

September 2018

Media Translator

Connecting your ministry to today's media platforms



SWAP DIGITAL HIGH-FIVES WITH LISTENERS

Nearly four in ten respondents to a recent survey say **they listen more to stations that acknowledge them on social media.**



"Radio personalities as a group are admired, respected, and even loved. A 'nod' on social media is tantamount to a digital autograph, a high-five, or a hug."

—Fred Jacobs on [The Art of Acknowledgment](#)

THIS IS YOUR BRAIN ON SOCIAL MEDIA

Did you know strong emotions can increase the likelihood that someone will share your content? According to [Psychology Facts That All Social Media Marketers Should Know](#), even color comes into play. According to the article, here's **how a few popular colors make us feel:**



- Yellow: *optimism and youth*
- Red: *sense of urgency*
- Blue: *trust and security*
- Green: *wealth and relaxation*
- Orange: *aggressive*
- Pink: *romantic*
- Black: *powerful*
- Purple: *calm*

BONUS: Also from the article, here are the **five most important reasons people share online:**

1. They want to better the lives of others (94%)
2. They want to spread the word about something that they believe in (84%)
3. They share because they like the feeling of having others comment on it and engage (81%)
4. They want to grow and nourish relationships (80%)
5. They want the content to reflect their online identity (68%)

QUESTION: Which of the above reasons applies to your ministry? How will you amplify that to your audience this month?

HEARD IT ON THE RADIO



There are over 13,300 songs that include the word "radio" in its lyrics.

EXPANDING (& CONSUMING) OUR DIGITAL SPACE

- By one account, more than [525,000 podcasts now exist](#).
- ◐ NBC's daily news show for Gen Z started on [Snapchat first](#).
- ◐ Google — and its products like YouTube and Waze — combined to account for [34.2% of all time on digital media in June](#).
- ◐ [Spotify will overtake Pandora by 2022](#) with a predicted 76.7 million users.

BONUS: Did you know Pandora offers users just 4 pre-selected podcasts, whereas Spotify offers thousands? [Get your podcast on Spotify >>](#)



"I'm very proud to know that we've survived." [Meet the last Blockbuster video store >>](#)