

National Trafficking Hotline Posting 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 posts

National Trafficking Hotline Posting Laws

- ▶ Need help? Report #sextrafficking or request services from National Human Trafficking Resource Center 1-888-373-7888 #EndSexTrafficking
- ▶ In 2015, the National Human Trafficking Resource Center received 21,947 calls. It's time to require hotline posting in [state] #EndSexTrafficking
- ▶ #sextrafficking occurs in all 50 states. All 50 states should mandate the posting of the trafficking resource hotline #EndSexTrafficking
- ▶ Over 1,600 survivors of #sextrafficking reached out for help in 2015. It's time for [state] to require hotline posting #EndSexTrafficking
- ▶ Text HELP to 233733 (BEFREE) to get help for victims and survivors of #sextrafficking or to connect with local services #EndSexTrafficking
- ▶ In 2015, the BeFree Textline received 1,472 SMS communications. Request services by texting HELP to 233733 #EndSexTrafficking
- ▶ Report #sextrafficking or request services from National Human Trafficking Resource Center 1-888-373-7888 #EndSexTrafficking

Resources from EXODUS: NCJW'S Anti-Sex Trafficking Initiative

- ▶ See @NCJW resource: National Trafficking Hotline Posting Laws <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/state-policy-action-kits/> #EndSexTrafficking
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Thanking and Encouraging State Lawmakers on Twitter

Tweeting at your lawmakers is an effective way to raise awareness about National Trafficking Hotline Posting 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 call attention to National Trafficking Hotline Posting Laws 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 National Trafficking Hotline Posting Law?**
THANK them for their support!
- **Are they opposing National Trafficking Hotline Posting 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 National Trafficking Hotline Posting 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 important article or NCJW resource to encourage your Facebook readers to learn more about trafficking. 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.

- ▶ The National Human Trafficking Resource Center (NHTRC) Hotline — 1- 888 - 373 - 7888 or text BeFree (233733) — is a lifeline for survivors. National Trafficking Hotline Posting Laws are an easy and effective way to provide this service, but many states are still lacking this crucial legislation! <https://www.ncjw.org/act/action-resources/state-policy-action-kits/> #EndSexTrafficking
- ▶ Since 2007, the National Human Trafficking Resource Center Hotline has fielded over 115,000 calls! National Trafficking Hotline Posting Laws are an easy and effective way to provide a critical lifeline for survivors, but many states are still lacking this crucial legislation. <https://www.ncjw.org/act/action-resources/state-policy-action-kits/> #EndSexTrafficking

Graphics

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 these graphics, visit <http://bit.ly/2aiVVFk>.

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