



Tracking Online Worship Attendance

This period of “social distancing” has demanded that congregations come up with creative online solutions for gathering the community in worship, whether through livestreaming, posting of recorded services, or both. This has led to many questions about how to track and report attendance when it comes time to fill out Form A next year. Following are the recommended guidelines:

- 1) **Determine the number of live connections.** If you livestream your service, the application you are using should give you a count or a list of all devices that connected to the broadcast. (If that number is not stored by the application, you might assign one of your regular ushers/greeters to write down the count, or to take a screenshot of the participant list a few minutes into the broadcast.) Your application may also provide a detailed analysis of how many clicked in to join, how long they stayed, etc. For tracking purposes, though, simply count how many devices were connected. Don't worry about how long individual viewers stayed connected.
- 2) **Determine the number of views or downloads of any recorded service for one week.** If you post a recording of your service, keep a count of how many views or downloads it receives for the seven days following the service.
- 3) **Add together the number of connections to any livestream of the service and the number of views/downloads of any recording of the service, then multiply by 2.** We recognize it's difficult to know how many people are watching from a given household, but we feel this multiplier will give a good average in most cases.
- 4) **Record that figure as your weekly online attendance.**

Here's what Form A for 2020 will look like:

7. Average Weekly Worship Attendance in 2020

- a. **On-site** (in-person attendance at worship) _____
- b. **Online** (e.g. attendance via streaming or by watching or downloading posted video) _____

Form A General Instructions

7. **Average weekly worship attendance in 2020:** Do not include attendance at Thanksgiving, Christmas Eve, Good Friday, or special services such as weddings or funerals or midweek Lenten or Advent services (unless you hold midweek services throughout the year). Estimate if necessary. Report whole numbers only.
 - a. *On-site worship:* Total number of people, including children and non-members, physically present for regularly scheduled on-site Sunday and regularly recurring weekday services (e.g., Saturday, Monday), ÷ by the number of weeks during which services were held on-site this year
 - b. *Online worship:* Total number of devices connected to each livestreamed service, + number of views or downloads of recorded services during a seven-day period following the service; multiply that sum x 2, then ÷ by the number of weeks during which online services were held this year