DOCTOR VIDEO

YouTube Shorts: the front door, not the house

Why a doctor's Shorts should lead into a library of longer, searchable explainers, and how to build that ladder.

Swipe →

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DIFFERENT JOB

Shorts are not Reels with a new logo

INSTAGRAM	A social network. Profile and DMs matter most
YOUTUBE	A video search engine with a long memory
SEARCHES	Procedures, recovery, what to expect, often in Hindi
THE SHORT	Earns attention in the feed
LONG VIDEO	Earns trust and, eventually, the enquiry

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THE ASSET

"

A doctor with fifty Shorts and no long-form library is renting attention. A small library of explainers with Shorts pointing to them is building something.

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WHAT YOUTUBE ALLOWS

3 minutes

Maximum Short length, square or vertical, for uploads after 15 October 2024

A limit is not a target. The right length is the length of the answer. Skip licensed music.

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HEALTH FEATURES

Qualifying for YouTube's health source panels

- Registered Indian health professionals invited to apply, December 2024
- Channel primarily about health, no active strikes
- 1,500 watch hours in 12 months, or 1.5 million Shorts views in 90 days
- Country list on the live help page varied. Confirm before planning

The threshold rewards sustained viewing, not a handful of clips.

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BUILD THE LADDER

From Short to long video, in order

1. Pick a pillar topic from real patient questions
2. Record the reviewed long video first, with chapters
3. Cut or re-record one Short per question inside it
4. Link every Short to the long video
5. Put the booking route in the long video's description

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STRUCTURE

Four beats in every doctor Short

1. The question first, spoken and on screen, no greeting
2. The short answer: two or three plain points
3. The honest limit: individual cases need a consultation
4. The pointer: full process in the longer video, linked here

Write titles in the patient's words. Match title language to spoken language.

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What changes between YouTube and Instagram

ENDING	YouTube: the related long video. Instagram: profile or desk
TITLE	YouTube: searchable question. Instagram: conversational caption
SPOKEN REFS	No link in bio on YouTube; no watch the channel on Instagram
ORDER	Publish the long explainer first so Shorts can link
FILES	Keep separate working files per platform for review

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BEFORE IT GOES LIVE

The pre-publish checklist

- Answers one question, starting with that question
- Clinical content reviewed and logged
- Captions checked word by word, right language
- Related long video linked, booking route in it
- No identifiable patients or screens without consent

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READ THE FULL GUIDE

YouTube Shorts for doctors, in full

- Setting up the channel so Shorts land somewhere
- Reading viewed vs swiped away analytics
- Who owns the channel when a doctor moves
- gauravphogat.com/youtube-shorts-for-doctors

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