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Platform News
You Can Use 



OCTOBER 2021

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



Facebook

Metaverse: Facebook announced a \$50 million investment in global research and program partners to ensure products in the metaverse are developed responsibly. [Read more.](#)

Global State of Small Business Report: In its latest report, Facebook details several initiatives aimed at continuing to support small and mid-sized businesses in their recovery from the pandemic. [Read more.](#)

Fact-Checking Grant: Poynter Institute's International Fact-Checking Network is partnering with Facebook to give out \$800,000 in grant money to fact-checkers and climate organizations that work to combat misinformation about the environment. [Read more.](#)

Cookie Controls: Facebook is making some changes to their cookie consent controls in the European region to give people greater control over their privacy and to align with evolving privacy requirements. [Read more.](#)

Content Distribution: Facebook has released its Content Distribution Guidelines with more detail on what content receives reduced distribution in the News Feed. [Read more.](#)

U.N. General Assembly 2021: Facebook shared how it is supporting the U.N. General Assembly's (UNGA's) efforts to address critical world issues. [Read more.](#)

Reels on Facebook: Facebook is bringing Instagram's video experiences and tools to more creators and audiences on the Facebook app. [Read more.](#)

Supporting Freelance Journalists: The Facebook Journalism Project is partnering with the Rory Peck Trust (RPT) to launch the new Resilience Programme for freelance journalists. [Read more.](#)

Google

News Revenue Engine: With support from the Google News Initiative (GNI), the News Revenue Hub announced the News Revenue Engine, a new product that designed to make it easier for digital news outlets to steward and convert casual readers into sustaining donors. [Read more.](#)

New York Expansion: Google plans to purchase the St. John's Terminal in Manhattan, building upon their existing plans to invest more than \$250 million this year in their New York campus presence. [Read more.](#)

Community News Lessons: Community news leaders from the U.S. and Canada share some lessons learned from Google's inaugural Community News Summit held in August. [Read more.](#)

GNI Updates: In August, the Google News Initiative (GNI) focused on several strategies to empower journalists, including projects to increase access to technology, enable press freedom, support emerging digital journalism founders and sustain learning opportunities. [Read more.](#)

Display Campaigns: Google's new Display campaign experience offers more control and an easier way to reach your audience. [Read more.](#)

Google News Showcase in Japan: Google has signed partnerships with over 40 Japanese national, regional, and local news publishers to join Google News Showcase. [Read more.](#)

Performance & Privacy: Server-Side Tagging in Google Tag Manager allows people to move measurement and advertising tags off their website and into a secure server container. [Read more.](#)

Data-Driven Attribution: As the industry continues to evolve, data-driven attribution is set

The Oxford News Marketing Programme:

Saïd Business School, in partnership with the Facebook Journalism Project, has launched an eight-week online program to help news organizations better market their editorial output. [Read more.](#)

to become the default attribution model for all new Google Ads conversion actions. [Read more.](#)

Helpful Search Tools: To provide more context about the information found online, Google is introducing more information literacy features. [Read more.](#)

Artificial Intelligence: Google is bringing the latest in AI to their products, giving people new ways to search and explore information in more natural and intuitive ways. [Read more.](#)



Apple

App Store Updates: New Apple in-app purchase capabilities are now available, including StoreKit 2 and App Store Server API. [Read more.](#)

iOS 15: App Store submissions are now open for iOS 15 and iPadOS 15. [Read more.](#)



Microsoft

Microsoft Start: Microsoft has launched its own personalized news feed called Microsoft Start that provides news and premium content from publishers, along with timely updates tailored to users' interests. [Read more.](#)

No More Passwords: Microsoft has announced new passwordless sign-in options available across Microsoft Edge and 365 apps. [Read more.](#)



Twitter

Super Follows: Twitter users can earn monthly revenue by sharing subscriber-only content with their followers through its new subscription offering, Super Follows. [Read more.](#)

Communities: Twitter is testing a new feature called Communities, which allows users to tweet to people with similar interests. [Read more.](#)

Tips: Twitter's tipping feature called Tips allows users to link to their Cash App, Patreon, Venmo and other platforms directly to their profile page. [Read more.](#)

Safety Mode: Twitter has rolled out new features and settings that may help users feel more comfortable and in control of their experience, like avoiding unwelcomed interactions. [Read more.](#)



What We're Reading

[Trust, Walled Gardens and a Shining New Opportunity for Publishers](#) (Digital Context Next)

['Journalism Can Only Be as Good as Our Newsroom Culture': Vox Media's New Editors-in-Chief are Redefining the Roles](#) (Digiday)

[How Small, Digitally Native Brands are Navigating iOS14 Changes Across the Paid Social Media Landscape](#) (Digiday)

[News Consumption Across Social Media in 2021](#) (Pew Research Center)

UPCOMING EVENTS

Oct. 5-19, 2021: [INMA Product and Data For Media Summit](#) (Virtual)

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

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

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

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