Facebook, Instagram Mark National Coming Out Day

Facebook detailed several ways it is marking National Coming Out Day Sunday (Oct. 11).

The latest spot in the company's More Together campaign, Pride Won't Hide, will be shared on-platform.

Pride Won't Hide was developed by Facebook Creative Experiences, and the social network called it "a 60-second, high-energy journey that spotlights Facebook groups that are creating a sense of belonging, support and fun for their members."

New features coming to the flagship Facebook application include an animated Coming Out Day Facebook logo that will link to a custom hashtag feed for #ComingOut2020, which will surface relevant content and group recommendations, as well as new Coming Out Day-themed stickers to use in Stories and News Feed.

Long-form video destination Facebook Watch teamed up with Scout Productions on one-hour special Coming Out 2020.

It will be hosted by fashion designer Tan France and music superstar Demi Lovato, and they will be joined by LGBTQ+ activists, allies, entertainers and others from around the world, sharing stories about their coming out journeys and providing advice and messages of support.

Multi-platinum recording artist LP will perform, as well, and Coming Out 2020 can be viewed on the Facebook App page Friday, Oct 9.

Instagram teamed up with It Gets Better Project, PFLAG and the Tegan and Sara Foundation on three guides aimed at people

going through their coming-out journey, as well as their friends and families:

- The @itgetsbetter guide shares actionable tips for the LGBTQ+ community on how to come out safely online and how to support those going through that journey.
- The @pflag guide offers tips for parents and guardians to support the LGBTQ+ people in their lives.
- The @teganandsarafoundation guide provides tips for LGBTQ+ young people on coming out safely and how to find supportive communities, highlighting community partners creating safe communities for LGBTQ+ youth.

Instagram

The company is also using its social channels to highlight personal stories and amplify LGBTQ+ voices through the week:

- A series of stories on the social network’s Facebook and Instagram pages will focus on four people who came out in unique environments and situations.
- The Facebook App page will feature LGBTQ+ groups that are creating a sense of belonging, support and community for their members.
- Markus Thormeyer, Olympic swimmer and student at the University of British Columbia, will take to Instagram’s account on its platform to share how coming out made him a better athlete.
- All of the channels, including LGBTQ@Facebook, will link to relevant resources for the LGBTQ+ community.

Finally, Facebook encouraged the LGBTQ+ community to continue amplifying the hashtag #ShareWithPride for Coming Out Day and beyond to elevate the global conversation about LGBTQ+ stories and challenges.

Newly named chief marketing officer Alex Schultz said in a Newsroom post, “Every year on Oct, 11, the LGBTQ+ community recognizes the significance of coming out and the importance of encouraging an environment of support and acceptance. For LGBTQ+ people, coming out is more than one day or one moment: It is a lifelong journey and an everyday act of courage, especially when there isn’t a visible LGBTQ+ community around them.”

Pride Won’t Hide credits:

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