Guidelines for Social Media Posts

For text:

1. Avoid language like "rescue" or "save," as it is not strengths-based or empowering.
2. Avoid labels when possible. Limit use of the word "victim". Use "survivor", men, women, children, or other words that expand (no limit) their identity.
3. Use language that is empowering and hopeful, using positive framing, which can elicit a positive response from the audience and encourage action.
4. Avoid misconceptions about human trafficking. For examples of misconceptions, see: humantraffickinghotline.org/what-human-trafficking/myths-misconceptions
5. Cite any sources you use, and make sure they are reputable and as current as possible.
6. Any fonts used should be easy to read and large enough.

For images:

Avoid images that:

1. Display physical abuse.
2. Reinforce misconceptions about human trafficking, such as victims in chains, in handcuffs, or behind bars.
3. Sensationalize the issue for shock value to draw the audience's attention. Examples of these types of images include scantily clad women on the street, highly dramatic kidnapping scenes, or children sobbing.
4. Feature anyone without their informed consent. (Use release forms for any minor, and anyone who shares their story.)
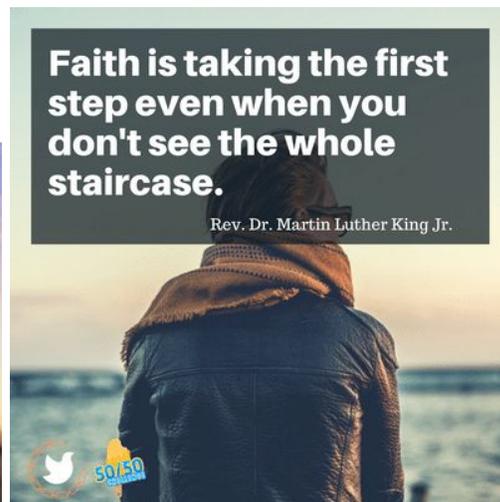5. Fail to comply with stock photo terms of use, if relevant.

Example of BAD images:

Instead, use images that:

1. Have bright colors and positive, inspiring messages.
2. Show as much diversity as possible (consider age, race, gender, location, faith, etc).

Example of GOOD images:

Faith is taking the first step even when you don't see the whole staircase.

Rev. Dr. Martin Luther King Jr.

For videos:

1. Consider where you will be recording. A background without distracting images or objects directly behind you work best. Try to choose a quiet place, without a lot of background noise. Natural light from the sun or facing your subject toward a window works best. Avoid using the light on your phone.

2. Record your video in landscape mode aka holding your phone horizontally.

3. Shoot with the camera roughly at eye level of the subject.

4. Avoid using digital zoom to get closer to the subject. That can make the image pixelated. Try to bring the camera closer to the subject if you need to.

5. Check your audio and make sure it is loud enough when you play it back.

Ideas for Posts:

1. Why do YOU care about this issue? Share your own story or thoughts.

2. Evidence based facts that educate and inspire action.

3. Positive examples of change happening in our community and world (our partners work, our own work, etc.)

4. A connection to faith, scripture, or a quote that challenges or inspires you.

5. Opportunities to connect with the Justice Coalition or partners, and ways to help and respond (in clear, concise ways).

For more information:
https://www.state.gov/senior-policy-operating-group-public-awareness-and-outreach-committee-guide-for-public-awareness-materials/

Once completed, send your content submission to arien@justiceco.org