YouTube to Viewers: #StayHome #WithMe During the Coronavirus Crisis

YouTube introduced its #WithMe initiative in 2010 as a way to encourage people to do things together, and Friday, it incorporated #WithMe into its #StayHome effort to stress the importance of adhering to social distancing guidelines during the coronavirus pandemic.

The Google-owned video site said, “From Cook With Me to Clean With Me, Jam With Me and Study With Me, our creators and community have used video to help people learn, connect, entertain and thrive. We’re finding that YouTube’s community continues to come together and, at a time like this, it’s so inspiring and encouraging to see.”

YouTube debuted a video Friday featuring creators such as Rudy Mancuso, Vlogbrothers and Yoga with Adriene encouraging people to stay home and participate in activities with them.

The video is also being developed into a television spot that will air during Meet the Press on NBC Sunday morning.

YouTube also created a series of public-service announcements to persuade people to stay home, with stars including Becky G, Emma Chamberlain, The Dolan Twins, French Montana, Gordon Ramsey, Venus Williams and Sebastián Yatra.

The site’s #StayHome channel features the PSAs and #WithMe activities, along with other content.

https://www.adweek.com/digital/youtube-to-viewers-stayhome-withme-during-the-coronavirus-crisis/