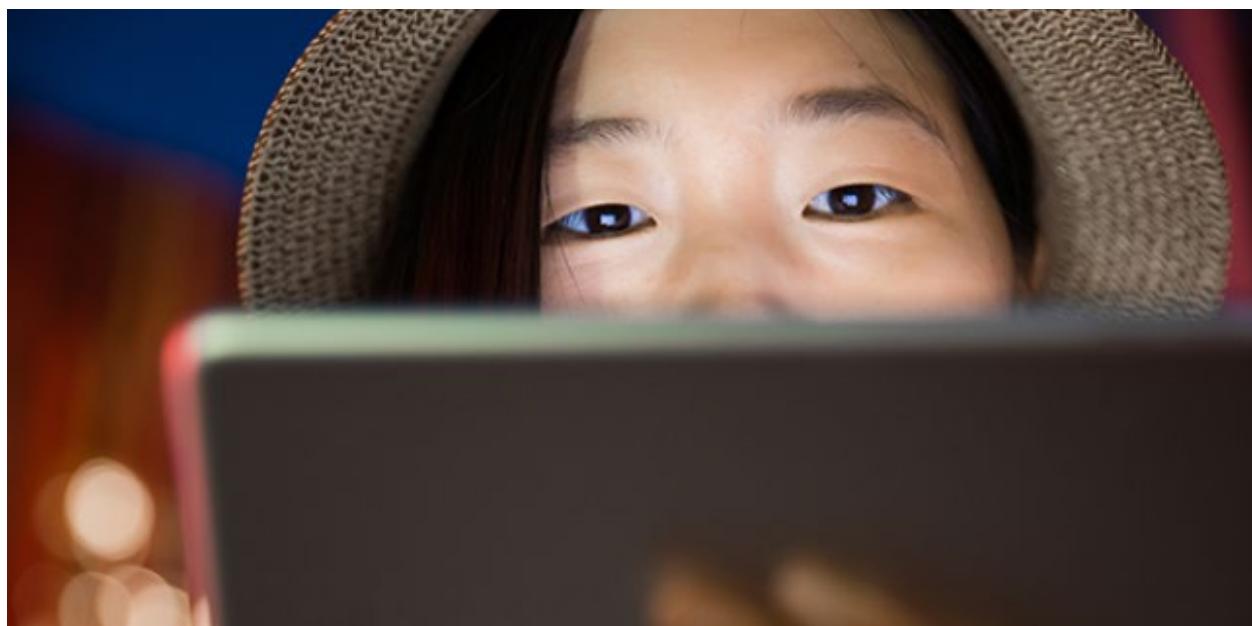


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## Platform News You Can Use



### PLATFORM NEWS YOU CAN USE | OCTOBER 2020

Welcome to **Platform News You Can Use**, our monthly newsletter 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](mailto:digital@newsmediaalliance.org). *The News Media Alliance does not endorse any of these products or offerings. This newsletter is for information-sharing only.*



## Facebook

**Local News Relief:** Facebook is adding to their local news relief for 2020 by investing \$5 million more in programs directed towards diversity and entrepreneurship. [Read more.](#)

**Ad Image Text:** Facebook has started to remove the 20 percent text restrictions from image ads. [Read more.](#)

**Video Content:** A new 14-page guide for video creators outlines tips on maximizing content and boosting audience engagement on Facebook. [Read more.](#)

**Copyrighted Images:** The Rights Manager Tool will now automatically detect image copyright violations across Facebook and Instagram. [Read more.](#)

**Business Suite:** Facebook's new Business Suite platform will allow small businesses to manage their Facebook and Instagram accounts in one place. [Read more.](#)

**Fact-Checking:** Five grant recipients have been announced for the second round of the Fact-Checking Innovation Initiative. [Read more.](#)

**European Journalism Support:** Facebook is investing \$3 million in a new European Journalism COVID-19 Support Fund to help journalists there cover important stories. [Read more.](#)

## Google

**News Showcase:** Google is committing \$1 billion over three years for its new Google News Showcase, launching first in Brazil and Germany. The venture will provide publishers with significant content-licensing payments and new "packaged" content panels. [Read more.](#)

**App Stories Feature:** Google is introducing a Stories feature to its iOS and Android app. Users will be presented with a row of tappable visual Stories from participating publishers. [Read more.](#)

**Digital Growth:** A new global initiative, the GNI Digital Growth Program aims to help small and mid-sized news publishers accelerate the growth of their businesses online. [Read more.](#)

**AdSense:** Google's new guide answers questions about AdSense to help publishers maximize ad revenue opportunities. [Read more.](#)

**Japanese Newspaper Grant:** The Google News Initiative Innovation Challenge is funding Japanese newspaper Iwate Nippo's new app, Iwapon, which aims to help elderly residents access life-saving services. [Read more.](#)

**Dynamic Ad Insertion:** New features are coming to Google Ad Manager's Dynamic Ad Insertion to help power live events with relevant, high-quality ads across screens. [Read more.](#)

**Marketing Commitments:** Google has made four new commitments to better support high-quality journalism with their marketing, including investing more in news organizations and revisiting brand safety settings. [Read more.](#)



## Twitter

**Voice DMs:** After coming out with audio tweets in June, Twitter is now experimenting with recording and sending voice messages through direct messages. Testing will begin first in Brazil. [Read more.](#)

**Informed Tweeting:** A new feature will soon be available that will encourage users to read an article before tweeting it out. [Read more.](#)

**Account Security:** To keep high-profile accounts safe and secure during the 2020 US election, Twitter is implementing additional security measures. Normal accounts can also take advantage of these security measures. [Read more.](#)

**Election Prep:** Twitter has made changes, including banning political ads and expanding election misinformation policies, to help people better find reliable news and accurate

## Apple

**Commission Changes:** Businesses will no longer need to pay Apple a commission for paid online events and experiences for the remainder of the year. [Read more.](#)

**App Privacy:** Apple App Store product pages will now feature a privacy information section that helps users understand an app's privacy practices. [Read more.](#)

**Apple One:** Apple's new subscription plan, Apple One, allows users to combine all of Apple's subscription services, including Apple Music, Apple TV+, Apple News+ and iCloud, in one plan. [Read more.](#)

information as they participate in the election process. [Read more.](#)



## Microsoft

**LinkedIn Redesign:** LinkedIn is redesigning its platform and coming out with some new features, including LinkedIn Stories. [Read more.](#)

## Who Else to Watch...

**Zephr:** New tech startup Zephr wants to help publishers navigate the subscription economy. [Read more.](#)

## UPCOMING EVENTS

Oct. 1-16: [\*\*ONA20\*\*](#) (Virtual)

Oct. 13-16: [\*\*Content Marketing World 2020\*\*](#) (Virtual)

Oct. 5-21: [\*\*Programmatic I/O\*\*](#) (Virtual)

Oct. 23-28: [\*\*LavaCon UX: A Virtual Content Strategy Conference\*\*](#) (Virtual)

Nov. 12-13: [\*\*SearchLove\*\*](#) (conference on all topics related to digital marketing) (San Diego, CA)

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

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