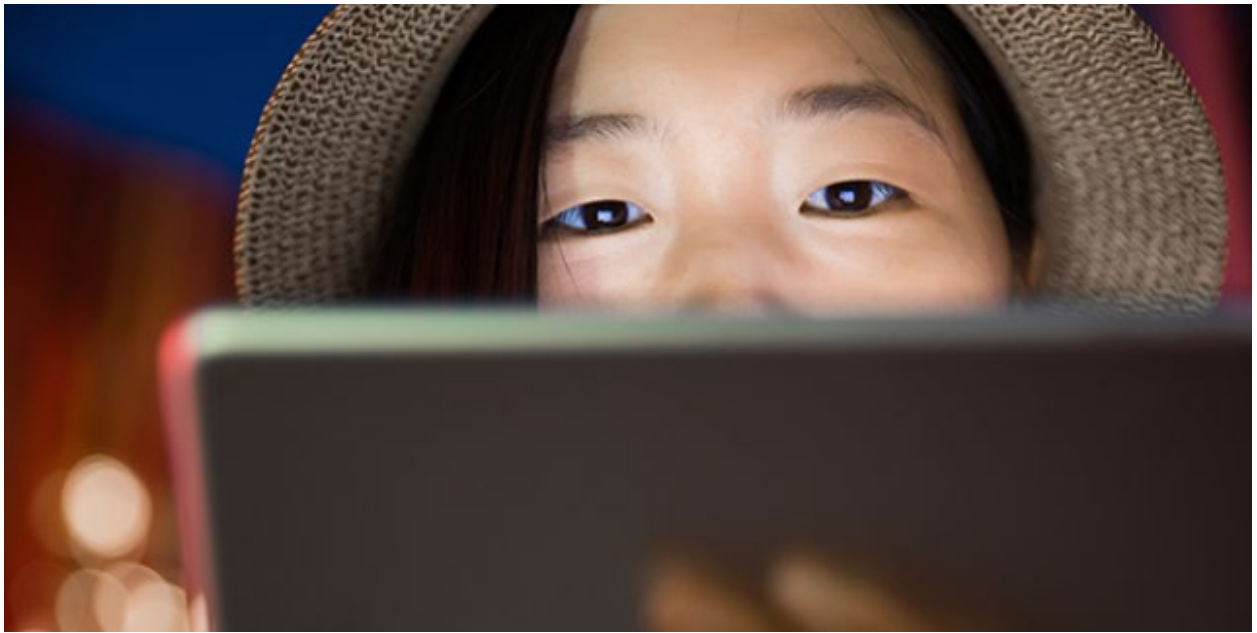


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**Platform News**  
**You Can Use** 



**JUNE 2022**

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



## Facebook / Meta

**Behind the Scenes of Political Fact-Checking:** A look at Meta's fact-checking initiative in action during the 2022 Australian federal election. [Read more.](#)

**Business Messaging:** Meta unveiled its expanding business messaging services available worldwide. [Read more.](#)

**New Tools for Small Businesses:** Meta revealed new tools to help small businesses wield better results with customers across its platforms. [Read more.](#)

**Widely Viewed Content Report:** Meta released its Widely Viewed Content Report for the first quarter of 2022. The report highlights the most-viewed organic content in feed in the US. [Read more.](#)

**Connecting the Metaverse:** A deeper look into the future of the Metaverse, its technology, interconnectivity, and the broader vision for what it might accomplish. [Read more.](#)



## Google

**Local News Field Guide:** Google News Initiative (GNI) and Chalkbeat have launched an 8-module guide to help news organizations rethink the traditional approach to local reporting, audience building, and creating long-lasting revenue streams. [Read more.](#)

**Pricing Newsletters:** South Carolina-based publisher *The Post and Courier* saw early success for a paid newsletter after adjusting pricing based on GNI's Subscription Lab data. [Read more.](#)

**Ad Center:** Google's new 'My Ad Center' will allow users to control ads by topic and brand, along with the option to opt-out of personalized ads. [Read more.](#)

**New Marketing Tools:** Google shares new marketing tools for Search and YouTube. [Read more.](#)



## Twitter

**Crisis Misinformation Policy:** Twitter unveiled a new misinformation policy to ensure access to reliable information during crisis events and slow the spread of misinformation. [Read more.](#)



## Apple

**New Rules:** Apple's new rules require app developers to notify users of subscription price increases, but no longer require users to specifically opt-in to higher rates. [Read more.](#)



## Who Else to Watch

**TikTok's Ad Solution:** TikTok introduced Branded Mission, an advertising program that allows advertisers to crowdsource content from creators on TikTok, turn top-performing videos into ads, and increase media impressions. [Read more.](#)



## What We're Reading

- [TikTok has over 1 billion active users: Time for publishers to get serious on the platform?](#) (What's New In Publishing)
- [How publishers are future proofing their commerce offerings for post-pandemic consumers](#) (Digiday)
- [There's No Better Time for Brands to Bet on Augmented Reality](#) (Adweek)

## UPCOMING EVENTS

- June 23-24, 2022: [Global Digital Marketing World Forum](#) (Virtual)
- July 28-29, 2022: [INMA African News Summit](#) (Virtual)
- July 2022: [Adweek: Commerce Week](#) (TBD)
- August 11-12, 2022: [INMA South Asia News Media Summit](#) (Virtual)
- August 25-26, 2022: [INMA Latin America Conference](#) (Virtual)
- September 7-8, 2022: [Digital Summit Seattle](#) (Seattle, WA)
- September 27-28, 2022: [Midwest Digital Marketing Conference](#) (TBD)
- October 2022: [Adweek: Publishing Week](#) (TBD)

## 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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