

October 2020

Media Translator

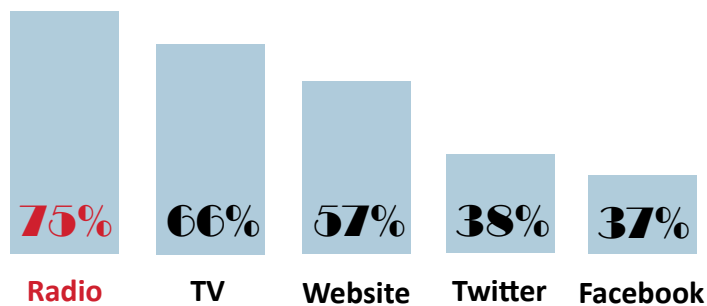
Connecting your ministry to today's media platforms



I trust you, radio

As social media has become far less trustworthy as a news source in the past year, [a new survey of radio listeners](#) finds their trust in radio and its personalities continues to grow.

Asked: Which do you trust the most?



LIVE From Wherever You Are

Research shows people want to engage with [images and video content](#) on social media more than text alone. Even more prefer live video.

1. Get **how-to tips** & 6 **real-life examples** of using **live video** to capture attention ([Hubspot](#))
2. Think about the benefits of returning to an era of **live radio** ([Jacobs Media](#))
3. Brainstorm your 4 ways to get **more of you** in more ways in more places ([Mark Ramsey](#))

The Best Time to Post on Social Media

- Instagram:** Monday, Wednesday, and Thursday lunch (11-1) and after work (7-9)
- Facebook:** Thursday—Sunday, 1-4PM
- Twitter:** Monday—Friday, 10-11AM
- Youtube:** Thursday—Friday, 12-4PM

[Get the definitive guide >>](#)

Did You Know?

Radio reaches more **Hispanics** than any other ethnic group in the U.S. [It's true >>](#)

The average number of social media accounts per internet user is **8.6**. [See more >>](#)

News & Notes

- * [26 ways to improve your customer retention rate](#)
- * [Vinyl record sales surpass CDs for the first time since the 1980s](#)
- * [Amazon takes on Spotify by launching podcast service](#)
- * [Snapchat registered 400,000+ voters](#)

“ People buy for their reasons, not yours. ”
— Abby Donnelly