

May 2022

Media Translator

Connecting your ministry to today's media platforms



RADIO BUSINESS

Do car manufacturers and designers know just how much people love having radio on their dashboard?

- **87% agree:** "You would miss your favorite radio stations if you couldn't receive them in your car/vehicle."
- **89% agree:** "Radio should be standard in every vehicle."
- **69% agree:** "You listen to radio at least once a day."
- See [the survey](#); read [Fred Jacobs' take](#)

Now hear this!

Trader Joe's, Southwest Airlines, Ben & Jerry's, General Electric, McDonald's

Would you be surprised to learn the above brands have all entered the world of podcasting? In a recent article, one executive says: "The trick is hiding the spinach in the smoothie and making sure that the content itself is something that people really want and are interested in."

[\(Learn why brands like these are investing, and how they measure success\)](#)

The future is . . .

now: "BeReal has gained popularity as an antidote to the pressure young users now face to be creative and look perfect online."

—[From a report](#) about Gen Z's hot new app, BeReal, that forces users to send posts within two minutes of getting a randomly-timed notification, which they must do before they get to see anyone else's posts.

next: "Later this year, we'll release a higher-end headset, code named **Project Cambria**, which will be more focused on work use cases and eventually replacing your laptop or work setup."

—Mark Zuckerberg, [in a recent Facebook post](#)

Let's get social!

Twitter is now owned by Elon Musk. If you don't have his 90M followers but you want your "meager" following to see your Tweet, try Tues/Wed at 9AM. [\(According to this guide\)](#)

Instagram videos can be up to 60 minutes in length, giving you creative freedom that doesn't yet exist on most competing platforms. [\(The full scoop on Instagram video options to date\)](#)

Facebook Groups are a fantastic opportunity to hand the microphone to your audience. [\(Create real community for like-minded people\)](#)

Speaking of **Facebook**, did you know the cover photo is 820 x 312? So be creative with the space! [\(Dimensions guide for all social media image sizes\)](#)

What happens when a social media company tests a **social media platform** for 3 months? [\(We benefit from their learning, results & takeaways for TikTok\)](#)

Up close AND PERSONAL

1. **Google** wants to help you search within your own possessions. [\(Try multiseach\)](#)
2. **Snapchat** made a drone that will follow you around and take pictures. [\(It's called Pixy\)](#)
3. **Walgreens** is testing an innovative delivery system to Dallas customers. [\(More drones!\)](#)
4. **Disney, Tesla, and Apple** are great at building emotional bonds. [\(Brand intimacy rankings\)](#)