



Department
of Health &
Social Care

Innovative Video Content

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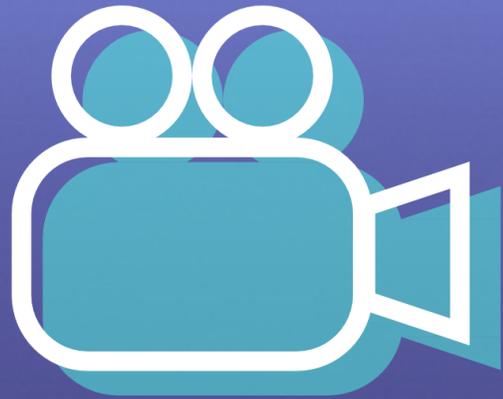
April 2025



01:30 / 02:00



Agenda



The evolving
landscape of
video content



Creating
authentic, action-
driving media



Tools and
strategies for
low-budgets

DHSC Digi Comms



@DHSCgovuk

650k



@dhsc

310k



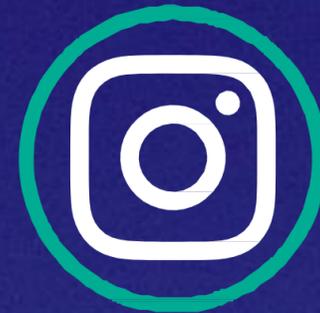
@dhscgovuk

29k



@ukgov

62k

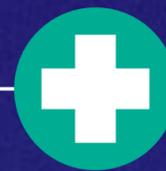


@dhscgovuk

10k

Why video?

video benefits



Higher message retention

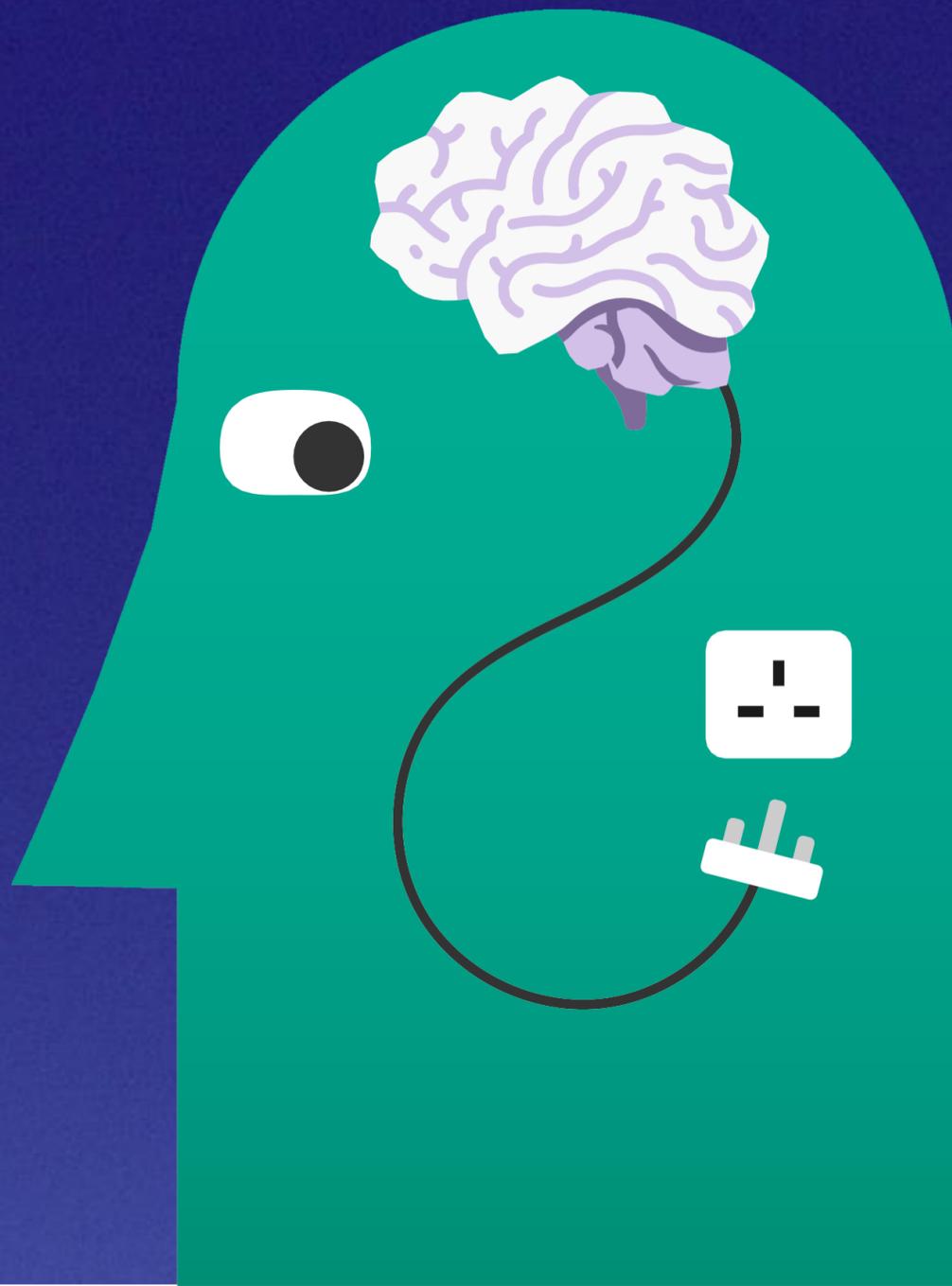


Platform priority



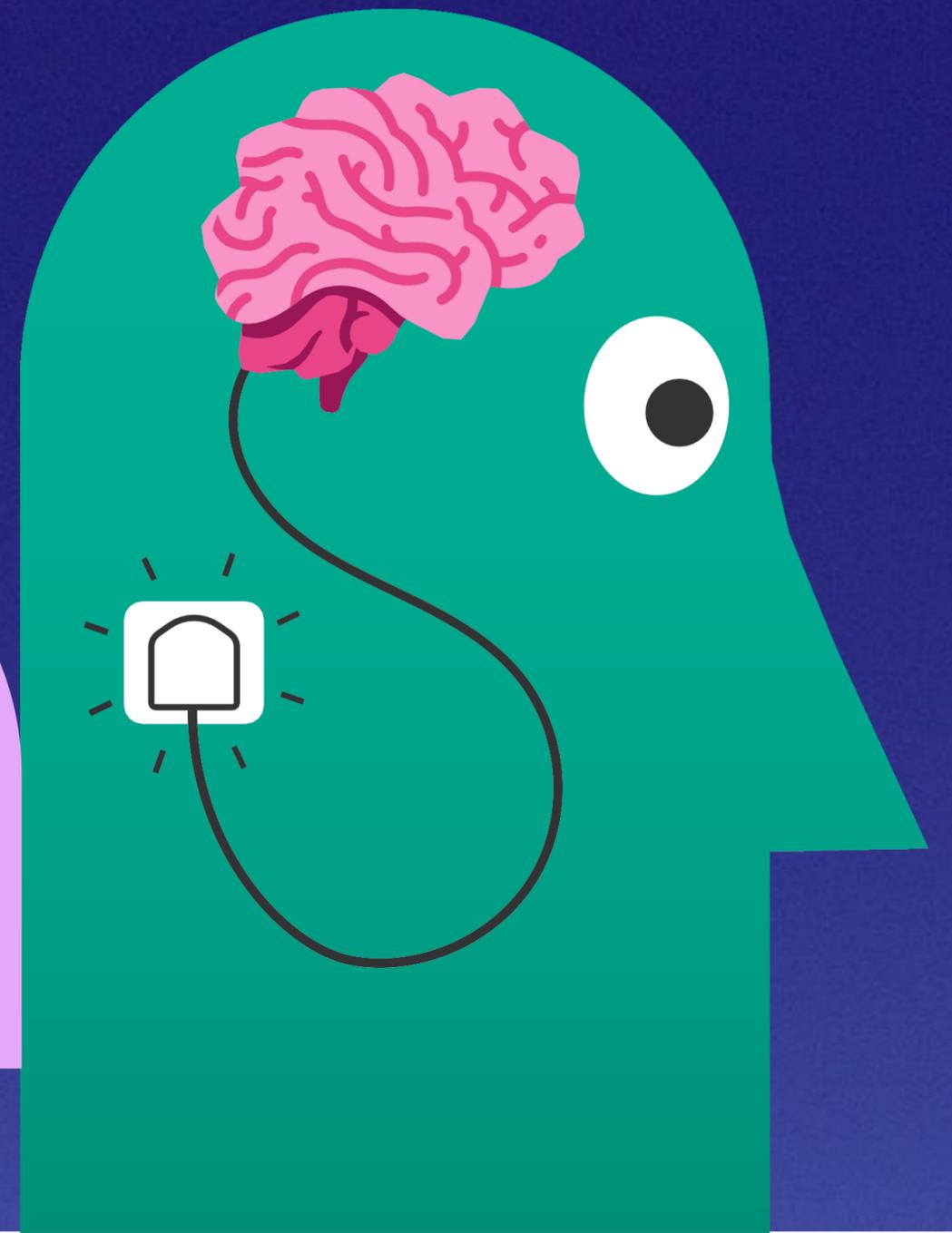
Consumer trust

Why video in 2025?



Attention spans are shrinking

Video cuts through



Success beyond 'going viral'

Going viral is great

(if it's for the right reasons), but that shouldn't be your end goal

Our focus

- consistent engagement
- developing a following
- building trust in our brand over time

Key metrics

- watch time
- saves
- shares
- conversions

Engagement > Reach

Building real ROI through video

Authentic

- Higher value placed on hearing genuine voices
- Embody your brand and its values
- Connect with the audience on a human level
- Relatable content is what resonates

Audience

- Place your audience at the heart of your video
- Form true connections that make the audience feel part of the story
- People crave stories, not sales pitches
- A message should be weaved into a video, not shoved down throats

Short form strategy

1.

Capture the **attention** of the audience in the **first three seconds**

2.

Tell a story in a way that is **interesting** and **easy to understand**

3.

Deliver a video that **educates** or **entertains**, but should always **emote**

4.

Be accessible to the widest possible audience

5.

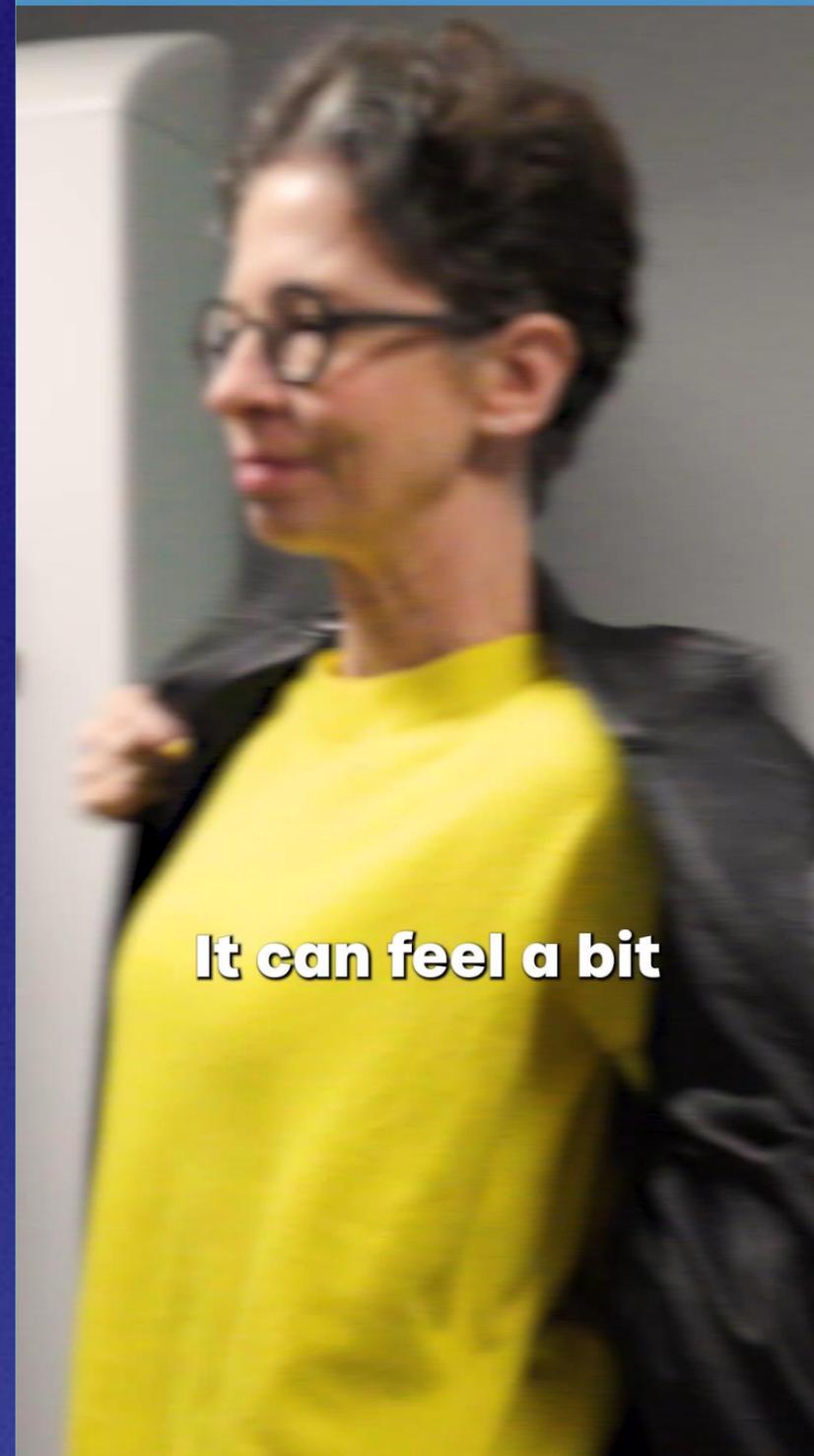
Adhere to **best practice** for the channel it will be posted on, using native **tools and trends** where possible

6.

Pursue opportunities to **be creative** through use of graphics, animation and editing

Dr Liz Cancer Screening

- Trusted creator in this space
- An issue that affects thousands
- High engagement and watch time
- Organic growth via considered collaborations
- Educates and emotes



 **dhscgovuk and 2 others**
Original audio

 **dhscgovuk**  4w
Breast screening can detect cancer long before you can even feel it. Or more likely, put your mind at rest.

So when you're invited, save the date, it could save your life.

But do you know what to expect at your screening?

Breast cancer patient and surgeon @oriordanliz explains everything, along with radiographer Letitia from @stgeorgestrust

Search 'NHS breast screening' to find out more.

 **beverleybro31** 4w

 **620 likes**
March 20

Secretary of State Reacts

- Links clicks were a key objective to drive patients and staff to a survey
- As a professional platform, LinkedIn is a great way to connect with NHS staff
- Two-way conversation
- Engaging format that can be broken down for shorter clips
- Entertains and emotes



Department of Health and Social Care

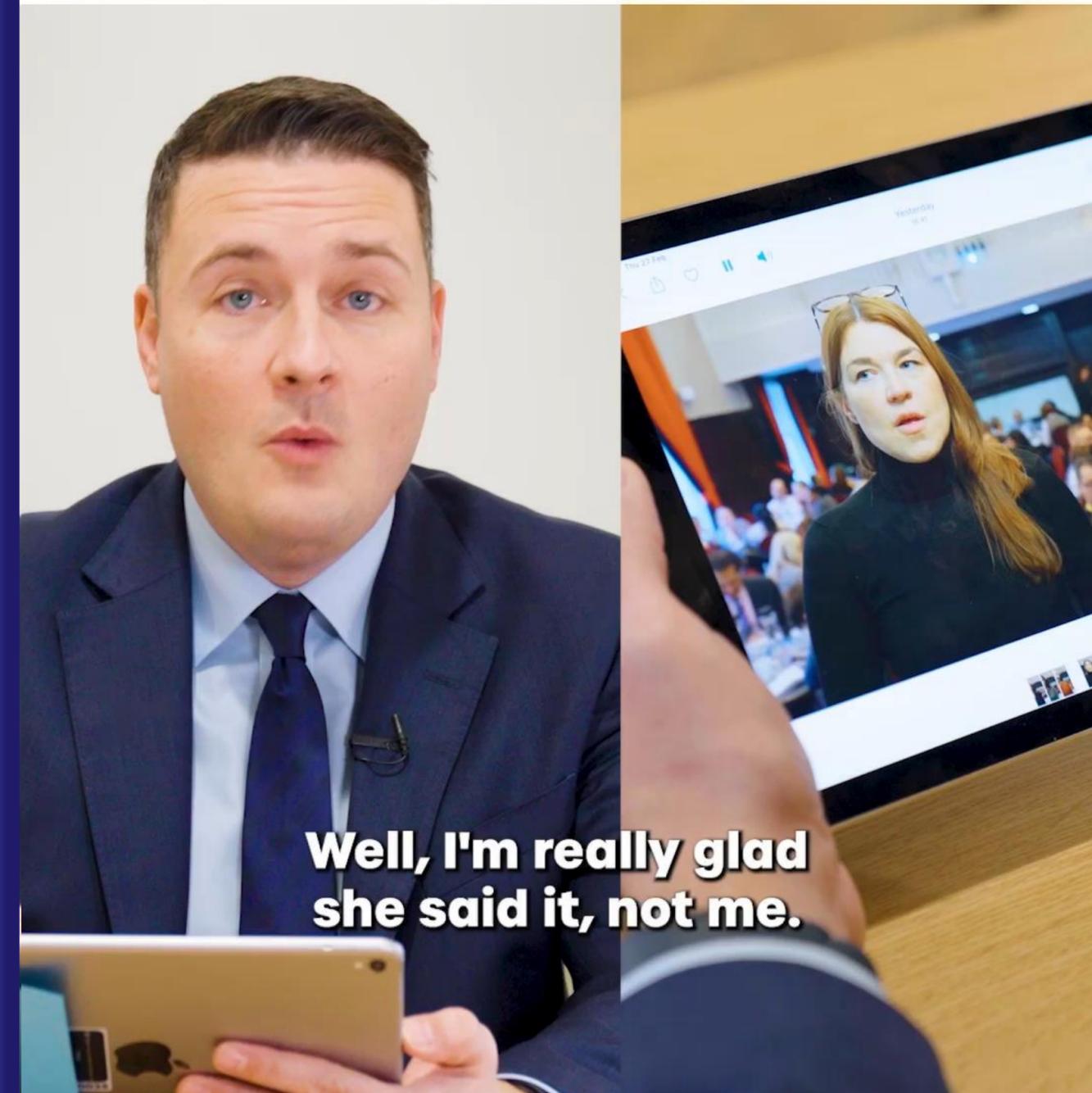
310,875 followers

1mo •

We asked NHS staff what their one message to [The Rt. Hon. Wes Streeting MP](#) would be.

Watch him react 🖱️

Tell him your priorities in our new survey: change.nhs.uk

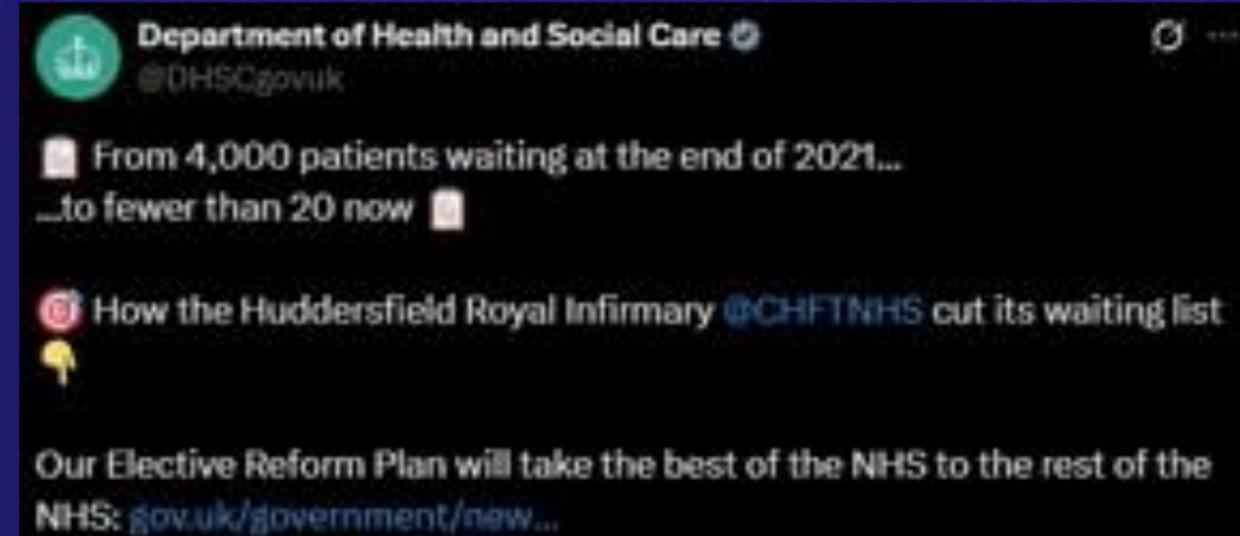


663

82 comments • 69 reposts

Elective Reform Plan

- 'Top of the grid' announcement
- Staff and patients placed at the heart of the story, not politicians
- Strong opening hook
- Post copy prompts invitation to view
- Educates and emotes



9:34 AM - Jan 6, 2025 - 423.2K Views

It's not just about the video

The bigger the story, the more engagement

Post copy is important

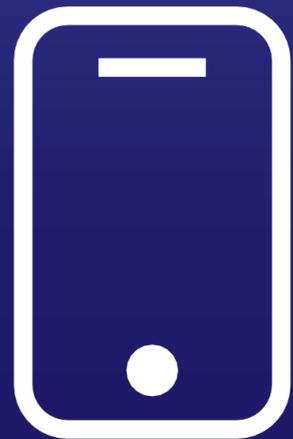
Some of the metrics used by platforms can be misleading

Collaborations help drive reach and grow your channels

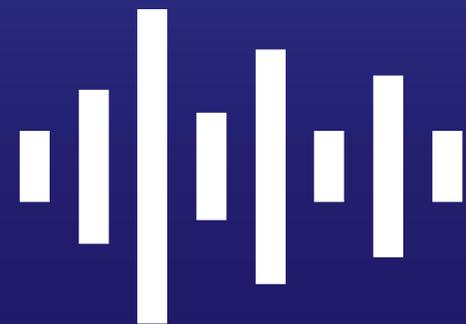


Working on a budget

Use smartphones and natural light



Get the audio right



Repurpose existing content



UGC and testimonials

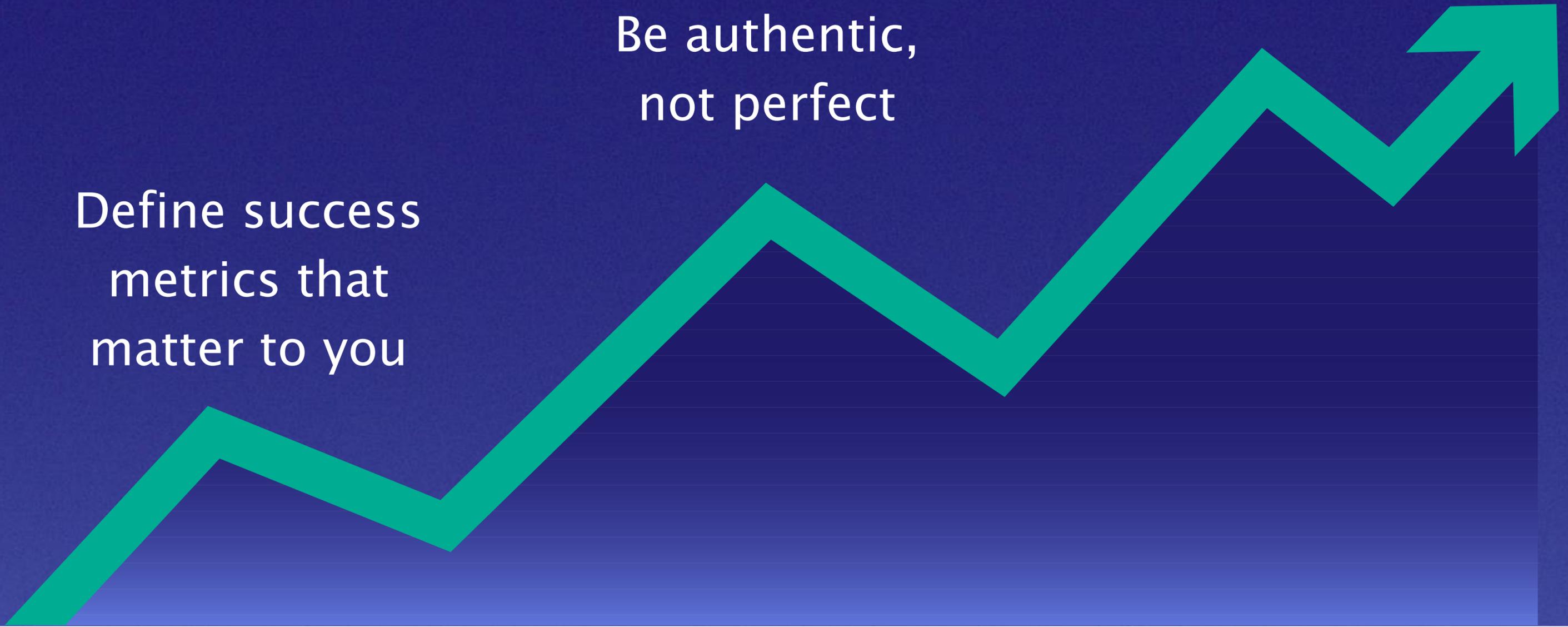


Key points

Start simple,
measure, and
iterate

Be authentic,
not perfect

Define success
metrics that
matter to you



Thank you

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