

January 2025

# Media Translator

Connecting your ministry to today's media platforms



Ambassador

## Tune In: Radio

- **Amplifying Impact: Radio Meets Social Media**

Social media isn't replacing radio—it's amplifying it. **On-air personalities are extending their reach online, fostering real-time engagement and building stronger connections.** With 59% of listeners following radio hosts on social platforms, ministries can use these tools to deepen listener relationships. See how social media complements radio's unique voice. [\[Radio Matters\]](#)

- **YouTube Expands On-Demand Radio's Footprint**

YouTube is emerging as the top choice for podcast discovery, especially among younger and visually-driven audiences. A recent study shows that 34% of weekly podcast listeners prefer YouTube, outpacing Spotify and Apple Podcasts. **For ministries expanding their broadcast reach, leveraging video's power on YouTube could open doors to new listener communities.** Learn how visual elements like thumbnails drive engagement and growth. [\[Radio Ink\]](#)

- **Broadcasters Rally for AM's Future**

Despite bipartisan support, the AM Radio for Every Vehicle Act wasn't included in the year-end budget. **Broadcasters are pushing for legislation next Congress,** emphasizing AM's role in delivering emergency updates and community news, especially in rural areas. As digital options fail in crises, AM remains vital. Discover broadcasters' plans to sustain AM radio. [\[Inside Radio\]](#)

- **Leveraging Radio's Data Edge in 2025**

From audience data to AI tools, radio leaders are embracing new technologies to boost engagement and stay visible in modern infotainment. **Experts at Forecast 2025 highlight personalized content and local focus as radio's strengths, urging innovation and adaptation.** Read about how innovation ensures radio's place in the digital age. [\[Radio Ink\]](#)

## Get Social

YouTube's new auto-dubbing tool helps translate videos in nine languages. With tools for review and quality control, this feature can now expand the reach of your ministry's voice world-wide. [\[Connect Globally\]](#)

Looking to expand beyond your usual audience? **Instagram's new trial reels let you experiment with outreach methods, engaging non-followers first.** Gather insights to craft content that speaks to new hearts. [\[Reach Further\]](#)

**Instagram's new free-form collage tool for Stories** reinvents how you can showcase images. Perfect for ministries looking to share impactful stories or event highlights in a dynamic, engaging format. [\[Create Collages\]](#)

**Premium LinkedIn accounts now support slideshow banners,** allowing ministry leaders to visually share mission highlights or special projects in a dynamic way. [\[Explore the Feature\]](#)

**Social platforms like Instagram, Facebook, and LinkedIn treat links differently**—whether limiting reach or adjusting visibility. Ministries can craft smarter strategies by working within these guidelines. [\[Navigate the Rules\]](#)

## Marketing Matters

### The Power of Thoughtful Emails

Transform your emails into tools for connection and trust. From newsletters to announcements, this guide offers actionable **tips for clear, engaging messages that build relationships and encourage action**—perfect for ministry outreach. [\[Pipedrive\]](#)

### Setting Up for Email Success

A year-end audit is a great time to assess email marketing strategies. This guide highlights **7 email metrics that help spot improvements needed in content, design, and segmentation.** Learn how you can ensure your email campaigns resonate with listeners. [\[Klaviyo\]](#)