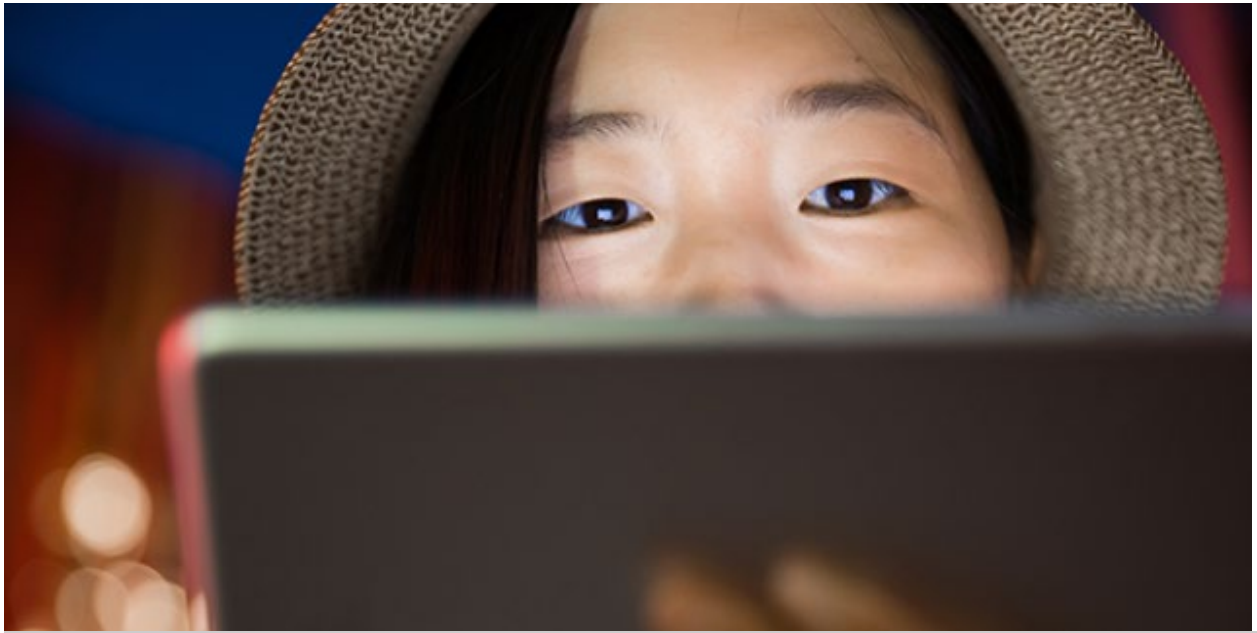


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Platform News
You Can Use 



MARCH 2022

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



Facebook

Counterspeech Initiatives: As part of Meta's ongoing efforts to fight violent extremism and organized hate, counterspeech initiatives are expanding into Pakistan and the UK. [Read more.](#)

Coordinated Inauthentic Behavior: In the January 2022 Coordinated Inauthentic Behavior Report, Meta shares they removed a network that originated in Russia and targeted multiple countries in Africa. [Read more.](#)

Community Standards Enforcement: Meta notes the prevalence of harmful content on Facebook and Instagram remained relatively consistent or decreased in their Q4 2021 Community Standards Enforcement Report. [Read more.](#)

Building the Metaverse: New advancements in the metaverse include a tool that enables people to generate or import things into a virtual world just by using voice commands, and a new approach to AI that powers chatbots and assistants. [Read more.](#)

Universal AI Translation: Meta has announced a new AI research project to create translation software that aims to work for everyone. [Read more.](#)

Black Creators: To launch the Metaverse Culture Series, Meta brought together Black



Google

Career Certificates: Google has announced a new \$100 million Google Career Certificates Fund to enable Social Finance to reach more than 20,000 American workers. [Read more.](#)

News Innovation Challenge: Google is launching its third Google News Initiative Innovation Challenge across the Middle East, Turkey and Africa. [Read more.](#)

Privacy Sandbox: Google has announced a multi-year initiative to build the Privacy Sandbox on Android, where it plans to introduce new advertising solutions to limit sharing of user data with third parties. [Read more.](#)

Simplifying Privacy: Google is launching a new privacy platform called Checks to help simplify privacy and reduce risk for mobile app developers. [Read more.](#)

Google Workspace Tools: New tools available in Google Workspace include auto-generated summaries and pageless format in Google Docs. [Read more.](#)

YouTube: YouTube is now the top ad-supported streaming platform with the content people enjoy. [Read more.](#)

creators and media in Horizon Workrooms and explored how the metaverse can become a space for Black culture and creativity to thrive.

[Read more.](#)

Facebook Reels: Meta's response to TikTok, called Reels, is now available in 150 countries and is the platform's fastest-growing content format. [Read more.](#)



Twitter

Q4 Update: Twitter reports it has reached 217 million monthly users and had a 22 percent revenue gain in Q4 2021. [Read more.](#)



Apple

Siri's Newest Voice: The latest beta of iOS 15.4 includes a fifth gender-neutral American voice for its Siri voice assistant. [Read more.](#)

App Store Sessions: Connect with Apple experts through online sessions to learn about the latest App Store features and get your questions answered. [Read more.](#)



Microsoft

Teams: Microsoft notes performance improvements to Teams has helped to reduce power consumption in meetings by up to 50 percent. [Read more.](#)



Who Else to Watch

News Take: News Media Alliance President & CEO David Chavern discussed the kitchen sink of ad tech topics with Aram Zucker-Scharff, Engineering Lead for Privacy & Security Compliance at *The Washington Post*. [Read more.](#)

Snapchat: Snapchat is testing mid-roll ads that appear in the Stories of a small group of U.S. creators. [Read more.](#)

NewsPassID: The Local Media Consortium (LMC) announced the results from its NewsPassID pilot program, which aims to offer a new path for generating revenue in a privacy-compliant way. [Read more.](#)

PenLink: A small Nebraska company is helping law enforcement around the world spy on users of Google, Facebook and other tech giants. [Read more.](#)

WHAT WE'RE READING

- [Advertising's next top model: Exploring the cookie alternatives](#) (What's New in Publishing)
- [Predictions for Journalism 2022](#) (Nieman Lab)
- [Regulation, revenue, & relationships top of mind at 2022 DCN Next: Summit](#) (Digital Content Next)
- [3 views: How should creators weigh monetization strategies in the platform era?](#) (Tech Crunch)

UPCOMING EVENTS

- February 15-March 29, 2022: [Apple App Store Sessions](#) (Virtual)
- March 8-22, 2022: [INMA Newsroom Innovation](#) (Virtual)
- March 10-11, 2022: [News Product Alliance Summit](#) (Virtual)
- March 10-24, 2022: [INMA Smart Data for News Media](#) (Virtual)
- March 28-30, 2022: [Digiday Publishing Summit](#) (Vail, CO)
- April 1-2, 2022: [International Symposium on Online Journalism \(ISOJ\) 2022](#) (Austin, TX / Virtual)
- April 10-12, 2022: [News Industry Mega-Conference](#) (Orlando, FL)
- April 20-22, 2022: [The Gathering](#) (marketing summit with business leaders across all industries) (Banff, Canada / Virtual)
- May 4-6, 2022: [Digiday Programmatic Marketing Summit](#) (Palm Springs, CA)
- May 5-26, 2022: [INMA World Congress of News Media](#) (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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