

How do You Measure Engagement?

Measuring engagement is pretty easy for social media teams. How many people clicked “like?” How many people commented on your post? How many people “shared” it?

But when it comes to ministry, it’s not quite that simple. How do you measure success? “Life change” and “authentic community” can be difficult to quantify.

Many leaders think about it in terms of:

- X number of salvations
- X number of tithers
- X number of new members

[Mike Bonem](#) spoke about this issue in a recent article on [Christianity Today](#):

“Because the desired results (transformed lives, healthy congregations, exercising faith, hope, and love) are extremely difficult to measure, some churches just measure inputs—giving, attendance, spending. They assume that these inputs will indicate progress toward the goal. Of course, every experienced leader knows that things are not that simple.”

The bottom line is that measuring the health of your church is tough, but implementing better, more effective church processes is a step in the right direction. The better you understand your process, the better you’ll be able to measure what’s working and what isn’t. There are ways of measuring engagement in almost every area of church life. It simply starts with really wanting to know the true health of your church.

How does your church measure engagement?

Read earlier posts in this series here: [Part 1](#); [Part 2](#). Read Part 4 [here](#).

Read more from Steve [here](#).