



National Slavery and Human Trafficking Prevention Month - January 2019 Social Media Toolkit for Polaris's Corporate Partners

Polaris Info

- Facebook: [facebook.com/polarisproject](https://www.facebook.com/polarisproject)
- Twitter: twitter.com/polaris_project
- You can find our webpage on intersections between legitimate businesses and industries with illegal human trafficking networks, including links to particular industries, here:
 - <https://polarisproject.org/intersections>
- You can share our video on intersections on social media here:
 - https://twitter.com/Polaris_Project/status/1081236923803410432
 - <https://www.facebook.com/polarisproject/videos/212597236349990>

Example Social Media Posts (grouped by theme)

Polaris Awareness

- FB: Did you know January is National Slavery and Human Trafficking Prevention Month? We are proud to partner with Polaris ([facebook.com/polarisproject](https://www.facebook.com/polarisproject)) throughout the year to fight this crime and encourage you to learn more about the issue and the work they are doing. <http://bit.ly/2VnGPIA> #HumanTraffickingAwarenessMonth
- Tweet: January is #HumanTraffickingAwarenessMonth. Our partner, Polaris (twitter.com/polaris_project), is working hard to dispel myths and educate our community about how to help. <http://bit.ly/2VwpTts>

Human Trafficking Awareness Pledge

- FB: Human trafficking is the business of stealing freedom for profit. In some cases, traffickers trick, defraud or physically force victims into providing commercial sex. In others, victims are lied to, assaulted, threatened or manipulated into working under inhumane, illegal, or otherwise unacceptable conditions. During #HumanTraffickingAwarenessMonth, join Polaris ([facebook.com/polarisproject](https://www.facebook.com/polarisproject)) and pledge to spread awareness, learn the signs, and actively combat this terrible crime. <http://bit.ly/2VtpSpX>
- FB (shorter): Human trafficking is the business of stealing freedom for profit. Traffickers trick, defraud, or physically force victims into providing commercial sex or working under inhumane, illegal, or otherwise unacceptable conditions. During #HumanTraffickingAwarenessMonth, join Polaris ([facebook.com/polarisproject](https://www.facebook.com/polarisproject)) and pledge to spread awareness, learn the signs, and actively combat this terrible crime. <http://bit.ly/2VtpSpX>
- FB (shorter): Human traffickers trick, defraud, or physically force victims into providing commercial sex or working under inhumane, illegal, or otherwise unacceptable conditions. During #HumanTraffickingAwarenessMonth, join Polaris



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([facebook.com/polarisproject](https://www.facebook.com/polarisproject)) and help actively combat this terrible crime.
<http://bit.ly/2VtpSpX>

- Tweet: #humantrafficking is the business of stealing freedom for profit. During #HumanTraffickingAwarenessMonth, join Polaris (twitter.com/polaris_project) and pledge to spread awareness, learn the signs, and actively combat this terrible crime.
<http://bit.ly/2VqVMU2>

Human Trafficking Myths & Facts

- FB: This January is National Slavery and Human Trafficking Prevention Month. To prevent human trafficking, you first have to understand what human trafficking really looks like. Polaris ([facebook.com/polarisproject](https://www.facebook.com/polarisproject)) and partners are working together to dispel myths and educate our community about how to help. Learn more: <http://bit.ly/2VnGPIA> #HumanTraffickingAwarenessMonth #HumanTrafficking
- FB (shorter): To prevent #HumanTrafficking, you first have to understand what human trafficking really looks like. Polaris ([facebook.com/polarisproject](https://www.facebook.com/polarisproject)) and partners are working together to dispel myths and educate our community about how to help. Learn more: <http://bit.ly/2VnGPIA> #HumanTraffickingAwarenessMonth
- Tweet: This January is #HumanTraffickingAwarenessMonth. To prevent human trafficking, you first have to understand what human trafficking really looks like. Polaris (twitter.com/polaris_project) and partners are working together to dispel myths and educate our community about how to help. <http://bit.ly/2VwpTts>

National Human Trafficking Hotline

- FB: Great news! While the final numbers aren't in yet, preliminary reports show that the Polaris ([facebook.com/polarisproject](https://www.facebook.com/polarisproject))-operated National Human Trafficking Hotline worked on 25% more cases of human trafficking in 2018 than in the previous year! This is a reflection of better-informed efforts to convey the true nature of #humantrafficking and reaching more survivors more effectively. Let's continue this momentum during #HumanTraffickingAwarenessMonth by sharing how to contact the National Hotline. (Hotline image below)
- FB (shorter): Great news! Preliminary reports show that the Polaris ([facebook.com/polarisproject](https://www.facebook.com/polarisproject))-operated National Human Trafficking Hotline worked on 25% more cases of #humantrafficking in 2018 than in the previous year! Let's continue this momentum during #HumanTraffickingAwarenessMonth by sharing how to contact the National Hotline. (Hotline image below)
- Tweet: Preliminary reports show that the Polaris (twitter.com/polaris_project)-operated National Human Trafficking Hotline worked on 25% more cases in 2018! This shows more people are aware of the issue and know how to seek help. Let's continue this



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momentum during #HumanTraffickingAwarenessMonth by sharing how to contact the hotline. (Hotline image below)

The graphic is a white rectangular box with a dark blue header on the left containing the text "NATIONAL HUMAN TRAFFICKING HOTLINE" in white, bold, sans-serif font. To the right of the header are three rows of contact information, each with a circular icon and text. The first row shows a smartphone icon with signal waves, followed by "CALL" and "1-888-373-7888". The second row shows a smartphone with a speech bubble icon, followed by "TEXT" and "BeFree" (233733). The third row shows a laptop with a speech bubble icon, followed by "LIVE CHAT" and "humantraffickinghotline.org".

Human Trafficking and the Hospitality Industry

- FB (Polaris post): Corporate hospitality partners are key to preventing human trafficking - even more so than they may know. It is not just front-of-the-house staff who can recognize signs of sex trafficking and call the National Human Trafficking Hotline for help. Purchasing managers can help by working to source products from ethical vendors with slavery-free supply chains. Hiring managers can educate themselves on ethical recruitment of temporary overseas workers. Polaris ([facebook.com/polarisproject](https://www.facebook.com/polarisproject)) is grateful for the commitment of so many in these industries to stepping up and joining the fight. <http://bit.ly/2VqZgGh> #HumanTraffickingAwarenessMonth #HumanTrafficking
- FB (partner post): The hospitality industry has a critical role to play in the fight against human trafficking, and we're proud to partner with Polaris ([facebook.com/polarisproject](https://www.facebook.com/polarisproject)) to help put a stop to this horrific crime. Click here to check out ways you can get involved this #HumanTraffickingAwarenessMonth: <https://bit.ly/2SBLnDi>
- Tweet (Polaris post): The hospitality industry is key to the work of Polaris (twitter.com/polaris_project) in preventing human trafficking - staff should be trained on the signs of trafficking, while managers should be aware of slavery-free supply chains & ethical recruitment of temporary workers. <http://bit.ly/2QnRedi> #HumanTraffickingAwarenessMonth



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- Tweet (partner post): As a leader in the hospitality industry, we have a responsibility to fight #humantrafficking