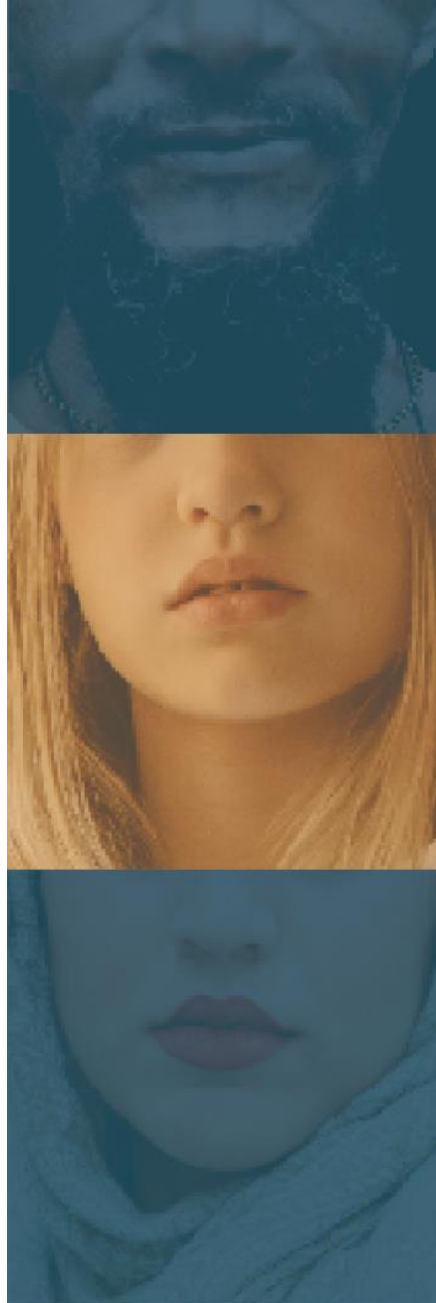


# 2024

World Day Against Trafficking  
in Persons



1 in 3



victims of human  
trafficking globally  
is a child...

WORLD DAY AGAINST  
Trafficking in Persons



July 30, 2024

## **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 Tuesday, July 30, we are encouraging divisions to use the social media platforms to share important information regarding human trafficking.



## Campaign Creatives: Usage Rights

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### 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

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**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

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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!



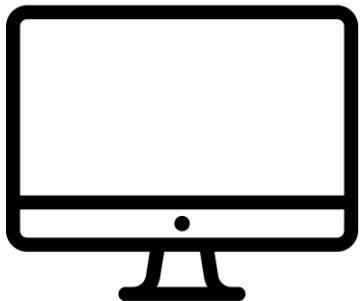
[Facebook.com/SalvationArmy](https://www.facebook.com/SalvationArmy)



[Twitter.com/SalvationArmy](https://twitter.com/SalvationArmy)



[Instagram.com/SalvationArmyCanada](https://www.instagram.com/SalvationArmyCanada)



## Key Campaign Dates

Date	What	Action required
Tuesday, July 30, 2024	World Day Against Trafficking in Persons	<ul style="list-style-type: none"><li>• Post writing prompts on social with creative</li></ul>



# Writing prompts

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## Writing prompts – July 30, 2024



Did you know? One in three victims of human trafficking globally is a child, and girls are disproportionately affected.

Online platforms pose significant risks as children are lured through social media and the web and then exploited into forced labour, criminality or begging, sexual abuse, trafficked for illegal adoption and recruitment into armed forces.

Communities play a vital role in raising awareness, providing support and partnering with change makers to reform policies. Learn more about The Salvation Army's Modern Slavery and Human Trafficking response and get involved today to help #EndHumanTrafficking. <https://bit.ly/4cxhhd1>



#DYK? One in three victims of human trafficking globally is a child, and girls are disproportionately affected. Children can be lured through online platforms, social media, the web and then exploited into forced labour, criminality or begging and sexual abuse.

**Headline:** Know the signs and help #EndHumanTrafficking

**Link:** <https://bit.ly/3xUUskn>



#DYK? One in three victims of human trafficking globally is a child, and girls are disproportionately affected.

Online platforms pose significant risks as children are lured through social media and the web and then exploited into forced labour, criminality or begging, sexual abuse, trafficked for illegal adoption and recruitment into armed forces.

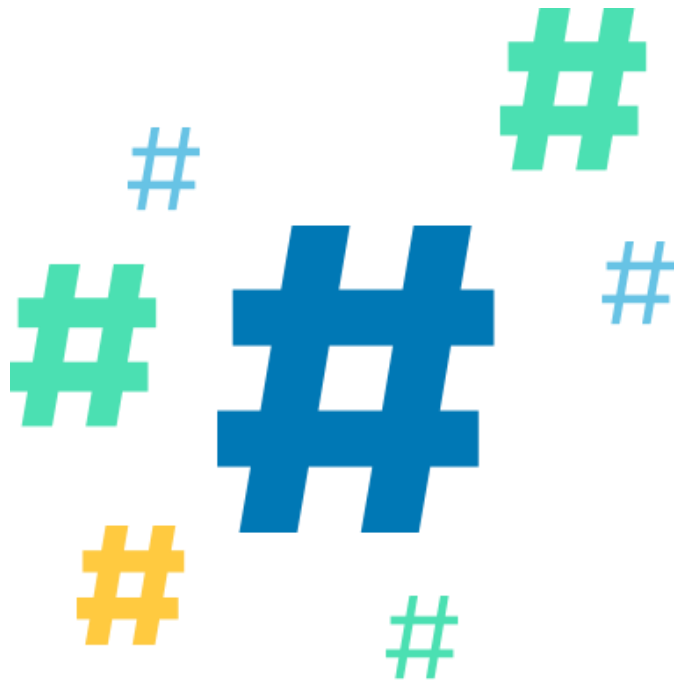
Communities play a vital role in raising awareness, providing support and partnering with change makers to reform policies. Learn more about The Salvation Army's Modern Slavery and Human Trafficking response and get involved today to help #EndHumanTrafficking.

Learn more at [Salvationist.ca/world-day-against-trafficking-in-persons-2024/](https://Salvationist.ca/world-day-against-trafficking-in-persons-2024/)





## 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
#EndHumanTrafficking
#EndModernSlavery
#GivingHopeToday





Giving  
Hope  
Today

# Thank you!

Additional information

Toolkit inquiries: [corey.robert@salvationarmy.ca](mailto:corey.robert@salvationarmy.ca)

Modern Slavery and Human Trafficking Inquiries: [ray.lamont@salvationarmy.ca](mailto:ray.lamont@salvationarmy.ca)

2024 Toolkit Calendar:

<https://airtable.com/appDwTtY8kuDTH29v/shr7shRiPNfCWAysM>