

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 >>](#)