has been instrumental in how Hacker Noon onboard, nurtures, and serves its community of writers and sponsors. She graduated from Brown University with a degree in International Development. In Linh's spare time, she sleeps. As a new mother & an entrepreneur, she doesn't really have spare time.*

*David Smooke, CEO & Founder of HackerNoon, said in an interview on the [Growth Manifesto](#) podcast: "...Our model is contributors own their content, and they give*

*it a non-exclusive license to HackerNoon, and we can edit and distribute it. <...>it's between social media and traditional publishing. If you publish on Forbes, it's a lot of pitching; it's a lot of back and forth, it's kind of a clunky login and submission of content. So having a good contributor experience is there, but every post goes through a second human, and there are quality control issues, there are content improvement efforts, so that's like just a better experience. I think the second human rule is something; everyone should use when they post online."*

*The site is also known for its approach to technology—with its founders focused on long-term growth and the best way to answer publishing challenges. While most traditional publications struggle for leadership, the Smookes are blazing new trails and looking at new ways to tackle challenges.*

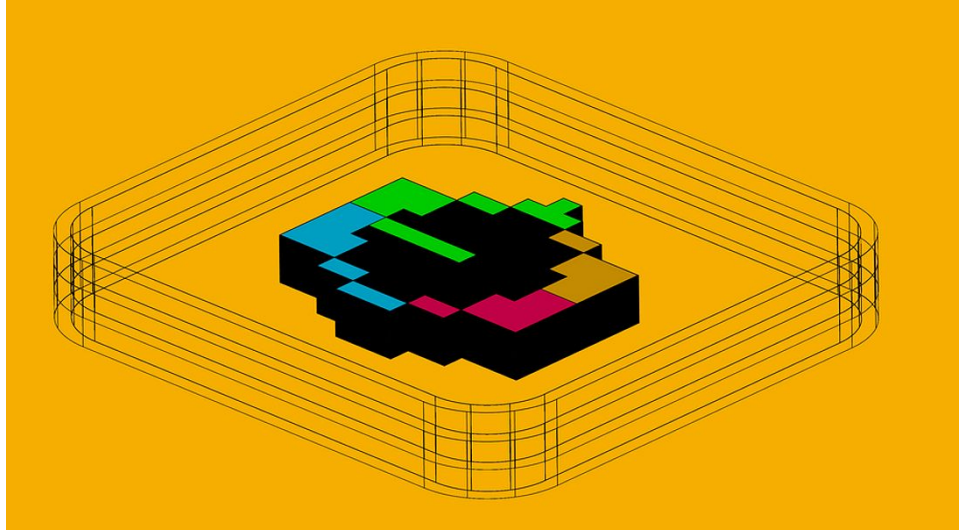
*When HackerNoon separated from Medium, instead of building on WordPress or Moveable Type or any other standard content management platform, HackerNoon built its own tool to allow for growth.*

*When they wanted an emoji system to like, laugh, smile, etc., at specific images and lines, it was created on blockchain as a way to track comments.*

### **What is the idea behind slogging?**

*"Slogging"—a portmanteau of Slack and Blogging—is their new innovative content effort and a new way to think of crowdsourcing your remote team's chatter.*

*Why waste the witty banter—and the occasional sudden insight—on the depths of your slack archives, when you can turn them into publishable content?*



<https://hackernoon.com/tagged/slogging>

**Slogging**, or Slack Blogging, emerged from **HackerNoon**'s internal use of Slack. Looking back on the last year, our tech lead had published 30,000+ Slack updates but only 12 HackerNoon posts. So we made an application for tech leaders to convert insightful Slack discussions into well-formatted HackerNoon posts.

## **READ THE FULL INTERVIEW**

*Live Slogging*



<https://media.giphy.com/media/QyJeq2MR7gkw5XbtGA/giphy.gif>