

Ann Ramsey, Senior Video Producer, HHS

Twitter: @fedvideogal

# Engaging users with video

# The President's Early Learning Plan

## Background

- Summer 2013
- Expand toddlers' access to preschool
- \$75 billion program funded by tobacco tax
- Joint ED-HHS public information campaign



# The President's Early Learning Plan

## Campaign

- Public appearances
- Google hangouts
- News conferences
- Partner promotions
- Stunts
- White papers
- Blog posts
- Tweets
- Web sites
- Infographics



# The President's Early Learning Plan

## Hiccup

- Opponents challenged science behind plan
- ED and HHS sought to educate public
- Public Affairs requested "infomercial"



# The President's Early Learning Plan

## Response

- Tasked to produce :60 video informing public about the reasons for the plan
- Provided set of statistics



# The President's Early Learning Plan

## Video

- Chose structure: Problem—Solution
- Chose style: Animation
- Advantages:
  - Simple
  - Friendly
  - Non-partisan
  - Fast
  - Cheap
  - Engaging



# The President's Early Learning Plan

## Video

- Produced :30 rough
- Public Affairs requested additional content
- Final version produced was :90



# The President's Early Learning Plan





# The President's Early Learning Plan

## Distribution

- YouTube
- Dedicated Web pages
- News release
- Partner promotions
- Tweets
- Blog posts
- Facebook
- Tumblr

**GET THE FACTS ABOUT EARLY CHILDHOOD EDUCATION IN THE USA**

FEWER THAN 3 IN 10 FOUR-YEAR-OLDS ARE ENROLLED IN HIGH-QUALITY PRESCHOOL PROGRAMS

TEN STATES DON'T FUND ANY PRESCHOOL FOR FOUR-YEAR-OLDS

**<5%** FEWER THAN 5% OF INFANTS AND TODDLERS HAVE ACCESS TO EARLY HEAD START

**WE ALREADY KNOW:** CHILDREN IN THESE PROGRAMS ARE

- ✓ MORE LIKELY TO READ AT GRADE LEVEL
- ✓ LESS LIKELY TO REPEAT A GRADE OR DROP OUT
- ✓ MORE LIKELY TO SUCCEED IN THEIR CAREERS

**THE PRESIDENT'S PLAN:**

EXPANDS QUALITY PRESCHOOL TO ALL 4-YEAR-OLDS

**2X** NEARLY DOUBLES ENROLLMENT IN EARLY HEAD START THROUGH CHILD CARE PARTNERSHIPS

EXPANDS THE HOME VISITING PROGRAM TO HELP EVEN MORE CHILDREN UNDER AGE 5 AND THEIR FAMILIES TO BE MORE SUCCESSFUL

**IT GETS BETTER:**

EARLY EDUCATION PROGRAMS SAVE ABOUT \$7 FOR EACH \$1 INVESTED

AND WITH THE TOBACCO TAX, THIS PROPOSAL DOESN'T ADD A DIME TO THE DEFICIT

IF YOU CARE ABOUT CHILDREN AND OUR NATION'S FUTURE, YOU CAN SHARE THIS INFORMATION WITH THOSE WHO CAN HELP MAKE A DIFFERENCE.

FIND OUT MORE: [WHITEHOUSE.GOV/EARLYLEARNING](http://WHITEHOUSE.GOV/EARLYLEARNING)

# The President's Early Learning Plan

## YouTube Results

- 800 views Day 1
- 22,000 views
- 200 shares
- Duration :60+
- 39% of views on YT Watch
- 43% of views on Websites
- Females 22-44

**Still receiving 500 views per month**



# Today

## HHS on YouTube (Current Quarter)

- 30 channels
- 1 thousand shares
- 1.6 million views
- 35 thousand subscribers
- 4 million minutes

**35 million views cumulative**

# Today

## HHS reach

- 547 thousand followers of @HHS.gov
- 112 thousand subscribers to HHS.gov blog
- 187 thousand likes of HHS on Facebook
- 2.4 thousand national media contacts
- 50 thousand local media contacts

