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



**SEPTEMBER 2021**

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



## Facebook

**Political Posts:** Facebook plans to start de-emphasizing political posts and current events content in the News Feed based on negative user feedback. [Read more.](#)

**Privacy-Enhancing Technologies:** Facebook is investing in a multi-year effort with academics, global organizations and developers to build solutions and best practices for privacy-enhancing technologies. [Read more.](#)

**Community Standards Enforcement Report:** Facebook's latest Community Standards Enforcement Report provides metrics on how they have enforced their policies from April through June. [Read more.](#)

**Widely Viewed Content Report:** Facebook has released the first in a series of reports that will give an overview of the most widely viewed content in News Feed in the U.S. [Read more.](#)

**Instagram for Publishers:** Echobox conducted a comprehensive scientific study to determine the best time to post on Instagram for publishers. [Read more.](#)

**Horizon Workrooms:** Facebook has launched the open beta of Horizon Workrooms, a collaboration experience designed to improve your team's ability to collaborate, communicate and connect remotely, through the power of VR. [Read more.](#)



## Google

**Cybersecurity:** Google is committing \$10 billion over the next five years to strengthen cybersecurity. [Read more.](#)

**Google News Showcase:** Google announced the launch of News Showcase in Colombia, with 24 regional and national news publications. [Read more.](#)

**Google Trends:** For the 15th anniversary of Google Trends, Google is sharing 15 tips to help get the most out of the tool. [Read more.](#)

**Display & Video 360:** Google is introducing new Display & Video 360 features designed to support business growth, including new TV and audio reach forecasting tools and frequency metrics. [Read more.](#)

**Chatbots:** A Google conversational AI engineer shares everything you need to know about chatbots. [Read more.](#)

**Google Search:** Google talks about how Google Search works to get you the information you're looking for. [Read more.](#)



## Apple

**Apple News:** [“Apple now wants to be your ‘News Partner,’ \(meaning they’ll let you keep more of your readers’ cash if you join Apple News.\)”](#) (Nieman Lab)

**App Store Updates:** Apple announced changes coming to the App Store, including a way for developers to collect payment outside of their iOS app and expanded price points developers can offer for subscriptions. [Read more.](#)



## Who Else to Watch...

**TikTok:** Publishers can utilize TikTok to reach a new audience of 19-49-year-olds who spend an average of 52 minutes a day, every day, on the app. [Read more.](#)

## WHAT WE'RE READING

[How newsletters have helped publishers build up their subscription businesses](#) (Digiday)

[CNN is looking to hire 200 journalists for CNN+. Here's what the network is looking for.](#) (Poynter)

## UPCOMING EVENTS

Sept. 7-21, 2021: [INMA Digital Reader Engagement Master Class](#) (Virtual)

Sept. 9-23, 2021: [INMA What's Next for Advertising Sales Master Class](#) (Virtual)

Sept. 27-29, 2021: [Digiday Publishing Summit](#) (Miami, FL)

Oct. 5-19, 2021: [INMA Product and Data For Media Summit](#) (Virtual)

Nov. 8-10, 2021: [Digiday Programmatic Marketing Summit](#) (Miami, FL)

Dec. 1-3, 2021: [WAN-IFRA World News Media Congress 2021](#) (Taipei, Taiwan)

## 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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