

Urgent: Media Query from Al Jazeera

Shalabh Upadhyay

11 March 2022 at 17:09

To: kumar.sambhav

As one of the largest social-first news publishers, NEWJ is dedicated to delivering transparent and impactful independent journalism. We create stories across content genres and help people stay up to date with relevant news stories in 13 languages. Facebook and other social media platforms are powerful channels through which we can promote our content and reach our audiences based on their interests.

To this end, we strictly abide by Meta's community guidelines and advertising policies while following the recommended authorisation processes to ensure integrity, transparency and quality of our reportage. We comply with the latest rules and code of ethics in accordance with the Information Technology (Intermediary Guidelines and Digital Media Ethics Codes) Rules, 2021 set by the Ministry of Information & Broadcasting, India at all times.

Please note that we do not place any political ads. We publish over 600 stories a week across our 80+ social channels with political stories accounting for less than 10% of our overall output. While these news stories are political in nature, they are not political ads.

We utilise the Meta ad library to amplify our content across genres which showcases high engagement with our audiences - a standard industry practice employed by other digital publishers such as NowThis, Brut, Vice and AJ+ as well to name a few. By doing so we are able to serve our users while reaching out to greater audiences with factual news that aligns with their interests.

Sincerely,
Shalabh

[Quoted text hidden]

Shalabh Upadhyay

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Founder & Storyteller-In-Chief, NEWJ



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