



VIDEO SUBMISSION GUIDELINES

The mission of It Gets Better Project (IGBP) is to uplift, empower, and connect LGBTQ+ youth around the globe. Share your story of how it got better and provide countless young adults with the inspiration and hope that you wish you had while growing up. When creating an It Gets Better video, it is best to start with a prompt. Below are a few examples to consider:

- Tell us about a time where you felt different and potentially alone, for being who you are.
- How did you find resources and other people who could support you?
- Tell us about one person who helped change your life.
- What advice do you have for a young person who may feel isolated and scared for being LGBTQ+?
- Be positive! Remind LGBTQ+ youth that they are unique, that they should be proud of who they are, and that if they are struggling, there is a community available that is there to support them.
- Emphasize individual and collective responsibility for supporting the well-being of LGBTQ+ people.
- Use an end-card letting LGBTQ+ young people know there are resources available to them at www.itgetsbetter.org/get-help

Safe messaging is essential. It is a priority of IGBP to ensure safe messaging in all of its communications with youth. IGBP has adopted [TALKING ABOUT SUICIDE AND LGBT POPULATIONS, PRODUCED BY THE MOVEMENT ADVANCEMENT PROJECT \(PDF\)](#), as a guiding resource in helping to assess whether any particular item includes messaging that may be deemed “unsafe” for young viewers or readers.

IGBP may discontinue or decline to share a video or written content submitted to it for reasons including, but not limited to:

- the item contains offensive, vulgar or violent content;
- the item describes suicide in a positive way, encourages people to harm themselves or makes suicide seem like a normal or accepted solution;
- the item is perceived as being insensitive to or exploiting suicide deaths or surviving family members;
- the item could lead a viewer to experience anxiety, depression or feelings of isolation and despair;
- the item suggests that a person should not seek help if feeling anxious, depressed, isolated or suicidal;
- the item misrepresents data about issues pertaining to suicide or youth; or
- a variety of other reasons that may lead a person to experience mental, psychological, emotional or physical harm.