

March 2019

# Media Translator

Connecting your ministry to today's media platforms



## What's your [social media] type?

You may be engaged on social media, but did you know there seems to be a natural "ethos" of the top three platforms? See if you agree with the descriptions offered by looking at a sampling from the top 10 accounts by number of interactions:



### INSTAGRAM

*Celebrity, personality, lifestyle, aspiration, influence*

- Kylie Jenner
- Ariana Grande
- NBA

### FACEBOOK

*Virality, faceless media brands, low-intention, all media*

- Womenworking.com
- Fox News
- Memes

### TWITTER

*Ideas, combative, partisan warfare, conflict as entertainment*

- Donald Trump
- Alexandria Ocasio-Cortez
- Miley Cyrus

[See who rounded out the top 10 on each platform >>](#)

**BONUS FACT:** Instagram's top 10 accounts generate 5 times more interactions than Facebook's most-engaged accounts.



Can the "old" attract the "new"? [Advice for how leaders ages 50+ can reach young people](#) (thanks, Mark Ramsey!).

## Radio hits

1

The numbers behind the latest stories in broadcast radio – and what they mean ([thanks, Fred Jacobs!](#)).

2

[Hopefully your teenager knows what AM/FM radio is!](#) Because these don't ([as shown in this video prepared for Country Music Seminar](#)).

*Bonus:* [Teens also baffled by rotary phone.](#)

3

Vote for the next new Lego set: [a radio station!](#)

future telling

Only 1 out of 4 who buy airtime from a radio station also buy digital ad space from a radio station – but that's expected to grow as radio continues to integrate broadcast and digital offerings. [Read more >>](#)



Will we someday pay for a "Netflix" service for podcasting? Someone is betting \$100 million we will. [More speculation on the future of podcasting >>](#)



You can buy Amazon's Echo Auto for \$24.99. [Buy it](#) (by invitation), and consider this: What will your in-car voice strategy be?