

YouTube's New Find a Way #WithMe Spot Shows How People Are Getting Through 2020



YouTube started seeing #WithMe trends on its platform in 2010 as a way to encourage people to do things together, and in late March, in the early stages of the pandemic, it incorporated #WithMe into its #StayHome effort to stress the importance of adhering to social distancing guidelines.

The Google-owned video site introduced its latest #WithMe spot Tuesday, Find a Way #WithMe, to showcase the creative ways that people are getting through 2020, while spotlighting the importance of mental health ahead of Mental Illness Awareness Week in October.

YouTube said views of videos containing #WithMe in their titles are up 600% since March 15 compared with average views for the rest of the year, adding that it has tallied 2.13 billion social impressions for #WithMe, making it the video site's most-talked-about brand campaign ever, as well as 1.1 billion global views of #WithMe videos and 504 curated playlists across 29 markets.

The campaign's first video, which debuted in March, totaled 33 million views and featured celebrities including Emma Chamberlain, Demi Lovato, Markiplier, Casey Neistat, Lele Poon and Sam Smith encouraging viewers to stay home.

Other spots in the campaign included Get By Together #WithMe, which debuted in late April and racked up 78 million views, and Graduate #WithMe, which premiered in late May and totaled 2.2 million views.

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