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# sstkFamily: Working Families

A Shutterstock Content Brief





# Overview

## Everyday work, everyday family

Behind every skilled trade or manual job is a person balancing work with the responsibilities of family. From small businesses, to construction sites, to repair shops, these workers keep essential systems running while also providing for loved ones at home.

Shutterstock customers are looking for visual content that tells a complete story, showing both the demand of hands-on, labor-intensive jobs and the meaningful moments shared with family.

This brief outlines the key categories where authentic, family-centered moments are most in demand. When uploading your work, be sure to include the keyword **sstkFamily** to help your content align with this brief and increase its visibility to customers.



# Scenarios

## The People Behind the Profession

Customers want to see trade workers' lives beyond the job site, highlighting their family connections. Popular requests include series of images or videos following the same person through their day, such as:

- Morning routines shared with family, like getting ready alongside children
- Saying goodbye to kids before heading out to work
- Returning home to reconnect with loved ones
- Sharing meals at the kitchen table with family members
- Doing household chores like washing dishes or laundry
- Managing everyday tasks such as sorting mail or making phone calls
- Weekend gatherings with friends and family, like barbecues or casual social time
- Lifestyle moments that show middle-class family life



# Scenarios

## A day in the life, on the job

Customers want authentic, detailed portrayals of workers on the job help showcase the skill and effort behind their daily work.

- Preparing gear, loading tools, or organizing supplies before heading to a job site
- Commuting to and from work
- Close-up shots of hands at work, highlighting craftsmanship and detail
- Taking breaks, eating lunch, or checking in with family during the day
- Having discussions with coworkers
- Showing a full task sequence. For example, a plumber inspecting a broken sink, repairing it from multiple angles, gathering tools, and finishing the job
- Transitioning between job sites or tasks to show the rhythm of a full workday
- Emphasizing the effort and skill involved in trade professions

# Models and Styling



## Casting

Customers are particularly seeking representation of Black, Japanese, Southeast Asian, and Hispanic families. Show a wide range of ages, body types, and lived experiences through authentic family dynamics shaped by work and daily life



## Styling

Style models in realistic workwear that reflects the physical nature of their jobs and their role within the family. Clothing should look worn, practical, and task-appropriate. Show the reality of hard work done to support loved ones.



## Aesthetics

Capture candid, unscripted moments. Skip the posed shots and focus on real expressions, natural imperfections, and spontaneous gestures that capture genuine interactions.

# Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkFamily** content. We encourage you to use these examples as references while creating content that is true to your unique style and part of the world.



Shooting video?  
Keep these  
specs in mind.

## Video Specs

Frame Rate:	23.98p
Resolution:	<b>Horizontal</b> (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 <b>Vertical</b> 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. Include information about location, actions, people, and concepts to your metadata.

Make sure to include the keyword **sstkFamily** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

# Top sstkFamily keywords

## Literal Keywords

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

blue collar, gritty, hands-on, industry, labor, manual, manufacturing, messy, operator, practical, skilled, small business, technical, trade, work, acknowledging father figures, adult child-parent relationships, cheerful children, happy children, motherhood, mothers at home, mothers grocery shopping, outgoing, parent and adult children relationships, seniors with daughters, working mothers

## Conceptual Keywords

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

business and motherhood, cultural traditions, diversity in motherhood and language, everyday moments, family bonds, family communication, family love, family relationships, fatherhood and identity, heroic grandparents, home life, joy and connection, love and care, modern motherhood, moments of togetherness, multigenerational families, relationships, tenderness, warmth and connection, dedication, everyday hero, front line, hard work, modest, passion, real, reality, service, strength, strong, unexpected, working class



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**Thanks!**

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

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