



How YouTube is helping people get the facts on the COVID-19 vaccine

Our Approach

YouTube is committed to leveraging our platform’s reach (2 billion+ monthly logged-in viewers) and the diversity of the YouTube creator community, to **raise authoritative information, combat misinformation** and help **make the science of COVID-19 vaccines easy to understand and more accessible** to people all over the world.

Removing Misinformation

We have a clear COVID-19 medical misinformation policy that prohibits content which contradicts local health authorities’ guidance on the treatment, prevention, diagnosis, and transmission of COVID-19.



850,000

COVID-19 misinformation videos have been **removed** from the platform, since October 2020



30,000+

videos that made misleading or false claims about COVID-19 vaccines have been **removed** since last quarter of 2020

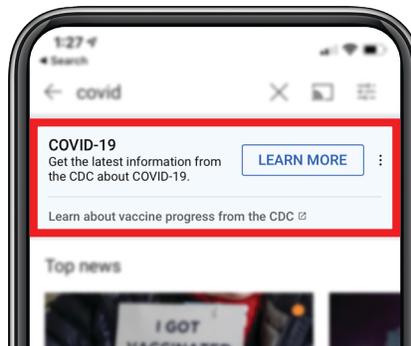


89%

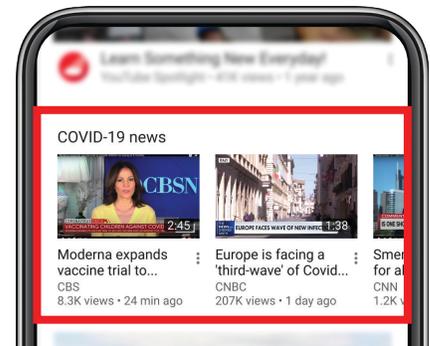
of YouTube videos removed for dangerous or misleading coronavirus misinformation were **removed** with 100 views or less

Raising Authoritative Voices

Since March 2020, we have worked closely with 85+ local health authorities and public health experts across the world, and have created highly visible methods of sharing information from public health authorities across YouTube. To date, **our COVID-19 information panels on YouTube have been viewed 400 billion times**, making them an important source of authoritative information.



COVID-19 info panels that appear in COVID-19-related search results and watch pages, providing links to CDC web pages with general COVID-19 guidance and vaccine information.

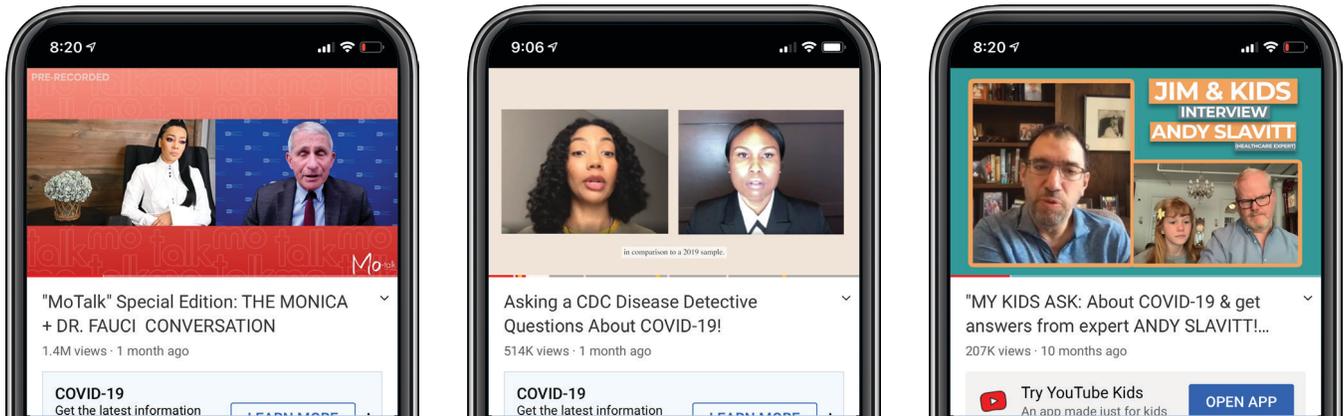


COVID-19 news shelf appears on the YouTube homepage to make it easy for users to get fresh and authoritative news on COVID-19.



Driving Vaccine Education by Promoting Trusted Voices

We're also connecting influential creators and artists with relatable, trusted scientists and public health experts and to-date, we have completed more than **60+ of these collaboration videos**, which have had **more than 65 million views**.



We're building on the success of conversations like the ones between [Dr. Fauci and Monica](#), [CDC officer Tia Rogers and Asia Jackson](#), and [Andy Slavitt and Jim Gaffigan](#), to connect with more audiences, ranging from rural and farming communities to family vloggers.



We are excited to be working with the [Vaccine Confidence Project](#) towards an upcoming global campaign that will feature the personal stories of people getting vaccinated and help to remind us of all we have to look forward to as a vaccinated world recovers from the pandemic.



YouTube is also working with Global Citizen on a [global special](#), airing in May 2021, that will focus on overcoming vaccine hesitancy and ensuring equitable distribution. Additional details of this global special will be announced in the coming weeks.