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Platform News
You Can Use 



APRIL 2022

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



Facebook

Women in the Metaverse: Five female VR creators in Horizon Workrooms met with Meta to discuss how their work and creative vision are shaping the future of the metaverse. [Read more.](#)

NFTs: In a conversation at SXSW, Mark Zuckerberg announced that his company soon plans to introduce non-fungible tokens (NFTs) to Instagram. [Read more.](#)

Facebook Reels: Facebook is expanding Facebook Reels to more than 150 countries and adding features like sharing to Facebook Stories. [Read more.](#)

Facebook Groups: New features for Facebook group admins are designed to keep groups safe, reduce misinformation and make it easier to manage and grow groups. [Read more.](#)

Family Center: Meta's Family Center is a place for parents and guardians to access resources from leading experts and set up and use supervision tools. [Read more.](#)



Google

Election Resources for News Organizations: Google announced new resources for news organizations to grow their digital business and expand their efforts to combat misinformation ahead of elections. [Read more.](#)

Google on iOS: Google has added new features to its apps on iPhones and iPads to help users get more done, including widgets and updated Chat and Gmail notifications. [Read more.](#)

Video Language Dubbing Tool: Google's newest product, Aloud, allows creators to quickly and easily dub their videos into multiple languages. [Read more.](#)

Display & Video 360: Google has added Latino- and women-owned publisher attributes in Display & Video 360's Marketplace for U.S. advertisers. [Read more.](#)

Data Portability: Google announced new investments and continued collaboration with industry partners and experts to make data portability easier and more secure for all internet users. [Read more.](#)



Twitter

Twitter Shops: Twitter introduced a new feature called Twitter Shops, which will allow merchants to curate a collection of products to showcase on their Twitter profile. [Read more.](#)

Audio Clipping: Twitter is testing a new tool that will allow hosts to clip and share 30-second audio clips from recorded Spaces. [Read more.](#)



Microsoft

Partner Network: To continue enabling partners for success, Microsoft is focused on strengthening its digital capability, deepening partner technical capabilities and streamlining engagement. [Read more.](#)

Work Trends: Microsoft released its second annual Work Trend Index report and announced new features to empower hybrid work and address employees' new expectations for the workplace. [Read more.](#)



Who Else to Watch

Substack: The newsletter platform launched a new iOS app that allows users to read all their Substack subscriptions in a dedicated spot on their phone or tablet. [Read more.](#)



What We're Reading

- [We interviewed 3 Gen Z News Lovers and here's what we learnt – Part 1: News Formats](#) (Twipe)

Messaging in the EU: The EU's newly agreed-upon Digital Markets Act (DMA) could require messaging app developers to make their apps work together. [Read more.](#)

- [The Metaverse Multiverse: How Companies Are Navigating a Virtual Wild West](#) (Adweek)
- [Can newspapers ever be “essential” apps on smartphones?](#) (Digital Content Next)
- [Do publishers need an exit strategy from social media? \(What's New in Publishing\)?](#) (Tech Crunch)

UPCOMING EVENTS

- April 10-12, 2022: [News Industry Mega-Conference](#) (Orlando, FL)
- April 20-22, 2022: [The Gathering](#) (marketing summit with business leaders across all industries)
(Banff, Canada / Virtual)
- May 4-6, 2022: [Digiday Programmatic Marketing Summit](#) (Palm Springs, CA)
- May 5-26, 2022: [INMA World Congress of News Media](#) (Virtual)
- May 18-21, 2022: [Search & Performance Insider Summit](#) (Charleston, SC)
- May 23-24, 2022: [Digital Summit Philadelphia](#) (Philadelphia, PA)
- May 23-25, 2022: [Programmatic I/O](#) (Las Vegas, NV)
- July 28-29, 2022: [INMA African News 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. *The News Media Alliance does not endorse any of these products or offerings. This newsletter is for information-sharing only.*

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