



Congregational Vitality

Tracking Video Views Quick Start Guide

How Churches Can Track Online Video Views and Facebook Live Views

This document is designed to assist your organization in tracking online worship/sermon video views using YouTube, Vimeo, Google Analytics, or Facebook Live. If you do not have an account with one of the platforms below, please create an account and login to get started.

YouTube

1. Log in to your YouTube account.
2. Click on your account circle icon in the upper right corner of the screen.
3. Click "Creator Studio" in the pop up box. This page shows your latest videos and analytics including "Views" all on one page.

You can also click on the title of any video that you want to track individually. Once you've opened a specific video you will see an "Analytics" link on the right side under the video playback window. This will launch an Analytics overview page where you can customize reports. You can click the link to "view real time reports" and see the latest stats on your video updated every 10 seconds.

Vimeo

1. Log in to your Vimeo account.
2. Hover over your account circle icon in the upper right corner of the screen.
3. Click on "Stats"
4. Scroll down to the "Most Plays" section and click on "+More"
5. The default setting for this section calculates your stats for the last week however clicking on the word "Custom" in the "Show Past" lineup allows you to select a date range on the pop up calendar, click "Apply" to run a custom date report.
6. You can then scroll down to the bottom of the page and see the total Plays.

In case you're wondering a "Load" is counted each time the video loads on any page, whether on the page on Vimeo.com or wherever the video is embedded. A "Play" is counted each time someone pushes the Play button on a video.

*If you post other videos to your Vimeo account besides sermons or worship services you will want to subtract the number of Plays for these clips from the total number of Plays within your reporting period.

Google Analytics

Utilizing Google Analytics for tracking video views requires adding JavaScript to your website. Basic knowledge of JavaScript is helpful in setting up "Event Tracking" for Google Analytics.

1. Add Google Analytics basic page tracking to your website first (click the link to view more about this process or click here to view the JavaScript tracking snippet code that will need to be added to your website).
2. Once you have basic tracking set up for your site you can move on to implement Event Tracking (click the link to follow the steps for this process).
3. Once you have your events set up using Event Tracking log in to your Google Analytics account and click the "Reporting" tab in the top middle section of the webpage.
4. From this screen, scroll down until you see the "Behavior" link in the left vertical navigation panel.
5. Click on "Behavior"
6. Scroll down and click on "Events"
7. Click on "Overview"

On this screen you can view and customize reports related to the number of "plays" you have received for each video.

Facebook Live

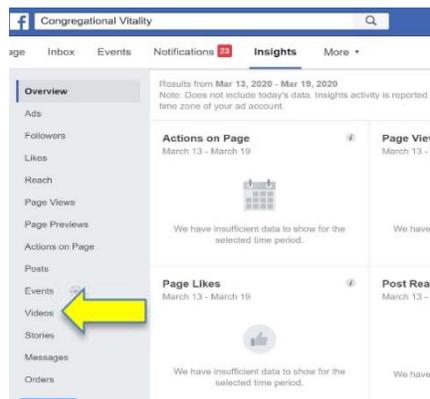
How to enter your Facebook Live views under ONLINE VIEWING in the MVS reporting. Here are a few steps you can take to find important data related to your virtual attendees.

(Note: these instructions apply to Facebook's classic-view as of March 19, 2020)

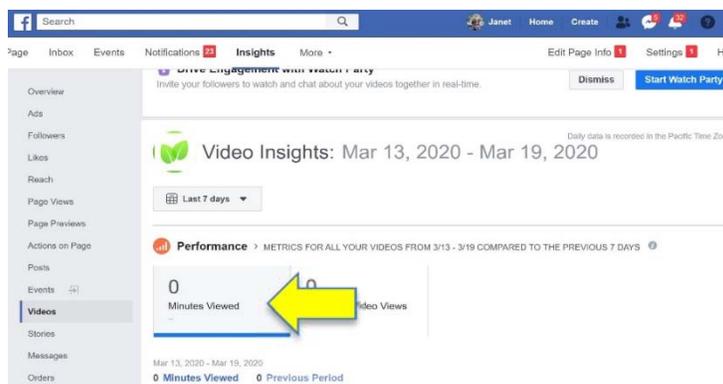
1. Navigate to the Facebook business page that the video was published on.
2. In the horizontal menu above the cover, click on "Insights."



3. An overview of insights will appear. Select the "Videos" navigation link from the left-hand side of the page.



4. An overview of your video metrics will appear. Scroll down the page to find the Facebook Live post that you'd like to learn more about. Click on the video.



5. A popup window will overlay your screen. This window will have the insights about your Facebook Live session.

There's probably more information available than you'll need. We recommend keeping an eye on these three insights to see how they change week-over-week:

1. The size of your audience (estimated reach)
2. Average watch time
3. And, your audience engagement
4. Be consistent in the way that you count.