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Advocacy &  
Services for  
LGBTQ+ Elders

We refuse to be invisible®

# LGBTQ+Elders

A Shutterstock Content Brief





# Overview

Customers are always looking for content that genuinely represents great human storytelling. This includes the lives of LGBTQ+ elders. To address this need, Shutterstock is teaming up with **SAGE** to explain how to capture and represent the diverse LGBTQ+ elder community.

This content brief aims to fill a crucial void in representation and to celebrate the lives and stories of LGBTQ+ elders. By creating beautiful, dignified portraits, we not only enrich the Shutterstock content library but also provide a platform for these stories to be told and celebrated.

Within the Shutterstock library, we are currently experiencing a huge content gap in LGBTQ+ elders content which we strive to improve.



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## Partnering with Sage

SAGE is the world's largest and oldest organization dedicated to improving the lives of lesbian, gay, bisexual, transgender, and queer and/or questioning (LGBTQ+) older people.

Founded in 1978 and headquartered in New York City, SAGE is a national organization that offers supportive services and consumer resources to LGBTQ+ older people and their caregivers.

SAGE also advocates for public policy changes that address the needs of LGBTQ+ elders, provides education and technical assistance for aging providers and LGBTQ+ community organizations through its National Resource Center on LGBTQ+ Aging, and cultural competency training through SAGECare.

Learn more at [sageusa.org](https://sageusa.org).



# Why is visualizing LGBTQ+ elders important

LGBTQ+ elders provide visibility and representation for younger generations who may be struggling with their own identities. Seeing older individuals who are openly LGBTQ+ in advertising can validate the experiences and identities of young people and help them feel less alone.

LGBTQ+ elders challenge stereotypes about aging and demonstrate that LGBTQ+ identities are not limited by age. Their visibility helps combat ageism within both the LGBTQ+ community and society at large.

Visualizing LGBTQ+ elders of all gender identities, sexual orientations, ethnicities and abilities allows us to envision a future where they can live authentically and with dignity, while also fostering understanding, empathy, and respect across generations within the LGBTQ+ community.



# In-Home Portraiture Shoot

The most important aspect of this request is authenticity. Customers want content that depicts LGBTQ+ elders and their experiences authentically. It is vital to capture true gestures, interactions, and expressions.

- Capture authentic moments that reflect the everyday unique experiences and personalities of LGBTQ+ elders individuals in their homes.
- Use natural lighting and flattering angles to highlight the subjects' features and expressions.
- Encourage elders to express themselves freely, capturing candid moments of joy, resilience, and wisdom.
- Encourage natural and relaxed poses that convey confidence and authenticity.
- Avoid imposing stereotypical poses or gestures that may not resonate with LGBTQ+ individuals.
- Show elders enjoying hobbies such as arts and crafts, cooking, gardening, and games.



# Lifestyle Scenarios

The LGBTQ+ elder community living and thriving in everyday scenarios captured outside the home. Customers want content that depicts LGBTQ+ elders and their experiences authentically. It is vital to capture true gestures, interactions, and expressions.

- LGBTQ+ people in group shots outside with friends.
- Content of LGBTQ+ elders' love beyond the lens of marriage & parenting.
- Celebrating holidays with both family, chosen family, & friends.
- LGBTQ+ models enjoying a meal at a restaurant or at home
- Traveling and taking different modes of transportation such as cars, trains, and airplanes.
- Enjoying a vacation at a hotel, relaxing at a pool, and sightseeing.
- Celebrating important life-milestones such as birthdays, graduation, anniversaries, buying a home. Celebrating holidays with family, chosen family, and friends.



# Model and Styling



## Styling

Encourage elders to wear clothing that reflects their personal style and identity.

Consider the historical significance of clothing and accessories within the LGBTQ+ community



## Models

Follow the guidance of 'Nothing about us, without us.' Ensure real and accurate diverse representation: Include elders from various gender identities, sexual orientations, ethnicities, abilities, and backgrounds.



## Location

Choose locations that are safe and comfortable for elders, considering accessibility and privacy concerns.



# Suggestions and Best Practices

- Ask for pronouns, hire LGBTQ+ stylists and makeup artists, and portray people as they desire.
- Collaborate with LGBTQ+ organizations or community groups for guidance and support.
- Involve LGBTQ+ elders in the planning and execution process to ensure their voices and perspectives are represented.
- Be cognizant of the ways that you talk about gendered clothing, hair styles, etc. Be cognizant of comfort levels and different kinds of representation.
- Behind-the-camera representation plays a vital role in portraying authentic stories. Diverse production teams can provide a richer and more inclusive perspective.
- Allow models to participate and give input into their own styling. It can not only save cost but also provide a layer of authenticity and comfort.
- Avoid excessive retouching or manipulation that may erase the natural characteristics, maturity or identities of the subjects.
- Respect the privacy and confidentiality of the individuals portrayed, especially when sharing the final images publicly.



# Metadata

Using inclusive language makes a difference. Here are some helpful tips for keywording LGBTQ+ content:

To help mitigate any harmful information and metadata associated with the LGBTQ+ community photographers must share and confirm associated descriptions and keywords with their models for their consent.

- We must allow space for the models to identify themselves!
- Photographers should be sharing and confirming the associated descriptions and keywords with their models.
- Asking your models how they would self-identify brings more depth and accuracy to your metadata and can increase discovery.

At Shutterstock, we strive to create and maintain a collection that supports diversity and inclusion as we believe it brings true value to our business and better serves our global network of customers and contributors.



## Submission Guidelines

When submitting content for this request, include **“LGBTQElders”** in your keywords. You can include up to 50 keywords and a 200 character description for each asset. The more rich, relevant, and descriptive metadata you provide, the better.

## Legal Considerations

Please submit commercially viable content only. This means work with valid model releases and clear of intellectual property and trademark concerns.



# Thank you!

We can't wait to see what you create.

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