To count (verb): to add up, to tally, to total

To count (verb): to matter, to be considered, to be included

HOW TO CALCULATE ONLINE WORSHIP ATTENDANCE
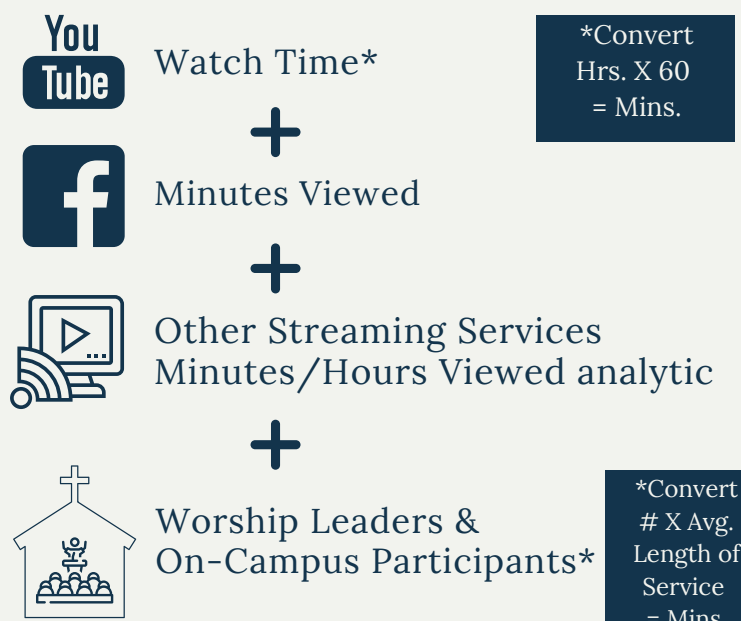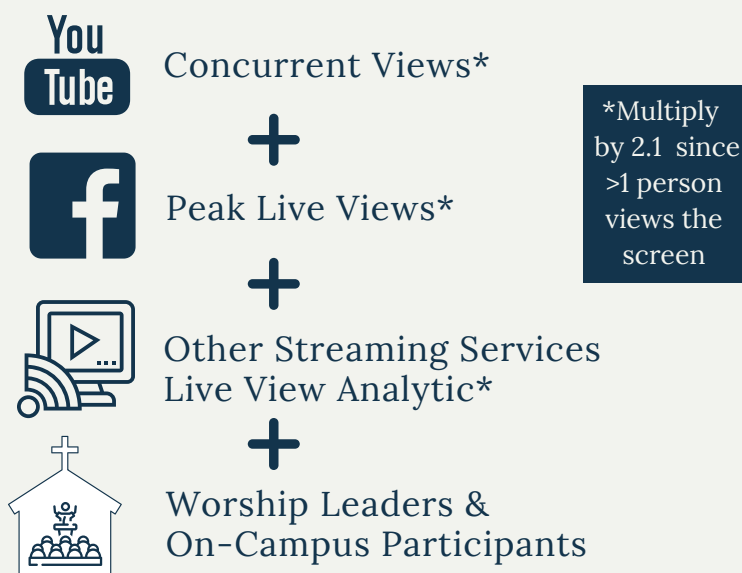
DECIDE WHAT YOU ARE TRYING TO COUNT
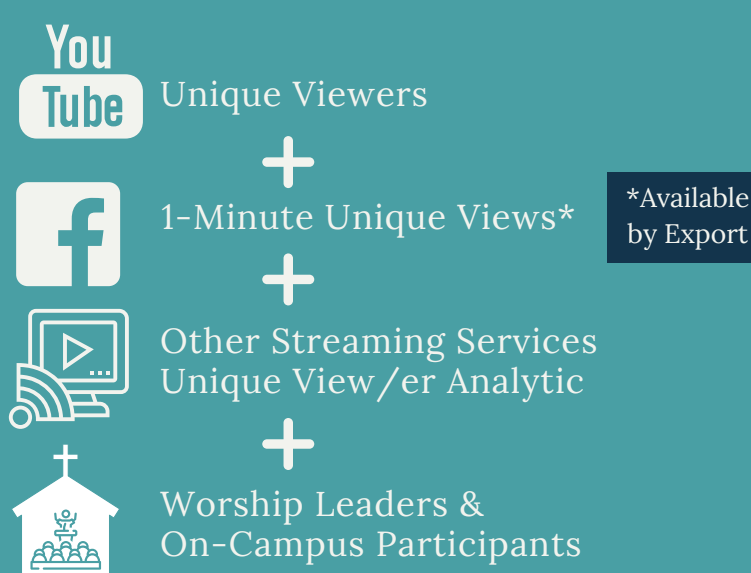
SIZE OF YOUR CONGREGATION

YouTube — Views

+

Facebook — 1-Minute Views

+

Other Streaming Services View (>30 sec) analytic

+

Worship Leaders & On-Campus Participants

THE AMOUNT OF WORSHIP

YouTube — Watch Time*

*Convert Hrs. X 60 = Mins.

+

Facebook — Minutes Viewed

+

Other Streaming Services Minutes/Hours Viewed analytic

+

Worship Leaders & On-Campus Participants*

*Convert # X Avg. Length of Service = Mins.

HOW MANY PEOPLE ATTEND WORSHIP TOGETHER

YouTube — Concurrent Views*

+

Facebook — Peak Live Views*

*Multiply by 2.1 since >1 person views the screen

+

Other Streaming Services Live View Analytic*

+

Worship Leaders & On-Campus Participants

HOW MANY PEOPLE ENGAGE THROUGH WORSHIP

YouTube — Unique Viewers

+

Facebook — 1-Minute Unique Views*

*Available by Export

+

Other Streaming Services Unique View/er Analytic

+

Worship Leaders & On-Campus Participants

CALCULATE TOTAL AVERAGE WORSHIP ATTENDANCE (AWA)

ADD EACH WAY TO WORSHIP TOGETHER WEEKLY

YouTube **+** Facebook **+** Other Streaming **+** On-Campus **=** Weekly Worship Attendance

+ ADD WEEKLY WORSHIP ATTENDANCES

÷ DIVIDE BY NUMEBER OF WEEKS OR VALUES ADDED

= EQUALS AVERAGE WORSHIP ATTENDANCE

TIPS

- Select lifetime or total time range.
- Record the analytics consistently (same time each week).
- Facebook does not make some analytics available after a certain time frame (90 days).
- Remember when deciding what to count that most services are advertisers.
- No system of counting is perfect. Create your own best practices and be consistent. Consistency is more important than perfection.
- Look at trends over time.

INCLUDE ON-CAMPUS WORSHIP?

You can track online worship separately from from on-campus or in-person or include it as part of your weekly average worship attendance.

- Is your online worship mostly for those who are outside your congregation's physical area or who don't attend in-person? *Track separately!*
- Is your online worship mostly for those who already are a part of your congregation? *Include it!*