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Platform News
You Can Use 



MAY 2021

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



Facebook

Investing in Local News: Facebook plans to spend \$5 million paying local journalists on a new publishing platform, prioritizing reporters in news deserts who cover Black, Indigenous, Latinx, Asian or other audiences of color. [Read more.](#)

Facebook Accelerator: Thirty news organizations, mostly focused on local news, have joined the Facebook Journalism Project's Accelerator programs. [Read more.](#)

New Portal Features: Facebook's smart, hands-free video calling device, Portal, will now work with Zoom and GoToMeeting. [Read more.](#)

Social Audio Experiences: Facebook is building audio tools and formats. [Read more.](#)

News Feed Rankings: This spring, Facebook is expanding its work incorporating direct feedback from users into the News Feed ranking process. [Read more.](#)

Privacy Progress: Facebook's latest update provides the most detailed look at its work to keep improving privacy technology and practices. [Read more.](#)

Appealing Content: Facebook and Instagram users can now appeal other people's content that has been left up to the Oversight Board. [Read more.](#)



Google

Insights Page: Google's Insights page, which surfaces trends tailored to your business, is now available to all advertisers globally. [Read more.](#)

YouTube Select Sponsorships: Google is launching a bigger, better sponsorship program under YouTube Select in the U.S. [Read more.](#)

Google Meet Calls: Google Meet has a refreshed look on the web and new features built with the latest in artificial intelligence. [Read more.](#)

Embedding Web Stories: The release of v1.5 of the Stories Editor for WordPress will allow users to easily embed Web Stories into existing WordPress sites. [Read more.](#)

Supporting Asia's News Industry: The Google News Initiative is continuing its work with over 1,000 news organizations in the Asia-Pacific region as they work to become digital businesses. [Read more.](#)

Search Results: Google explained when and why they would remove content from Google search. [Read more.](#)

Conversion Modeling: Consent Mode will allow conversion modeling to recover the attribution between ad-click events and conversions measured in Google Ads. [Read](#)

Cultural Ignition Guide: The Facebook Journalism Project and WAN-IFRA have released a downloadable guide summarizing lessons from the Cultural Change Ignition Program for Latin American News Publishers. [Read more.](#)

UK Facebook News: Facebook has added a new local news section in Facebook News in the UK. [Read more.](#)

[more.](#)



Twitter

Global Impact Report: Twitter details the work it has done across environmental, social and governance issues. [Read more.](#)

Professional Profiles: A new tool will allow publishers to display information about their business on their profiles. [Read more.](#)

Conversation Settings: News outlets and journalists have been quick to adopt Twitter's new conversation setting feature. [Read more.](#)

Responsible Machine Learning: Twitter is sharing the work it has done to improve machine learning algorithms on the platform. [Read more.](#)



Apple

Subscription Podcasts: Apple is releasing a new subscription podcast service within its podcast app to compete with Spotify. [Read more.](#)

Advertising Attribution Technologies: Private Click Measurement is now available in iOS 14.5 and iPadOS 14.5, which allows advertising networks to measure the effectiveness of ad clicks within apps and websites that navigate to a website. [Read more.](#)

AppTrackingTransparency: All Apple apps must now use the AppTrackingTransparency framework to request a user's permission to

Scroll: Twitter is acquiring Scroll, an application that integrates directly into sites and allows for a fast, ad-free experience. [Read more.](#)

Local News Campaign: Twitter is launching a major advertising and social media campaign urging people to follow local journalists and support their work. [Read more.](#)

track them or to access their device's advertising identifier. [Read more.](#)

App Store Submissions: All iPhone and iPad apps submitted to the App Store must now be built with Xcode 12 and the iOS 14 SDK or later. [Read more.](#)

UPCOMING EVENTS

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)

May 27, 2021: [Google Marketing Livestream](#) (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. *The News Media Alliance does not endorse any of these products or offerings. This newsletter is for information-sharing only.*

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