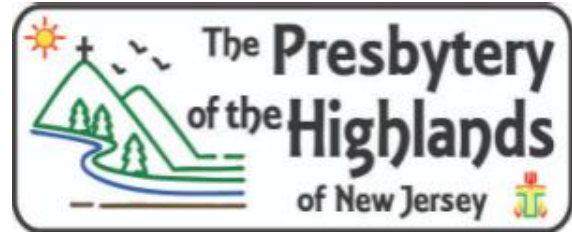


What Did We Learn from Poll # 1



The Presbytery Discernment team posted this Poll # 1: Online Engagement earlier this summer. Here are the responses to the poll. This information will be used by the discernment team as they continue their work.

Another poll will be posted soon after Labor Day Weekend.

Thank you to all who participated in the Poll # 1 Online Engagement

202 people responded to the poll representing 63 congregations.
There were 37 Clergy and 165 non clergy responding.

Worship Online

The majority of the responses indicated that they continue to provide online worship using live streaming followed by recording the service and posting it on social media.

Livestream (179) Recorded (146) Special worship Services (109) In person only worship (41) Other (6) I don't know (2)

Bible Study Online or In-person

The In Person Only Bible Study was slightly ahead of the Hybrid Bible study.

In Person Only (95) Hybrid (91) All Online (23) I don't know (28)



Session Meetings

The Hybrid Session meeting has emerged as the most popular form of meeting in the post pandemic environment followed by in person only session meetings.

Hybrid (105) In Person only (79) All online (33) I don't know (13)

Committee Meetings

The Hybrid Committee meeting is the most popular form of meeting for congregations. The In-person meeting was somewhat behind the Hybrid Meeting.

Hybrid (115) In Person only (86) All online (27) I don't know (14)

Church Newsletter

Most responded that their church provides a combination of electronic and print newsletters/communication.

Combination of electronic and print (109) Email only (73) No church newsletter (26) Hard copy/print only (8) I don't know (5)

Webinars and Workshops produced.

During the pandemic a lot of our education and workshops were by zoom or a video streaming service. We asked people what workshops/webinars they used for their congregations.

The majority used videos/workshops produced by the Presbytery of the Highlands. Many did not know who produced the workshops and webinars. Many churches provided their own workshops and webinars.

Our Presbytery (98) Unknown (75) Our Church (55) PCUSA or Synod (31) Other (21)

Our Church utilizes the following social media engagement with the participants of the congregation.

A church webpage and Facebook were the top two forms of electronic engagement followed by electronic communication such as emails through constant contact or mailchimp.

Webpage (187) Facebook (186) Electronic Communications (146) Instagram (54) Google Apps (49) Other (19) Microsoft Teams (14) Other Team Apps (12) Twitter (9) Twitch (6) Whatsapp (5) TikTok (1) No social media or Electronic Communication (1)

How does your church quantify other online engagements?

This question basically was asking “how do you keep track” of those participating online.

The top response was to keep track who is on the Zoom meeting, followed by that they did not know how engagement was tracked.

Keep track on Zoom (100) I don't know (60) Count the number of clicks (41) Ask people to sign in through the chat feature (38) We don't keep track of attendance or engagement (29) Other (15)

How does your church quantify overall online engagement?

There are many analytics software that can assist a congregation in quantifying the overall online engagement. The respondents mostly did not know how their church quantified the overall online engagement.

I don't know (128) Facebook Analytics(54) YouTube Analytics (44) Email Service analytics (40) Webpage Analytics (28) Google Analytics (17) Other Analytic service (3)