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# Engaging users with video

#### Background

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



### Campaign

- Public appearances
- Google hangouts
- News conferences
- Partner promotions
- Stunts

- White papers
- Blog posts
- Tweets
- Web sites
- Infographics



#### Hiccup

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



#### Response

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



#### Video

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



#### Video

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

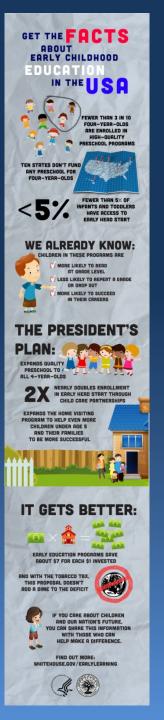




## Distribution

- YouTube
- Dedicated Web pages
- News release
- Partner promotions

- Tweets
- Blog posts
- Facebook
- Tumblr



#### 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

