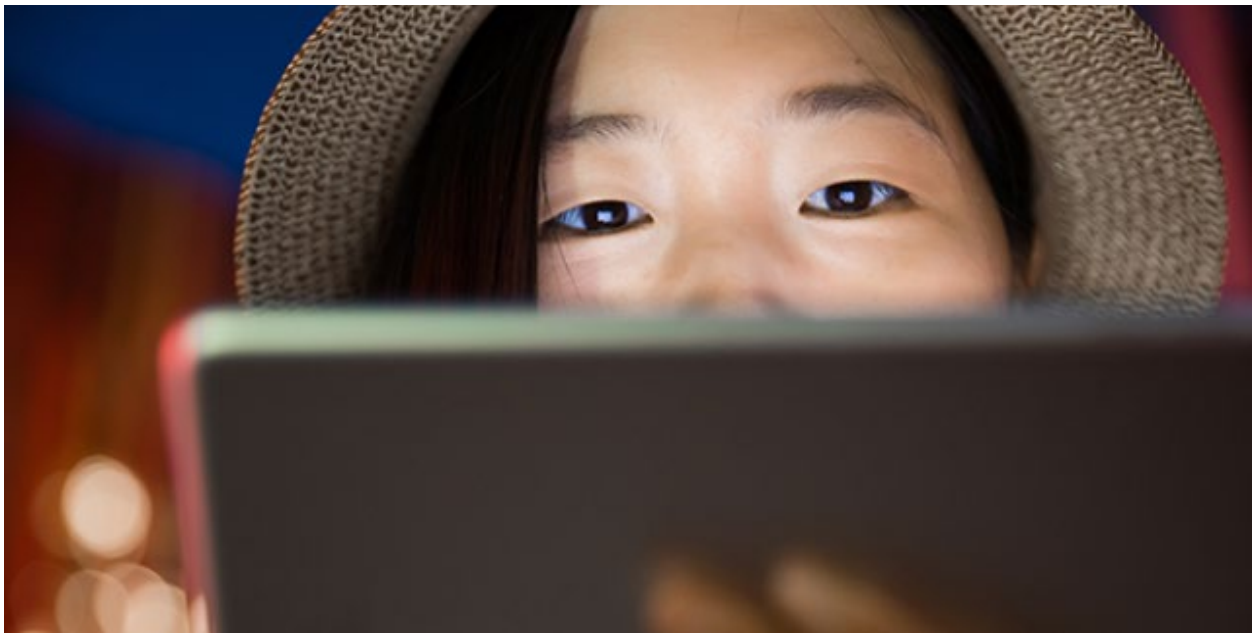


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Platform News
You Can Use 



FEBRUARY 2022

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



Facebook

Board of Directors: Meta announced that Tony Xu, co-founder and CEO of DoorDash, Inc., has been elected to the company's board of directors. [Read more.](#)

Black Creators: Meta is launching the Metaverse Culture Series, a workshop collaboration with Black creators and thought leaders exploring Black culture and community in virtual reality. [Read more.](#)

Data2vec: Meta has introduced the first high-performance self-supervised algorithm that learns in the same way for speech, vision and text called data2vec. [Read more.](#)

Next-Gen AI: Meta's new AI Research SuperCluster (RSC) will accelerate AI research and help us build for the metaverse. [Read more.](#)

Coordinated Inauthentic Behavior: In 2021, Meta removed 52 networks that engaged in coordinated efforts to manipulate or corrupt public debate for a strategic goal. [Read more.](#)

Data Privacy: Meta's improvements to privacy technology and practices over the past year include releasing their first Privacy Progress Update, making changes to facial recognition and updating encryption on Messenger. [Read more.](#)

Workplace & WhatsApp: Facebook Workplace



Google

UK Expansion: Google is purchasing London's Central Saint Giles development for \$1 billion as they continue to commit to the UK's growth and success. [Read more.](#)

Google Analytics and User Privacy: Google explains what Google Analytics does, and does not do, in the context of organizations facing questions about whether an analytics service can be compatible with user privacy and the rules for international transfers of personal data. [Read more.](#)

Open Source Software: Google is sharing a series of proposals to help maintain and secure open source software. [Read more.](#)

Ad Experience: This year, Google is focusing on strengthening protections for vulnerable groups and moving towards a more privacy-safe future. [Read more.](#)

Web Stories: Publishers can experiment with Google Web Stories to grow their audiences and create new reader experiences. [Read more.](#)

Digital Skills Training: In partnership with the Hispanic Association of Colleges and Universities (HACU), Google will provide 200,000 college students in the Latino community with digital skills training. [Read more.](#)

will soon be adding an integration with WhatsApp so that Workplace customers can cross-post announcements and share other data with employees using the messaging app. [Read more.](#)

Hash Code 2022: Registration is open for Hash Code, Google's team-based programming competition, which starts on February 24. [Read more.](#)

Topics API: Google has announced a new Privacy Sandbox proposal for interest-based advertising called Topics. [Read more.](#)



Twitter

Social Audio Conversations: Twitter Spaces has added the ability for hosts to record live sessions, introduced ticketing, and is encouraging newsrooms and journalists to take on the role of host. [Read more.](#)

Close Friends Feature: Twitter may soon relaunch their "Trusted Friends" feature, designed to help users make their tweets visible to only a small group of people, under the name Twitter Flock. [Read more.](#)

Hashtag Best Practices: A new study provides insight into how Twitter drives traffic to publisher sites and outlines best practices for using Twitter hashtags. [Read more.](#)

NFT Profile Pictures: Twitter is introducing a new feature that will allow users to show off



Apple

New API Abilities: The App Store Connect API now offers greater flexibility to automate and customize workflows for your app. [Read more.](#)

Unlisted Apps: Apple will now let developers distribute unlisted apps in the App Store that only users with a direct link can access. [Read more.](#)

Developer Certificates: Updated Apple developer certificates include Worldwide Developer Relations Intermediate Certificate (G4) and Developer ID Intermediate Certificate (G2). [Read more.](#)

App Store Submission: App Store Connect now offers a new way to submit apps and

their NFTs, or non-fungible tokens, in their profile photo. [Read more.](#)

Transparency Center: The latest update to the Twitter Transparency Center includes data from January 1 - June 30, 2021. [Read more.](#)

metadata for review. [Read more.](#)

WHO ELSE TO WATCH

Truth Social: Former President Trump's elusive new social media network Truth Social is reaching out to internet influencers asking them to "reserve their spots" for when it launches. [Read more.](#)

Becoming Audiences First Report: WAN-IFRA has published a new report sharing insights from newsrooms working on creating robust digital businesses. [Read more.](#)

World Media Awards: Entries to the 2022 World Media Awards are now open to brand marketing teams, agencies and media owners across 10 categories. [Read more.](#)

WHAT WE'RE READING

- [Atlantic CEO Nicholas Thompson on Paywalls, Print and Profit: The Media Roundup](#) (What's New in Publishing)
- [How Publishers Can Benefit from the Rise of Attention Analytics](#) (Digital Content Next)
- [Will Publishers Bring Games to the Next Level in 2022?](#) (Twipe)

UPCOMING EVENTS

February 1-15, 2022: [INMA Media Subscriptions Summit 6.0](#) (Virtual)

February 15, 2022: [Azure Open Source Day](#) (Virtual)

March 8-22, 2022: [INMA Newsroom Innovation](#) (Virtual)

March 10-24, 2022: [INMA Smart Data for News Media](#) (Virtual)

March 28-30, 2022: [Digiday Publishing Summit](#) (Vail, CO)

April 1-2, 2022: [International Symposium on Online Journalism \(ISOJ\) 2022](#) (Austin, TX / Virtual)

April 20-22, 2022: [The Gathering](#) (marketing summit with business leaders across all industries)
(Banff, Canada / 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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