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sstkSeniors

A Shutterstock Content Brief





Overview

Authentic, everyday stories of seniors

Shutterstock customers are seeking diverse images and videos that showcase seniors thriving in their golden years. From spending time with family, to using technology, or pursuing hobbies, audiences value authentic content that reflects life after 65. And despite their spending power and societal influence, seniors remain underrepresented in stock content.

Customers are particularly interested in full-series shoots that depict "a day in the life" of a senior, highlighting their daily routines. In addition to specific scenarios, we've also included an extended shotlist, which can be found later in this brief!

Be sure to use the keyword **sstkSeniors** when submitting your content to align with this brief.



Scenarios

Active seniors, living their best life

Outdoor Activities and Exercise: Seniors participating in activities like hiking, biking, yoga, swimming, or walking in the park to showcase healthy and active lifestyles.

Travel and Adventure: Seniors exploring new destinations, taking road trips, or enjoying group tours, capturing the joy and freedom of travel during retirement.

Hobbies and Creative Pursuits: Seniors engaging in arts and crafts, gardening, painting, playing musical instruments, or other hobbies that highlight personal fulfillment and creativity.

Social Gatherings and Community Events: Seniors interacting with friends and family at events, participating in community activities, or volunteering, emphasizing connection and engagement.



Scenarios

Active seniors, living their best life

Video Calls and Virtual Communication: Seniors using video chat platforms to connect with family and friends, highlighting moments of joy, connection, and maintaining relationships from a distance.

Online Shopping and Banking: Seniors engaging in online transactions such as shopping, bill payments, or banking.

Learning and Education: Seniors participating in virtual classes, webinars, or tutorials to learn new skills or hobbies.

Social Media and Entertainment: Seniors browsing social media, streaming videos, playing games, or interacting with digital content.

Retirement Communities and Assisted Living: Seniors enjoying activities in communal spaces, such as dining together, participating in group events, or relaxing in shared lounges.



Scenarios

Seniors and authentic medicine

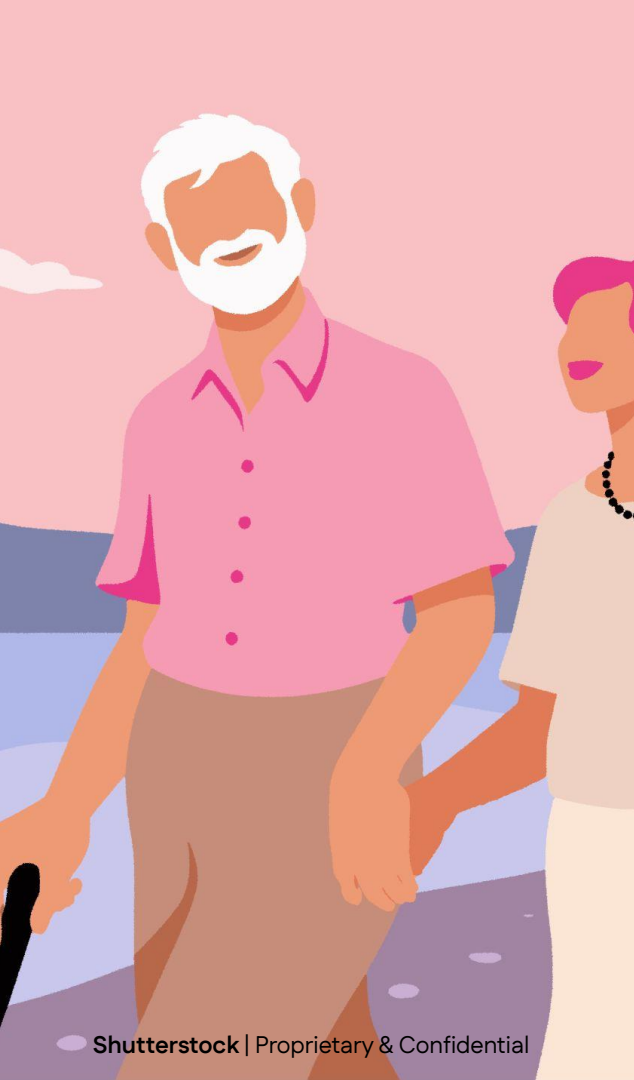
Routine Medical Check-Ups: Seniors visiting doctors' offices or clinics for regular health check-ups and consultations, showcasing preventive care and positive interactions with healthcare professionals. Some examples of routine tests include: taking blood pressure, measuring a patient's height and weight, and listening to the chest

Home Healthcare and Assisted Living: Seniors receiving in-home care services from caregivers or nurses.

Medication Management: Seniors organizing, taking, or discussing medication with healthcare providers or family members.

Family Visits: Showcase heartfelt moments as families visit their grandparents in assisted living facilities or at home.

Telemedicine and Virtual Health Consultations: Seniors using fitness trackers, telemedicine apps, or health monitoring devices to manage their health, promoting awareness of technology's role in maintaining well-being.



Scenarios

Illustrations

Healthy Aging: Illustrations of seniors engaging in fitness activities, healthy eating, and mental wellness practices like meditation or yoga, promoting overall well-being.

Retirement Lifestyle: Seniors enjoying hobbies, traveling, gardening, or managing finances, showcasing the freedom and fulfillment that comes with retirement.

Technology and Digital Life: Seniors using smartphones, tablets, or computers to stay connected with family, access services, or engage in online learning, reflecting modern senior life.

Social Engagement: Illustrations of seniors participating in community events, volunteering, or spending time with family and friends.

Home Life and Independence: Seniors living independently and managing household chores.



Extended Shot List: Day in the Life

Morning Routine

- Capturing the first moments of the day: waking up, stretching in bed, brushing teeth, combing hair, putting on glasses, and taking medicine.
- Preparing and enjoying breakfast.
- Morning relaxation: meditating, journaling, or tending to houseplants.

Physical Activities

- Group exercise classes: stretching, simple yoga, dancing, or water aerobics.
- Strolling in nature: solo walks, group outings.
- Playing light sports: pickleball, golf, or bowling.
- Gardening: planting flowers, pruning bushes, or harvesting vegetables.

Learning

- Taking lessons and exploring hobbies such as art, technology, gardening, book clubs, learning an instrument, photography and writing.

Community Spaces for Seniors in Assisted Living Facilities

- Socializing with peers.
- Fun and games: playing chess, cards, board games, or bingo.
- Relaxation: watching TV, listening to music, or reading books.
- Staying connected: using smartphones, tablets, or laptops.

Meals

- Dining in restaurants, at home, or in communal spaces.
- Taking medications after a meal.
- Sharing snacks: tea time with cookies, fruit platters, or healthy treats.

Nighttime Routine

- Evening wind-down: tidying rooms, organizing belongings, or light cleaning.
- Preparing for sleep - washing up in the bathroom, wearing pajamas, and reading in bed.



Extended Shot List: Family Visits

Arrival

- Capture heartfelt moments as family members arrive at a senior's home or an assisted living facility, carrying thoughtful items like homemade gifts, personalized cards, fresh flowers, or other tokens of love.
- Depict happy and emotional reunions with physical affection like hugs, kisses, and warm smiles.
- Multigenerational interactions – young children holding hands with grandparents or presenting them with gifts or showing them their toys (or pets!).

Portraits

- Multigenerational family portraits – posed and unposed.

Farewell

- Tender goodbyes with long hugs and hand-holding.
- Grandparents and caregivers walking family members out of their home.
- Waving goodbye from the car window.

Activities

- Young children reading books or playing games with grandparents.
- Families sitting together, in communal areas or in private rooms, having conversations, genuinely laughing, and attentively listening to each other.
- Going through old photos albums together.
- Sharing meals together seated all together at a table.
- Consider having caretakers or assistants in the background to help residents from time to time (when applicable).
- This content should feel natural and candid.

Models and Styling



Diverse casting

Customers are seeking more diversity within this category, particularly with non-caucasian and LGBTQ+ seniors, who are currently underrepresented.



Styling

Models should have a natural appearance, with wardrobes that feel realistic and true to everyday life.



Aesthetics

Give your content a documentary style with a spontaneous feeling. Models should maintain natural facial expressions whenever applicable.

Shooting video?
Keep these
specs in mind.

Video Specs

Frame Rate:	23.98p
Resolution:	Horizontal (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 Vertical HD - 1080x1920 4K - 2160x3840, 2160x4096, 2304 x 4096
Shutter Speed:	180 (1/48th)
Gamma:	Rec 709 Wide Dynamic Range (Cinema Style) Log-C
Compression:	Pro-Res 422 (HQ) H.264 (max bit rate and depth)

Customers want commercial-use content.

Legal Requirements

What is commercial-use content?

As the name suggests, commercial content can be used to commercialize, monetize, sell, promote, and advertise a product, business or service. Content that is licensed for commercial use has many more restrictions than content that is licensed for editorial use because commercial content is used for advertising and promotional purposes.

Please make sure the content you submit to this brief does not have any visible trademarks, intellectual property, and personally identifiable information. All content featuring recognizable people must be submitted with a valid model release.



Make sure customers find your content.

Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

You can include up to 50 keywords and a 200 character description for each image or clip. Include information about location, occasions, actions, people, clothing, and concepts in your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **sstkSeniors** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

Top sstkSeniors keywords

Literal Keywords

If these people, places, or things appear in your content, add them to your keywords.

Assisted Living, Blood Pressure, Caregiver, Cooking, Doctor, Elder, Elderly Care, Exercise, Family, Fitness, Gardening, Games, Grandparent, Healthcare, Hearing Aid, Hobby, Hospital, Independent Living, Medication, Medicine, Nurse, Nursing Home, Older Adult, Painting, Physical Therapy, Reading, Recreation, Rehabilitation, Retirement, Retired, Safety, Senior, Senior Couple, Social Worker, Technology, Therapy, Vitamin, Volunteering, Walker, Wheelchair

Conceptual Keywords

If these themes, feelings, or ideas are represented in your content, add them to your keywords.

Aging, Balance, Belonging, Calm, Care, Comfort, Community, Confidence, Connection, Dignity, Empowerment, Engagement, Enjoyment, Freedom, Fulfillment, Golden Years, Gratitude, Happiness, Health, Independence, Joy, Lifestyle, Longevity, Love, Meaning, Mental Health, Mindfulness, Mobility, Purpose, Quality of Life, Reflection, Resilience, Routine, Security, Self Care, Simplicity, Strength, Support, Wellness, Wisdom



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Thanks!

**We can't wait to see
what you create.**

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