

YouTube Strategy + Video Upload Process

Henry Ford Health's YouTube Channel (@HenryFordHealth) is one of the many channels marketing supports and curates content to educate and inform our communities. With more than 46,500 subscribers, our goal is to manage and post video content strategically – allowing a variety of topics to reach users and broadly represent our services. We currently post **1-2 public videos** daily for the best user experience. **This outline explains, offers tips and sets expectations for our video upload process.**

How to upload your video to Henry Ford Health's YouTube Channel

All video upload requests must be made via a form, found on henryford.com or Podio. The digital engagement team maintains primary (day-to-day) access to schedule and upload videos on Henry Ford Health's YouTube channel. Some of the Creative Services team will maintain access for some of their needs.

New Video Upload Form Requirement + FAQs

Video file: The link to your video file must have open access to the YouTube upload team (Kelsey O'Neil, backup Morgan Schwanky).

Video title: Your video title must be

- Under 100 characters
- Formatted like a sentence
- Accurately describe your video
- Use plain language
 - Think about what your audience would search for on YouTube/Google to find your video.

Examples:

Your video is about how to prepare for your mammogram. A dynamic, searchable headline would be: How to prepare for your mammogram; avoid: Dr. Smith explains the mammogram process.

For FAD videos: John Smith, MD – Orthopedics, Henry Ford Health

Video description: Write 2-3 sentences that summarize your video, detailing what people are watching and noting any experts who are involved. It is recommended that you include a call-to action in the description, so viewers can take a next step to learn more, make an appointment, etc.

Example (Endovascular medicine video): Dr. Herb Aronow, an interventional cardiologist at Henry Ford Health, talks about catheter-based endovascular medicine and what it means. Endovascular medicine is a non-invasive alternative to open surgery. To learn more about heart care at Henry Ford Health, visit: henryford.com/heart.

Tags: Choose 8-10 keyword tags that best describe the content of your video. Please enter them into the form separated by commas (see example). **Please do not put hastags in front of them.**

Example: Video about mammogram prep.

Tags: mammography, breast cancer screening, breast cancer, women's health, Henry Ford Cancer

Timeline for video upload: Henry Ford Health's YouTube operates as a marketing channel, delivering a variety of limited public-facing content each day. **Please allow 2-4 weeks from the time your request is submitted for your video to be published** (NOTE: exceptions can be made for unlisted or private videos, detailed below and urgent announcements/news media needs). You will receive your uploaded video link via email or within the Podio request if you have a Podio account.

Is your video Public, Private or Unlisted?

Public: Public facing videos can stand alone as "clinical edutainment" and inform the viewer – a patient or potential patient – completely. Public videos are viewable on our YouTube channel and subscribers are notified when they post.

Public video requirements:

- Have at least one strong card CTA with link back to henryford.com in video
- Be professionally produced and edited by a video team
- Topic must be applicable and appropriate for a consumer/patient audience
- Most engaging public-facing videos are longer form (ex: 2-3 minutes or more)

Please note that when you submit a video to be public, you are required to submit a thumbnail image and a captions transcript file along with the video file.

Public video examples:

- Find A Doctor (FAD) Introduction Videos
- Location Tours | Patient Stories | Recipes
- Doctor FAQ Videos that are 2-3 minutes
- Service line/Program Overviews (Patient-Focused)

Unlisted: The most popular selection. Unlisted videos are not viewable on our YouTube channel but can be viewed by anyone via a direct YouTube link to the video. Unlisted videos can be embedded on web pages and emails!

Please note that unlisted videos do not require a thumbnail, but we highly recommend sending a captions transcript, even if they are autogenerated from your video file's software.

Unlisted video examples:

- Employee/internal announcements (Bob Riney shares internal news, not intended for the public)
- Medical/department recorded lectures
- Content for OneHenry Intranet
- Resident program content
- Specialized care instructions for a specific patient audience

🔒 Private: These are password-protected videos for small audiences, not viewable on our YouTube page. Viewer must have a link and password to access.

Private video examples:

- Exclusive conference materials available to attendees only
- Specialized care instructions for a specific patient audience

Playlists: We have playlists in place for all service lines and internal-facing videos. Your video can be in multiple playlists, but your video topic must fit the playlist(s) name.

NOTE: We do not support the creation of new playlists without review.