



Google for journalists

Google News Initiative

Everyone,
everywhere,
benefits from
a healthy news
industry.

The Google News Initiative works side-by-side with publishers and journalists to build a more sustainable and inclusive news ecosystem.

From global presses to local newsrooms, we want trusted publications around the world to flourish. We help bolster the work of resource-strapped newsrooms by offering digital tools and resources that aid their efforts to find, verify and tell engaging stories

This toolbook is designed for journalists. Working with industry experts we've created this to help reporters strengthen their digital skills so they can find, verify, and tell news stories online, safely.

For a more in depth guide on how to use each of the tools, visit:

g.co/newstraining

Find

Journalists provide a vital role in helping people understand and access the information that they need to succeed in the world. Google has developed a range of tools to help journalists sort, find and verify the information that is key to their stories.



Google Search →

At the heart of all good journalism is great research. Google search is a powerful research tool. It's goal is to understand exactly what you mean, and give back exactly what you want.

Using a list of search modifiers you can refine your search to make it more accurate and return exactly what you want when you need it. Search within a domain, or a URL, exclude or combine searches.

[Refine your search](#)

Using search refinements you can also do an [advanced image search](#), [advance video search](#), and even [an advanced book search](#)

[Learn more about Search](#)

Google Alerts →

Google Alerts can help you track a topic of interest as it appears across the web. For journalists this is a helpful tool that can deliver the stories you need directly into your inbox. You can also combine your Google Alerts with the tips on how to [refine your search](#) making it a powerful tool for parsing the web.

[Set up Google Alerts](#)

Google Trends →

Find out what the world is interested in. Google Trends allows you to explore a sample of search requests, by topic, over time, and down to city-level geography. Enter a search term or select a topic to get started.

[Explore Google Trends](#)

Google Scholar →

Google Scholar provides a simple way to broadly search for academic literature. From one place, you can search across many disciplines and sources: articles, theses, books, abstracts and court opinions, from academic publishers, professional societies, online repositories, universities and other web sites. This is a great directory for finding academics to talk to across all fields.

[How to search Google Scholar](#)

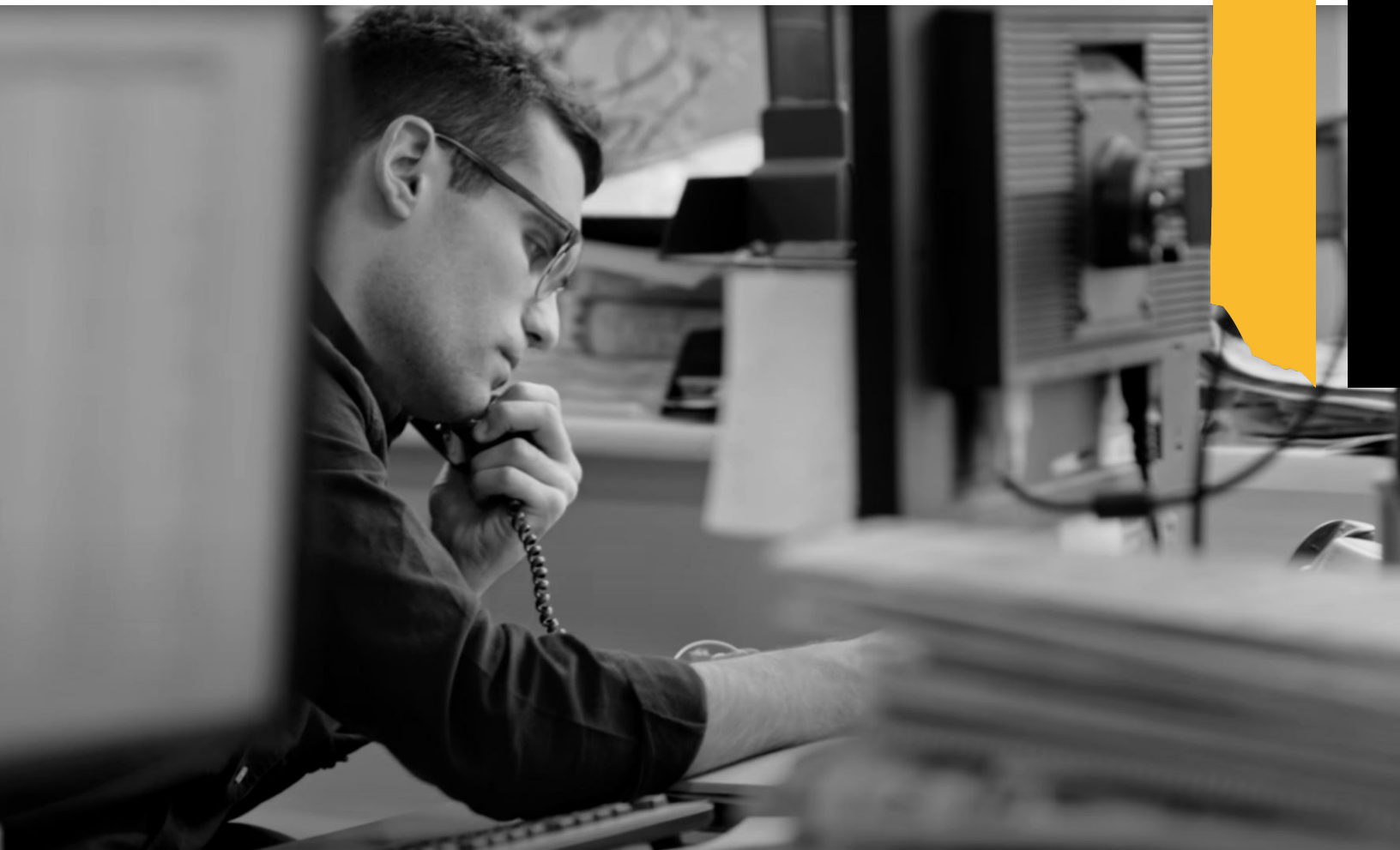
Pinpoint →

Pinpoint is a research tool developed by Google for journalists, as part of [Journalist Studio](#). The tool helps reporters explore and analyze large collections of documents. Pinpoint can help reporters search through PDFs, images, audio files, email archives and more.

[Learn more about Pinpoint](#)

Verify

While navigating the uncertainty and challenges of recent years, it has proven more important than ever for people to access accurate information, and sort facts from fiction. Google has developed digital tools to help verify the authenticity and accuracy of images, videos and reports found on social media and across the web.



Reverse Image Search →

Visual media can mislead even the sharpest eye. Questions surrounding the origin, authenticity or context of an image are difficult to answer. To help you can search Google Images using an image and compare it to other images indexed from the web.

[Learn more about verification with Google Images](#)

Fact Check Tools →

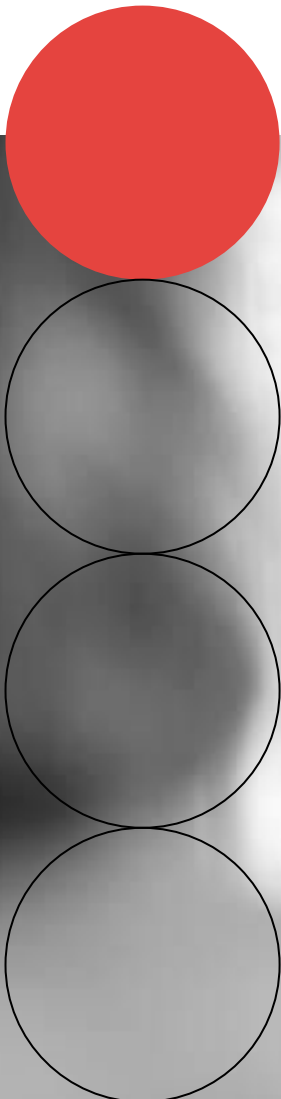
Google has built two tools to help fact checkers. A fact check markup tool to make the process of creating ClaimReview markup easier.

The second tool, Fact Check Explorer, allows you to easily browse and search for fact checks from reputable fact checking organizations around the world.

[Learn more about Google Fact Check Tools](#)

Tell

Telling beautiful stories is the goal of journalists everywhere. We have a range of tools that can help bring your narratives to life. From turning statistics into beautiful interactive graphics, to using the earth as your storytelling canvas. Google has been working with journalists to take online storytelling to the next level.



Google Earth →

Use Google Earth's 3D library as the canvas on which to tell your stories. Integrate place marks, lines, highlight areas of interest, and even import videos and images to create a full story experience within Earth.

[Learn more about Google Earth](#)

Google Earth Studio →

To help bring your stories to life, Google created Earth Studio. Earth Studio allows you to leverage all of Google Earth's satellite and 3D imagery through a keyframe tool to create beautiful high resolution animations.

[Learn more about Google Earth Studio](#)

YouTube →

With almost 1.5bn users a month YouTube represents a huge audience for journalists. To help authoritative sources reach these viewers YouTube has developed [learning resources for news channels](#). YouTube has developed guidelines and policies around prioritising information from authoritative sources in relation to news, politics, medical and scientific information.

[Learn more about YouTube](#)

Flourish →

Bring data stories to life with interactive visualizations that will wow your audience and turn data into stunning charts, maps and interactive stories. Google News Lab funding makes Flourish available for teams in qualifying newsrooms working in public-facing mainstream news journalism.

[Learn more about Flourish](#)

Web Stories →

The latest storytelling format from Google, Web Stories allow you to feature full screen video, photos, and audio, seamlessly. The tappable mobile friendly format brings stories to the open web putting you in control of every decision, from how you monetize your story to how long it stays online.

[Learn more about Web Stories](#)

Engage

Google has built a full suite of tools to help you measure and improve your audience engagement. These tools are designed to work together to take the mystery out of how to build a data-driven business and the editorial decisions to take to help support it.



[News Tagging Guide →](#)

Optimize your usage of Google Analytics by using a new tool that will help you create the correct tags to capture better data. News Tagging Guide can identify the key metrics that you should be capturing from your readers.

[News Consumer Insights →](#)

Build a deeper relationship with your readers by identifying and optimizing the opportunities to grow reader engagement and revenue. News Consumer Insights can provide the key actionable recommendations based on your site's performance to help increase opportunities and profitability.

[Real-time content Insights →](#)

Bring your newsroom analytics to life and see which stories are resonating with your readers in real time. Realtime Content Insights creates engaging visualizations so that editorial teams know which videos and articles are attracting and retaining readers.

Protect

Increasingly journalists are under attack for the work that they do in protecting free societies, opinions and democracy. Google believes strongly in the access to information and has built tools to help secure accounts, protect sites and insure safe access to the open web.



[Advanced Protection Program →](#)

The highest level of protection that Google offers aims to safeguard users with high visibility and sensitive information, who are at risk of targeted online attacks. New protections are automatically added to defend against a constantly evolving range of threats. - Get started with Advanced Protections Program

[Toxicity →](#)

Journalists are often subject to online abuse and toxicity which deters them from their work and in extreme cases, forces people offline. [Jigsaw](#) is working on new ways to reduce toxicity, and ensure everyone can safely participate in online conversations. From helping [moderate comments](#) to allowing web users [control the levels of toxicity](#) they are exposed to Google is attempting to improve the online experience for all.

[Censorship →](#)

When the internet is shut down, more than a connection is lost in the dark. Internet shutdowns have become a tool of authoritative regimes aiming to silence dissent. Google has been working on a suite of tools to help protect [sites](#), [access](#), [users](#) and [elections](#).

[Project Shield →](#)

Project Shield filters out malicious traffic using Google's infrastructure and DDoS tools. If your website is targeted by a DDoS attack, our servers will block attacking traffic to keep your website up and running

News products and resources

[Google News](#) →

Comprehensive, up-to-date news coverage, aggregated from sources all over the world by Google News.

[Google News Lab](#) →

The News Lab is a team within the Google News Initiative whose mission is to collaborate with journalists, academics and nonprofits to drive innovation in journalism.

[Google Discover](#) →

A highly personalized feed, Discover actively tunes itself to a user's interests and displays content that aligns with those interests. The content in Discover is automatically refreshed as new content is published, however Discover is designed to show all types of helpful content from across the web

Thank you