

facebook

Facebook for News Publishers



Jason White

News Partnerships, Facebook

AGENDA

- Our Evolving Industry
- Improving Facebook for Publishers
- Focusing on News Integrity



[thefacebook]

home search global social net invite faq logout

Welcome to Thefacebook!

quick search

[My Profile \[edit \]](#)
[My Groups](#)
[My Friends](#)
[My Messages](#)
[My Away Message](#)
[My Mobile Info](#)
[My Account](#)
[My Privacy](#)

[Welcome to Thefacebook]

Thefacebook is an online directory that connects people through social networks at colleges.

We have recently opened up Thefacebook at the following schools:

Alabama • Appalachian State • Cooper Union • CSU Sacramento
CUNY Hunter • Denison • Furman • Gonzaga • IUPUI • Kutztown
Marymount • Marymount Manhattan • Monmouth • Montclair
MS State • Muhlenberg • N. Arizona • North Dakota • Portland
Rose-Hulman • Sacred Heart • Sarah Lawrence • Seton Hall
St. Johns • St. Lawrence • SUNY New Paltz • SUNY Oswego
Texas State • Toronto • Tulsa • University of the Pacific • Utah • Washington State
Willamette • Wisconsin Milwaukee • WPI • Xavier

For a complete list of supported schools, click [here](#).

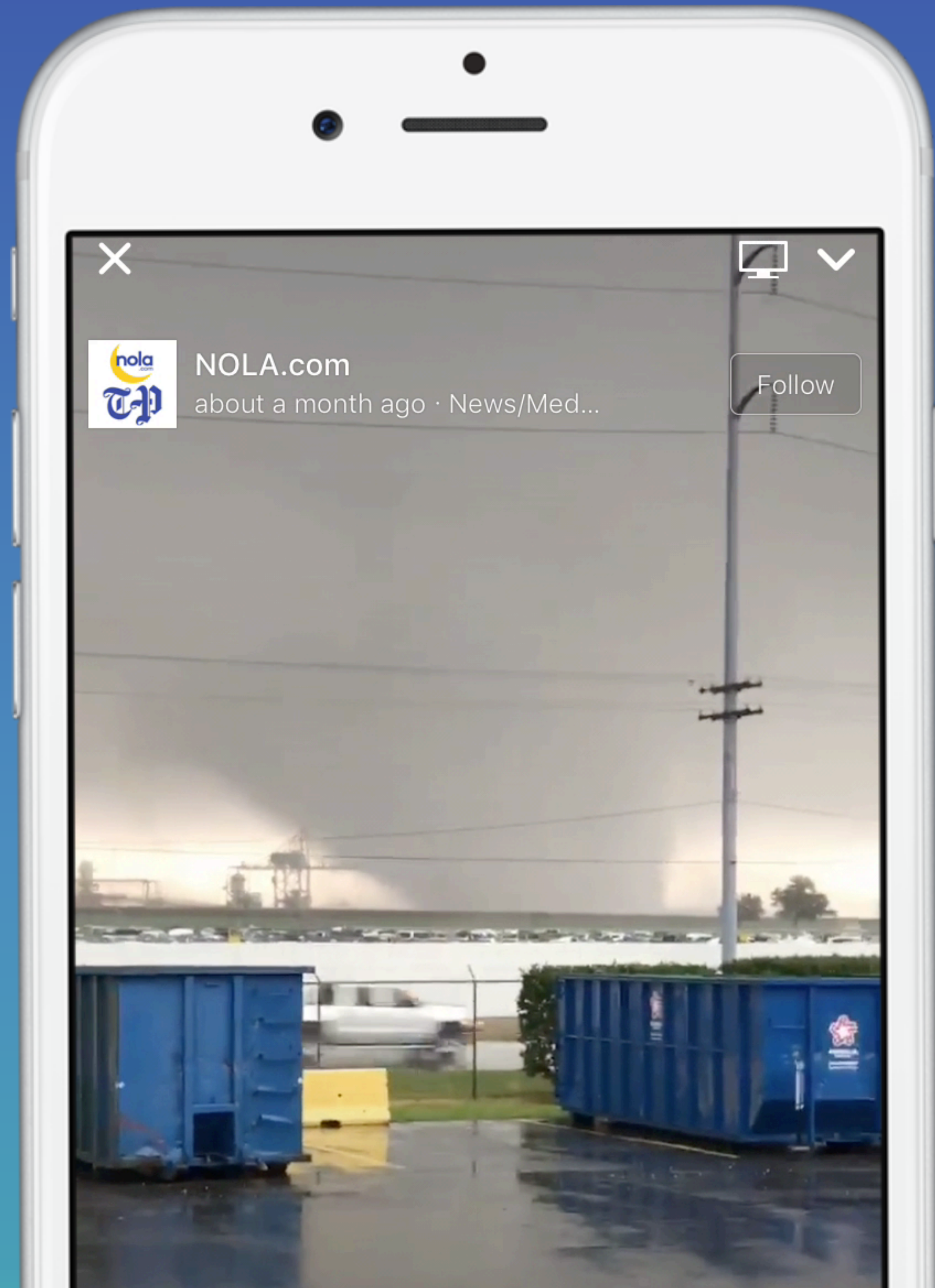
Your facebook is limited to your own college or university.

You can use Thefacebook to:

- Search for people at your school
- Find out who is in your classes
- Look up your friends' friends
- See a visualization of your social network

Case study: The Times-Picayune

nola.com | During the Storm



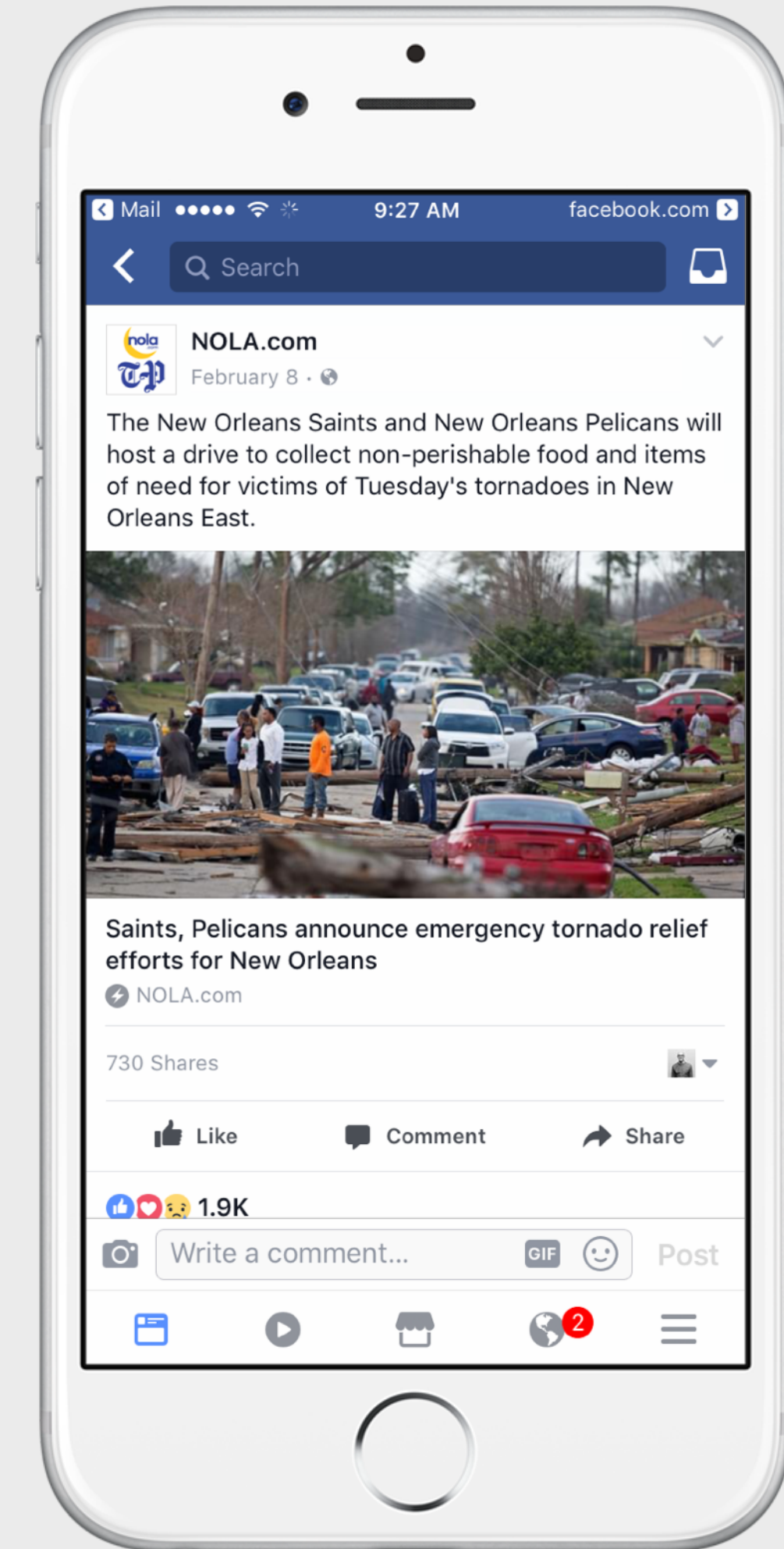
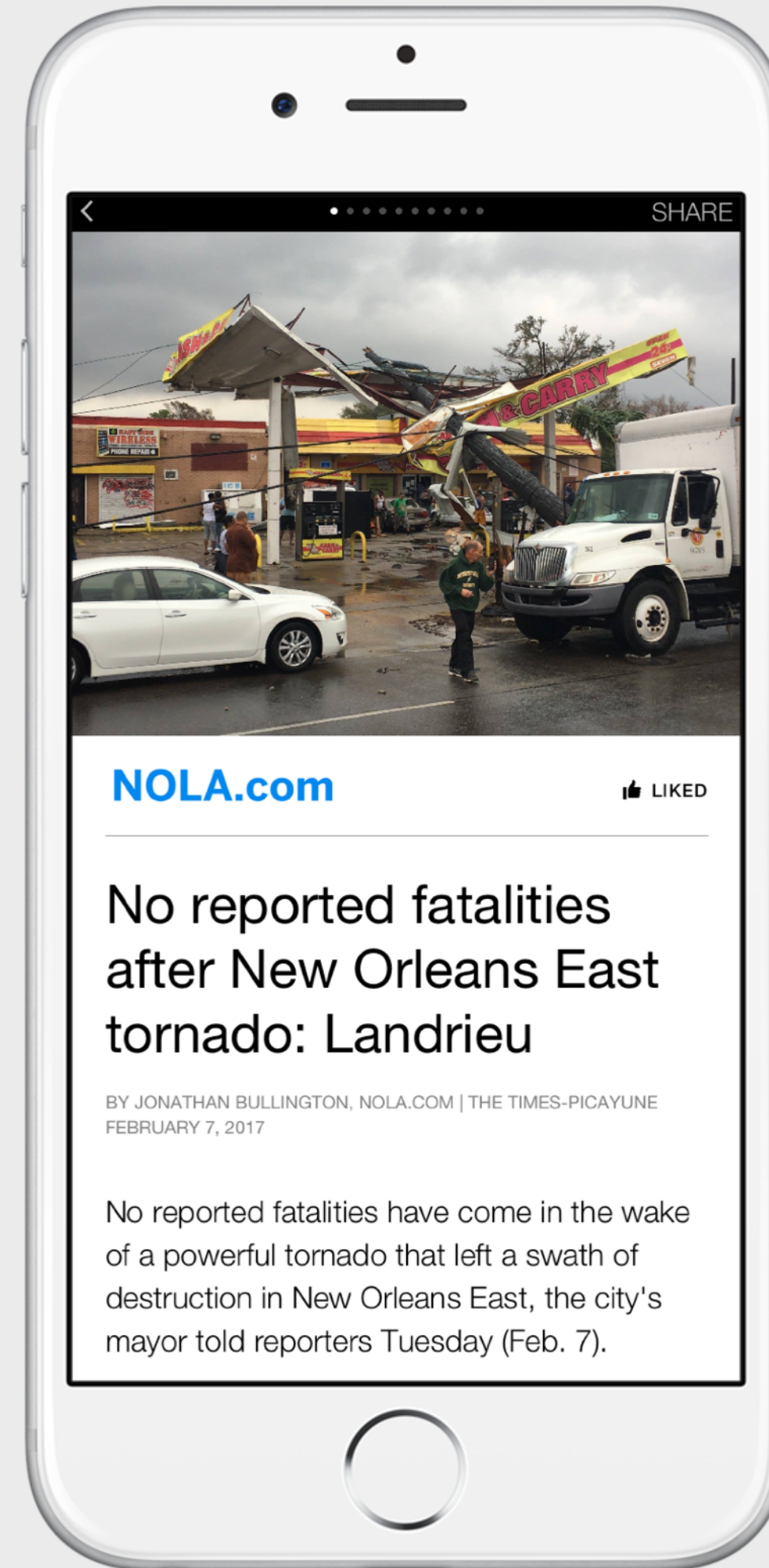
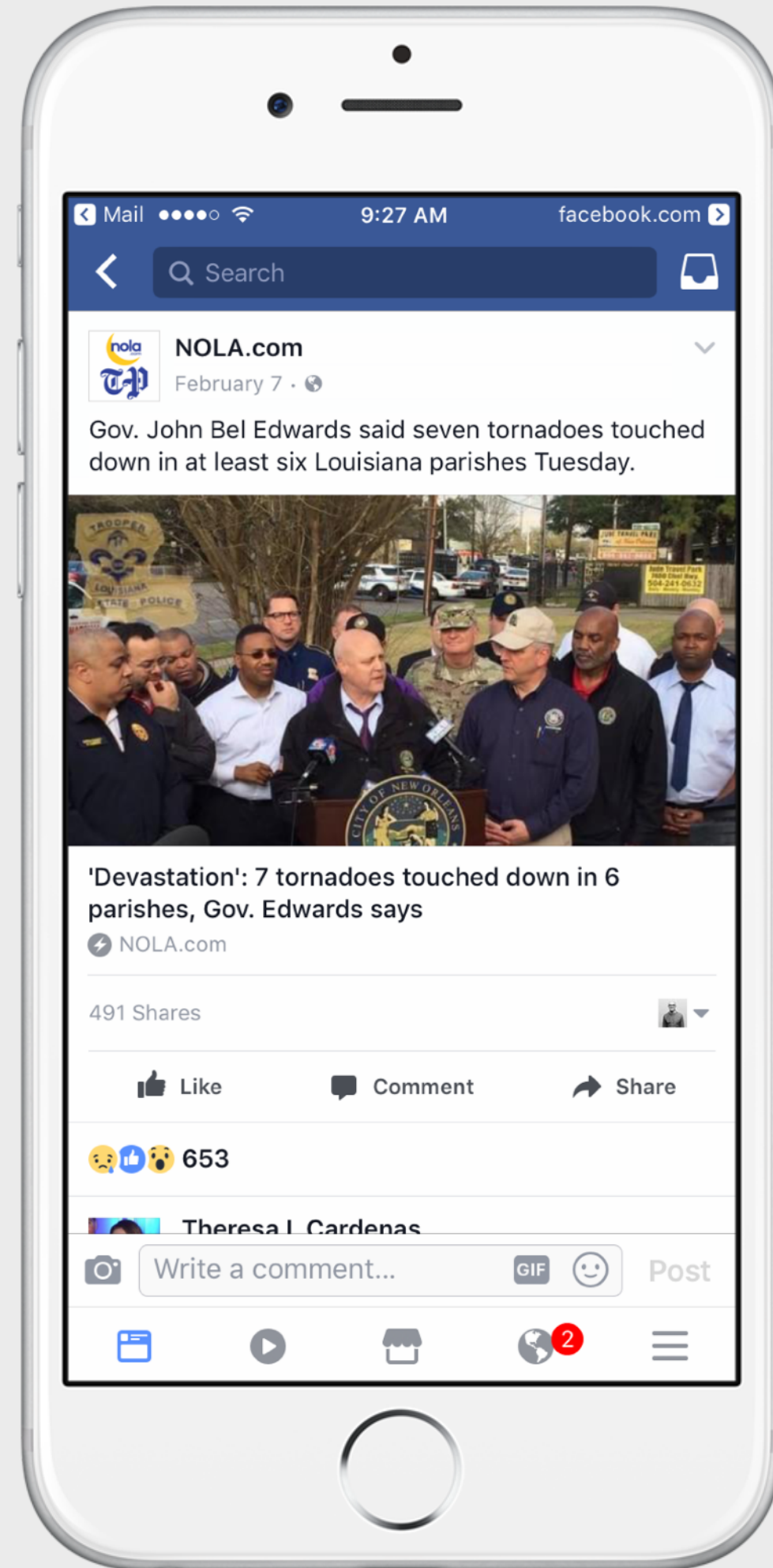
nola.com | Moments after the storm



nola.com | Access

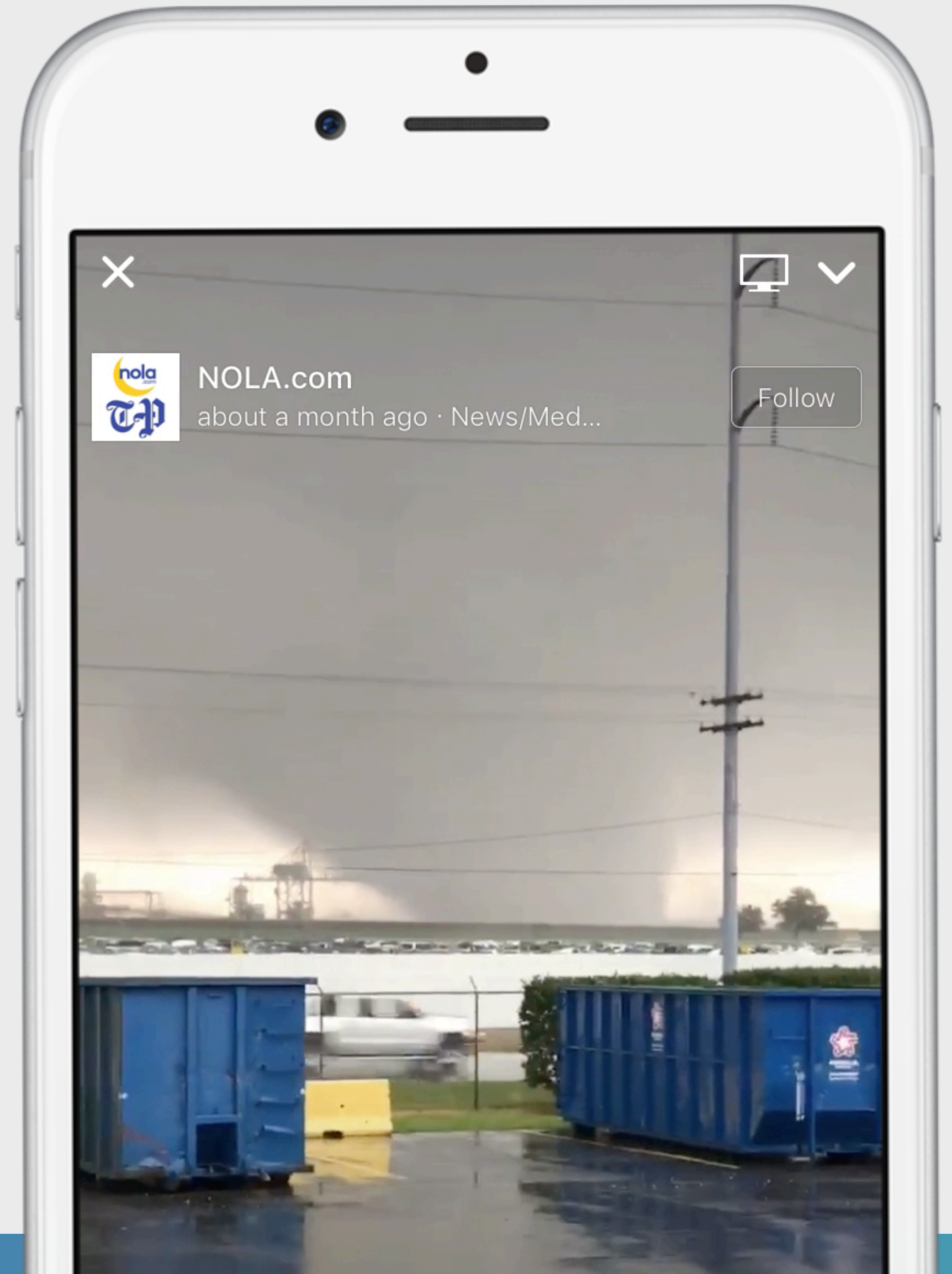


nola.com | Facebook Posts + Instant Articles



nola.com | Results

- 4m page views (2x norm)
- 3.3m Facebook video views
- 56k engagements



The Times-Picayune

'I HEARD IT LIKE A FREIGHT TRAIN'

Tornado tears across New Orleans East



The aerial view shows the severity of the damage caused by a tornado Tuesday in New Orleans East. Chris Cooper/Getty Images

Twister among several to touch down in Louisiana; dozens of people injured

By Michael Kolory kolory@nola.com

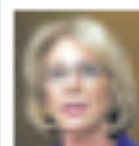
A new arrival of low-level clouds scattered across southern Louisiana on Tuesday, including a series of severe weather storms that tore through the region, leaving a path of destruction in their wake. At least 10 people were injured and several homes destroyed in the area. The storms were part of a larger system that moved across the state, bringing heavy rain and strong winds to the region. The damage was most severe in the area around New Orleans East, where a large portion of the area was destroyed.

The storm also caused significant damage to the area around New Orleans East, where a large portion of the area was destroyed. The damage was most severe in the area around New Orleans East, where a large portion of the area was destroyed. The damage was most severe in the area around New Orleans East, where a large portion of the area was destroyed.



TRUMP WHITE HOUSE

Pence breaks tie in vote on DeVos



Mary DeVos is a wealthy donor who has been a vocal supporter of the Trump administration's policies on education.

Charter school champion is confirmed 51-50

By www.nytimes.com

WASHINGTON — The Senate confirmed Wednesday its majority vote on Secretary of Education DeVos, approving the nomination by a narrow margin. The vote was 51-50, with the support of a bipartisan coalition of senators. The confirmation of DeVos is a significant victory for the Trump administration, as DeVos is a vocal supporter of charter schools and has been a leading voice in the fight against common core standards. The confirmation also marks a major win for DeVos's allies in the education reform movement.

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Tamron Hall ready to roll

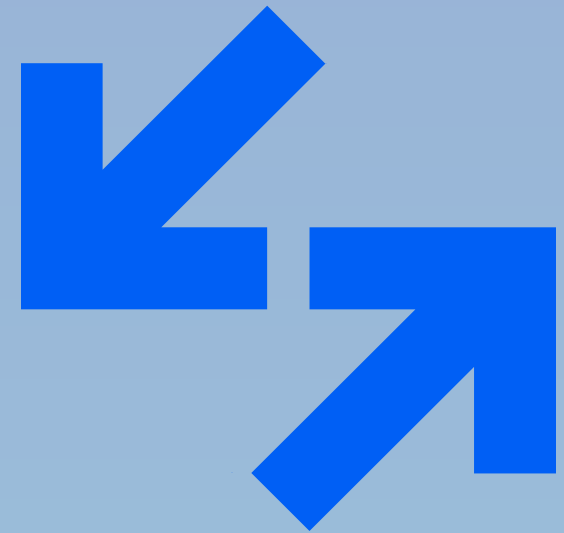
The former 'Miss America' is set to host a new reality show on the CW network.

SUPER BOWL

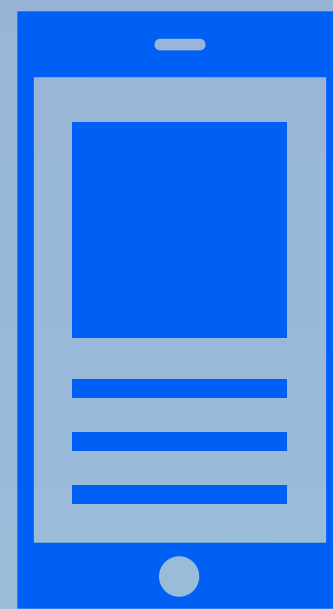
Don't ever give up

The NFL's biggest game is set to be a thrilling contest between the Patriots and the Falcons.

facebook Journalism Project



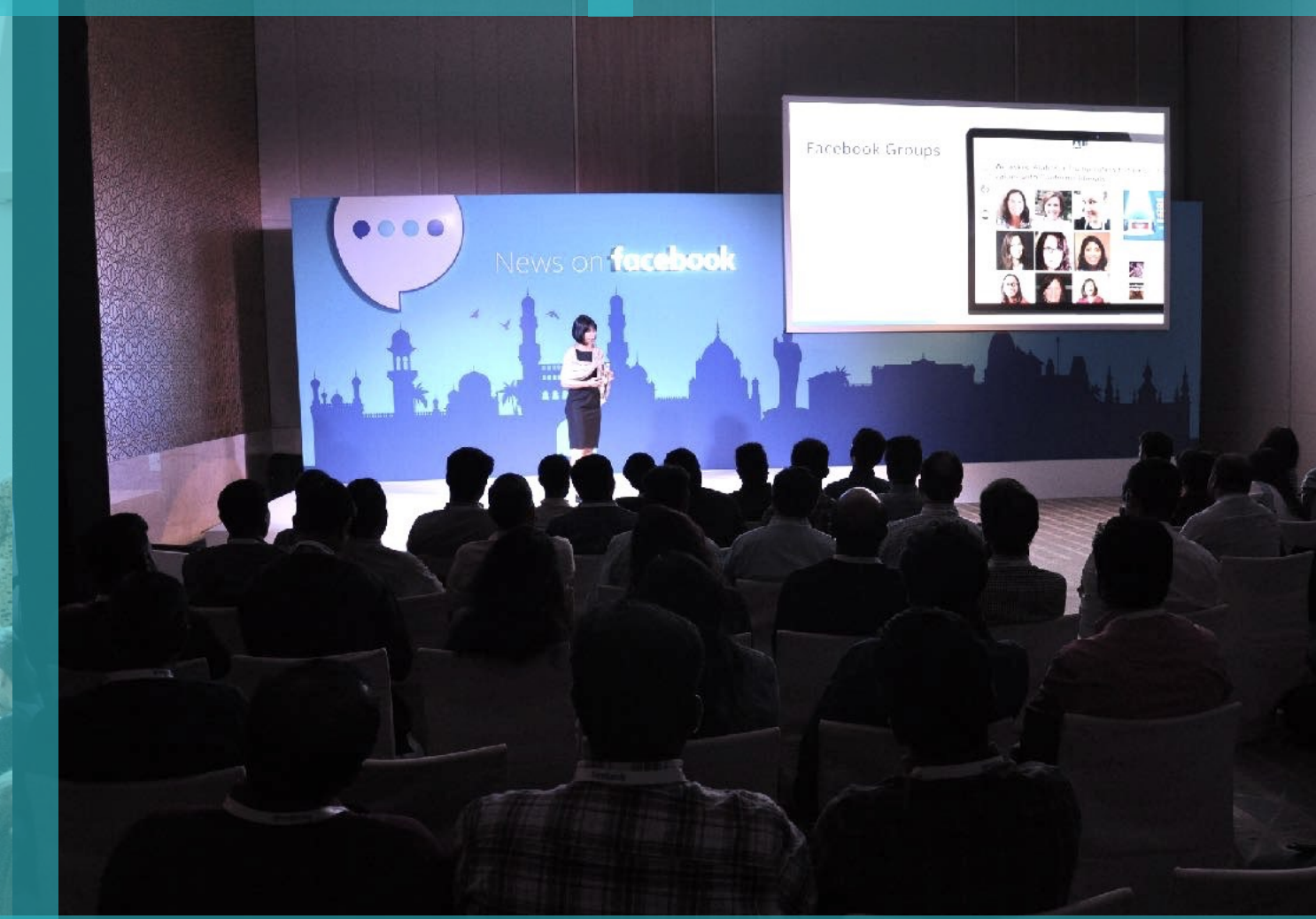
Collaborative
Development
OF NEWS PRODUCTS



Training
and tools
FOR JOURNALISTS



Training
and tools
FOR PEOPLE



Improving Facebook for Publishers

News Feed

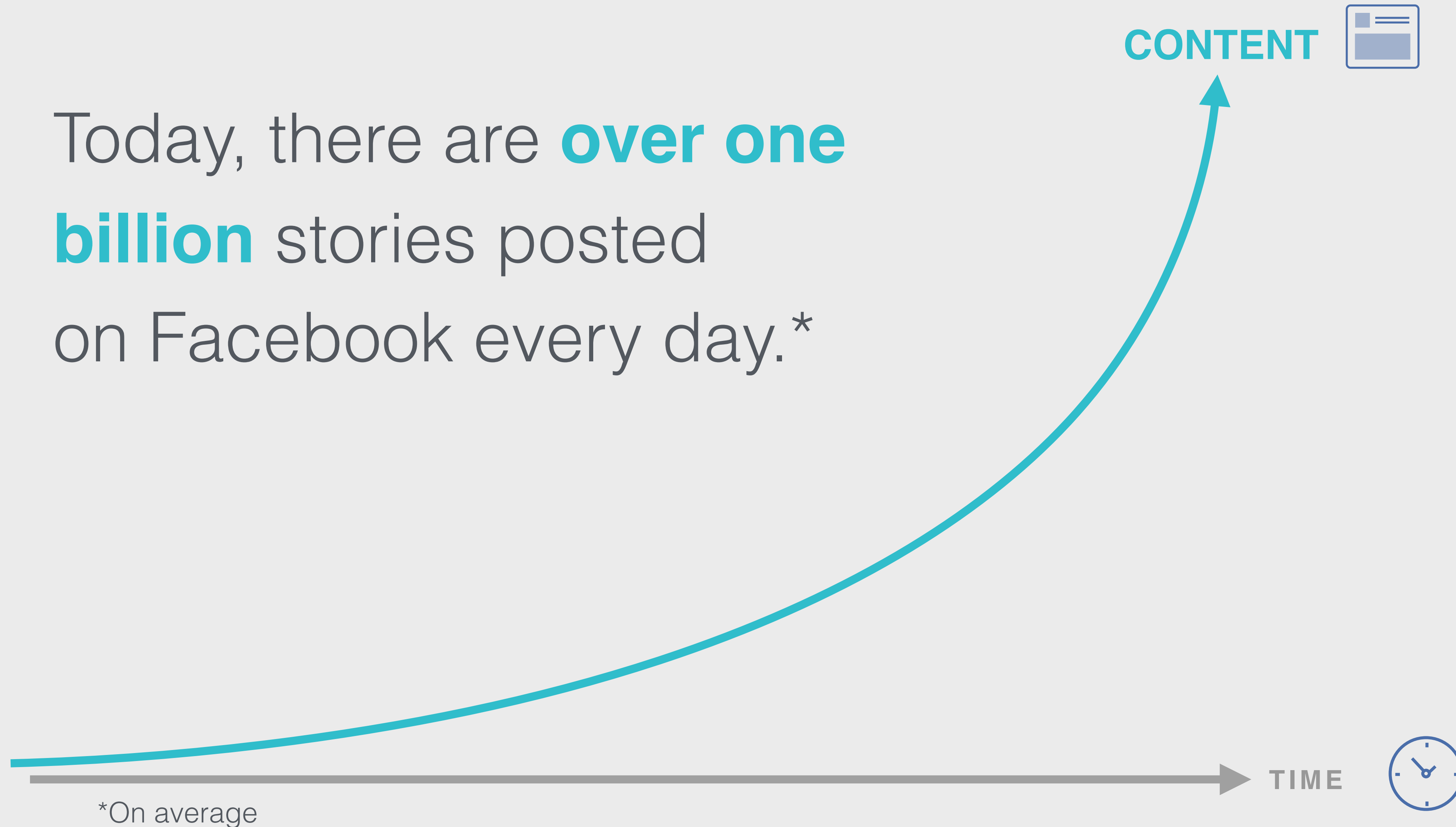


NEWS FEED

Your feed should

- Inform you
- Entertain you
- Be a platform for all ideas
- Show authentic communication

Today, there are **over one billion** stories posted on Facebook every day.*



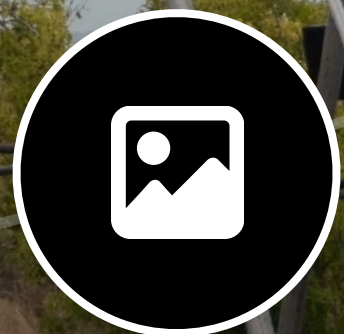


News Feed is primarily made up of the people and Pages you have connected **so everyone's News Feed is different.**

“had a great time
at the summer party”



TEXT



PHOTOS



VIDEOS



VR / AR

VIDEO ON FACEBOOK

500M

watch video on Facebook daily

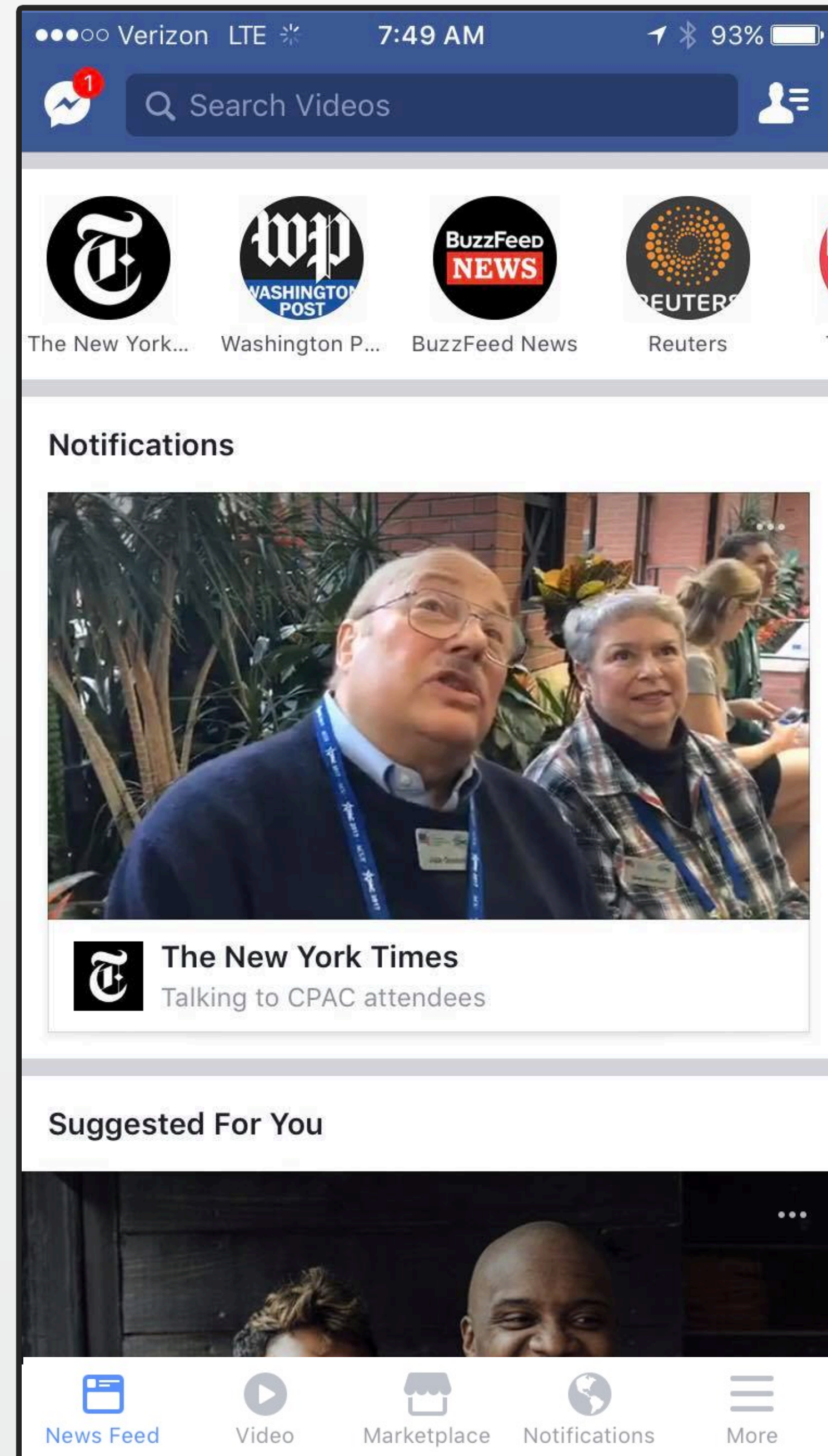
48%

of watch time comes from shares

66%

growth in average daily video
watch time per person

Video Tab



Video Ad Break

2:04

Search

INSIDER dessert
Yesterday at 10:14 PM · 🌐

These glittering chocolate geodes are straight magic.

abyleewilcox

This is a giant chocolate geode.

👍👀❤️ Christopher Welch and 45 others · 2 Comments

👍 Like 💬 Comment ➦ Share

🏠 🎬 🛒 🔔 2 ☰

Rights Manager

The screenshot displays the Facebook Rights Manager interface. At the top, navigation tabs include Page, Notifications (45), Insights, Publishing Tools (active), Settings, and Help. A left sidebar lists various content categories: Posts (Published, Scheduled, Drafts, Expiring, Expired), Videos (Video Library, Videos You Can Crosspost), Rights Manager (Matches, Match Rules, Reference Files (highlighted), Unsent Reports), and Lead Ads Forms (Forms Library, Draft Forms Library).

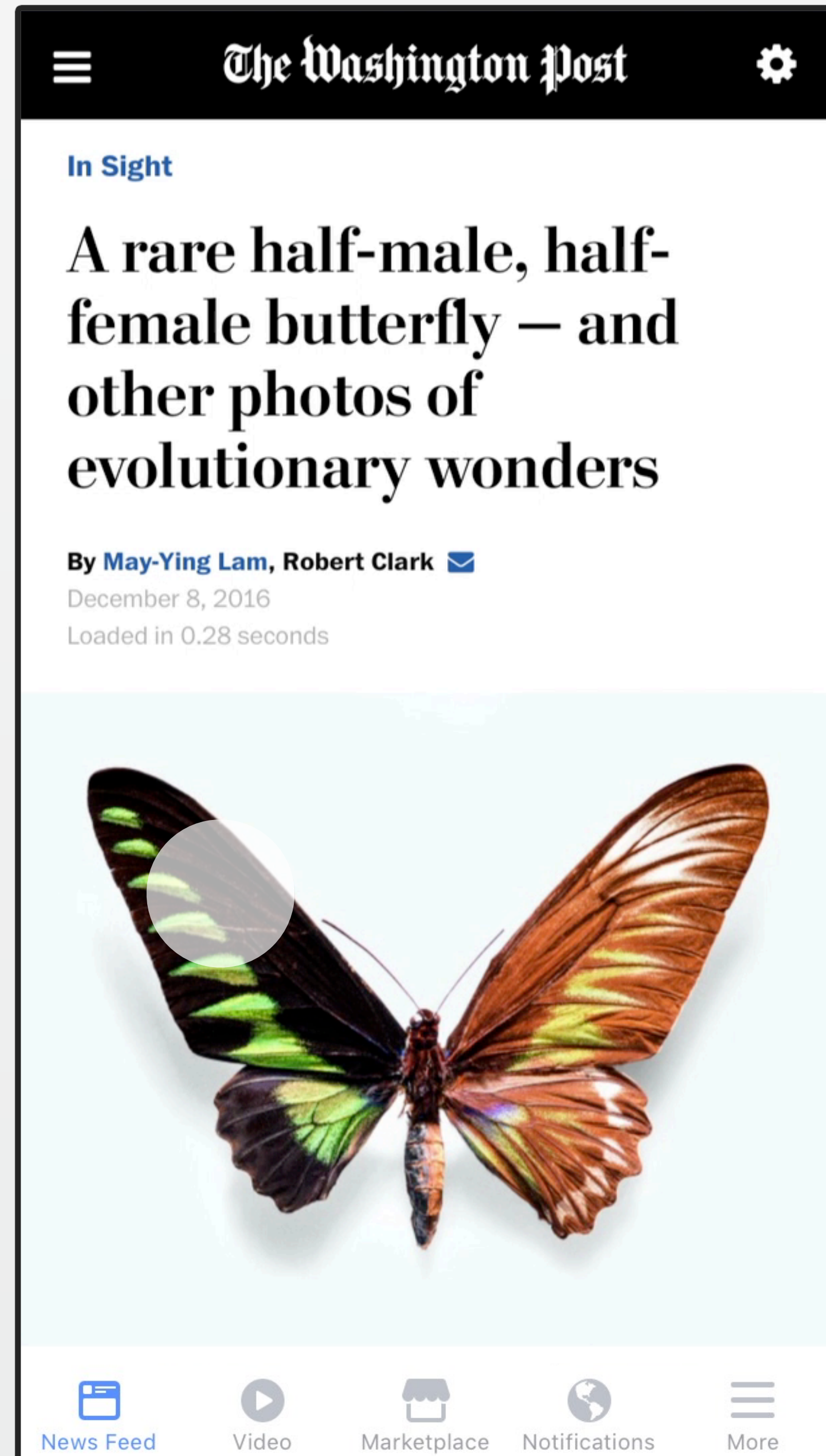
The main content area shows a modal window titled "Add Reference File" for a file named "Reference File #1" from "StyleNow Feed". The modal has two tabs: "Rights" (active) and "Permissions".

Under the "Rights" tab, the text reads: "Establish ownership of your reference file and what match policy to apply." Below this, the "Specify Ownership" section includes a dropdown menu set to "Video Only", radio buttons for "Worldwide" (selected) and "By Country" (with a country selector "Is"), and an "Apply Match Rule" section with a "Show all matches" dropdown.

On the right side of the modal, a video player shows a woman working on a laptop in an office setting. The video has a "1/10" indicator in the bottom left corner. A blue progress bar at the bottom of the video player shows "54.5%".

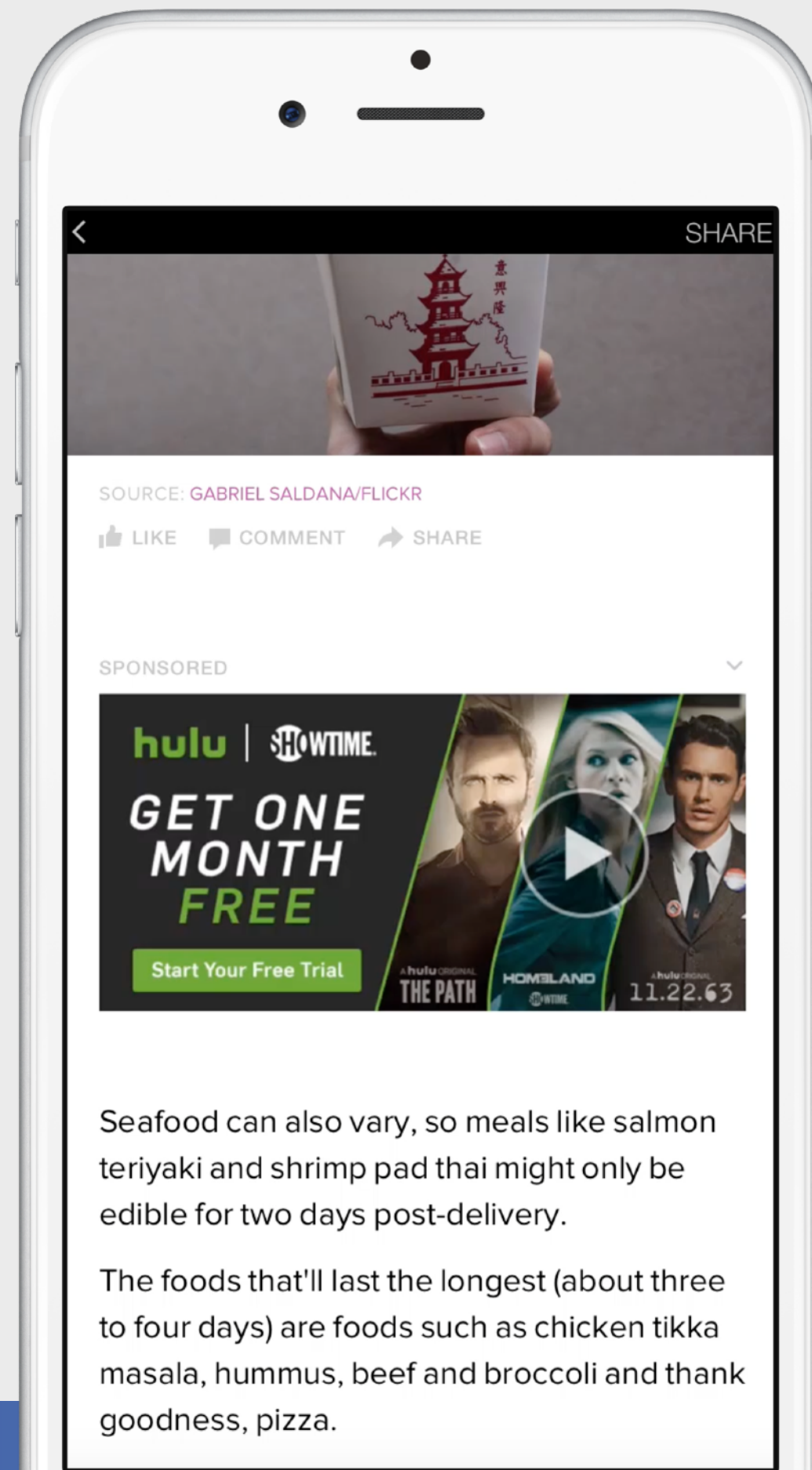
An "Add" button is located at the bottom right of the modal window.

Instant Articles

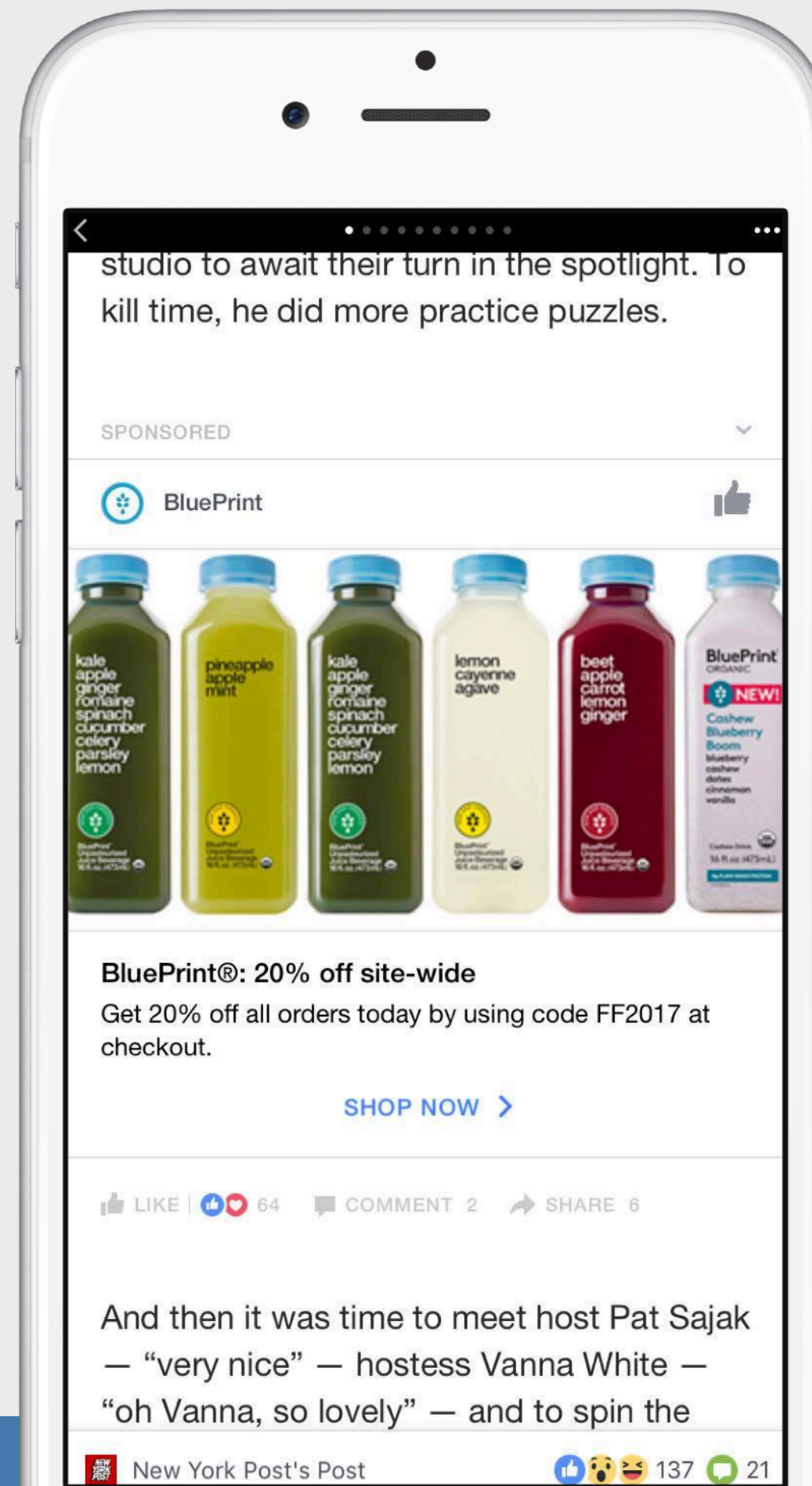


Instant Articles

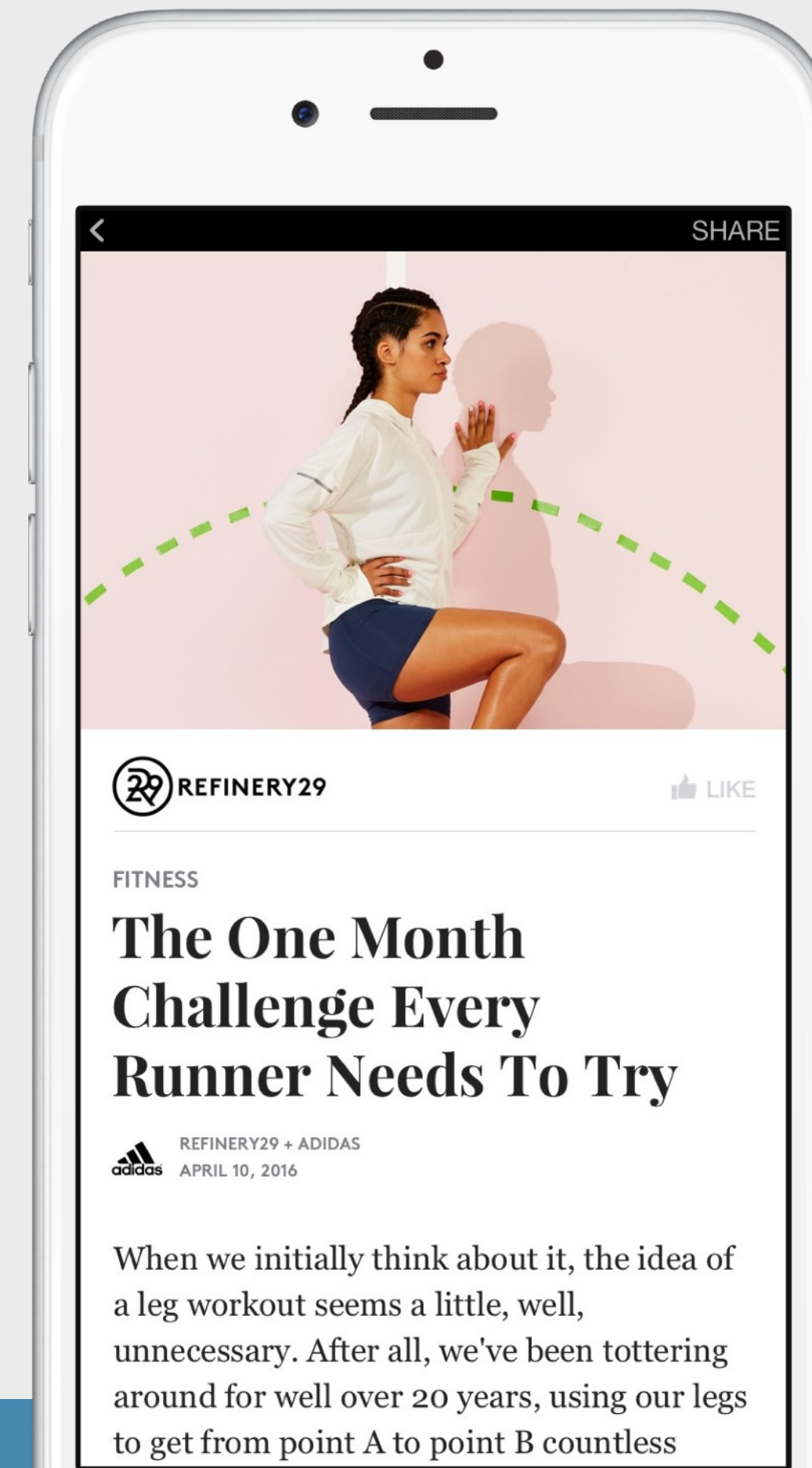
Improved Display Options



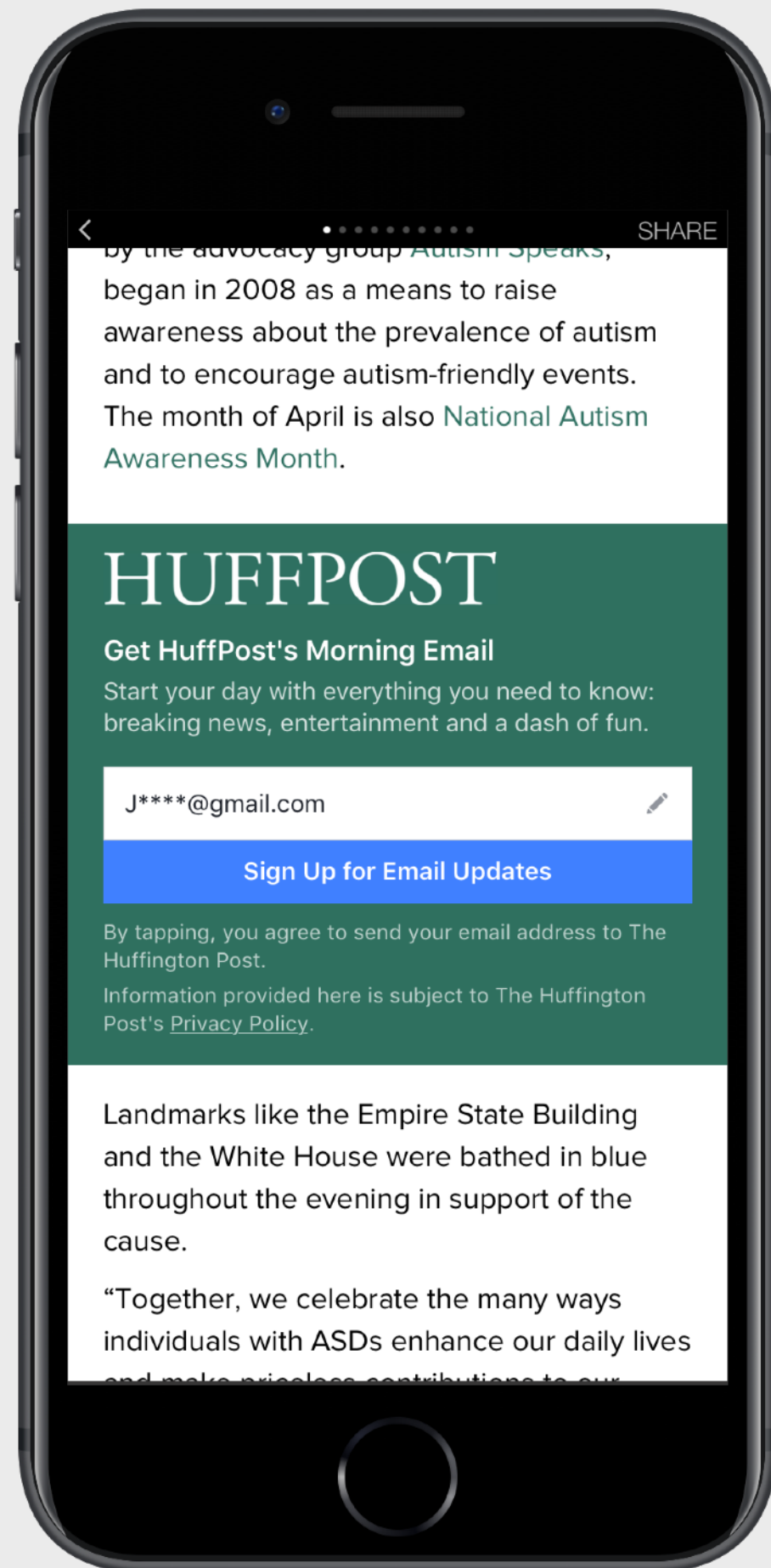
Audience Network Ads



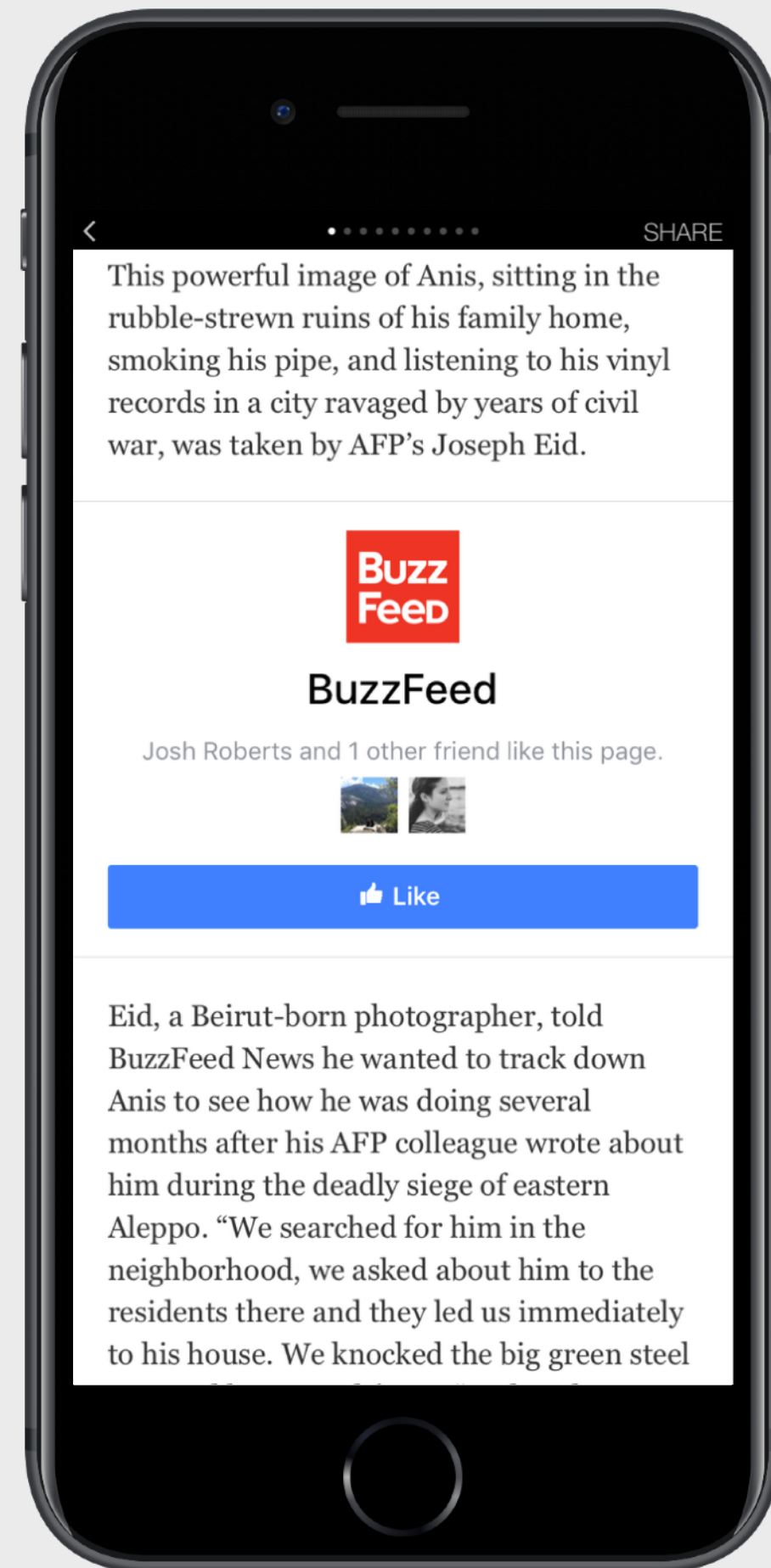
Branded Content



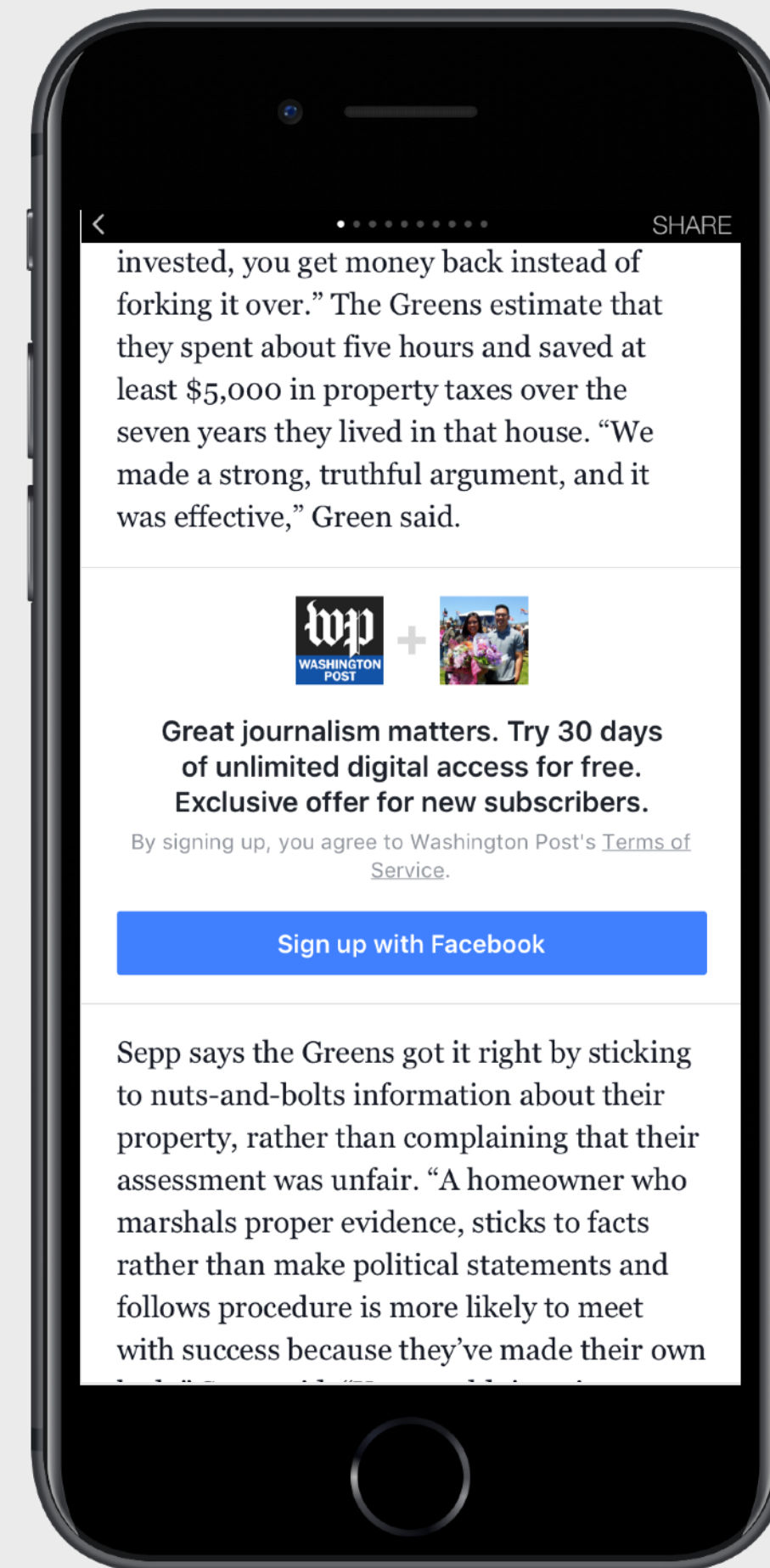
CTAs in Instant Articles



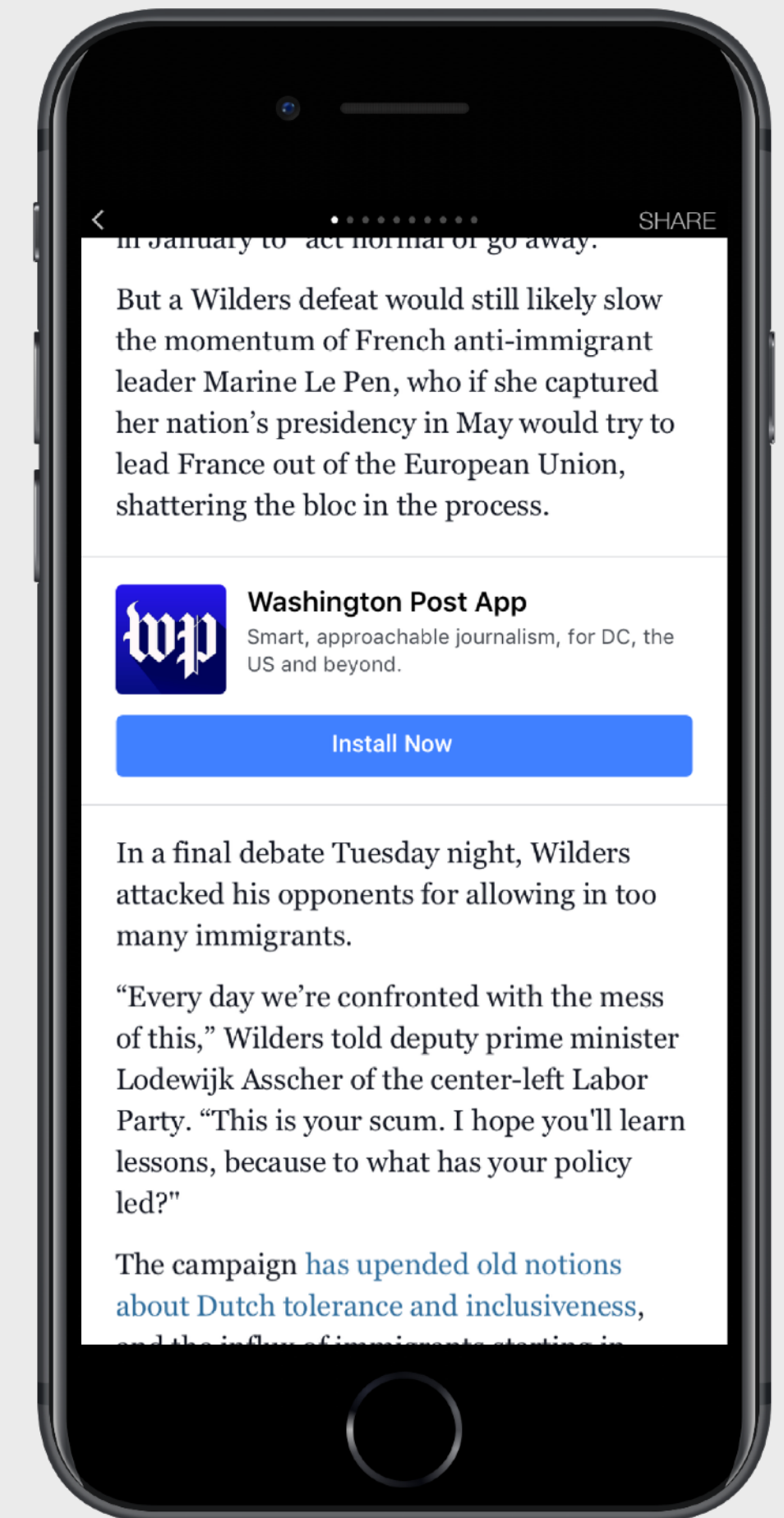
EMAIL SIGN UP



PAGE LIKE

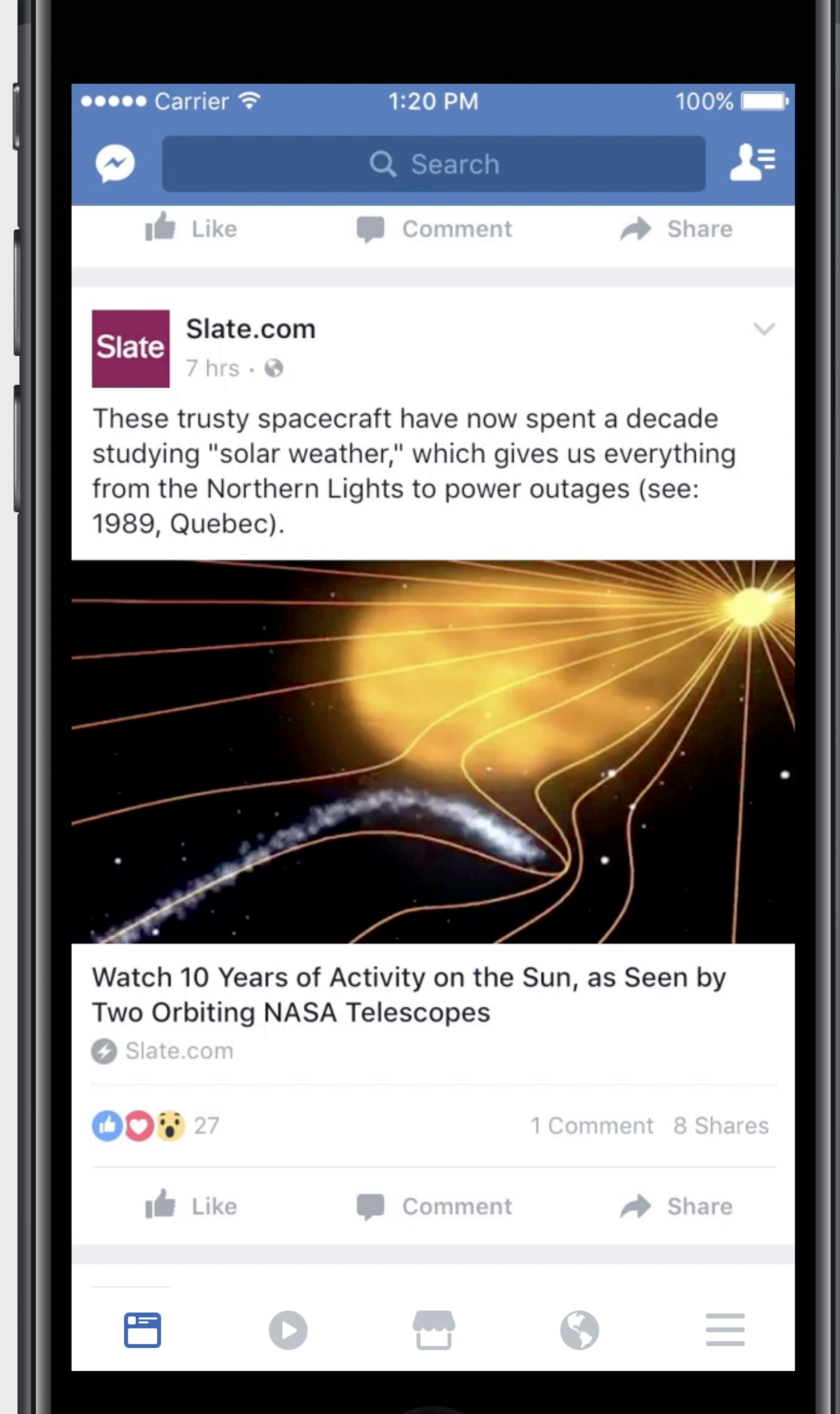


FREE TRIAL



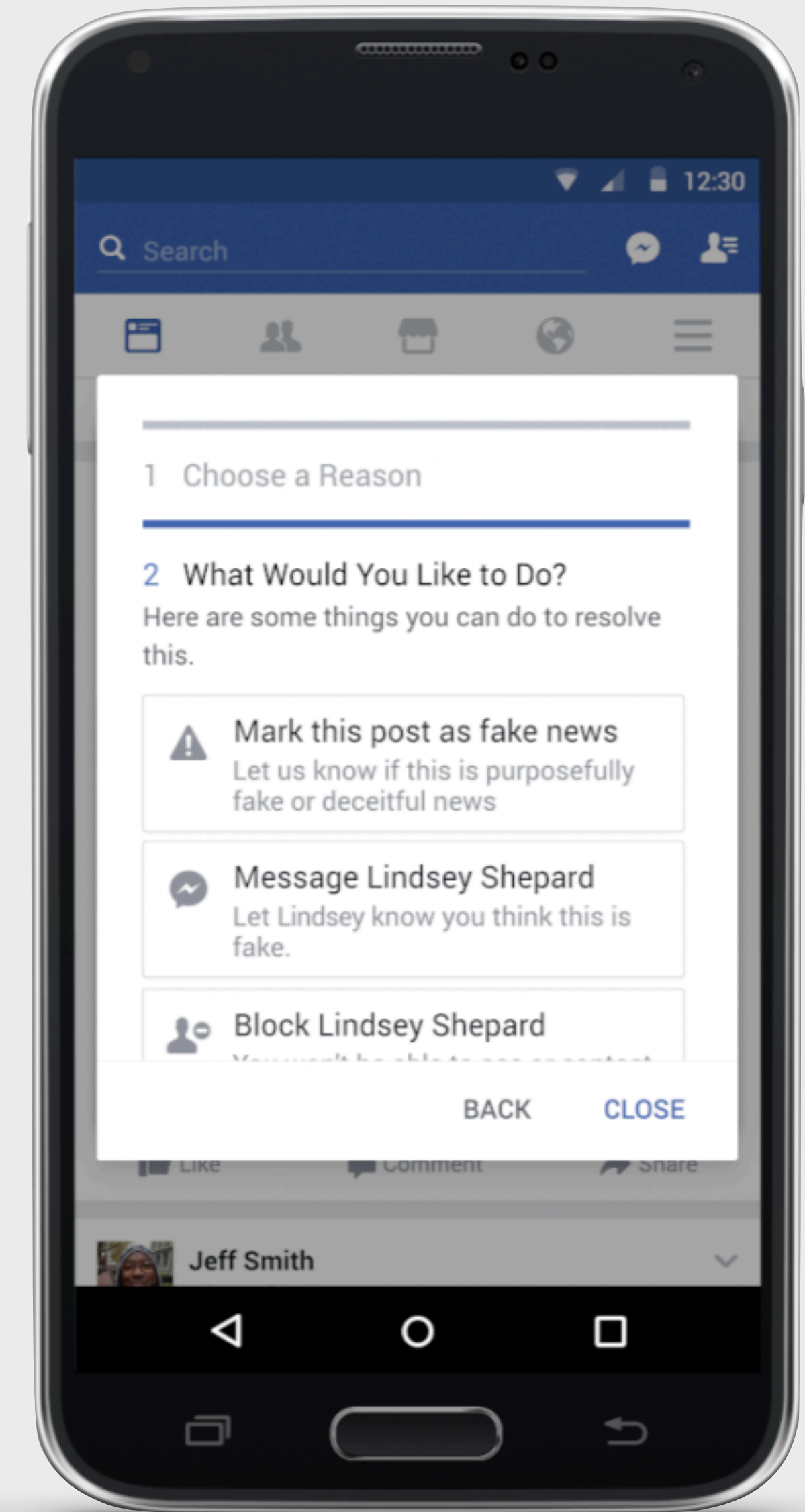
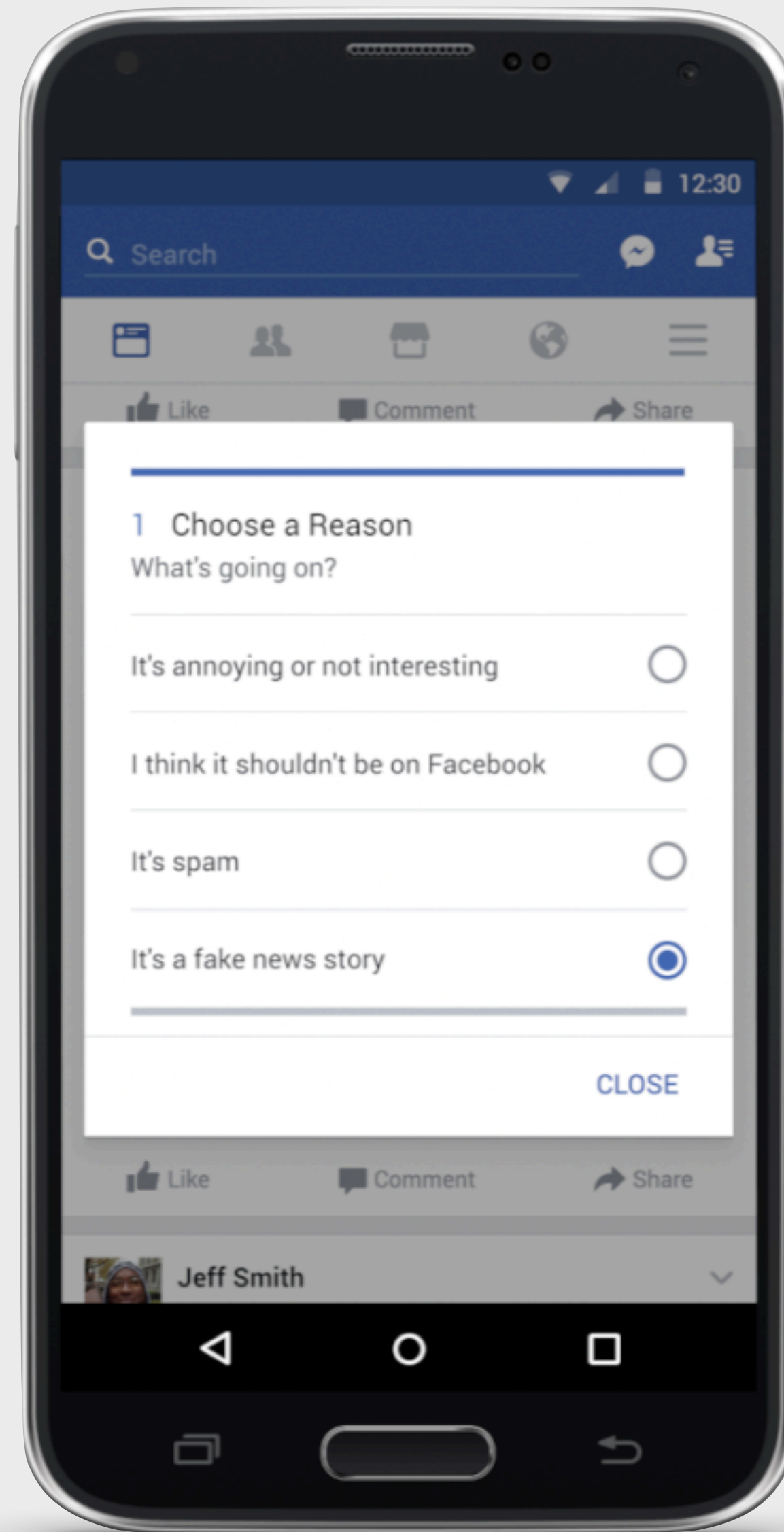
APP INSTALL

Recirculation

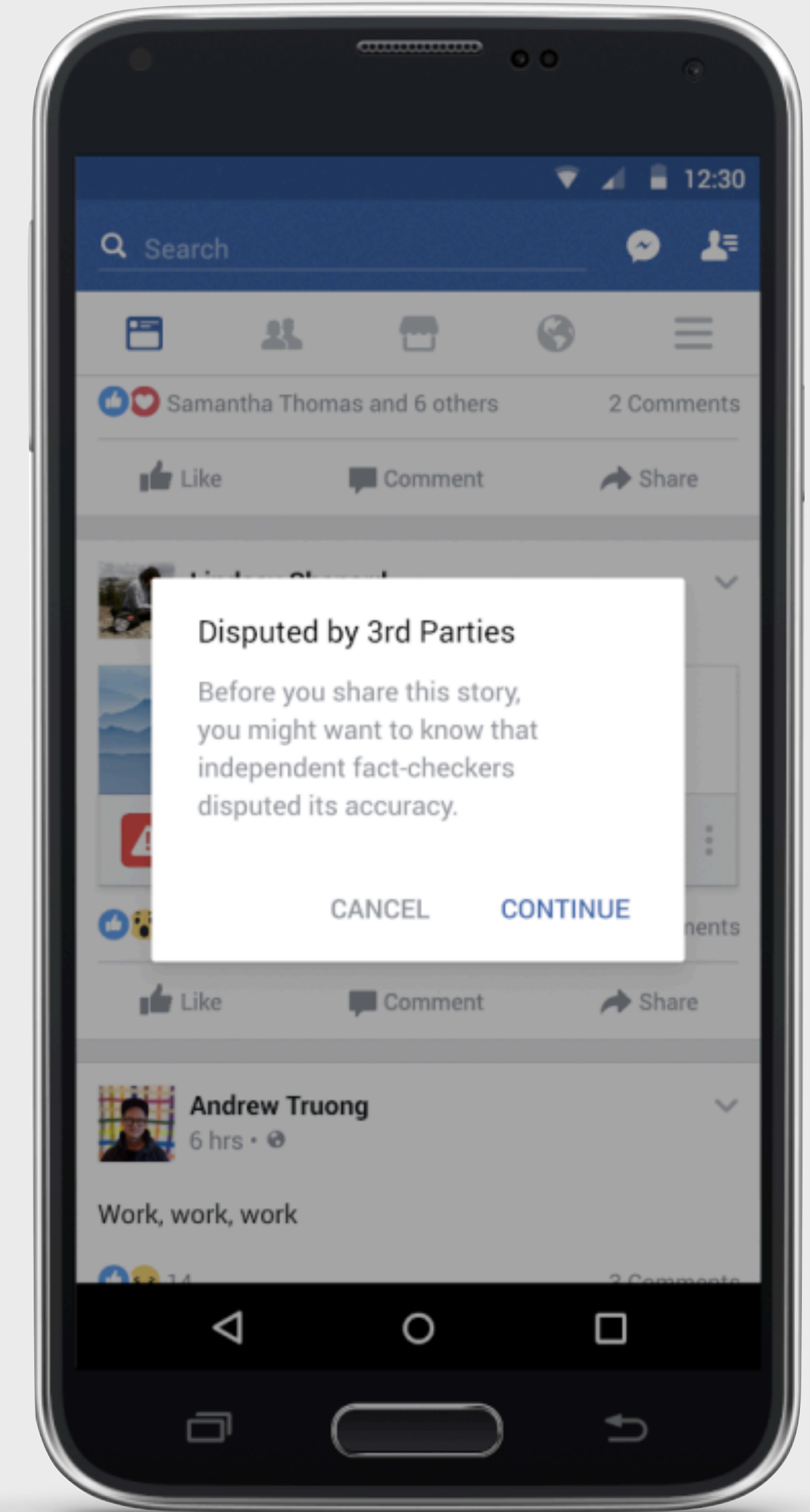
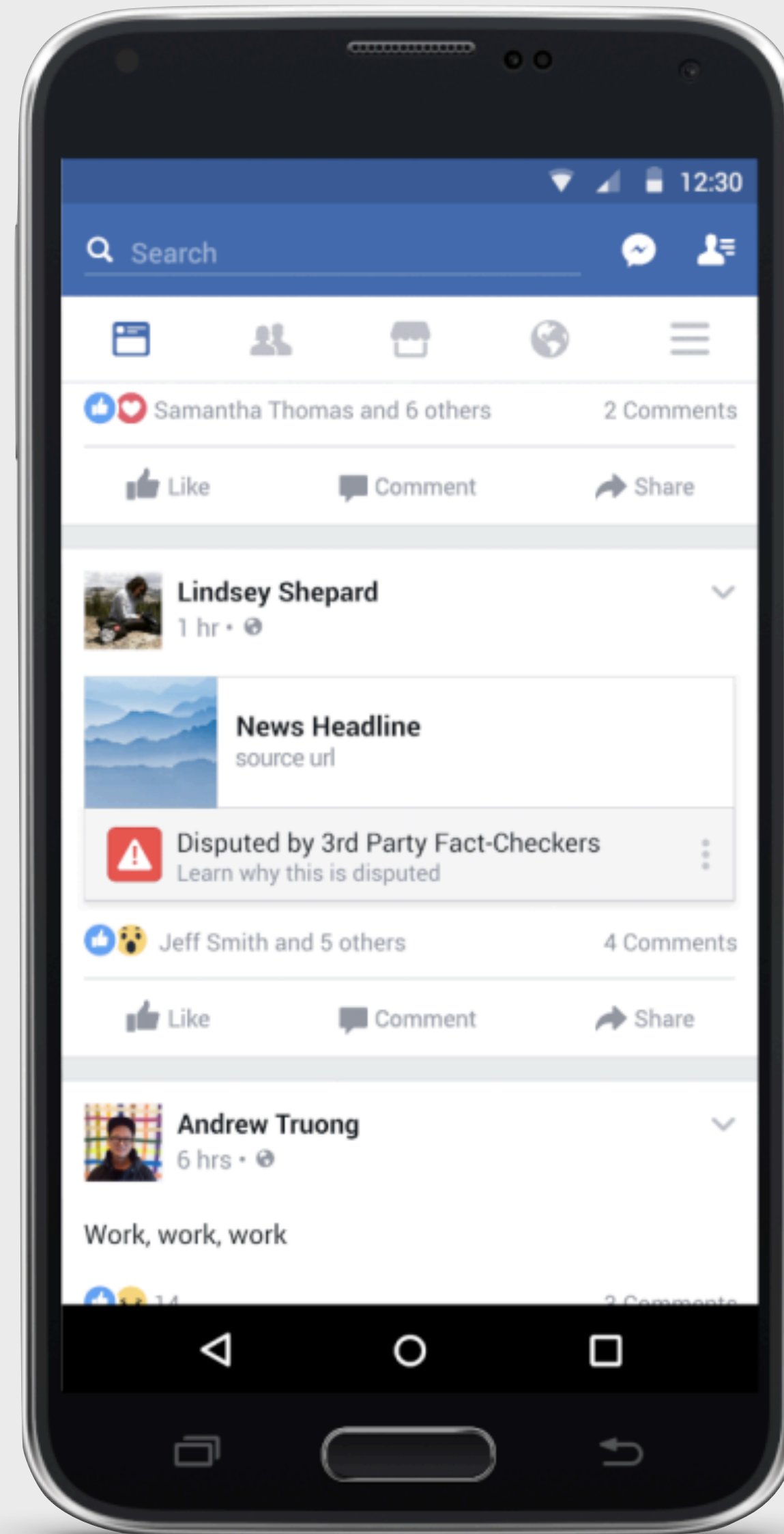


Focusing on News Integrity

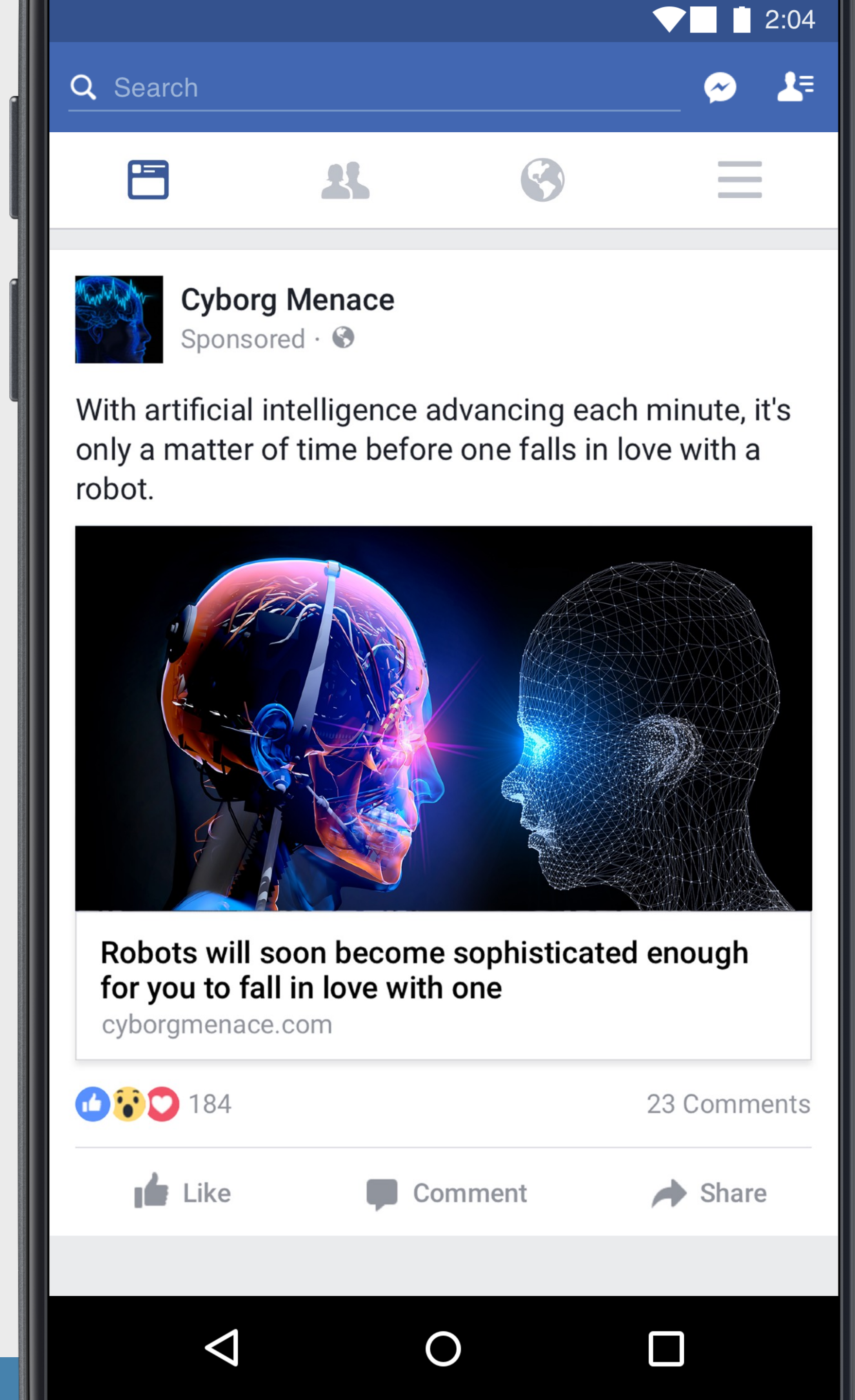
Fake News Reporting Tool



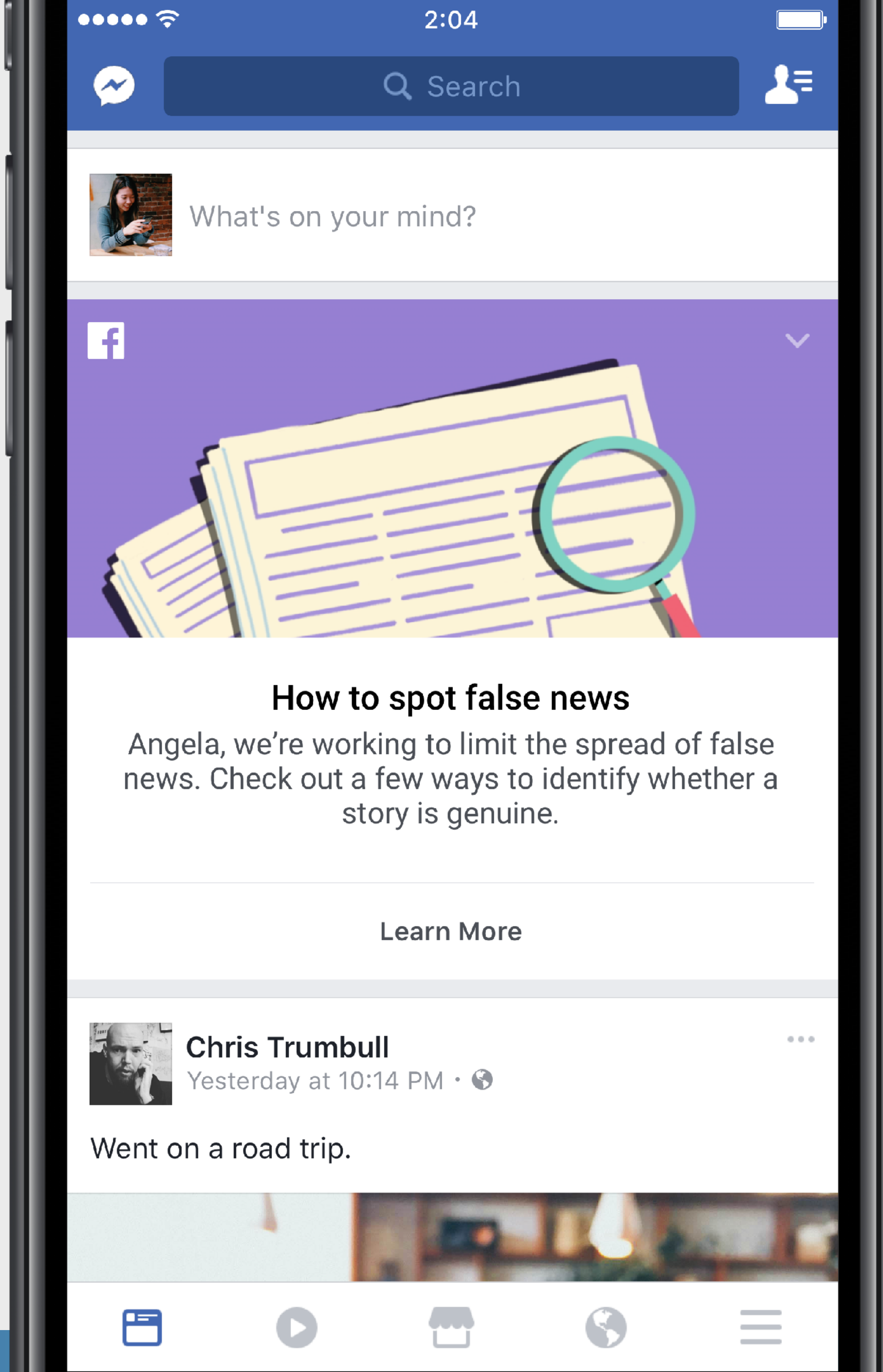
Flagging stories as disputed



Clickbait + False News Detections



False News Education

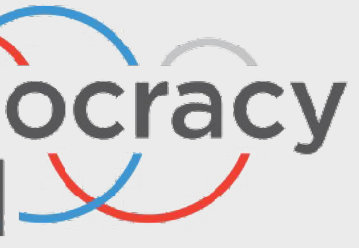


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Craig Newmark
Philanthropic Fund

 FORD FOUNDATION

 AppNexus

democracy
fund 

 KNIGHT
FOUNDATION
ASU
ARIZONA STATE UNIVERSITY

 THE TOW FOUNDATION
 POLIS
Journalism and Society

The City University of New York
CUNY GRADUATE SCHOOL
OF JOURNALISM
 CONSTRUCTIVE
INSTITUTE
Journalism for tomorrow

 moz://a
 Edelman

betaworks 
CCEM
Center for Community
and Ethnic Media

 HAMBURG
MEDIA
SCHOOL

Jimmy Wales
Wikipedia Founder

 HANS-BREDOW-INSTITUT
for Media Research at the University of Hamburg

 IDA B. WELLS
Society

 UNESCO
United Nations
Educational, Scientific and
Cultural Organization

 the news literacy
project

European
Journalism
Centre 

 SOPA
The Society of Publishers in Asia

 weber
shandwick

The Trust Project

SciencesPo
ÉCOLE DE JOURNALISME

fundación
Gabriel Garcia Márquez
para el nuevo
periodismo iberoamericano **fnpi**



THE
WALKLEY
FOUNDATION 



**KNIGHT
FOUNDATION**



**THE
LENFEST
INSTITUTE**

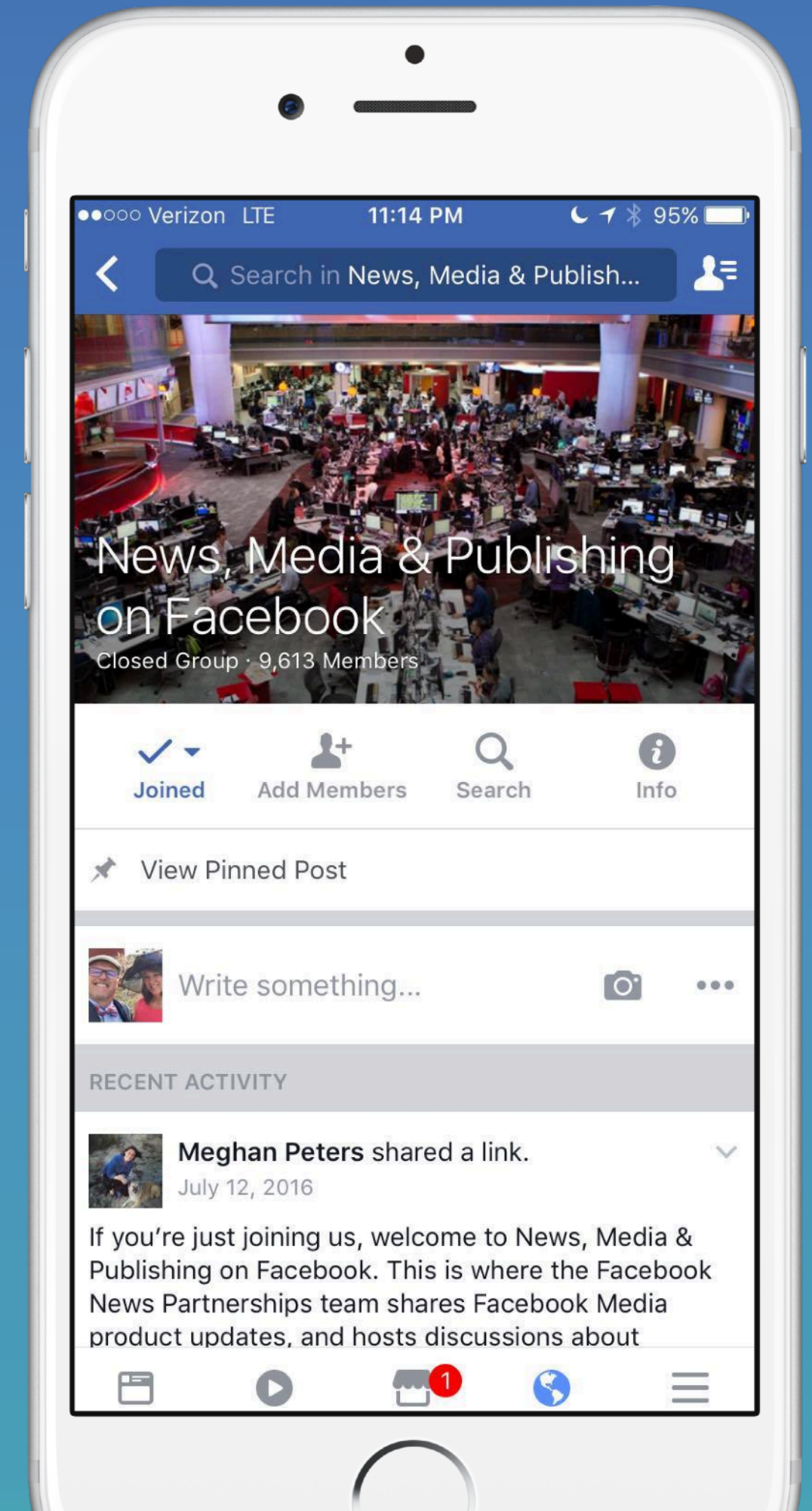
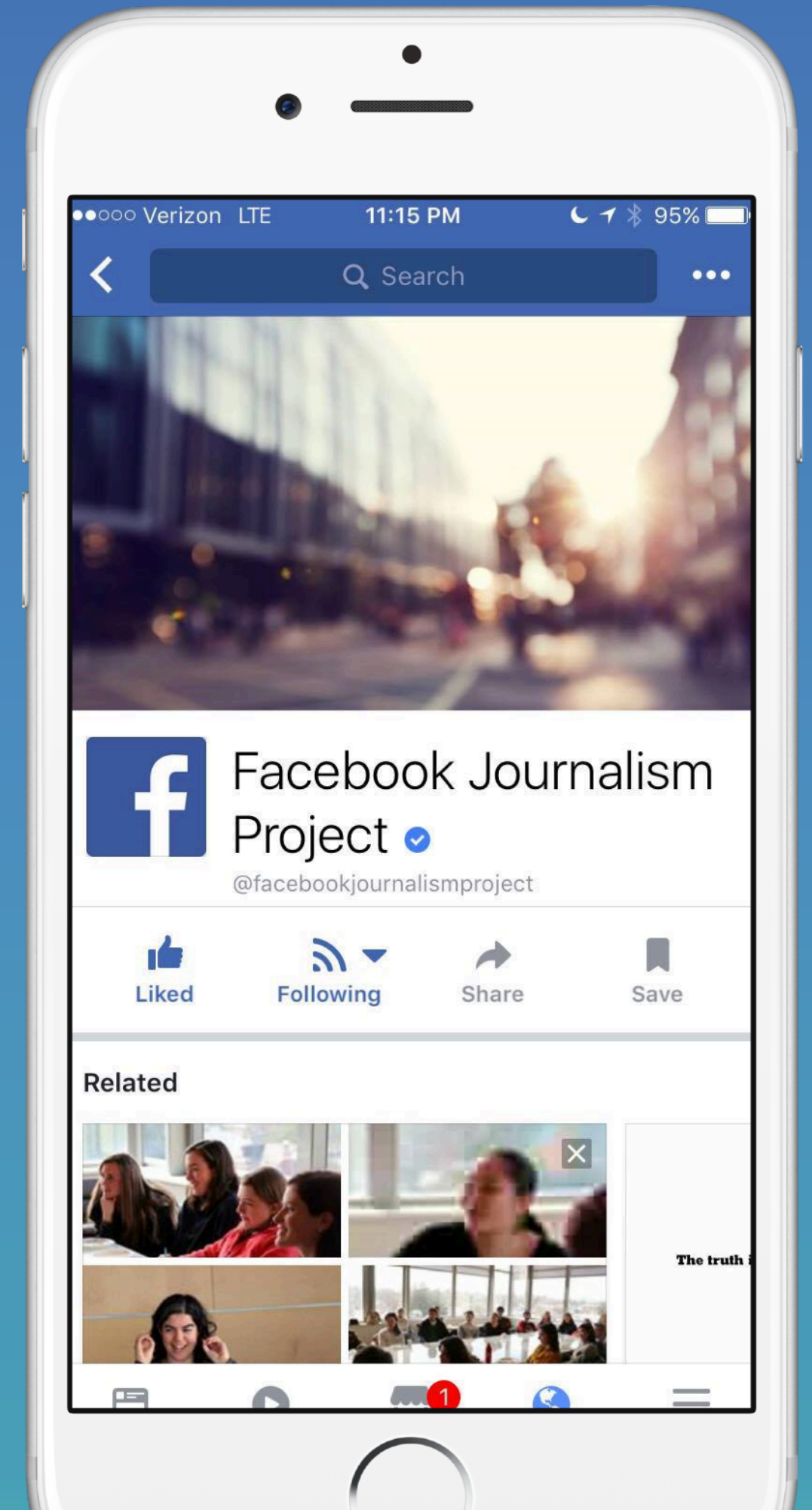


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