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Platform News
You Can Use 



FEBRUARY 2021

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



Facebook

News Feed Algorithm: Facebook is sharing new details about how the machine learning (ML) ranking system works, which powers the Facebook News Feed. [Read more.](#)

Facebook News UK: Facebook has begun rolling out Facebook News across the UK, which kicks off a series of international investment in news. [Read more.](#)

Redesigned Pages: Facebook's newly updated Facebook Pages include a dedicated News Feed, actionable insights and more relevant notifications and safety and integrity features. [Read more.](#)

BIPOC Sales Bootcamp: Applications are now open for the LMC, LMA & Facebook Journalism Project's Branded Content Sales Bootcamp, which provides training and consulting for publishers serving Black, Indigenous and people of color (BIPOC) communities. [Read more.](#)

Accessibility: Facebook has made advancements to their automatic alternative text, which provides more details about photos to users who are blind or visually impaired. [Read more.](#)

SDK v9.0: Facebook has released SDK version 9.0 along with additional updates to platform SDKs. [Read more.](#)



Google

Google News: The new Google News performance report provides visibility for publishers and creators on how their content performs on Google News surfaces. [Read more.](#)

GNI Updates: In December, the Google News Initiative (GNI) published the [Public Media Mergers Playbook](#), hosted the first regional GNI Summit for Spanish-Speaking Latin Americans, and gave \$750,000 to [NewsMatch](#), a resource for independent journalism. [Read more.](#)

News Showcase: Google has reached a deal with Reuters that will add 2,500 journalists to Google News Showcase's global network. [Read more.](#)

Gen Z: GNI has released findings from Project Vidspark, a program to help three local newsrooms reach Gen Z audiences. [Read more.](#)

Privacy Updates: Chrome recently released the new Privacy Sandbox and shared its progress on eliminating third-party cookies. [Read more.](#)

Apple iOS 14: Google shared how they will help their developer and advertiser community prepare for Apple's upcoming App Tracking Transparency (ATT) policy. [Read more.](#)

Limited Data Mode: Facebook Login now offers a Limited Login mode that implements safeguards and only collects basic user data. [Read more.](#)

Misinformation: Facebook is making a list of resources used in their fact-checking training program available to all journalists and fact-checkers. [Read more.](#)

Accessing Information: Facebook's Access Your Information tool now has more categories of data, added search functionality and information about use of personal data. [Read more.](#)

Bento AMP Components: Bento AMP will give developers the performance and user experience benefits of AMP components without having to use the entire AMP runtime. [Read more.](#)

COVID Misinformation: GNI has launched a \$3 million COVID-19 Vaccine Counter-Misinformation Open Fund to support journalistic efforts to fact-check misinformation about the vaccine. [Read more.](#)

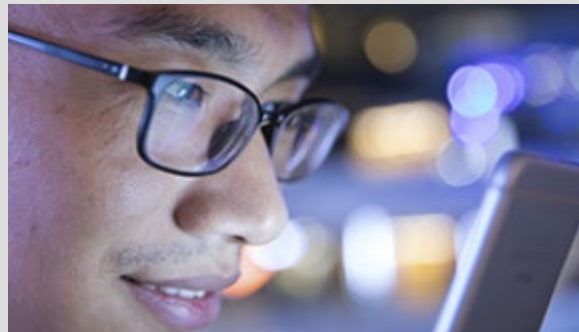
Cloud Developments: Google Cloud in December acquired data backup and disaster recovery leader Actifio and offered several new free training opportunities. [Read more.](#)



Twitter

Transparency Report: Twitter released their latest biannual Transparency Report, which contains data from Jan. 1 - Jun. 30, 2020 and includes information on topics such as COVID-19 and platform manipulation. [Read more.](#)

Fighting Misinformation: Twitter is launching a pilot version of their community-driven program Birdwatch, which aims to address misleading information shared through Tweets. [Read more.](#)



Apple

Data Privacy: Apple is sharing "A Day in the Life of Your Data," a report that illustrates how companies track user data and how privacy features across Apple's products give users more transparency and control. [Read more.](#)

Tracking Requirements: Apple will require developers to use App Tracking Transparency

Supporting Writers: Twitter recently acquired Revue, a newsletter service that allow writers to monetize their audience and help users stay informed about their interests. [Read more.](#)

(ATT) when requesting permission to track users starting in early spring. [Read more.](#)

WHO ELSE TO WATCH...

Clubhouse: The exclusive, voice-only forum Clubhouse has created a lot of worldwide buzz and is now valued at \$100 million just weeks after its beta launch. [Read more.](#)

UPCOMING EVENTS

Feb. 11-25, 2021: [INMA Media Subscriptions Summit](#) (Virtual)

Feb. 24-26, 2021: [Digiday Publishing Summit Worldwide LIVE](#) (Virtual)

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

April 27-28, 2021: [Adobe Summit](#) (Virtual)

May 11-27, 2021: [INMA World Congress of News Media](#) (Virtual)

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

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

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

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