**Facebook Pursuing News Subscription Tool**

Facebook is working on a new tool that could help drive subscriptions to news organizations that publish articles directly on the online service, an effort to improve the fraught relationship between the social giant and media companies. The tool would be added to Facebook’s Instant Articles product, which allows publishers to post news articles that can be read within Facebook rather than on the publisher’s website.

***The New York Times 7.20.17***

<https://www.nytimes.com/2017/07/19/technology/facebook-subscription-instant-articles.html?rref=collection%2Fsectioncollection%2Fbusiness-media&action=click&contentCollection=media&region=stream&module=stream_unit&version=latest&contentPlacement=2&pgtype=s>