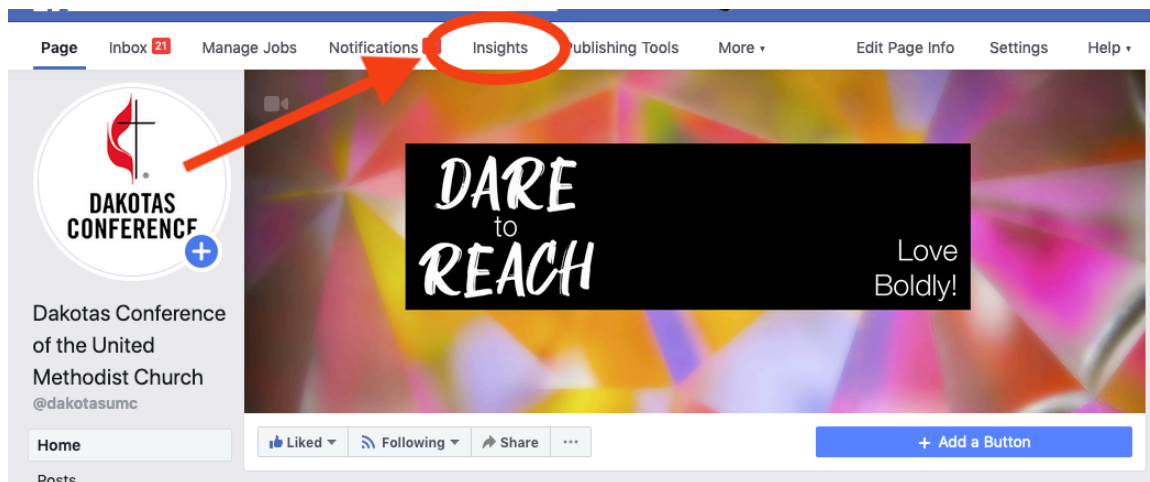


Finding viewer numbers for live worship videos

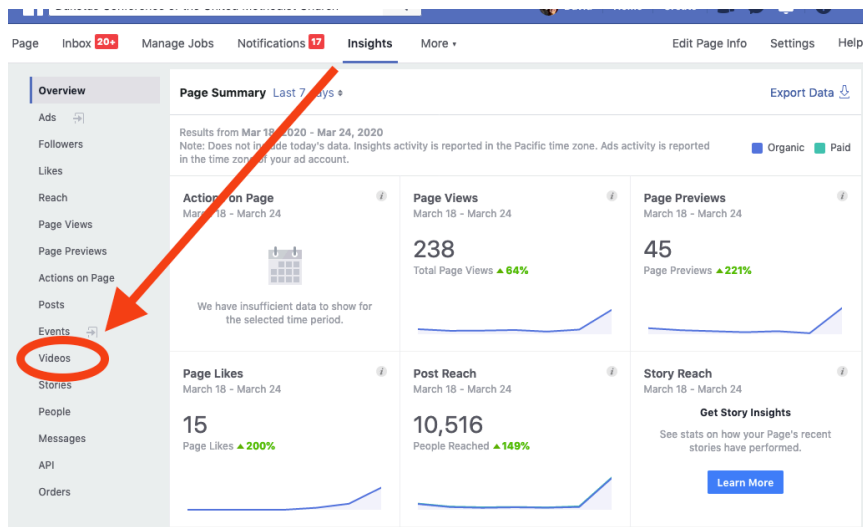
Facebook: Use “1-Minute Video Views” for metrics reporting

Note: Wait at least 24 hours after the video is published to count the number of views the video received. You must be an administrator or an editor of the Facebook page to find this number.

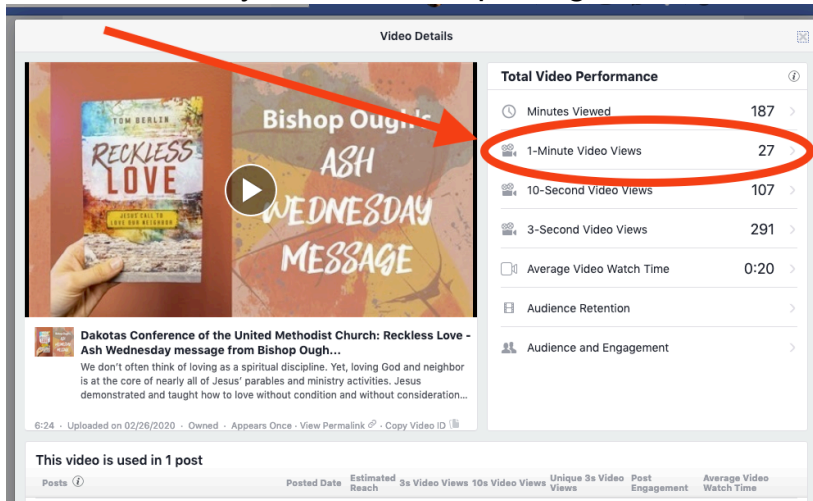
Step 1: From your church’s Facebook page, click on “Insights” in the white menu at the top of the page:



Step 2: Click “Videos” in the menu on the left side of the page:



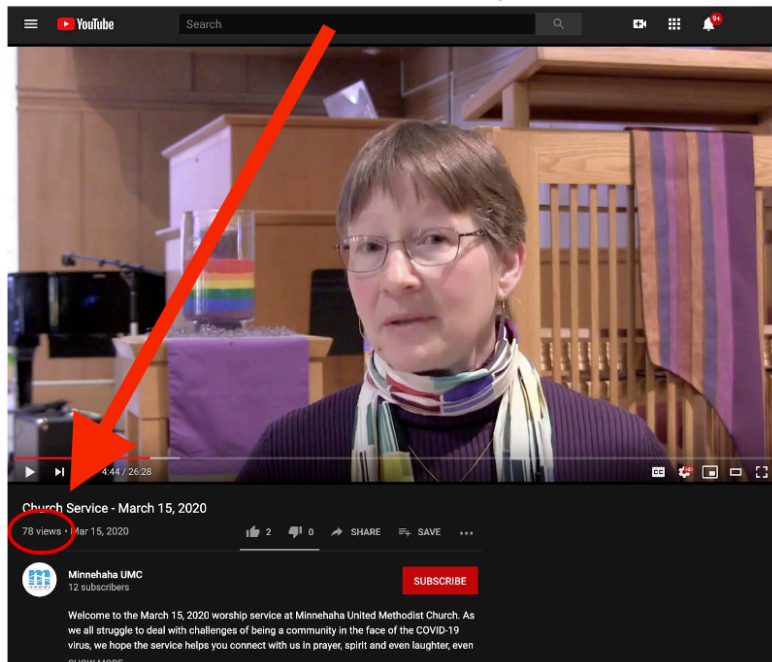
Step 3: Scroll down until you find the video you are looking for. Click on the video. Find the “1-Minute Video Views” on the right side of the screen. Use this number in your metrics reporting for the week:



YouTube: Use “30-Second Video Views” for metrics reporting

Note: Wait at least 24 hours after the video is published to count the number of views the video received.

Step 1: Find the video on YouTube. Look for the number of views under the title of the video. Use this number in your metrics-reporting for the week:



(Thanks to Karla Hovde, Minnesota Conference, for creating these instructions)