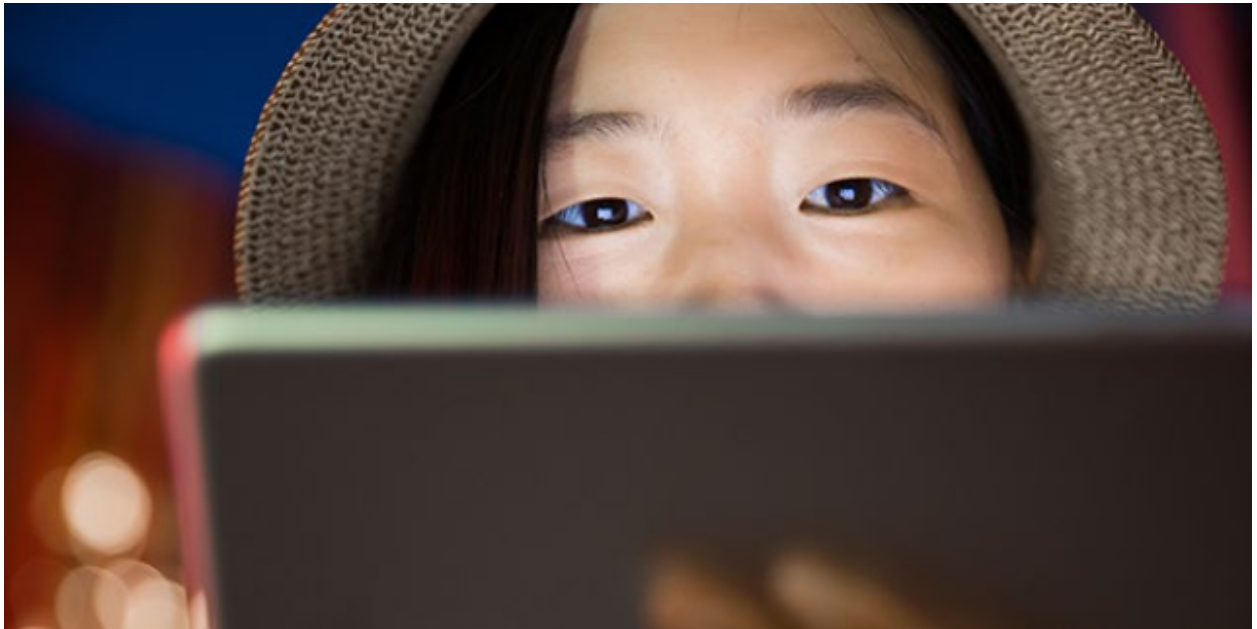


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Platform News
You Can Use 



AUGUST 2021

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



Facebook

Investing in Creators: Facebook plans to invest over \$1 billion by the end of 2022 in programs that give creators new ways to earn money for the content they create on Facebook and Instagram. [Read more.](#)

Digital Reporting: As part of the Social Media Solutions Training initiative from Facebook Journalism Project and the International Center for Journalists (ICFJ), journalists in the Middle East and North Africa are gaining skills to sort fact from fiction and sharpen their digital storytelling skills. [Read more.](#)

Fighting Misinformation: Facebook is taking aggressive steps to fight COVID-19 and vaccine misinformation in Spanish and dozens of other languages on their platforms. [Read more.](#)

Facebook Accelerator: Thirty news organizations, more than 75 percent of which focus on local news, were chosen for this year's Accelerator program for North American publishers that centers on reader revenue. [Read more.](#)

Oversight Board Update: Facebook published their first Oversight Board quarterly update, providing information about cases that Facebook has referred to the board and an update on their progress implementing the board's recommendations. [Read more.](#)



Google

News Innovators: The Google News Initiative (GNI) has announced \$2.1 million in funding to projects and initiatives in 14 different countries as part of the second Middle East, Turkey and Africa Innovation Challenge. [Read more.](#)

Privacy and Messaging: To better assist publishers manage global privacy regulations, Google is introducing enhancements to the privacy and messaging tab in Google Ad Manager and AdMob. [Read more.](#)

Automation: Publishers are changing the way they do work and Google has shared a guide for how Ad Manager can help create more value with automation. [Read more.](#)

Google.org Updates: This past month, Google.org granted \$2 million to OutRight Action International's "Covid-19 Global LGBTIQ Emergency Fund," to help provide resources like food to those in need. [Read more.](#)

New Search Tool: Google has announced a new tool to add extra protection to the Search history saved to your Google Account. [Read more.](#)

GNI Updates: In June, Google expanded journalist training in India to combat misinformation, invested in startups growth in Latin America, helped European publishers grow their digital revenue and more. [Read](#)

Facebook Groups: There are now new ways to connect with and spotlight subject matter experts in Facebook Groups. [Read more.](#)

Community Standards Course: Facebook is offering a new Community Standards e-course to help their partners understand what they can and cannot do when publishing on their platforms. [Read more.](#)

Health Misinformation: The Facebook Journalism Project is partnering with Digital Health Lab at Meedan, a global technology nonprofit, to support fact-checkers in fighting health misinformation online. [Read more.](#)

[more.](#)

GNI Startups Lab Europe: Applications are now open for GNI Startups Lab Europe, an intensive six-month accelerator program. [Read more.](#)

Creator Insights: The new Google Web Creators YouTube channel will serve as a tool for content creators to learn how to produce innovative content and earn an income from the web. [Read more.](#)

Austria: Google News Showcase, Google's product and licensing program for news publishers, has begun to roll out in Austria. [Read more.](#)

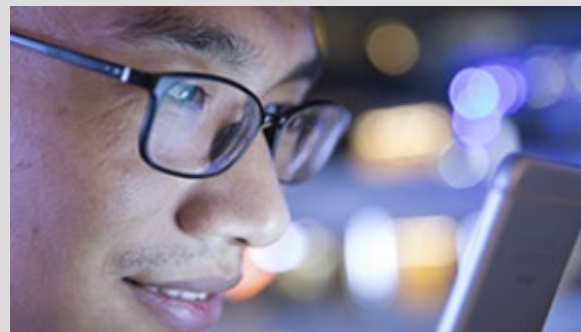


Twitter

Transparency Center: Twitter has introduced new data to their Transparency Center which provides meaningful insights into the impact of their actions. [Read more.](#)

Fleets: Twitter has decided to shut down their expiring Tweets feature, Fleets, after launching eight months ago. [Read more.](#)

Shop Module: Twitter is launching a pilot of



Apple

Privacy Changes: Apple Mail Privacy Protection feature on iOS 15 alters the practice of using an image pixel to track opens and will impact email marketing. [Read more.](#)

Tax Category Setting: App Store Connect now provides the ability to assign tax categories to your apps and in-app purchases based on your

their Shop Module, a dedicated space at the top of a profile where businesses can showcase their products. [Read more.](#)

Brand Safety: Twitter will undergo a Brand Safety audit to assess their compliance with certain Brand Safety standards when serving ads in certain environments. [Read more.](#)

app's content. [Read more.](#)

Entrepreneur Camp: Applications for Apple Entrepreneur Camp, which runs from October 26 to November 4, 2021, are now open for Black founders and developers. [Read more.](#)



Microsoft

Windows in the Cloud: Windows 365 puts Microsoft's operating system in the cloud, allowing users to access their Cloud PC through a native application or web browser on any device, from any location with an internet connection. [Read more.](#)

Internet Explorer: Microsoft's Internet Explorer 11 desktop application will be retired on June 15, 2022 for certain versions of Windows 10. [Read more.](#)



What Else We're Watching

TikTok for Publishers: Media companies are using TikTok to engage with audiences in unconventional ways. Those that are successful find a unique and creative way to tell their story. [Read more.](#)

Slides and Cards: The New York Times utilizes Instagram slides and Twitter cards to make their stories more digestible and highlight the strongest parts. [Read more.](#)

UPCOMING EVENTS

Aug. 23-24, 2021: [Digiday Future of Work Forum: Mental Health & Wellness](#) (Virtual)

Sept. 7-21, 2021: [INMA Digital Reader Engagement Master Class](#) (Virtual)

Sept. 9-23, 2021: [INMA What's Next for Advertising Sales Master Class](#) (Virtual)

Sept. 27-29, 2021: [Digiday Publishing Summit](#) (Miami, FL)

Oct. 5-19, 2021: [INMA Product and Data For Media Summit](#) (Virtual)

Nov. 8-10, 2021: [Digiday Programmatic Marketing Summit](#) (Miami, FL)

Dec. 1-3, 2021: [WAN-IFRA World News Media Congress 2021](#) (Taipei, Taiwan)

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. *The News Media Alliance does not endorse any of these products or offerings. This newsletter is for information-sharing only.*

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