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Platform News
You Can Use 



JANUARY 2022

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



Facebook

News Feed: Facebook continues to evaluate the effectiveness of News Feed ranking signals and give people insight into how content appears in their feeds. [Read more.](#)

Privacy Center: Meta is introducing Privacy Center, a new place to learn more about its approach to privacy across its apps and technologies. [Read more.](#)

Phishing Attacks: Meta filed a federal lawsuit to disrupt phishing attacks designed to deceive people into sharing their login credentials on fake login pages for Facebook, Messenger, Instagram and WhatsApp. [Read more.](#)

Privacy Conversations: The latest episode of Meta's Privacy Conversations series covers best practices for sustainable community engagement and how to establish trust with and build cutting-edge technology solutions. [Read more.](#)

Tools for Facebook Creators: New features on Facebook will allow creators to express themselves, build and engage a fan community, and make money pursuing their passions. [Read more.](#)

Facebook Video: Partners who participated in Facebook's Media Partnerships Team workshops last year are sharing their top tips and best practices for Facebook Video. [Read](#)



Google

Year in Review: Google shares the progress they made and activities in 2021. [Read more.](#)

Black and Latinx Publishers Summit: Google is sharing seven takeaways from last month's Black and Latinx Publishers Summit to help publishers make the most of ad spend growth. [Read more.](#)

Prioritizing First-Party Data: Interviews and surveys conducted from 35 market-leading companies in the Americas show how top publishers are prioritizing first-party data to better connect with media buyers and maintain their competitive edge. [Read more.](#)

European Publishers: Google partnered with Deloitte to speak to 30 publishers and broadcasters across Europe to review the impact of recent privacy changes and guidance for a future-proof, privacy-first path forward. [Read more.](#)

User-Generated Content: Google is sharing a new infographic and troubleshooter. to help publishers manage user-generated content. [Read more.](#)

Bento: AMP has launched its first round of Bento components, highly performant components intended to solve practical, real-world problems that web developers encounter

[more.](#)

Media Literacy Program: In partnership with the Poynter Institute, Meta has announced the international expansion of Poynter’s digital media literacy training program in Brazil, Spain and Turkey. [Read more.](#)

Canadian Publishers: Meta has announced several new programs in Canada to support efforts to increase representation in media and connect Canadians with trusted information about their communities. [Read more.](#)

in achieving great user experience when adding functionality to their pages. [Read more.](#)



Twitter

2021 Review: Themes for the state of social intelligence last year include consolidation and strategic acquisition, growth of social intelligence as a profession, and the dearth of talent. [Read more.](#)

Private Information Policy: Twitter is updating its existing private information policy and expanding its scope to include “private media.” [Read more.](#)

Trust and Safety Council: Twitter shares a recap of work they’ve accomplished with their partners on the Trust and Safety Council to



Apple

Analytics for In-App Events: You can now view information about your in-app events, including event page views, reminder and notification data, and the number of downloads and re-downloads driven by your in-app events. [Read more.](#)

Apple Developer Certificate Updates: Starting January 27, intermediate certificate updates will be available for the Apple Push Notification service and Developer ID. [Read more.](#)

App Store Product Pages: Two new features

develop products and programs and to improve the Twitter Rules. [Read more.](#)

released to help build more effective App Store product pages. [Read more.](#)

WHAT WE'RE READING

- [How publishers experimented with NFTs in 2021](#) (Digiday)
- [Why video might be the key to podcasting success](#) (Digital Content Next)
- [How Google and Gannett uncover new stories from archival photos](#) (Google News Initiative)

UPCOMING EVENTS

January 31-February 3, 2022: [The DCN Next: Summit](#) (Virtual & New York City, NY)

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

March 8-22, 2022: [INMA Newsroom Innovation](#) (Virtual)

March 10-24, 2022: [INMA Smart Data for News Media](#) (Virtual)

April 1-2, 2022: [International Symposium on Online Journalism \(ISOJ\) 2022](#) (Austin, TX / 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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