



# Welcome!

## Q and A

To ask the presenter a question, you will type that in the Q and A box.

## CHAT

If you'd like to interact with chat, click the chat box and select **“chat to all panelists and attendees”** from the dropdown menu.

## RECORDING

You will receive a recording of this webinar including a scrollable chat box.

## TOO MUCH?

If the chat and/or Q and A interactions are too distracting, please feel free to close them now or at any time during the webinar.

THIS WEBINAR IS PRODUCED BY

# Practical Resources for Churches



PRC is a non-profit ecumenical resource center offering consultants, workshops, webinars, and resources to congregations and individuals.

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**And individuals like you!**



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helping churches embody 1 > 99

## YouTube Metrics and Key Tips for Churches

Eric Seiberling



westborough first united methodist church



We livestream our service, now what?

Top chat replay

Live chat replay is on. Messages that appeared when the stream was live will show up here.

HIDE CHAT REPLAY

First United Methodist Church - 10:45 Crossroads

5 views • Streamed live on Feb 21, 2021

Like 0 Dislike 0 Share Save ...

First UMC Westborough 52 subscribers

ANALYTICS EDIT VIDEO

Casting Crowns - Only Jesus (Official Lyric Video)

Casting Crowns 11M views • 2 years ago



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Kim's a successful pastor for 18 years.  
Eric is a Fortune 500 marketing exec.

Together, we combine the best of the secular corporate world and church practice to deliver the newest skills and trends with a sound theological understanding to create positive change.

# Four Steps to Manage YouTube

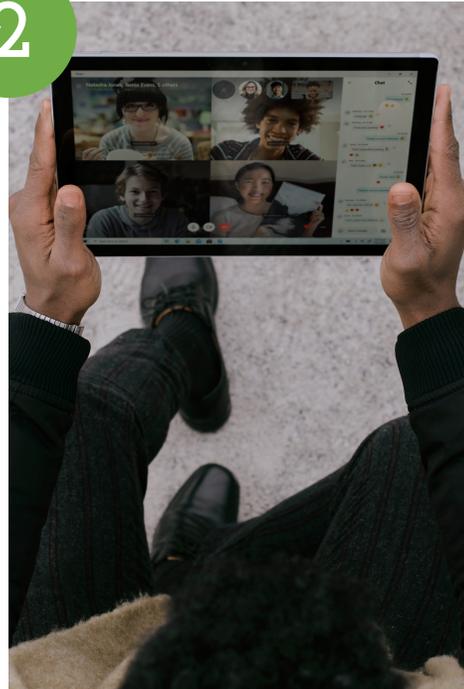
1



Country/Other	Total Cases	New Cases	Total Deaths	New Deaths	Total Recovered	Active Cases	Serious/Critical
China	80,881	+21	3,226	+13	68,710	8,840	2,226
Italy	31,506	+3,526	2,863	+96	2,941	26,082	2,963
Iran	16,169	+1,178	988	+156	6,389	9,792	2,963
Spain	11,409	+1,467	510	+166	5,028	6,871	563
Germany	8,639	+1,367	23	+6	67	8,545	2
S. Korea	8,320	+84	81	+6	1,401	6,838	16
France	6,633		148		12	6,473	469
USA	5,704	+1,041	87	+11	74	5,633	13
Switzerland	2,742	+389	27	+6	16	2,706	
UK	1,959	+487	71	+16	62	1,827	20
Netherlands	1,705	-292	43	+19	2	1,880	45
Norway	1,452	+104	3		1	1,448	27
Austria	1,332	+314	4	+1	8	1,320	12
Belgium	1,243	+185	10		14	1,219	10
Sweden	1,191	+70	8		1	1,182	10
Denmark	977	+63	4		164	789	81
Japan	878	+45	25	+1	456	233	18
Japan	696		7		49	622	16
Diamond Princess	673	+107	2	+2	27	420	1
Malaysia	462	+51	5		11	436	1
Australia	462	+11	5	+1	3	444	16
Canada	448	+117	1		4	435	2
Portugal	439		3		3	393	2
Qatar	439	+52	2		16	369	11
Czechia	397	+35	2	+1	11	373	2
Greece	324	+26			10	313	2
Israel	322	+44			2	268	16
Poland	301	+67					
Brazil		+16					

Understand the Basic YouTube Metrics

2



Tips to Get Found and Engage Your Audience

3



New Ideas for Content to Share

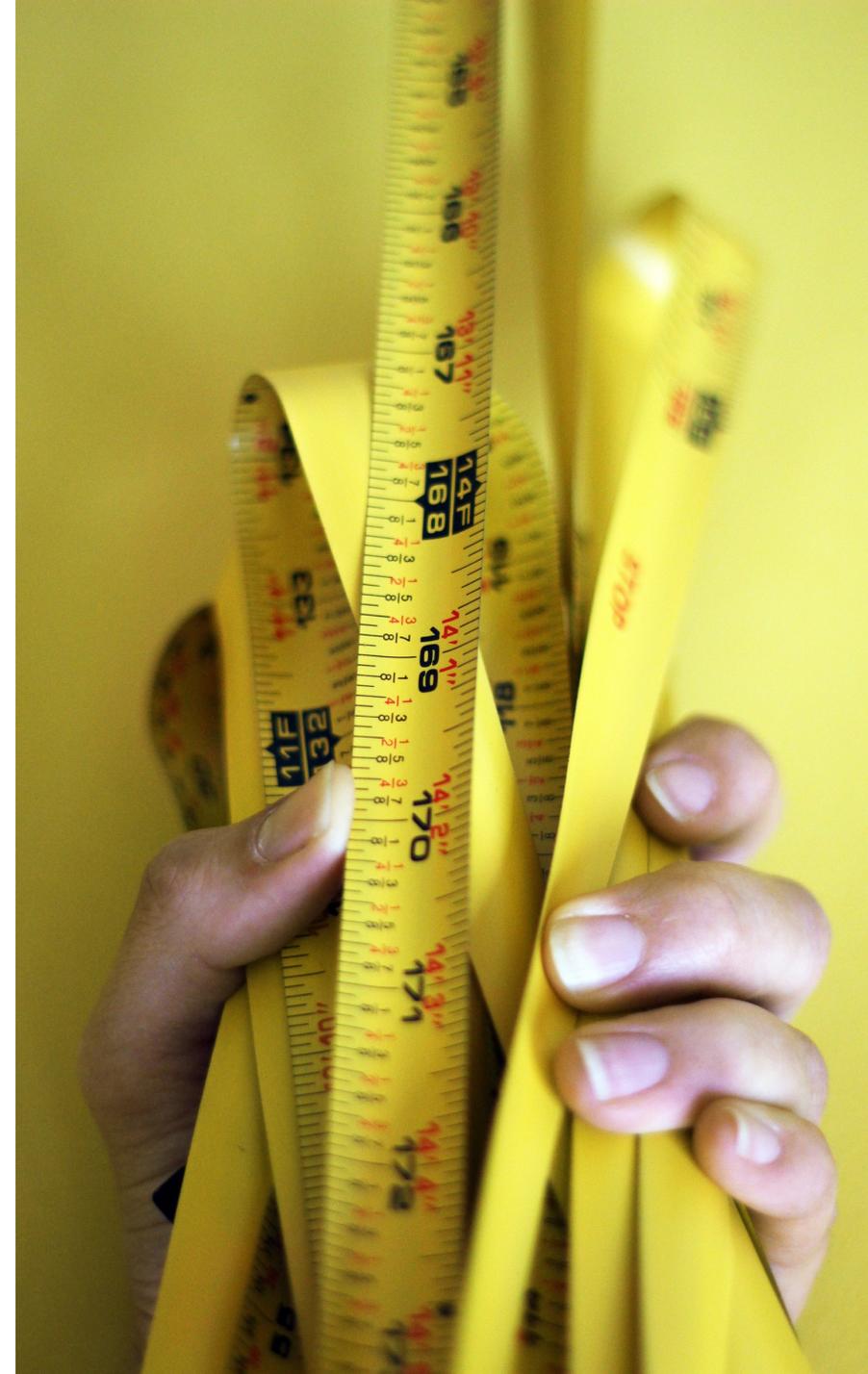
4



Additional Ideas and Next Steps

# What should I measure?

- **Reach** - How many people are you connecting with?
- **Engagement** - How long do people stay connected?
- **Audience** - Who are you connecting with on-line?



# Go to studio.youtube.com

The screenshot shows the YouTube Studio interface for the channel 'First UMC Westborough'. The browser tabs include '350+ Measurement Pictures', 'Channel dashboard - YouTube', and 'screencap mac - Google Search'. The address bar shows the URL 'studio.youtube.com/channel/UCoRhdk7De4gdGudOA9Gnwxx'. The page features a search bar, a 'CREATE' button, and a navigation menu on the left with options like 'Dashboard', 'Content', 'Analytics', and 'Settings'. The main content area is divided into several sections: 'Latest live stream performance' showing a video titled 'First United Methodist Church - 10:45 Crossroads' with 3 views; 'Channel analytics' showing 52 current subscribers and a 26% decrease in views; 'News' featuring a post about a letter from Susan Wojcicki; 'Published videos' and 'Latest comments' sections. The bottom of the screen shows a taskbar with several open applications.

350+ Measurement Pictures | x Channel dashboard - YouTube | x screencap mac - Google Search | x +

studio.youtube.com/channel/UCoRhdk7De4gdGudOA9Gnwxx

Apps Coronavirus COVI... Channel dashboar... DS SolidWorks Bu... MyDocs Portal - E... 0-Marketing Oper... Make. Move. Mark... Login 3DEXPERIENCE W... 3DEXCITE XPLOR...

Studio Search across your channel ? CREATE

## Channel dashboard

**Your channel**  
First UMC Westborough

- Dashboard
- Content
- Playlists
- Analytics
- Comments
- Subtitles
- Copyright
- Settings
- Send feedback

### Latest live stream performance

While live (stream ended 3 days 11 hours ago) ?

First United Methodist Church - 10:45 Crossroads

Views	3
Average view duration	6:16
Peak concurrent viewers	3

[GO TO VIDEO ANALYTICS](#)  
[SEE COMMENTS \(0\)](#)

### Channel analytics

Current subscribers  
**52**

**Summary**  
Last 28 days

Views	164 ↓ 26%
Watch time (hours)	50.0 ↑ 2%

**Top videos**  
Last 48 hours · Views

First United Methodist Church Christmas Eve 7pm	2
First United Methodist Church Christmas Eve 11pm	1
First UMC Westborough Live Stream	1

[GO TO CHANNEL ANALYTICS](#)

### News

**A letter from Susan Wojcicki**

In the CEO's first 2021 letter to the community, Susan Wojcicki shares YouTube's 3 priorities for growing the creator economy

[EXPLORE OUR PRIORITIES](#)

### Published videos

First United Methodist Church - 10:45 Cro...

### Latest comments

### Ideas for you

Track channel performance

Learn how to use YouTube Analytics to understand what's working and gain channel insights

elisa-michelet-b...jpg javier-allegue-ba...jpg convertkit-BOI9j...jpg surface-iFwpHEy...jpg christine-sandu-...jpg Show All x

# Items to track over time (and use a spreadsheet)

- Set up a spreadsheet and track month to month over time.
  - Subscriber Count
  - Total Views and Views by Type of Video
  - Watch Time
  - Average View Duration
  - Engagement Rate
  - # of Comments, Likes and Dislikes



# Improve Your Engagement

Make it appealing by improving the banner and logo.



**First UMC Westborough**

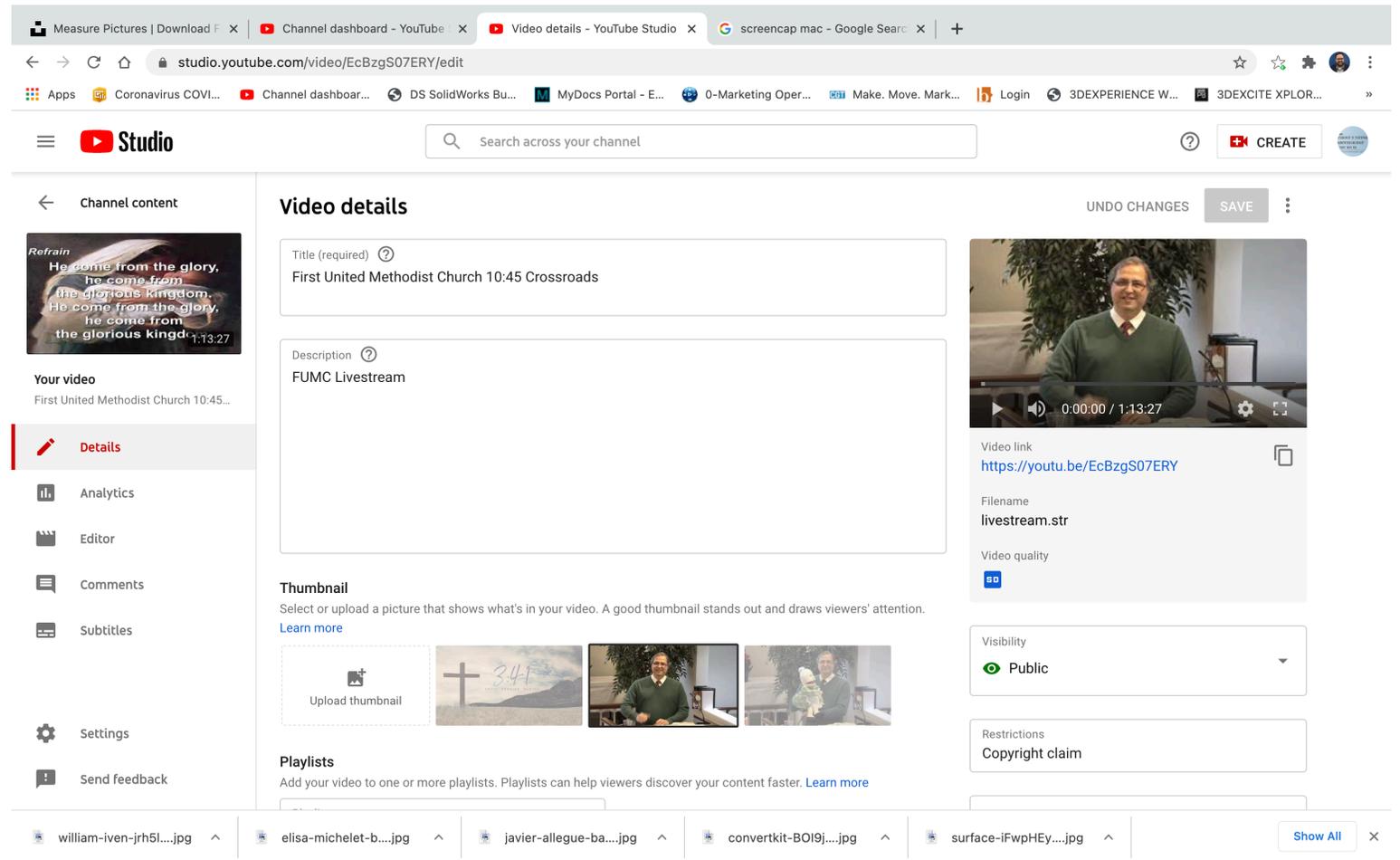
52 subscribers

[CUSTOMIZE CHANNEL](#)

[MANAGE VIDEOS](#)

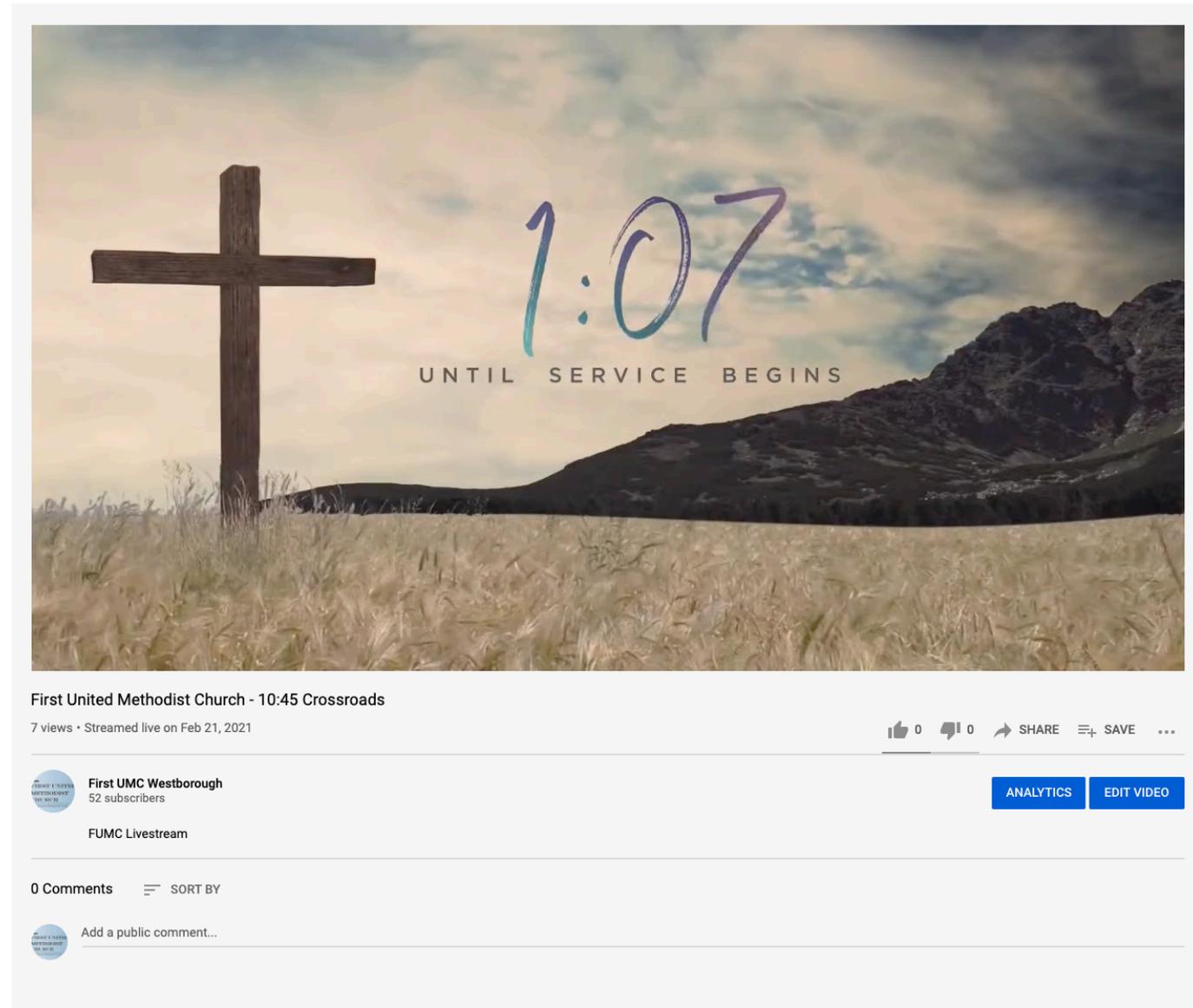
# Improve Your Engagement

- Create a good title and description.
- Tag Your Location.
- Pick good thumbnails.



# Improve Your Engagement

- Invite People to Like, Comment and Subscribe.
- Ask for Comments and Moderate them as needed.
- Build playlists and “cards” for additional content.



The image shows a YouTube video player interface. The video content is a landscape with a wooden cross in a field of tall grass, with mountains in the background. Overlaid on the video is the text "1:07" in a large, blue, handwritten-style font, and below it, "UNTIL SERVICE BEGINS" in a smaller, white, sans-serif font. Below the video player, the video title is "First United Methodist Church - 10:45 Crossroads". Below the title, it says "7 views · Streamed live on Feb 21, 2021". To the right of the view count are icons for Like (0), Dislike (0), Share, Save, and a menu icon. Below the video player, the channel name is "First UMC Westborough" with "52 subscribers" and a profile picture. To the right of the channel name are two buttons: "ANALYTICS" and "EDIT VIDEO". Below the channel name is the text "FUMC Livestream". Below the channel name, it says "0 Comments" and "SORT BY". At the bottom, there is a comment input field with the text "Add a public comment..." and a profile picture icon.

First United Methodist Church - 10:45 Crossroads

7 views · Streamed live on Feb 21, 2021

Like 0 Dislike 0 SHARE SAVE ...

 **First UMC Westborough**  
52 subscribers

[ANALYTICS](#) [EDIT VIDEO](#)

FUMC Livestream

0 Comments SORT BY

 Add a public comment...

# Always Keep Adding Content

- Build a regular posting schedule.
- Add various types of content beyond the worship service.
  - Break apart the worship service into components.
  - Add testimonials, mission moments or weekly pastor update or announcement reel.
  - Create ministry specific content and playlists.
  - Host live bible studies, Q&As, interviews with staff members.
- See what content is getting the most engagement and add more of it.

Let's Chat!



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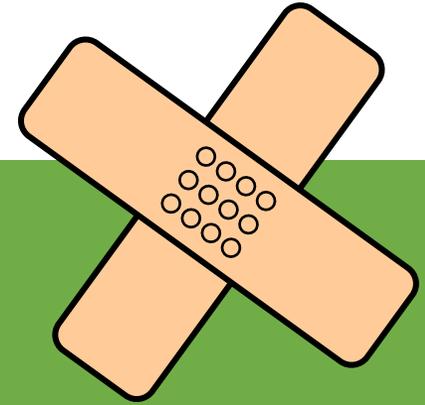
helping churches embody 1 > 99

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eric@brokensheep.com





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[www.brokensheep.com](http://www.brokensheep.com)