

September 2019

# Media Translator

Connecting your ministry to today's media platforms



## HOW TO MAKE SOCIAL MEDIA LOVE YOU:

First, see what global brands made the "most loved" list:

1. Instagram
2. Google
3. Apple
4. Spotify
5. Amazon
6. Disney
7. Lego
8. Sony
9. Vodafone
10. McDonald's

Next, see what that "love" looks like [and what brands dropped from last year >>](#)

## WEIRD BUT TRUE

Speaking of social media, **have you heard of cleanfluencers?**

Cleanfluencers ask millions of people to watch them clean their homes.

[And millions do >>](#)

## Opportunity Knocks

When asked about how Christian radio can grow audience, Alan Burns and Associates had this to say:

*The nation is dealing with tragedies like the El Paso and Dayton shootings every day, while "media in 2019 is inundated with negativity in headlines, on TV and radio, and divisive conversations on social media. We are being drowned in bad news." This presents an opportunity for Christian radio to offer "a dose of 'feels good' and positivity," Burns says. "People need to be uplifted and encouraged. They need to have fun and laughter. Delivering on a basic need can increase weekly cume and time-spent-listening."*

[Read the whole article from Inside Radio >>](#)

## INTERNET USERS

### Love Radio

**Here's why:** "Radio is also the perfect reminder medium – helping listeners learn about various products or services available to them and aid in their online search." [See more >>](#)

### Does your audience use emojis? 😊

**If so:** Some 44% of emoji users say they're more likely to buy a product that has been advertised with emojis. [Try it out >>](#)

## PODCASTERS, do these 3 things:

- #1** Be where the listeners are because **they will encounter your content, not seek it out.**
- #2** **Live where they are** because they are where they are.
- #3** Love where they are because **they are not going to be corralled anywhere else.**

— Tom Webster, Senior VP at Edison Research, as shared at Podcast Movement last month

**Get more:** [Read more highlights of the Podcast Movement conference from Lee Ann Jackson >>](#)