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Platform News
You Can Use 



MAY 2022

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



Facebook

Adversarial Threat Report: Meta's pilot quarterly adversarial threat report highlights policy violations and threat indicators from Iran, Azerbaijan, Ukraine, Russia, South America and the Philippines. [Read more.](#)

WhatsApp Communities: Meta announced a new way to coordinate groups in WhatsApp with the introduction of Communities, expanding the ability to share news widely and discuss locally. [Read more.](#)

Reels: Instagram's short video format is gaining popularity across the platform. [Read more.](#)

AI Research: Meta announced a long-term AI research initiative to study how the human brain processes speech and text and build AI systems that learn like people do. [Read more.](#)

Moving Towards Net Zero: Meta is partnering with Stripe, Alphabet, Shopify and McKinsey to commit \$925 million collectively dedicated to accelerating technology for carbon removal. [Read more.](#)



Google

Investing in the Future: Google announced plans to invest \$9.5 billion in their U.S. offices and data centers this year and expects to create at least 12,000 new full-time Google jobs by the end of the year. [Read more.](#)

Innovation Challenge in Europe: The Google News Initiative (GNI) announced its first innovation challenge in Europe, focused on empowering news organizations that demonstrate new thinking in digital journalism. [Read more.](#)

Verifying Digital Content: Google has released tools and techniques to save time and increase accuracy when verifying images, videos, social media reports and other digital content. [Read more.](#)

Hyperlocal News & Engagement: A project in Los Angeles, funded by the GNI Innovation Challenge, explains how hyperlocal news can drive engagement. [Read more.](#)

Monetizing YouTube Shorts: Google announced the introduction of ads to their YouTube Shorts platform. [Read more.](#)



Twitter

New Ownership & Privacy: Some cybersecurity experts say an open-source algorithm could make Twitter an easier target for attackers. [Read more.](#)



Microsoft

Building Sustainably: Microsoft continues to promote a net zero future, highlighting partners who use the cloud to allow customers to understand, minimize and manage environmental impact. [Read more.](#)



Who Else to Watch

Snapchat's Dynamic Stories: Snapchat has introduced a new feature that uses news publishers' RSS feeds to automatically create and upload stories. [Read more.](#)



What We're Reading

- [How Publishers are Experimenting with More Homepage Personalization Sections](#) (Digiday)
- ["You've Got to Bring Mobile Front and Center": Powerful New Targeting and Measurement Solutions for Publishers in a Post-Cookie World](#) (What's New In Publishing)
- [Have You Taken Your First Step Toward the Metaverse?](#) (Adweek)

UPCOMING EVENTS

- May 5-26, 2022: [INMA World Congress of News Media](#) (Virtual)
- May 18-21, 2022: [Search & Performance Insider Summit](#) (Charleston, SC)
- May 23-24, 2022: [Digital Summit Philadelphia](#) (Philadelphia, PA)
- May 23-25, 2022: [Programmatic I/O](#) (Las Vegas, NV)
- July 28-29, 2022: [INMA African News Summit](#) (Virtual)
- August 11-12, 2022: [INMA South Asia News Media Summit](#) (Virtual)
- August 25-26, 2022: [INMA Latin America Conference](#) (Virtual)
- September 7-8, 2022: [Digital Summit Seattle](#) (Seattle, WA)
- September 27-28, 2022: [Midwest Digital Marketing Conference](#) (TBD)

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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