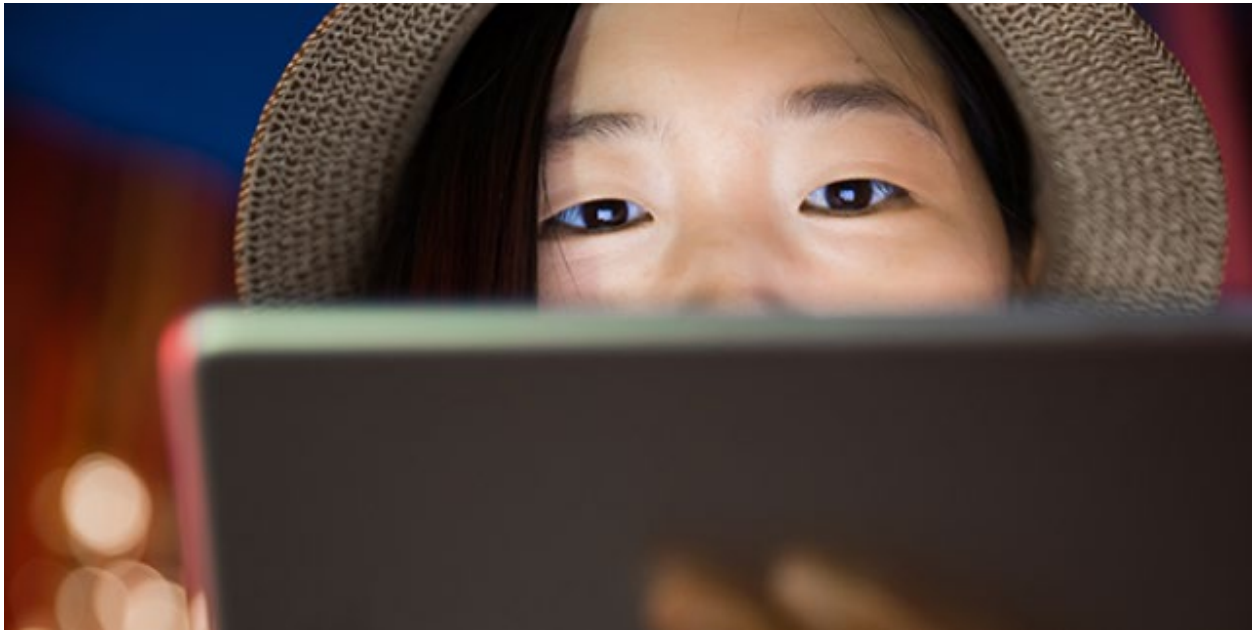


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**Platform News**  
**You Can Use** 



**SEPTEMBER 2022**

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



## Meta / Facebook

**Elections:** Meta released info on how it is preparing for 2022 U.S. midterm elections. [Read more.](#)

**Explore:** Instagram is adding features that allow users more control over what they see on Instagram, both in the traditional feed and explore page. [Read more.](#)

**Widely Viewed Content:** Facebook released its Widely Viewed Content Report for the second quarter, covering the most-viewed organic content on the Facebook Feed during the quarter. [Read more.](#)

**News Fund in Australia:** Meta opened applications for its second year of Australian News Fund, covering innovation and public interest journalism. [Read more.](#)



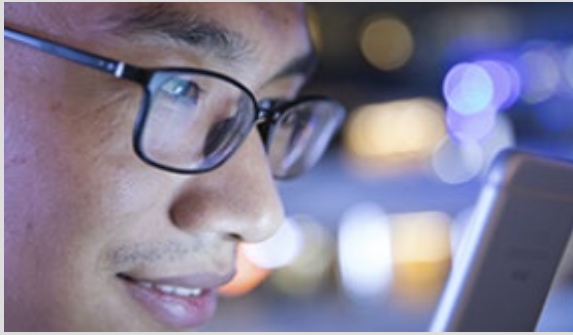
## Google

**Elections:** Google and YouTube have released tools and plans outlining their efforts to minimize political misinformation ahead of the 2022 midterms. [Read more.](#)

**Snippets:** Google announced its effort to improve featured snippets in search results by introducing an AI model that will help establish “high quality results.” [Read more.](#)

**Going Cookieless:** Google is testing a new tool to help publishers share their first-party data with advertisers using IAB taxonomies, which will help publishers in the post-cookie world. The tool is currently only available in beta mode on Google Ads and DSP Display & Video 360 and not third-party ad tech. [Read more.](#)

**Trust Online:** Google funded a survey conducted by the Poynter Institute for Media Studies, MediaWise, and YouGov Inc. on online literacy and how users decide what to trust online. [Read more.](#)



## Apple

**iOS 16:** Apple launched iOS 16, which includes an update to Apple News, including a feature allowing users to easily track their favorite sports teams. [Read more.](#)



## Who Else to Watch

**Snapchat:** Snapchat released Snap Pixel, a tool for advertisers to measure, optimize, and build audiences for their ad campaigns. [Read more.](#)

**TikTok:** TikTok released new content moderation guidelines ahead of November's U.S. election. [Read more.](#)



## Twitter

**Elections:** Twitter released information on how the company is preparing for November's midterm elections in the U.S. [Read more.](#)

**News:** Twitter released information about how people engage with news on the platform and what they're doing to address misinformation



## Upcoming Events

- September 21, 2022: [Press Gazette Future of Media Tech Conference](#) (London, UK)
- September 22-25, 2022: [DIG Festival](#) (Modena, Italy)

and add context. [Read more.](#)

**Editing on Twitter:** Twitter is testing an edit button on tweets, which will roll out to Twitter Blue members in the coming weeks. [Read more.](#)

**Twitter Circles:** Twitter launched Twitter Circles, which allows users to tweet to only a select group of followers. [Read more.](#)

**Podcasts:** Twitter has integrated podcasts into the Spaces tab of the app, allowing users to listen to and explore podcasts in the app. [Read more.](#)

**Birdwatch:** Twitter expanded its Birdwatch program, which allows users to add notes to tweets that may need more context. [Read more.](#)

• October 5-9, 2022: [International Journalism Week 2022](#) (Athens, Greece)

• October 6, 2022: [News Impact Summit](#) (Prague, Czechia)

• October 18-19, 2022: [Adweek: Publishing Week](#) (TBD)

• November 24-26, 2022: [Brussels European Journalism Symposium](#) (Brussels, Belgium)

## WHAT WE'RE READING

- [“Making Sure that We Are Reaching New Audiences”](#): How Publishers are Innovating with Audio (What’s New in Publishing)
- [How Data Visualisation Can Add Value to Your Stories – Guide for the Era of Post-Infographics](#) (The Fix)
- [The Season of Change: Digiday’s Editors Recap Summer 2022’s Top Trends in Media](#) (Digiday)

## 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.*

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