

Vacatur Laws Social Media Guide

Twitter

Twitter is a great way to spread your point of view to the widest possible audience. Make sure to follow @NCJW, NCJW's national partners (like @Polaris_Project and @SharedHope), and other local coalition partners engaged in this work. And, share this guide with colleagues and partners to help get the word out about this important law.

SAMPLE TWEETS



TIP: Don't forget to use the hashtag #EndSexTrafficking in your Twitter and Facebook posts

Vacatur Laws

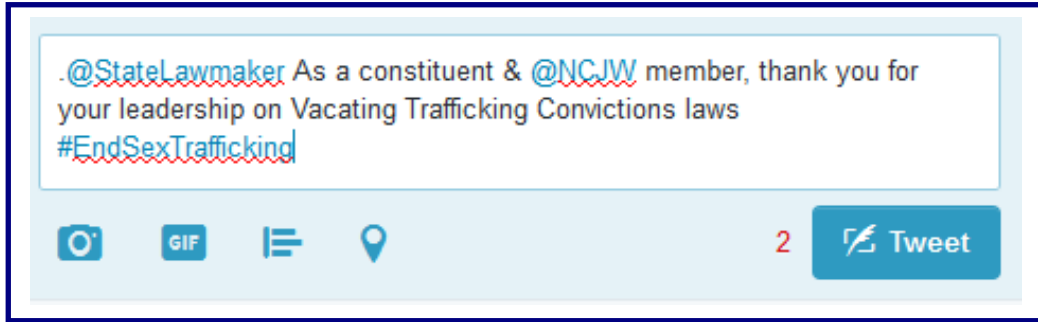
- ▶ Vacatur Laws recognize trafficking victims are not responsible for forced criminal activity. #EndSexTrafficking
- ▶ A criminal record creates barriers to employment, education & housing. Victims of #sextrafficking shouldn't have one. #EndSexTrafficking
- ▶ A clean record = a second chance! Tell [state] to pass Vacatur Law for #sextrafficking survivors #EndSexTrafficking
- ▶ Trafficking victims are never truly free until their criminal records are vacated. #EndSexTrafficking
- ▶ Vacatur Laws help victims rebuild their lives by allowing courts to vacate unjust convictions. #EndSexTrafficking

EXODUS: NCJW'S Anti-Sex Trafficking Initiative

- ▶ See @NCJW fact sheet on Vacatur Laws & why they matter <https://www.ncjw.org/act/action-resources/state-policy-action-kits/> #EndSexTrafficking
- ▶ Check out EXODUS: @NCJW's Anti-Sex Trafficking Action Kit at <https://www.ncjw.org/act/action-resources/state-policy-action-kits/> #EndSexTrafficking
- ▶ See @NCJW's Anti-Sex Trafficking Program Bank for inspiration <https://www.ncjw.org/act/action-resources/program-bank/>

Thanking and Encouraging State Lawmakers on Twitter

Tweeting at your lawmakers is an effective way to raise awareness about Vacatur Laws. They pay attention to Twitter, as it helps them see what constituents are thinking. Composing a tweet to your state lawmaker is a simple and strategic way to bring the issue of Vacatur Laws to their attention and help move legislation forward.



TIP: Add something to the beginning of your tweet to personalize it and show your state lawmakers why #EndSexTrafficking is important to you! For example: (From a constituent...From a Jewish woman...From an @NCJW member...)

► **How to Find Your Lawmaker on Twitter**

- **STEP 1:** Find your state lawmakers by entering your address at [Open States](#).
- **STEP 2:** Visit the [National Conference of State Legislatures' social media resource](#) to find your state lawmakers' Twitter accounts.

► **What to Tweet at Your State Lawmaker**

- **Are they sponsoring or supporting a Vacatur Law?**
THANK them for their support!
- **Are they opposing Vacatur legislation?**
ENCOURAGE them to reconsider their position. Use some of the educational tweets above to raise awareness about the issue.
- **Have they not commented on Vacatur legislation pending in the legislature?**
ENCOURAGE them to speak out! Use some of the educational tweets above to raise awareness about the issue.

Facebook

Facebook is an excellent way to grow a large base of fans and supporters, and keep your existing advocates informed. Make sure to follow and tag NCJW on Facebook, NCJW's national partners (like the Polaris Project and Shared Hope International), and other local coalition partners engaged in this work. And, share this guide with colleagues and partners to help get the word out about this important law.

SAMPLE FACEBOOK POSTS



TIP: Facebook posts should be short and snappy. Include a link to an article or NCJW resource to encourage your readers to learn more. You can also encourage your members to “share” the post on their personal pages to increase visibility and awareness outside of NCJW! And, don’t forget to use #EndSexTrafficking in your posts.

- ▶ Sex trafficking victims are often prosecuted and convicted of crimes, despite the fact that they were coerced into criminal activity by their traffickers. Vacatur Laws help victims rebuild their lives by allowing courts to vacate these convictions. For more information, visit <https://www.ncjw.org/act/action-resources/state-policy-action-kits/> #EndSexTrafficking
- ▶ Trafficking victims are never truly free when their criminal record follows them wherever they go. Survivors should not have to pay for the crimes that their traffickers forced them to commit, including prostitution. NCJW supports Vacatur Laws because a clean record is a second chance. To find out more, visit <https://www.ncjw.org/act/action-resources/state-policy-action-kits/>. #EndSexTrafficking

GRAPHIC

A picture is worth a thousand words! Sharing graphics on social media often increases engagement, and thus, the likelihood that your message will reach a wider audience.

TIP: Post these graphics to Facebook or Twitter alongside one of the above posts, or one of your own, to give viewers more information on how to become involved! (And don't forget to include the hashtag #EndSexTrafficking!)



To download this graphic, visit <http://bit.ly/NCJWVacatingGraphic>.

Questions? Contact Jody Rabhan at jody@ncjwdc.org.