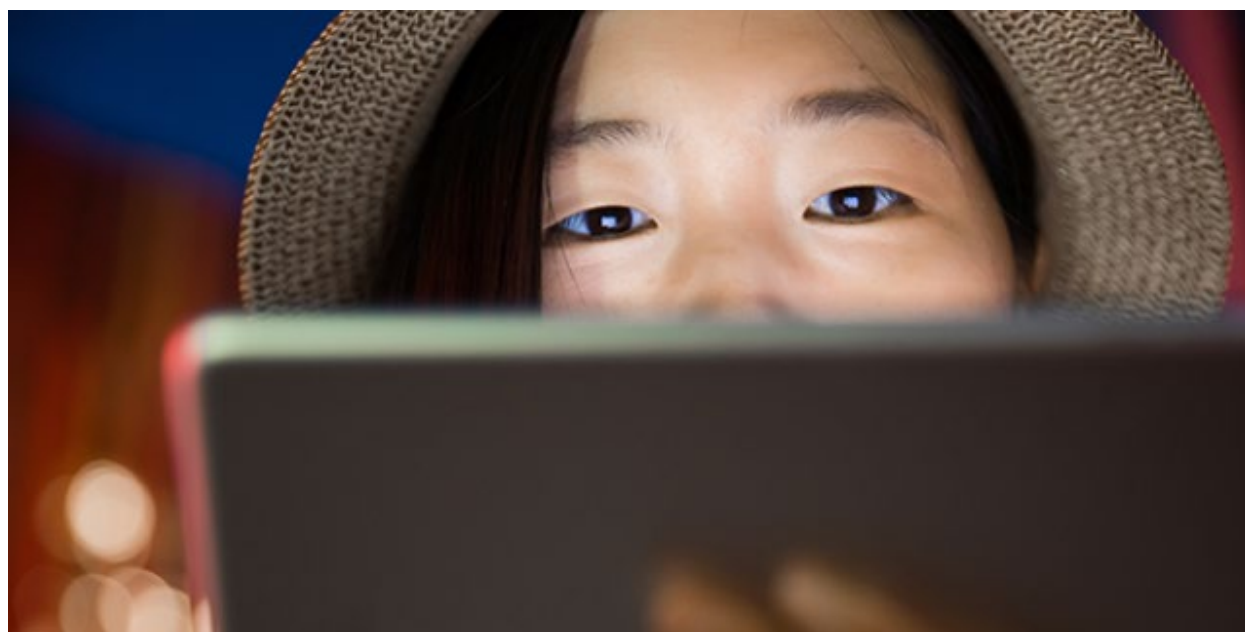


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**Platform News**  
**You Can Use** 



## **PLATFORM NEWS YOU CAN USE | APRIL 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](mailto:digital@newsmediaalliance.org).



## Facebook

**Newsroom Grants:** Facebook Journalism Project (FJP) announced that 400 North American local newsrooms received FJP Community Network grants to support their coronavirus reporting. The publishers will each receive \$5,000 to cover unexpected costs associated with reporting on the coronavirus crisis in their communities. A list of the initial grant recipients can be found [here](#). [Read more](#).

**Industry Grants:** Facebook pledged another \$100 million to support the news industry—\$25 million (in increments of \$25k-100k) in grants for local news through the Facebook Journalism Project and \$75 million for marketing purchased from news organizations globally. Applications open beginning April 13. [Read more](#).



## Twitter

**Coronavirus Communications:** Twitter offers advice for coronavirus-related communications posted on the platform. [Read more](#).

**Funding:** Twitter is donating a total of \$1 million, to be evenly distributed, to the Committee to Protect Journalists and the International Women's Media Foundation. The funds are intended to help ensure these organizations—whose missions uphold the values of a free press—can continue their work to support vulnerable journalists during the COVID-19 crisis. [Read more](#).



## Google

**Optimization:** Google News Initiative has created a News Business Optimization Playbook that includes guidance to maximize audiences and monetization during breaking news cycles. [Read playbook here.](#)

**Digital Local News:** Google News Initiative is partnering with UNC's Hussman School of Journalism and Media to research which tools digital-native local news organizations implement to strengthen their businesses. Digital-native local news organizations can complete a [survey](#) to aid in this research. [Read more.](#)

**AMP and Dynamic Content:** Google's Accelerated Mobile Pages (AMP) can present dynamic content, including content based on time-sensitive data, personalized data and user account data. [Read more.](#)

## Microsoft

**Microsoft News COVID-19 hub:** Microsoft News's [COVID-19 hub](#) features dedicated global and local-level coverage in 39 countries and all 50 states. In addition, the hub features an interactive [Bing map](#) that tracks confirmed active and recovered cases, as well as fatalities, drawing data from CDC, WHO and other authoritative sources.

**Remote Workplace:** Microsoft Teams provides [tips](#) (including a [PPT](#)) for working remotely, from setting up a remote workplace to being inclusive during meetings. Teams is now available [for free](#) to individuals. For those who already have Office 365 licenses, Microsoft Teams offers [virtual live events](#) – through July, attendee limits have been [increased](#) to 100,000.

**Microsoft 365 Personal and Family (M365):** Coming April 21, [Microsoft 365 Personal and Family \(M365\)](#) will combine free applications and services to help families go beyond work and deal with school and life. The company has also made [several changes](#) in its small- and medium-sized businesses and enterprise offerings. [Read more.](#)



## Apple



## Who Else to Watch

**Cookie Blocking:** Apple released an update to its Safari Intelligent Tracking Prevention feature that blocks all third-party cookies by default.

[Read more.](#)

**Flipboard:** Earlier this year, news-reading app Flipboard expanded to include local news stories. In March, 12 additional metropolitan areas joined the 23 existing areas. [Read more.](#)

**Scroll:** Mozilla is launching a Test Pilot initiative called Firefox Better Web with Scroll, which combines Firefox and Scroll's network of ad-free sites. The Test Pilot offers access to news publications without third-party trackers or advertisements for 50 percent off for the first six months, at \$2.50/month (\$4.00/month afterward). [Read more.](#)

## UPCOMING EVENTS

**On-demand: E-learning opportunities** - Facebook provides a variety of [e-learning courses](#) for publishers and journalists. Topics range from content discovery and social monitoring to Instant Articles. (Virtual)

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