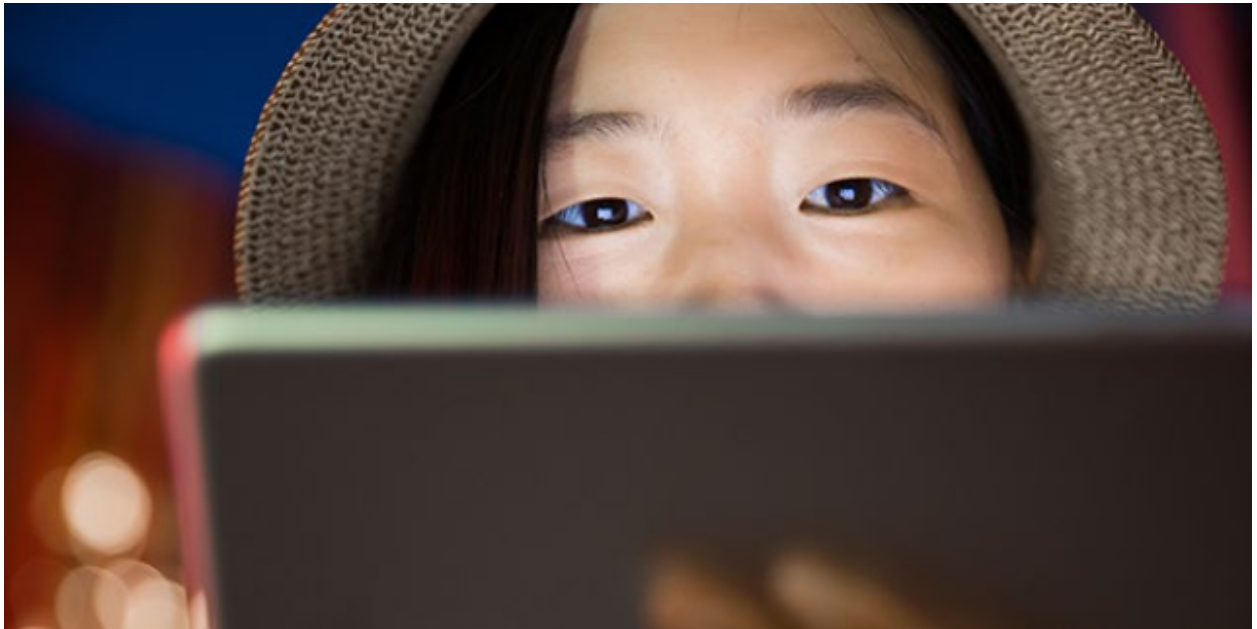


Brought to you by the News Media Alliance Digital Dialogue.



**Platform News**  
**You Can Use** 



**APRIL 2021**

*Providing the latest news and developments related to the major tech platforms.*



## Facebook

**News Index Expansion:** News Pages published in 11 Central and Eastern European languages on Facebook will now be indexed.

[Read more.](#)

**Canadian Journalism:** Facebook is investing an additional \$8 million over the next three years to help support the sustainability of the news industry in Canada. [Read more.](#)

**Instagram Lite:** The new app for Android, Instagram Lite, will provide people in rural and remote communities with the same high-quality Instagram experience using minimal data. [Read more.](#)

**App Safety:** Facebook is sharing new features and resources as part of its ongoing efforts to keep the youngest Instagram users safe. [Read more.](#)

**Misinformation:** Facebook is addressing challenges to tackling misinformation across its platforms, including fake accounts, deceptive behavior, and misleading and harmful content. [Read more.](#)

**News Feed Control:** Facebook has introduced a new tool to give users more control over what they share to their News Feed by managing who can comment. [Read more.](#)



## Google

**Play Store:** Google is reducing the 30 percent cut it takes of each Play Store digital purchase for Android developers on the first \$1 million they make on the digital storefront each year, starting on July 1. [Read more.](#)

**Investing in America:** Google is investing over \$7 billion in offices and data centers across the U.S. to create 10,000 new full-time jobs this year. [Read more.](#)

**GNI Startups Playbook:** Google's new GNI Startups Playbook aims to serve as the ultimate how-to guide for aspiring news entrepreneurs. [Read more.](#)

**Project Oasis:** LION Publishers and GNI have announced Project Oasis, which will provide research on 711 digital news publishers across the U.S. and Canada, including breakdowns of their distributional, editorial and financial operations. The [Project Oasis Research Report](#) provides a comprehensive recap of the insights gathered via project surveys and interviews, as well as suggested benchmarks for new publishers. [Read more.](#)

**AI in Newsrooms:** GNI, in collaboration with Polis, is launching the Journalism AI Collab Challenges, an opportunity for newsrooms across the globe to experiment together. [Read more.](#)

**Independent Voices:** Facebook is introducing a new platform in the coming months to independent writers, helping them reach new audiences and grow their businesses. [Read more.](#)

**Photographers Network:** Stock photography website Unsplash has allowed for over 200,000 photographers to share their work and build relationships with other creators and organizations. [Read more.](#)

**Monetized Content:** The new YouTube series, Sustainable Monetized Websites, will provide helpful information on the latest policies and best practices in navigation, user-generated content, unique and original content, and more. [Read more.](#)



## Twitter

**Public Input:** Twitter is calling on the public to take a survey about their policy framework. The survey will close on April 12. [Read more.](#)

**Advertising Safety:** Twitter is continuing to expand its brand safety efforts and has earned the Trustworthy Accountability Group (TAG) Brand Safety Certified Seal. [Read more.](#)



## Apple

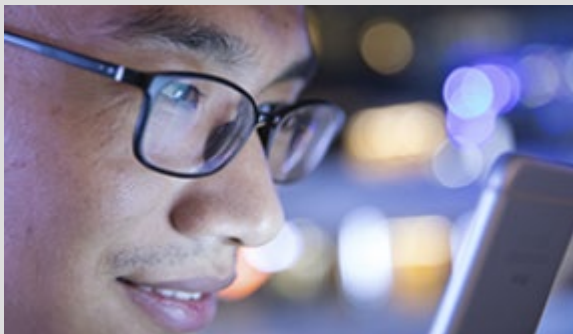
**App Store Connect Update:** App Analytics now provides usage metrics for Mac apps, including data on installations, sessions, active devices, crashes and deletions. [Read more.](#)

**COVID-19 Vaccines:** Apple Maps will now display COVID-19 vaccination locations from VaccineFinder, an online service that provides the latest vaccine availability through eligible providers and pharmacies in the U.S. [Read more.](#)

**Developer Conference:** Apple will host its annual Worldwide Developers Conference (WWDC) virtually this June. Submissions for

their Swift Student Challenge are being accepted through April 18. [Read more.](#)

**App Server Notifications:** Those who support Family Sharing can now receive new App Store server notifications for real-time updates on family member statuses. [Read more.](#)



## Microsoft

**LinkedIn Communities:** *The Big Issue* magazine recently partnered with LinkedIn for a 'Raising Profiles' campaign to help build communities. [Read more.](#)

**Work Trend Index:** Microsoft released findings from its report, "The Next Great Disruption is Hybrid Work — Are We Ready?" which uncovers seven hybrid work trends. [Read more.](#)



## Who Else to Watch...

**Discord:** Ad-free chat app Discord has risen to popularity through employing a subscription-based model rather than selling advertising. [Read more.](#)

## WHAT WE'RE READING

**Publisher Insights:** Experts discuss how publishers can utilize social media platforms to adapt content, attract new audiences and monetize them. [Read more.](#)

**Social Media Study:** A study that examines why some news stories get more clicks than others. [Read more.](#)

**Alternatives to Third-Party Cookies:** A new report from *What's New in Publishing* looks at solutions for publishers and advertisers as Google removes third-party cookies from its Chrome browser. [Read more.](#)

**Tools for Journalists:** Poynter shares 50 new tools and resources for journalists to bring newsletters up-to-date, improve word choice, find diverse illustrations and much more. [Read more.](#)

---

## UPCOMING EVENTS

April 19-21, 2021: [The Gathering](#) (marketing summit with business leaders across all industries) (Virtual)

April 21, 2021: [INMA Webinar: New Digital Audiences and New Digital Channels: How Do Publishers Win?](#) (Virtual)

April 26-30, 2021: [Knight Center International Symposium on Online Journalism](#) (ISOJ) (Virtual)

April 27-29, 2021: [Adobe Summit](#) (Virtual)

April 28-29, 2021: [Digiday Future of Work Forum: Diversity, Equity & Inclusion](#) (Virtual)

May 6-27, 2021: [INMA World Congress of News Media](#) (Virtual)

May 17-19, 2021: [Digiday Programmatic Marketing Summit LIVE](#) (Virtual)

May 19-21, 2021: [Collaborative Journalism Summit 2021](#) (Virtual)

June 2, 2021: [Facebook for Developers F8 Refresh](#) (Virtual)

June 7-11, 2021: [Apple WWDC21](#) (Virtual)

June 8-10, 2021: [WAN-IFRA Virtual Newsroom Summit 2021](#) (Virtual/Germany)

July 19-20, 2021: [Digiday CMO Summit](#) (Virtual)

---

## ABOUT THIS NEWSLETTER

**Platform News You Can Use** is a monthly newsletter published by the News Media Alliance that provides the latest news and developments related to the major tech platforms in order to help you identify opportunities to increase revenue and to collaborate with the tech platforms more effectively. This newsletter is part of the News Media Alliance Digital Dialogue. For more information on the Digital Dialogue, email [digital@newsmediaalliance.org](mailto:digital@newsmediaalliance.org). *The News Media Alliance does not endorse any of these products or offerings. This newsletter is for information-sharing only.*

## SUBSCRIBE

If you or a colleague would like to be added to the Digital Advisory Group or this email list, please click below to contact our membership department and request to be added.

[Subscribe](#)



If you have questions or would like more information, please contact us:  
Email: [membership@newsmediaalliance.org](mailto:membership@newsmediaalliance.org) | Call: 571-366-1000

4401 N. Fairfax Dr. Suite 300 | Arlington, VA 22203

© 2021 NEWS MEDIA ALLIANCE.