

# STAY HOME #WITH ME



YouTube is joining the call to action for people around the world to [#StayHomeandSaveLives](#), in an effort to encourage people around the world to flatten the curve and help stop the spread of Coronavirus (COVID-19).

We believe that YouTube artists, partners and creators have a unique opportunity to share this critical information during a time when people are craving human and community connection more than ever.

With your help, together, we can give people a way to stay informed, stay entertained, and stay part of a community by inspiring and encouraging them to #StayHome and \_\_\_\_\_ #WithMe.

WE WOULD LOVE YOUR HELP  
IN TELLING THE WORLD

#StayHome #WithMe

## OUR ASK FOR YOU:

Create **#WithMe** content that will entertain, inform, and connect with people who are social distancing during this pandemic.

This can be anything from new, unique content, to existing content strategies that you think will help people who may feel lonely or bored.

## A FEW EXAMPLES INCLUDE:



### MUSIC RELATED

SING With Me  
LISTEN TO MY NEW ALBUM/SONG With Me  
JAM With Me  
SING With Me  
DANCE With Me  
SPIN With Me  
LISTEN TO ALBUM With Me



### SELF-IMPROVEMENT

MEDITATE With Me  
WORKOUT With Me  
COOK With Me  
LEARN INSTRUMENT With Me



### TOPICS THAT CAN HELP

Comforting/Calmng  
Happy/Uplifting  
Kid-friendly (ex. Lullaby)  
Classic old pop for family (ex. For Elders staying home)

## DOWNLOAD CREATIVE ASSETS:

YouTube [#StayHome #WithMe logo](#) and font  
Artist Post Toolkit [available here](#)

## THE DETAILS:

The easiest way to get involved is for anything you have planned on live streaming or uploading, incorporate the message using the hashtags #StayHome #WithMe.

- 1 Create a #WithMe video:** Share anything to help keep fans entertained, feel connected and productive while staying at home.
- 2 Title your video "#StayHome and \_\_\_\_ #WithMe" to the end**  
Fill in the blank with whatever you intend you do  
*#StayHome and cook #WithMe*  
*#StayHome and sing #WithMe*  
*#StayHome and dance #WithMe*  
*#StayHome and work out #WithMe*  
*#StayHome and meditate #WithMe*
- 3 Share with the hashtags #StayHome #WithMe**  
These are the hashtags we'll be using to collectively retweet and repost content.

*For best practices on live stream, learn more here.*

## PROMOTION:

We are working to feature videos uploaded on our [YouTube Spotlight channel \[youtube.com/youtube\]](#) and we will be driving traffic to this page across all our marketing effort. We will be highlighting as many videos here, our YouTube & YouTube Music social channels as we well as accessing more promotional opportunities as we go.

## PARTNERING:

We have a lot of ideas and programs in development to support #StayHome #WithMe. Let us know if you would like to get more involved! For this and any other questions, please reach out to your YouTube partner manager.