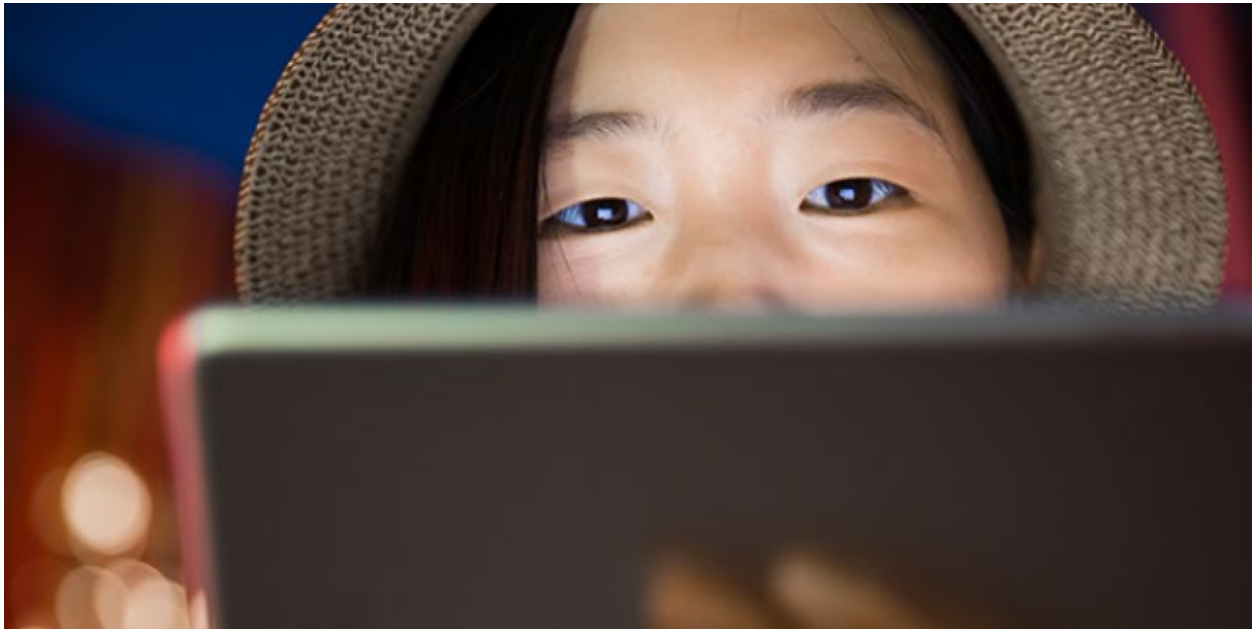


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**Platform News**  
**You Can Use** 



**JANUARY 2021**

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



## Facebook

**New Tools:** Facebook's new Data for Good program will provide new insights to help support economic recovery for small businesses. [Read more.](#)

**Fundraising Tips:** *Scalawag* magazine's executive director-publisher and Facebook Journalism Project's Sustainability Accelerator coach, Cierra Hinton, shares some fundraising tips for publishers. [Read more.](#)

**Instant Articles:** Facebook's Instant Articles delivered improved performance for publishers in 2020. [Read more.](#)

**Privacy Conversations:** Facebook's first video in their new series, "Privacy Conversations," features a conversation about accountability with President of the Centre for Information Policy Leadership, Bojana Bellamy. [Read more.](#)



## Google

**Innovation Challenge:** Google News Initiative (GNI) selected thirty-three projects during the second round of its North American Innovation Challenge. [Read more.](#)

**Startups Lab:** GNI has opened applications for their six-month North American Startups Lab, which will provide a group of news founders with coaching and capital to help build digital news startups. [Read more.](#)

**AppSheet:** AppSheet from Google Cloud allows anyone to build custom applications without having to write code. [Read more.](#)

**Ad Controls:** Google is launching a new feature in Ad Settings that enables people to see fewer alcohol or gambling ads, beginning with YouTube Ads in the US. [Read more.](#)

**Programmatic Ads:** Web Stories will now have a programmatic ad solution to make it easier for publishers to monetize content. [Read more.](#)

**GNI Updates:** Publishers share lessons learned through GNI programs in 2020. [Read more.](#)

**Nonprofit News Guide:** GNI and the Institute for Nonprofit News released a new guide, the Nonprofit News Guide to Earned Revenue, which shares lessons learned from several nonprofit news organizations. [Read more.](#)



## Twitter

**Relaunching Verification:** Twitter has updated its new verification policy based on user feedback, which will be enforced starting Jan. 20. [Read more.](#)

**Brand Safety:** Twitter is actively working with industry partners to advance brand safety as a main component of its advertising and measurement solutions in 2021. [Read more.](#)



## Apple

**EU Purchases:** User purchases in the European Economic Area Online could be impacted by the EU's upcoming Strong Customer Authentication requirements. [Read more.](#)

**App Privacy:** An app's privacy information is now required in order to submit new apps and updates to the App store. [Read more.](#)



## Who Else to Watch...

**COVID-19 Publishers' Guide:** What's New in Publishing has released a special free insight



## Upcoming Events

Feb. 24-26, 2021: [Digiday Publishing Summit Worldwide LIVE](#) (Virtual)

report, which provides examples of how organizations have combated the challenges of COVID-19. [Read more.](#)

**Growing Subscriptions:** Key takeaways and publisher case studies from Digital Media Europe 2020 can be found in WAN-IFRA's report, "Reader Revenue: Subscription Marketing." [Read more.](#)

April 19-21, 2021: [The Gathering](#) (marketing summit with business leaders across all industries) (Virtual)

April 27-28, 2021: [Adobe Summit](#) (Virtual)

## 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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