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



## PLATFORM NEWS YOU CAN USE | AUGUST 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). *The News Media Alliance does not endorse any of these products or offerings. This newsletter is for information-sharing only.*



## Facebook

**Journalist Registration:** Any journalist working for a news organization with a registered Facebook Page is encouraged to register as a journalist to take advantage of stronger security features and special editorial function features. Journalists living in the U.S., Mexico, Brazil or the Philippines are eligible. [Read more.](#)

**Debunking Coronavirus Myths:** Facebook launched a new section called, “Facts About Covid-19” in their Covid Information Center in order to combat the spread of misinformation about the coronavirus pandemic. [Read more.](#)

**Resources for the Middle East & North Africa:** The Facebook Journalism Project is investing \$750,000 to help address the needs of news organizations in the Middle East and North Africa in the time of COVID-19. [Read more.](#)

**AAJA Fest:** The Facebook Journalism Project published Facebook and Instagram resources for publishers attending the Asian American Journalists Association #AAJA20 Fest in August. [Read more.](#)

**Data Privacy:** Facebook published a white paper on the importance of companies better communicating data privacy information to users. [Read more.](#)



## Google

### Google Search Console News Traffic

**Feature:** A new feature in the Google Search Console allows publishers to see how much traffic the Google News tab generates for them. [Read more.](#)

**Image Context:** Google is integrating Knowledge Graph, which is used to enhance search engine results and provides context for images, more with Search. [Read more.](#)

**Advertising Strategies:** The Local Media Consortium has teamed up with the Google News Initiative to publish the “2020 Advertiser Assessment of Local Media Digital Advertising,” which identifies opportunities for news organizations to boost digital ad sale strategies. [Read more.](#)

**Funding Choices:** New features are being added to Funding Choices that allow publishers to communicate with users for European General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) purposes. [Read more.](#)

**Digital Advertising Guidelines:** Google announced new tools for users to get more information on the ads they see, as well as guidelines for publishers and marketers on how to navigate the online privacy environment. [Read more.](#)

### Google Analytics:

- Google published advice on how businesses can better manage the collection, storage and use of data in Google Analytics. [Read more.](#)
- Two new predictive capabilities in Google Analytics allow businesses to better predict how users will interact with their sites and businesses. [Read more.](#)



### Microsoft

**Microsoft News Dataset:** The Microsoft Research team has released its mammoth dataset, MIND, based on anonymized news consumption behavior on GitHub. In addition, it has launched a news recommendation competition for people to dive into this dataset and come up with ways to rank news articles that align with users' interests, with \$20K in cash prizes. [Read more.](#)



### Apple

**Apple News/+ to Feature Audio Stories:** Apple is expanding their Apple News and Apple News+ audio features to include audio versions of feature stories, daily audio news briefings and curated local news collections. [Read more.](#)

**App Coding:** Apple announced updates to coding terminology, aimed at removing and replacing non-inclusive language throughout the developer ecosystem. [Read more.](#)

## UPCOMING EVENTS

Oct. 1-16: [ONA20](#) (Virtual)

Oct. 5-7: [Digiday Publishing Summit](#) (Virtual)

Oct. 13-16: [Content Marketing World 2020](#) (Virtual)

Oct. 20-21: [Programmatic I/O](#) (New York, NY)

Oct. 25-31: [LavaCon UX: A Virtual Content Strategy Conference](#) (Virtual)

Nov. 12-13: [SearchLove](#) (conference on all topics related to digital marketing) (San Diego, CA)

Nov. 16-18: [Digiday Programmatic Marketing Summit](#) (Virtual)

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