



BRIEF FOR HOPES CREATORS

Hi, and thank you for wanting to be part of this!

Hopes is about what young LGBTQI people in Sweden hope for. We're collecting hopes from across the country, and in spring 2027 they become a report that RFSL Ungdom uses to push for change in schools, healthcare and politics.

You know your audience better than we do, so we start with your idea. If you'd like something to work from, there are three ready-made formats further down.

THE CAMPAIGN IN 30 SECONDS

The question	What do you hope for young LGBTQI people in Sweden?
Where to answer	hopes.rfslungdom.se. One sentence is enough.
Who can answer	Everyone. The focus is young LGBTQI people up to 30. Adults and allies are very welcome to answer too, and their answers are counted separately.
Anonymous	Yes, if you like.
Goal	To hear directly from people and shape the future for LGBTQIA youth: proud, free and safe in a loving Sweden.
Aim	All 290 municipalities in Sweden, with 3,000 hopes as a starting goal.
Tag	@rfslungdom and #RFSLungdom

1. START WITH YOUR IDEA

Tell us how you would do it. It could be a format you already make, a trend, a sketch, an interview or something completely your own. Send a few lines to hopes@rfslungdom.se before you film, and we'll get back to you and help develop the idea.

Tell us briefly:

- Your idea, in one or two sentences.
- Roughly how long the video will be, and on which channel.
- When you want to post.
- How you want to collaborate (see section 2).

If you don't have an idea yet, pick one of the formats in section 3, or ask us and we'll come up with something together.

2. CHOOSE HOW TO COLLABORATE

All three work equally well for the campaign.

A. Collab post

We post together. On Instagram, you invite @rfslungdom as a collaborator (Collab), so the post shows up for both your followers and ours. On TikTok, tag @rfslungdom.

Good if you want to reach both audiences with one post.

B. You post on your own channel

You post on your channel and tag @rfslungdom and #RFSLungdom. Send us the link and we'll share it in our stories.

Good if you want full control over tone and timing.

C. You film, we do the rest

You send us the raw footage. We edit, add subtitles and post it on RFSL Ungdom's channels. You're always credited.

Good if you're short on time or want to keep your own channel free.

If you send raw footage

- Film vertically, 9:16, in 1080p or 4K. Good light and clear sound matter more than expensive gear.
- Record several short clips rather than one long take. Don't add music, we'll do that.
- Send it via a share link (for example WeTransfer or Google Drive) to hopes@rfslungdom.se.
- By sending the footage, you give us permission to use it on the Hopes campaign's channels. If we want to use it for anything else, we'll ask you first.
- You'll see the finished video before we post it.

3. INSPIRATION: THREE READY-MADE FORMATS

A. Three things I hope for (talk to camera, approx. 25 sec)

See the example video that comes with this brief. Feel free to swap the hopes for your own, and choose from the six themes: safety, belonging, rights, health, voice, freedom to be young.

Time	You say	On screen
0–4 s	What do you hope for young LGBTQI people in Sweden? Here are my three.	Text box at the top: 3 things I hope for young LGBTQI people
4–9 s	One. That nobody has to be afraid on the way home.	Label: 1. Safety
9–14 s	Two. That everyone has a place where they can be themselves.	Label: 2. Belonging
14–18 s	Three. That politicians actually listen to young people.	Label: 3. Voice
18–25 s	RFSL Ungdom is collecting everyone's hopes in a report. Share yours at hopes.rfslungdom.se . The link is in my bio.	Text box: hopes.rfslungdom.se
25–28 s	(silent)	End card from RFSL Ungdom (we'll send it)

B. I hope that (text on screen, approx. 15 sec)

You appear on screen without talking, over a trending sound. Text on screen: "I hope that..." followed by your hope. Last frame: "What do you hope for? hopes.rfslungdom.se".

C. Ask the people around you (approx. 30 sec)

Ask friends, colleagues or the audience at an event: "What do you hope for young LGBTQI people?" Edit together 3 to 5 short answers. Read section 4 before you start.

4. WHEN YOU COLLECT OTHER PEOPLE'S HOPES

A hope only counts once it's in the form at hopes.rfslungdom.se. There are three ways to get it there:

- The person writes it themselves, on their own phone or yours. You can film them typing their hope.
- You enter it for them, once per person.
- We enter it for them. Send the hopes to hopes@rfslungdom.se.

If you or we enter someone else's hope:

- The person has agreed that their hope will be submitted and included in the report. Tell them this before you ask.
- Ask the person whether they're an LGBTQI person or an ally, and whether they're 30 or younger.
- Submit it anonymously, unless the person wants a name shown.
- Let us know you've submitted hopes for other people, and roughly how many.
- Don't keep names or contact details. Throw away notes and paper slips once the hopes are submitted.

About filming: Always ask permission before you film anyone and before you publish. Don't film anyone under 18 unless both they and a parent or guardian have said yes. Only film the moment the hope is written, never the question about being an LGBTQI person or an ally, and never a name on screen. It could out someone.

5. WHAT ALWAYS APPLIES

Everything else is up to you: idea, tone, editing and sound. But these apply whatever the format:

- The video ends with hopes.rfslungdom.se and #RFSLungdom.
- Everyone on screen has said yes, and the rules in section 4 are followed.
- Campaign facts are correct: people can answer anonymously, and the report comes out in spring 2027.
- Don't make promises on behalf of the campaign, such as saying every answer will be published. We read everything, but not everything is shown.
- Don't tell other people's stories without their permission, and never out anyone.

6. TIPS TO HELP YOUR VIDEO REACH PEOPLE

- Keep text and faces inside the safe area of 1080 x 1920: 250 px clear at the top, 450 px at the bottom and 180 px on the right. Otherwise they end up under the app's buttons and captions.
- Add subtitles, since many people watch without sound.
- Avoid words that Instagram and TikTok limit in recommendations, for example about violence, self-harm and sex. Say "safe", "struggling" or "sexual health" instead.
- Put the link in your bio, or add it as a link sticker in a story.
- Post about an hour before your audience is most active.

Get in touch

Email hopes@rfslungdom.se with your idea, how you want to collaborate and when you want to post. We'll get back to you as soon as we can. Thank you for helping us gather Sweden's hopes!