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Platform News
You Can Use 



PLATFORM NEWS YOU CAN USE | MAY 2020

Welcome to **Platform News You Can Use**, our monthly newsletter 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.*



Facebook

Journalism Support Fund: The Facebook Journalism Project invested \$3 million in the European Journalism Centre to help small- and mid-sized news organizations in Europe with grants supporting COVID-19 reporting, emergency funds to support businesses, and innovation. [Read more.](#)

Additional International Support: Following its \$100 million pledge to assist the news industry during the COVID-19 pandemic, Facebook announced it will also invest \$2 million toward [Asia-Pacific](#) newsrooms and another \$2 million toward newsrooms in [Latin America](#).

Communications Insight: Facebook collected data from Accelerator publishers to provide ideas on how publishers can successfully receive reader support. [Read more.](#)

Grant Awards: The Facebook Journalism Project awarded grants to 400 North American local newsrooms to help support their COVID-19 reporting. [Read more.](#)



Google

Relief Fund: Google News Initiative launched a [Journalism Emergency Relief Fund](#) to help small, medium and local newsrooms around the world that have 100 full-time employees or less. [Read more.](#)

COVID-19 Case Mapper: Google News Initiative partnered with Stanford University to offer local journalists easily embeddable [maps](#) to illustrate COVID-19 cases locally and nationally. [Read more.](#)

Fact-Checking Funding: Google News Initiative is providing \$6.5 million in funding to fact-checkers and nonprofits to assist journalists and other interested parties with ensuring accuracy of COVID-19 data. [Read more.](#)

Subscription Sales Tool: YouTube has a new tool in development aimed at helping news publishers sell digital subscriptions through YouTube channels. [Read more.](#)

Advertiser Identity: Beginning in summer 2020, Google will require advertisers to verify their identities before they can buy ads. [Read more.](#)

Ads Data Hub: Google has updated its Ads Data Hub to help businesses analyze data more efficiently and ensure ads are reaching the right audiences. [Read more.](#)



Microsoft

Video-Centric Hub: Microsoft News launched its video-centric hub, [Spark](#), to showcase on-demand contributors and livestreams. The hub features LinkedIn Editors Live's [#BusinessUnusual interviews](#).

News Labs Q&A: LinkedIn posted a Q&A, "Remote Work for Journalists," with advice for reporters who are working from home due to COVID-19. [Read more.](#)

COVID-19 Response: Microsoft has detailed its corporate citizen partnerships in its Headquarters state of Washington, from data collection with the department of health to remote learning with the state education agency. [Read more.](#)



Twitter

Real-Time Data: Twitter is releasing a new endpoint into Twitter Developer Labs that will enable approved developers and researchers to gather insights from tweets about COVID-19. [Read more.](#)

SMS Service: Twitter has turned off its SMS service; Twitter users will no longer receive messages containing the text of new tweets. [Read more.](#)



Apple

Mobility Data: Apple released a tool that could provide journalists with mobility trend data from major cities, countries and regions. [Read more.](#)



Who Else to Watch

Patch: The digital, hyperlocal news platform recently reported March as its strongest month for both revenue and traffic. [Read more.](#)

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