

THE ARTSPEAK CREATIVE GUIDE TO

MAKING SENSE OF YOUR ONLINE NUMBERS

HOW VIEWS &
LIKES CAN ADD
UP TO TRUE
DISCIPLESHIP





ARE WE STILL REACHING PEOPLE?

The year 2020 pushed the whole world into the future. Suddenly, most congregations went from online services as an afterthought to online services as a primary means of ministering to people.

The learning curve was steep, but many churches across the country are absolutely **crushing it**.

At ArtSpeak Creative, we've talked to many church leaders from **congregations of all sizes**. They've said they're reaching more people than ever before. In particular, one American church has even had the chance to start discipling people in **Latin America**.

But, when they report their online numbers to us, they usually follow it by saying, "I think that's good."

Because even though we have access to in-depth analytics, almost everyone is asking, "What do these numbers mean, and how do I make sense of them?" Then, "What do I even DO with that knowledge?"

Your church's online numbers will show you how you can be more effective. They'll give you a hint of what God is trying to do through your church. And they'll show you where you need to adjust to make the most of this unique moment in history.

As an answer to some of these questions, here's how you and your church community sort through the new world of online church numbers.

MEASURE WHAT'S IMPORTANT TO YOUR CHURCH

First, online church is meant to be an extension of church in-person. Whatever you measure when the church is together, make sure you measure that online:

- + Attendance (more on how to calculate that below)
- + Engagement (also a tricky number—keep reading)
- + Next steps
- + Small group involvement
- + Discipleship
- + New believer's class attendance

HOW TO WEIGHT THE NUMBERS

The first thing most of us do is count “views,” but that number can be deceptive. You’ll have to look at these numbers a little more deeply to understand what’s going on.

Count IP Addresses

If someone refreshes their screen several times while watching a service, each refresh will count as a view. Instead, count the number of IP addresses present at any given online service.

Multiply the Number of IP Addresses by 1.7

Though it’s true families watch together at home, sometimes multiple people in a single family will watch from different devices or host watch parties.

Measure Each Channel Separately

[Church Online Platform](#), Facebook, and YouTube all have different purposes and draw different types of viewers.

Weight Different Types of Engagements

It doesn’t matter what formula you use to arrive at your “engagement” number as long as you measure what matters to you and that it’s trending upward. At ArtSpeak Creative, we weigh:

- + Likes as a “1”
- + Comments as a “2”
- + Shares, saves, or profile visits as a “3”
- + Measure Next Steps

Church Online Platform allows people to virtually “raise their hand” to receive Christ. You can also measure who filled out an opt-in form on a [landing page](#) (keep reading for more about landing pages.)



USE FACEBOOK INTENTIONALLY

Remember, church online should mimic church in-person. You're using different tools but aiming to accomplish the same things: To help people take steps into a deeper relationship with God and the church community.

A simple way to help people engage in your church's community is through **Facebook Groups**. They're easy to create, and once you have them set up, they provide high value and require minimal ongoing effort.

Here are some ways to keep your Facebook Group engaging:

- + Have the rest of the group welcome new members once a week
- + Interact with members of the group by name
- + Don't be all business—ask a silly question once a week
- + Make a big deal out of members' birthdays

TAKE ONLINE VOLUNTEERING SERIOUSLY

Assign volunteers to run online groups and be present for people during services. Tell volunteers, "Engage people with their name." Those volunteers would then develop real relationships with the people in the online church community.

The relationships that can start in a Facebook group can blossom beyond the Internet. You'll see people attend a church service in person just to meet the volunteer they know from their online interactions!

It's easy to say, "That's trivial—that's not real volunteering."

However, the truth is this: Waving at somebody when they pull in the parking lot at church seems trivial, but it means a lot to the person who's pulling in for the first time. So is saying "Hello" to somebody online.

Christian concepts like "welcoming the stranger" and "loving your neighbor" apply in cyberspace. The Holy Spirit can use us to minister to each other, even if we're not in the same physical space.

GET PEOPLE TO TAKE ACTION

Finally, to engage people online more effectively, create targeted **landing pages**, and ask people to visit them.

Here are three types of landing pages to consider.

1 // First-time decisions page.

Here, people can share that they received Jesus and enter their information. From there, follow up is vital. Set up an **email drip** that will give people great content and invite them to get more involved.

2 // Next-steps page.

Create a page that allows people to opt-in to learn what's next, from a Facebook group to discipleship classes to online small groups.

3 // Giving page.

Make it easy for people to give to your church through your website. Be sure to have a clear "call to action" button. Also, allow them to learn more about how their gift will make a difference in other people's lives.

KEEP CHANGING LIVES!

We're so glad to be connected with people who are doing the work of the Church and making a difference. We want to encourage everyone with this: It's a new day. We're on a learning curve, but it's a necessary one for the twenty-first century.

As we continue to see our world and culture shift around us, let's not put all of our eggs in the "gathering" basket. Let's keep looking for new ways to reach people and change lives by meeting them where they are!

And if you want to discover more ways to reach people as a congregation both online and in-person, reach out.

Schedule a free consultation by contacting us at

info@artspeakcreative.com

