

## **Current Release Of VideoPal Makes Waves, As Premium Guide & Walk-Thru Released By IM Expert HanifQ**

*New Video Pal launch causes worldwide discussion in the digital marketing review underground, as unique bonus package introduced by eMarketing Champs. Facebook Journalism Project to Build New Ties With Publishers.*

New Video Pal launch causes worldwide discussion in the digital marketing review underground, as unique bonus package introduced by eMarketing Champs. Facebook Journalism Project to Build New Ties With Publishers. Milwaukee, United States - February 17, 2017 /MarketersMedia/ -- The global launch of VideoPal creates excitement among IM review professionals by promising to help business owners create custom video avatars they can use to increase engagement on their website.

Hanif Quentino, founder of eMarketing Champs, has released a complete review and premium bonus for the Video Pal software, which can be viewed on his site:

[+] <http://emarketingchamps.com/video-pal/>

Mr. Quentino is considered an authoritative VideoPal review expert, due to his comprehensive experience with on-page optimization and video marketing strategies. Mr. Quentino suggests that Video Pal users pay attention to Facebook's latest update regarding 'fake news'.

After November's election and the 'fake news' scandal, Facebook is taking corrective measures, and has launched new initiatives that it hopes will help to rebuild its credibility as a news platform. One of those measures is to hire Cambell Brown, the former CNN journalist, as an industry liaison. It has also announced a number of efforts for collaboration with news organisations, under the Facebook Journalism Project. The goal is to encourage deeper collaboration with news organisations, and to involve publishers by helping them to create new products and build up subscription revenue, while working on new business models. Facebook says that it will be working with publishers to make new storytelling formats, and that it will encourage publishers to work on coming up with evolutions to the Live, 360, and Instant Articles formats, in a bid to better suit their needs. It will also look at coming up with entirely new formats. For example, editors may want to package their stories and present those packages to their most engaged readers. They are looking at ways to do this.

The company is hoping to support local news, as well as independent media. There is the plan to do hackathons, attend journalism conferences, and arrange regular meetings with media companies to solicit feedback and give them the chance to have some input into those issues. Facebook says that it will be developing a pack of new training tools for journalists, as well as e-learning courses, tools and services. The company is already a member of the First Draft Partner Network, which is a coalition focused on ways of verifying the credibility and accuracy of user-generated content. Facebook wants to help users to become more savvy when it comes to news, and says that it will work with third party organisations to help people to get better news literacy, both on and off their platform.

Mr Quentino's comprehensive VideoPal bonus and review can be accessed on his official site:

<http://emarketingchamps.com/video-pal/>

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