

Brought to you by the News/Media Alliance Digital Dialogue.



**Platform News**  
**You Can Use** 



**OCTOBER 2022**

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



## Meta / Facebook

**Latinx Creator Program:** Meta introduced a program to support Latinx and Hispanic creators and media groups, starting as a two month ambassadorship. [Read more.](#)

**Guide to Growth:** Facebook released a three-part series surrounding content distribution on the platform and how to maximize reach. [Read more.](#)

**Commercial Innovation Deals:** Meta signed a commercial innovation deal focused on digital transformations with a handful of New Zealand publishers. [Read more.](#)

**Community Chats:** Facebook is testing “Community Chats,” which would allow users to connect and start chats within Facebook Groups. [Read more.](#)

**Removing Misinformation:** Facebook has removed “Coordinated Inauthentic Behavior” it discovered on the platform from China and Russia targeting US and European users, the latter including a network of over 60 websites impersonating legitimate news organizations in Europe. [Read more.](#)



## Google

**Translating News:** Google announced a new feature that will launch in early 2023, allowing users to see machine translated news articles from publishers in their region. [Read more.](#)

**Search:** Google announced an expansion of its search platform to allow users to combine images and words in their queries. [Read more.](#)

**News Showcase in Spain:** Google News Showcase is launching in Spain with 60 publishers receiving licensing agreements. The panels direct readers to news publications’ websites, enabling them to connect directly with readers. [Read more.](#)

**Supporting Fact-Checking:** Google summarized Nobel laureate Maria Ressa’s keynote speech at the APAC Trusted Media Summit 2022 about her work in fact-checking and how to create more sustainable reliable news. [Read more.](#)



## Twitter

**Video:** Twitter introduced two new video products, allowing users to more easily enter an immersive view and creating a new video carousel in the Explore tab. [Read more.](#)

**Content Moderation Data:** To enhance transparency, Twitter announced an opportunity for researchers across academia, civil society, NGOs, and journalism who study content moderation to apply for membership in the Twitter Moderation Research Consortium (TMRC), which would give them access to additional data on the topic. [Read more.](#)

**Recommendations:** Twitter summarized their Help Center article detailing how they curate recommendations for users on the platform and their continued work to improve them. [Read more.](#)

**Twitter Visuals:** Twitter is rolling out a reminder to add alt text descriptions to photos on the platform in an effort to make the platform more accessible. [Read more.](#)



## Who Else to Watch

**TikTok:** TikTok shares its efforts to counter misinformation on the platform and how they enforce their integrity policies. [Read more.](#)

**Snap:** Snapchat launched Public Profiles for Businesses, allowing brands to have a permanent and free home for organic content on Snapchat. [Read more.](#)

## WHAT WE'RE READING

- [Why The Washington Post Wants to Expand a Daily Newsletter Into a Podcast, Local Version](#) (Digiday)
- [330,000 Regional Headlines Analysed: Key Takeaways for Publishers](#) (What's New in Publishing)
- [Ads.Txt Mislabeling Is Flagrant and Costly. Here's What's Being Done About It](#) (Adweek)

## UPCOMING EVENTS

- October 18-19, 2022: [Adweek: Publishing Week](#) (Virtual)
- October 27-30, 2022: [Inter American Press Association General Assembly](#) (Madrid, Spain)
- November 6-9, 2022: [AdMonsters Publisher Forum](#) (Nashville, TN)
- November 23-25, 2022: [Brussels European Journalism Symposium](#) (Brussels, Belgium)

## 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](mailto:digital@newsmediaalliance.org). *The News/Media Alliance does not endorse any of these products or offerings. This newsletter is for information-sharing only.*

## SUBSCRIBE

If you or a colleague would like to be added to the Digital Advisory Group or this email list, please click below to contact our membership department and request to be added.

[Subscribe](#)



If you have questions or would like more information, please contact us:  
Email: [membership@newsmediaalliance.org](mailto:membership@newsmediaalliance.org) | Call: 571-366-1000

4401 N. Fairfax Dr. Suite 300 | Arlington, VA 22203

© 2022 NEWS/MEDIA ALLIANCE.