Engaging users with video

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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
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Campaign

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

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

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

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

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

- Produced :30 rough
- Public Affairs requested additional content
- Final version produced was :90
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FEWER THAN THREE IN
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Distribution

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

• Tweets
• Blog posts
• Facebook
• Tumblr
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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

THE PRESIDENT'S PLAN:
EXPANDS QUALITY PRESCHOOL TO ALL 4-YEAR-OLDS
Today

HHS on YouTube (Current Quarter)

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

35 million views cumulative
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