2023

World Day Against Trafficking in Persons

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About World Day Against Trafficking in Persons

World Day Against Trafficking in Persons is observed every year on July 30.

This day was created to raise awareness about human trafficking and to promote and protect the rights of affected individuals.

On Sunday, July 30 2023, we are encouraging divisions to use the social media platforms to share important information and video regarding human trafficking.

Campaign Creatives: Usage Rights

Usage rights

It is important to note that The Salvation Army only has permission to use certain creatives during the campaign period outlined in the toolkit.

Any edited creatives with the campaign name mentioned should not be used outside of the campaign period.

Every campaign will have specific permissions for each photo.

Permissions to use unedited photos outside of the campaign period

- Yes – Source: The Salvation Army

Campaign Creatives

TIP: When posting photos/images to social media, please ensure they capture the following (and ensure there is a balance between the fun and warm/authentic):

- ✓ Authenticity
- ✓ Teamwork
- ✓ Camaraderie
- ✓ Fun!
- ✓ Warmth

Photo Usage

When using social media, we ask that you exercise good judgement and are respectful of copyright policies.

- Using images/photos helps our brand leverage the power of visual social media
- Don't tell if you can show – wherever possible, use visuals to share your message
- Images = emotion and connection
- Add captions, descriptions and hashtags to images/videos
- People make decisions and take action quicker when prompted by images

Campaign Creatives

In this link you'll find this year's assets for World Day Against Trafficking in Persons.

National Pages

Below are the national social media accounts that will be actively posting.

1. You can **share** our national posts on your local pages
2. Utilize our posts for **inspiration**
3. Make sure you **like, engage** and **comment**!
4. Ensure to **tag** our accounts when you want a bigger reach!

	Facebook.com/SalvationArmy
	Twitter.com/SalvationArmy
	Instagram.com/SalvationArmyCanada

Key Campaign Dates

Date	What	Action required
July 30, 2023	World Day Against Trafficking in Persons	• Post writing prompts and video on social media

Writing prompts

Writing prompts – Friday, July 30, 2023

World Day Against Trafficking in Persons is observed every year internationally on July 30. It is an opportunity to raise awareness and protect the rights of those affected by modern slavery and human trafficking.

Sadly, the number of people affected by this global crime has increased, with an alarming 49.6 million people experiencing trafficking, or forced labour and sexual exploitation, every day; 11.8 million of them are women and girls.

At The Salvation Army, we are committed to educating as many people as possible and raising public awareness–a key element to helping prevent this crime from happening. Share this post to help educate others and learn more at salvationist.ca/humantrafficking. #endhumantrafficking

Today is World Day Against Trafficking in Persons. The number of people affected by this crime grows every year, with an alarming 49.6 million people experiencing trafficking, or forced labour and sexual exploitation, daily. #endhumantrafficking

Headline: Join us in the fight to end trafficking

Link: Home - Salvation Army Canada (salvationist.ca)

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Suggested creative:

MODERN SLAVERY & HUMAN TRAFFICKING

VIDEO

Writing prompts – Appropriate Hashtags

Hashtags are generally leveraged on platforms such as Twitter and Instagram. Below, you will find a list of hashtags to use. Please use them at your discretion.

**Reminder: Do not use your own created hashtags, only leverage hashtags that are relevant or trending.*

Hashtag
#GivingHopeToday #EndModernSlavery #EndHumanTrafficking

Thank you!

Additional information

Toolkit inquiries: corey.robert@salvationarmy.ca
Modern Slavery and Human Trafficking Inquiries: ray.lamont@salvationarmy.ca

2023 Toolkit Calendar: : https://airtable.com/shrRJ88pNjfvwP6BS