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Platform News
You Can Use 



NOVEMBER 2020

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



Facebook

Ad Bidding: Facebook announced that bidding will be the only way to buy ads in iOS apps through Facebook's Audience Network from the second quarter of 2021 due to upcoming IDFA changes. [Read more.](#)

Instagram: Facebook issued advice for publishers on how to [increase engagement](#), [generate subscriptions](#), [reach younger audiences](#), and [generate referral traffic](#) on Instagram.

Advice for Journalists: As part of Facebook's "Our Voices, Our Power," a series for Black and Latinx news publishers and journalists, Natasha Alford of theGrio shares some advice for young journalists. [Read more.](#)

APAC Funds: Publishers share the impact of the Splice Lights On Fund, which has awarded 56 microgrants worth \$5,000 to Asia-Pacific newsrooms since the start of COVID-19. [Read more.](#)

AI Translation: Facebook can translate any written content published on its platform into the local language using its new AI translation. [Read more.](#)

Latin American Publishers: Facebook Journalism Project and WAN-IFRA launched the Cultural Change Ignition Program for Latin



Google

Impact Report: The Google News Initiative released its first Impact Report, which examines its collaboration with the news industry since its launch in 2018. [Read more.](#)

Driving Holiday Revenue: Google is providing tips and optimizations for Ad Manager partners to apply to get an early start on driving revenue for the 2020 holiday season. [Read more.](#)

Digital Growth: Google's GNI Digital Growth Program workshops advise executives at small- and medium-sized news organizations on how to accelerate digital growth. [Read more.](#)

Google Analytics: Google Analytics now gives businesses a more complete picture of how customers interact with their websites. [Read more.](#)

AMP Updates: AMP recently released a [Page Experience Guide](#) on how to improve AMP pages; a [five-part guide](#) on how to build interactive AMP experiences; and guidance on [how to avoid problems with amppackager](#). [Read more.](#)

Small Newsrooms: Google's Product Immersion Training for Small Newsrooms, which helps small news organizations expand their in-house talent and create better digital products, is returning in early 2021. The program is free, but participants will need to

American News Publishers, which aims to give participants insights and mentoring in digital and management skills to initiate change within their own organizations. [Read more.](#)

Oversight Board: Facebook's new oversight board, made up of independent members from around the world, will make decisions on what content Facebook and Instagram should allow or remove. [Read more.](#)

apply to be accepted. [Read more.](#)

Journalist Studio: A new suite of Google tools named Journalist Studio will help reporters do their work more efficiently. [Read more.](#)

Training Center: Journalists can find tools and courses in The Google News Initiative Training Center. [Read more.](#)

Web Stories: Google Discover will now feature visual and innovative Web Stories at the top of Discover in the U.S., India and Brazil. [Read more.](#)

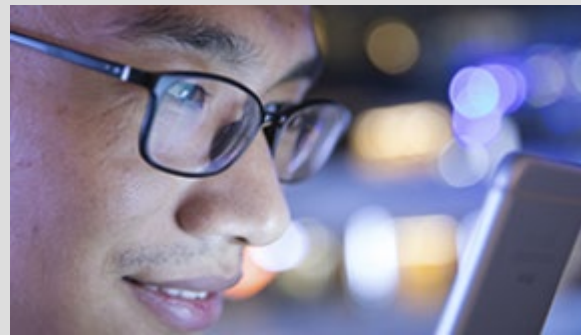
Digital Growth Subscriptions Lab: Google News Initiative has partnered with FTI Consulting, Local Media Association and WAN-IFRA for a Lab with three cohorts of news organizations that will focus on developing digital subscription strategies. [Read more.](#)



Twitter

Privacy Updates: Twitter revamped their web privacy settings so that users can more easily locate, use and understand them. [Read more.](#)

Latinx Stories: Twitter Alas, a global business resource group for employees of Latino and



Apple

Search: Apple has increased its efforts to develop its own search engine for iPhones as an alternative to Google. [Read more.](#)

Subscription Notifications: New notifications are in production that will provide real-time

Latin American descent, shared global stories, wins and experiences during Hispanic Heritage Month. [Read more.](#)

Image Cropping: Twitter is being transparent about its new photo cropping methods and what it can do to improve how images are displayed. [Read more.](#)

updates on a subscriber's status – like when a subscriber auto-renews – to create more custom user experiences. [Read more.](#)

Black Entrepreneurs: Applications for Apple Entrepreneur Camp in February 2021 are now open for Black founders and developers. Applications close on November 20. [Read more.](#)

Privacy: Developers can now enter their app's privacy information in App Store Connect to better inform users about their privacy practices. All developers will be required to submit such information starting from December 8, 2020. [Read more.](#)

UPCOMING EVENTS

Nov. 16-18: [Digiday Programmatic Marketing Summit](#) (Virtual)

Nov. 23-24: [WAN-IFRA: Science in the Newsroom Global Summit 2020](#) (Virtual)

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

April 13-15, 2021: [Adobe Summit](#) (Virtual)

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

April 26-27, 2021: [SearchLove](#) (conference on all topics related to digital marketing) (New York, NY)

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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