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Platform News
You Can Use 



NOVEMBER 2021

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



Facebook

Coordinated Inauthentic Behavior

Report: Facebook, Inc. (now Meta) shared its latest findings about coordinated inauthentic behavior (CIB) they detected and removed from their platforms, including Facebook and Instagram. [Read more.](#)

Harassment Policies: Facebook is expanding its current harassment policies to ban content that degrades or sexualizes public figures, including elected officials, celebrities, activists and journalists. [Read more.](#)

Facebook AI: Meta announced a new long-term project by Facebook AI called Ego4D that aims to solve research challenges around egocentric perception. [Read more.](#)

Facebook News Tab: Facebook is planning to introduce more curated news products for its News Tab, including collections around big events and breaking news. [Read more.](#)

European Tech: Facebook plans to create 10,000 new high-skilled jobs within the European Union (EU) over the next five years. [Read more.](#)

French Publishers: Facebook has signed a preliminary copyright agreement with a French news publishers' lobby group, paving the way for it to pay for news content on its platforms in France. [Read more.](#)

Google

Google for Africa: Google has announced a \$1 billion investment in Africa over five years to cover a range of initiatives, from improved connectivity to investments in startups. [Read more.](#)

Canada: Google News Showcase is launching across Canada and includes partnerships with more than 100 publications. [Read more.](#)

Ireland: Google News Showcase will soon be rolling out in Ireland with more than 40 national, regional and local publications. [Read more.](#)

Web Stories: Google is sharing presentations and best practices from its virtual Web Stories workshop held in May, designed to teach attendees about media-rich, tappable, web-based Stories so they could create their own. [Read more.](#)

Transparency Report: Google's latest Content Removal Transparency Report covers government requests to remove content from January to June 2021. [Read more.](#)

Continuous Scrolling: Google is making browsing search results more seamless and intuitive by introducing continuous scrolling on mobile devices. [Read more.](#)

Google Workspace: Google's suite of Workspace apps has a few new features designed to help make the most of hybrid work. [Read more.](#)



Apple

Apple News: Apple News is expanding its local news experience to include three additional cities in the US: Charlotte, Miami and Washington, D.C. [Read more.](#)

Developer Academy: Apple has opened its first Developer Academy in the U.S., which will help prepare people for jobs in the thriving iOS app economy. [Read more.](#)



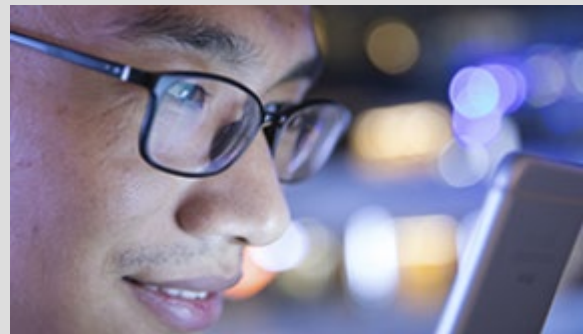
Microsoft

Translator: Microsoft's AI translating service, Translator, can now translate more than 100 languages and dialects. [Read more.](#)



Twitter

Inclusion & Diversity: Twitter is sharing details on the three important pillars driving progress across the platform, as part of its multifaceted approach to embedding its Inclusion & Diversity principles across all aspects of the business. [Read more.](#)



What We're Reading

[Can Freemium Ever Be Free? Paywall Strategies from News, B2B, and B2C](#) (Digital Content Next)

[When Facebook Went Down, Traffic to News Sites Went Up](#) (Nieman Lab)

[TikTok Creators with Mid-Level Reach May Be the Most Effective for Brand Partnerships](#)
(Digiday)

UPCOMING EVENTS

Oct. 20-Dec. 20, 2021: [Apple Tech Talks](#) (online developer engagement series with more than 100 live sessions running through the end of the year)

Nov. 2-16, 2021: [INMA Master Class: Digital Subscription Acquisition Accelerator](#) (Virtual)

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

Nov. 16, 2021: [IAB Public Policy & Legal Summit 2021](#) (Virtual)

Nov. 29-Dec. 2, 2021: [WAN-IFRA World News Media Congress 2021](#) (Virtual)

Dec. 7, 2021: [INMA Media Subscriptions Town Hall](#) (Virtual)

Feb. 1-15, 2022: [INMA Media Subscriptions Summit 6.0](#) (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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