

My Story Videos: Eastern Virginia Medical School | Video Programs (2016)

Videos included in submission:

- [Artina Slaughter](#)
- [Katie Niehoff](#)
- [Linda Church](#)

Background: The My Story video series is the cornerstone of our goal to put a “face” on the human impact of EVMS’ contributions to the community. As a campus of physicians and scientists, EVMS’ past marketing efforts relied on data to make the case for our positive effect on people’s lives. Now, we want to step out from behind the numbers and connect with our community on an emotional level. Video is the ideal medium for forging that emotional connection. Each story is powerful on its own — from a mother experiencing a high-risk pregnancy who successfully delivered a healthy baby to a breast cancer survivor who used art to cope with her medical struggles. Together, the videos demonstrate EVMS’ success in making the Hampton Roads community a healthier place.

Research: We have looked at data (both nationally and in-house) that suggest shorter videos are more likely to hold viewers’ attention, and deliberately keep all My Story videos between two and three minutes in length. We also find videos that feel organic (not like advertisements) perform better on social media — especially when the person featured in the video is part of the conversation. The subjects’ engagement with our Facebook videos is extremely valuable to us, since their friends and family are most interested in watching and sharing their stories.

Planning: My Story videos are incorporated into our overall content marketing strategy and appear across several platforms including our website, institutional publications, an internal e-newsletter and social media (primarily Facebook, Youtube, Twitter, Google+ and Vimeo). A short article appears in our print publication, EVMS Magazine, which then directs readers to the online video. In order to make the My Story videos feel organic, we let the subject tell the story in her own words and include natural sound and footage of her in her own environment. In the case of Katie Niehoff and Linda Church, we also were able to include personal photos and videos, making it feel like you are watching their own home video — because you are. Their endorsement of EVMS comes up later in the video, and it’s subtle. We want the audience to feel an emotional connection. Once they have made that connection, that feeling is linked to our brand. Our average Facebook video earns 500 – 800 views. Our goal with My Story videos is to exceed that rate by 20 percent with viewers engaging at a rate of at least 5 percent.

Execution: We launched the My Story videos across several platforms, but specifically wanted to share them on a platform that would encourage more engagement. With native Facebook video uploads, we have been able to reach and engage with more people than ever before. We look for ties within the community that we can link to in our posts, and coordinate with the subject of the video ahead of time so that they can share the video when it’s posted.

Results: The My Story videos have been received extremely well across all platforms, but most notably on Facebook. Our average video gets about 500 to 800 Facebook views with between 20-30 reactions. The My Story Videos are far exceeding that.

Artina Slaughter: 13, 240 views on Facebook; 329 Reactions, Comments and Shares

Katie Niehoff: 8,717 views on Facebook; 274 Reactions, Comments and Shares

Linda Church: 9,238 views of Facebook; 101 Reactions, Comments and Shares