



SOP Form

CEO Video

Parts: Scheduling, Script, filming, editing, publishing

Part 1: **Scheduling**

- IC team member emails the CEO office to find a date that suits, suggesting a few dates Email: CEO.Office@hse.ie
- CEO office will email to confirm.
- Once confirmed, let Paddy, Yvonne and Emma know.
- Add date and details to IC calendar and staff webinars calendar.

Part 2: **Write Script**

- IC team member checks in on team meeting to get a sense of what the 3 key themes should be.
- Once agreed, IC team member starts to draft the script (for template and formatting see previous CEO scripts saved in IC folder Internal Comms 2022/ CEO video).
- Source material includes, recent CEO and media interviews, CEO's Twitter and any recent press releases around the themes.
- Draft script shared with Emma and Yvonne for input.
- Finalise script and send it to the CEO's office.
- CEO's office may make changes.
- Save final script and send it to Paddy, Emma and Yvonne ahead of filming date. Attach the script to the date in the staff webinars calendar.

Part 2: **Filming**

- Arrive at least 30 minutes early. Paddy will set up the room and load final script to prompter.
- Call CEO's office when ready to go (Tel: 01 635 2000).



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Part 3: **Editing**

- Paddy shares draft with IC team for review via Brightcove link on email.
- Paddy will include B-roll and add subtitles.
- IC team sends feedback to Paddy.
- Paddy makes the changes.
- Video reviewed by the IC team again and finalised.
- Paddy adds video to YouTube as unlisted through Brightcove.
- IC team member shares the unlisted video shared with CEO on WhatsApp for his approval.

Part 4: **Publishing**

- Summary for YouTube/HSN drafted and sent to Yvonne and Emma for 2i and sign off.
- Once approved, add summary and a video title to the video on YouTube – title should follow this format: month staff update from CEO Paul Reid
- When ready, set the video to public.
- Include an image on HSN and add a link to the video.
- IC team to add the video and summary to staff news page.
- Share Health Service News.

Part 5: **Reporting**

- Keeva or Shane to record stats for monthly reports.
- Frances to send stats to Sarah for inclusion in the monthly report.

Owner: Frances Plunkett

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