

November 2021

Media Translator

Connecting your ministry to today's media platforms



TRUST ISSUES:

What radio listeners think about ads & digital privacy

They consider the ads they hear on radio as [more trustworthy](#):

Yes, I trust ... **radio ads** (55%) ... ads on apps/websites (46%) ... social media ads (36%)

(Only 11% consider radio ads untrustworthy, versus 19% for apps/website and 35% for social media)

They've thought about their [personal data and technology](#):

Yes, I think people place **too much private information** ... on the internet (89%) and social media (86%)

(Only 69% are OK with companies sharing their product preferences as long as their identity is kept private)

In the Know

- ✘ New Apple music subscription uses [the power of voice \(Siri\)](#) for only \$4.99 per month.
- ✘ Compassion International will now be accepting [cryptocurrency donations](#).
- ✘ You can find [Netflix-branded gadgets, clothes, and more](#) exclusively at Walmart.
- ✘ There are social media influencers, and now there are [fictional social media influencers](#).

Your Money in a Minute

All this and more in just 60 seconds:

6 million people shop online
\$67,000 is spent on Instacart
\$283,000 is spent on Amazon
\$304,000 is sent via Venmo

10,000 Teens have Spoken

And here's [what's on the rise](#):

NFTs (22% have heard of them) and **Crocs** (they're now the 6th top footwear brand, but **Nike** is the top everything brand)

Give it a try

How long until Thanksgiving or the next full moon?

Keep track of all upcoming important dates [at this site](#).

Want to enable more options for people to contact you on Twitter?

Upgrade to a [professional profile](#).

Looking to cut back on mobile usage? Now you can [post Instagram photos](#) from your desktop.

Hoping to be more organized this holiday season? Start with a [social media template](#) you'll actually use.

The Right Question

“ Does it pass the RITE test? Is it Relevant, Interesting, Timely, and Entertaining? And I would add . . . **is it life impacting?** ”

—Ambassador's Social Media Manager Lee Ann Jackson, reflecting on content creation advice given at a [recent digital ministry conference](#)

Facebook Goes Meta

“ He's pushing his teams to build technology that could **one day let you show up in a virtual space as a full-bodied avatar**, or appear as a hologram of yourself in the real-world living room of your friend who lives across the planet. ”

—[From an article](#) about Facebook's rebrand, the future of Facebook Meta, and the recent barrage of criticism due to leaked documents