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Platform News
You Can Use 



MARCH 2021

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



Facebook

Investing in News: Facebook pledges to invest \$1 billion in the news industry in the next three years. [Read more.](#)

News Feed Guide: Facebook has created a guide to help publishers better understand how the News Feed works and what content gets prioritized. [Read more.](#)

Inauthentic Behavior Report: Facebook is sharing their findings about coordinated inauthentic behavior they detect and remove from their platforms. [Read more.](#)

AI & Hate Speech: Facebook is sharing the progress of their AI technology and the ability to detect and prevent hate speech, bullying and harassment online. [Read more.](#)

Celebrating Black Movements: In honor of Black History month, Facebook shared two stories of Black women who use their voices on their platforms to redefine the future. [Read more.](#)

Personalized Ads: Facebook introduced a new initiative, Good Ideas Deserve to be Found, which highlights how personalized ads on their platforms support and grow small businesses. [Read more.](#)

COVID-19: Facebook is running a global campaign to promote authoritative information



Google

Ad Tracking: Due to privacy concerns, Google will stop selling ads based on individuals' browsing across multiple websites. [Read more.](#)

Innovation Challenge: The second Google News Initiative Innovation Challenge is now open for the Middle East, Turkey and Africa. Applications are open until April 12. [Read more](#)

Search Algorithm Updates: Google will soon be making a major update with new page experience signals. [Read more.](#)

Photo & Video Updates: Google is introducing an updated video editor that allows for granular adjustments and more photo editing features that were previously only available to Google One members. [Read more.](#)

TalkBack: Google's new version of their screen reader TalkBack includes highly requested features from the blind and low vision community, including multi-finger gestures, new voice commands and more customization and language options. [Read more.](#)

Google.org Updates: February updates include providing grants for minority-owned small businesses, creating a Health Equity Tracker and launching Global.health. [Read more.](#)

HBCUs: Google is continuing its long-standing

about COVID-19 vaccines. [Read more.](#)

Germany: Facebook News is launching in Germany in May 2021 with a diverse set of national, regional and local news publishers. [Read more.](#)

Climate Change: Facebook’s Climate Science Information Center connects people on the platform with science-based news, information and resources from the world’s leading climate change organizations. [Read more.](#)

partnership with historically Black colleges and universities (HBCUs) with their new “Pathways to Tech” initiative and HBCU Tech Advisory Board. [Read more.](#)

AI & News Audio: KQED, the most listened-to public radio station in the United States, partnered with Google and AI services provider KUNGFU.AI to run a series of tests to determine how to make radio news audio more findable. [Read more.](#)

Google News Showcase: Google’s News Showcase has now launched with local, national and independent publishers in Australia, Argentina and the U.K. [Read more.](#)

GNI Updates: Updates for February include new publisher tools, training programs and newsroom success stories. [Read more.](#)



Twitter

Expanded Account Labels: Twitter is expanding the labels of state-affiliated accounts to accounts from G7 countries and to countries to which Twitter has attributed state-linked information operations. [Read more.](#)

A Safer Internet: Twitter celebrated Safer



Apple

Privacy Labels: Apple has published more details on completing App Store privacy labels. [Read more.](#)

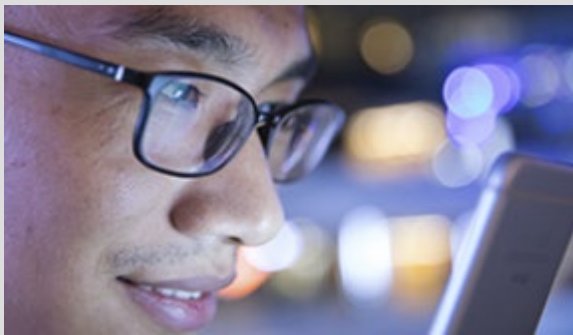
App Analytics: Important details about App Clips are now viewable. [Read more.](#)

Internet Day 2021 to promote creating a safer internet for all. [Read more.](#)

Vaccine Misinformation: Twitter has started applying labels to tweets that may contain misleading information about COVID-19 vaccines and is introducing a strike system to determine whether to take additional enforcement action. [Read more.](#)

Apple Entrepreneur Camp: Applications for Apple's Entrepreneur Camp are open through Mar. 26, 2021 for female founders and developers. [Read more.](#)

Push Notifications: Starting on March 20, token and certificate-based HTTP/2 connections to the Apple Push Notification service must incorporate the new root certificate. [Read more.](#)



Microsoft

Microsoft Viva: Microsoft is launching a new employee experience platform that will offer tools for employee engagement, learning, well-being and knowledge discovery. [Read more.](#)



Who Else to Watch...

Telegram: Originally created for private communications, messaging app Telegram has become a useful content distribution tool for news media through channels and chat groups with an active user base of over 500 million people worldwide. [Read more.](#)

UPCOMING EVENTS

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

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

May 4-27, 2021: [INMA World Congress of News Media](#) (Virtual)

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

June 8-10, 2021: [WAN-IFRA Virtual 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 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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