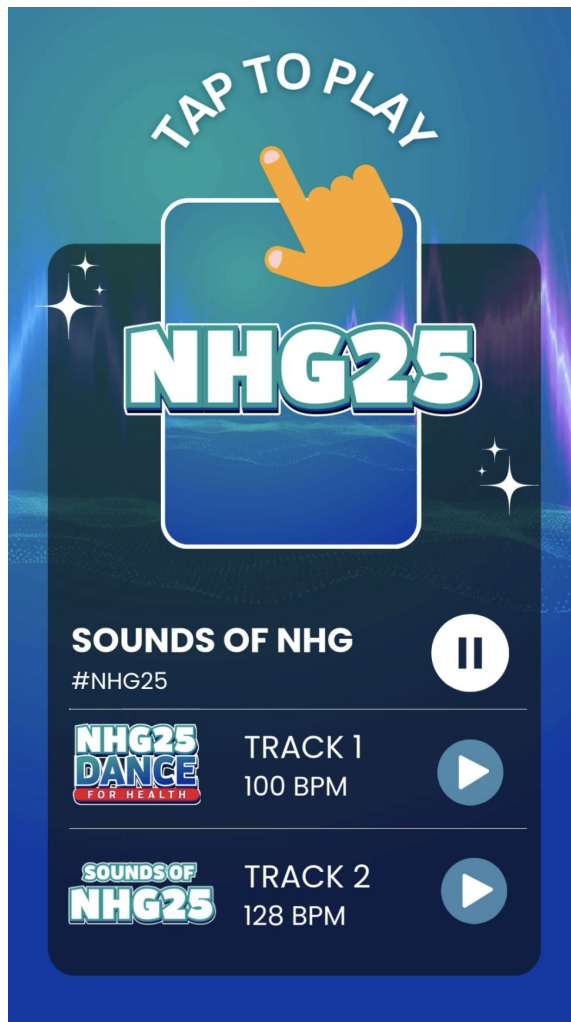


NHG25: Sounds of NHG Post Campaign Report

17 December 2025

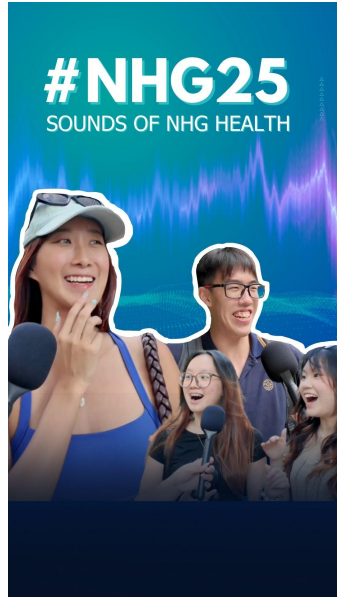




Campaign Recap

- A total of **5 videos** were created for the NHG25 campaign featuring 2 tracks.
 - Video 1: Crash Out Teaser
 - Video 2: Street Interview
 - Video 3: Dance for Health (Public)
 - Video 4: Behind the scenes
 - Video 5: Dance for Health (Staff)
- The campaign ran from **16 November - 17 December**.
- A total of **3 PHIs** were supported the campaign.

Campaign Thumbnail



Campaign Overview

149,375

TOTAL VIEWS

4,083

ENGAGEMENT

LIKES: 3,115
COMMENTS: 174
SHARES: 794

80,089

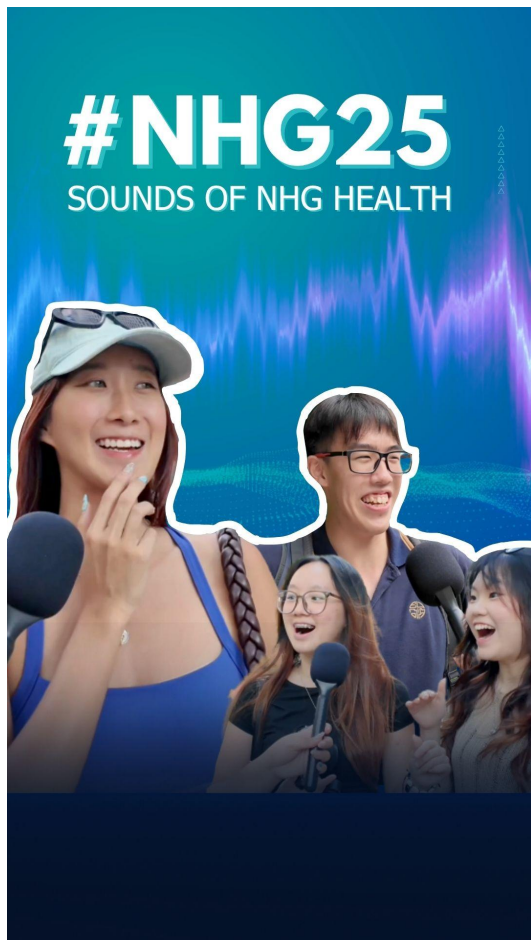
FOLLOWERS

INSTAGRAM: 9,048
TIKTOK: 6,848
FACEBOOK: 31,161
LINKEDIN: 33,032



Video #1: Teaser

Platform	Views	Likes	Comments	Shares
Instagram	3,592	100	39	80
Tiktok	597	12	4	2
Facebook	1,137	11	3	0
LinkedIn	-	-	-	-
TOTAL	5,326	123	46	82



Video #2: Street Interview

Platform	Views	Likes	Comments	Shares
Instagram	15,325	317	22	209
Tiktok (Boosted)	30,189	582	5	33
Facebook	3,373	19	2	0
LinkedIn	-	-	-	-
TOTAL	48,889	918	29	242

Tiktok (Boosted): 1 day



Video #3: Dance for Health (Public)

Platform	Views	Likes	Comments	Shares
Instagram	3,531	103	23	162
Tiktok	802	18	2	5
Facebook	1,288	13	1	0
LinkedIn	-	-	-	-
TOTAL	5,621	134	26	167



Video #4: Behind the scenes

Platform	Views	Likes	Comments	Shares
Instagram	2,432	92	14	76
Tiktok	893	14	1	8
Facebook	1,311	15	2	0
LinkedIn	-	-	-	-
TOTAL	4,636	121	17	84

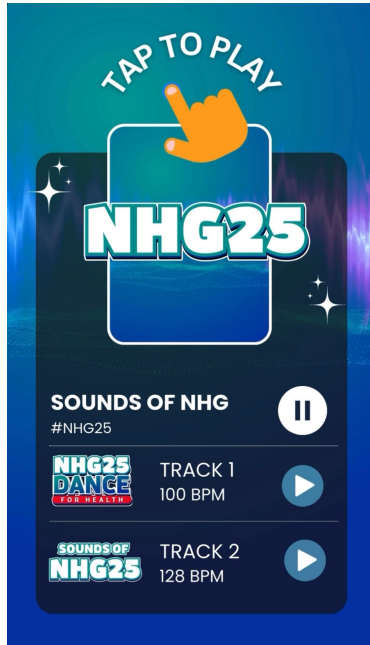


Video #5: Dance for Health (Staff)

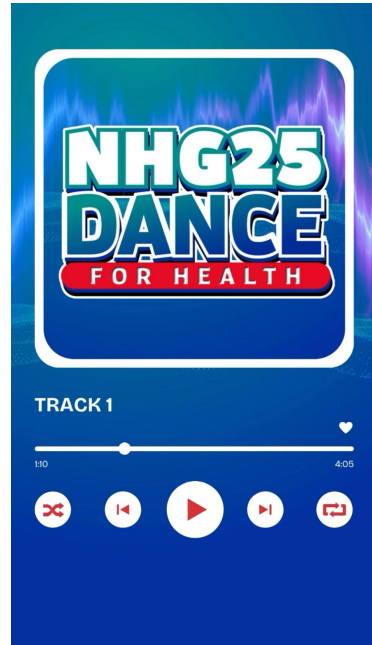
Platform	Views	Likes	Comments	Shares
Instagram	18,144	516	34	168
Tiktok (Boosted)	59,526	1,232	18	51
Facebook	4,723	4	2	0
LinkedIn	2,600	67	2	0
TOTAL	84,993	1,819	56	219

Tiktok (Boosted): 1 day

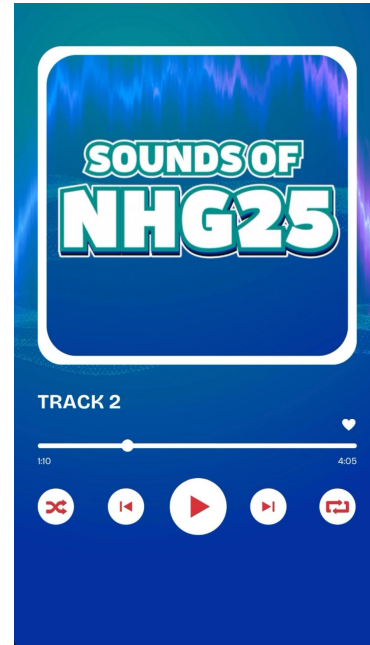
IG Stories



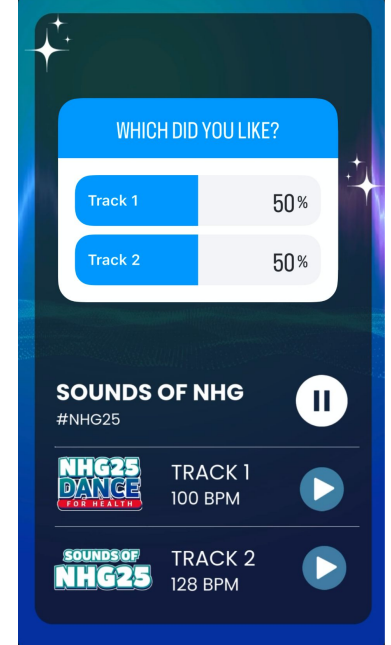
Views: 526
Interactions: 32
Profile Visits: 4



Views: 540
Interactions: 1
Profile Visits: 0



Views: 507
Interactions: 0
Profile Visits: 2



Views: 459
Interactions: 0
Profile Visits: 3

Campaign Postings

No	Video	Views	Likes	Comments	Shares	Post (Click to view)
1	Teaser	5,326	123	46	82	IG LINK TT LINK FB LINK
2	Street Interview	48,889	918	29	242	IGP LINK TT LINK FB LINK
3	Dance for Health (Public)	5,621	134	26	167	IGP LINK TT LINK FB LINK
4	Behind the Scenes	4,636	121	17	84	IGP LINK TT LINK FB LINK
5	Dance for Health (Staff) ★	84,993	1,819	56	219	IGP LINK TT LINK FB LINK LI LINK
TOTAL		149,375	3,115	174	794	

PHIs Postings

No	Institution	Followers	Total No. of Postings	Likes	Comments	Post (Click to view)	Comments
1	WOODLANDS HEALTH @wh.sg	8.9K	1 x IGP	89	0	IGP LINK	A highlights video honouring the dedication and impact of Allied Health and Pharmacy colleagues at Woodlands Health
2	KHOO TECK PUAT HOSPITAL @khooteckpuathospital	7.7K	1 x IGP	289	1	IGP LINK	A light-hearted moment of KTPH nurses celebrating the sounds that shape their daily care routines.
3	INSTITUTE OF MENTAL HEALTH @imh.singapore	7.3K	1 X IGP	57	5	IGP LINK	A behind-the-scenes glimpse of our sounds of NHG video, like a teaser video to create hype for our post.

Key Learnings

1

Videos that opened with **strong, people-centric thumbnails** consistently performed better, with *Dance for Health (Staff)* emerging as the top-performer, achieving **84,993 views, 1,819 likes, and 219 shares**. This shows the importance of compelling visual hooks in driving initial engagement and encouraging viewers to stop scrolling.

2

Collaboration played a significant role in amplifying reach and engagement. Content involving **internal staff and external collaborators**, such as IMH staff participation and Jesslyn (KOL: , contributed to stronger organic performance on Instagram. Notably, *Dance for Health (Staff)* and *Street Interview* together accounted for approximately **90% of total campaign views (133,882 out of 149,375)** and **over half of total shares (461 out of 794)**, demonstrating how collaborative and participatory formats increase content shareability and audience resonance.

3

Audience response across platforms indicates that the campaign successfully positioned **NHG Health as a fun, inclusive and people-first organisation**. Staff-led content, in particular, generated higher levels of interaction, reflecting positive sentiment towards moments of joy, connection and recognition within the healthcare setting. This aligns with employer branding objectives by portraying NHG Health as a workplace that values wellbeing, teamwork and culture alongside professional excellence.

4

Overall, the campaign delivered **149,375 total views, 3,115 likes, 174 comments, and 794 shares**, highlighting strong engagement across both staff-facing and public-facing content. Future campaigns would benefit from prioritising authentic staff participation, visually engaging thumbnails, and collaborative storytelling to maximise reach while reinforcing NHG health's branding.

THANK YOU

