



SOCIAL MEDIA GUIDE

National Human Trafficking Prevention Month

Creating a future where all youth are free to thrive!

Start With Ethical Story Telling

Spread Awareness- Not Misinformation

Education can be transformational - and now more than ever before, it is critical that we practice **responsible awareness**. We must move past myths and stereotypes, to share a deeper understanding of what human trafficking is, how it can happen and who it happens to.

Ethical storytelling respects the dignity of those with lived experience by ensuring individuals control their own personal narratives, avoids sensationalizing by **grounding awareness efforts in evidence-based research** and **real-life experience**. Through this process we counter misinformation, respectfully amplify diverse voices & advocate for positive change.

Some additional resources in case you want to learn more about Ethical Story Telling:



CAST & National Survivor
Network: [Survivor Leadership &
Trauma-Informed Storytelling
During Trainings](#)



National Survivor Network
[Survivor Storytelling
Preliminary Findings 2024](#)



[Voices Of Freedom
Archive](#)

Our stories can be powerful!

“Ethical storytelling respects the dignity of those with lived experience by ensuring they have control over their narratives without sensationalizing their experiences. By practicing ethical storytelling, we responsibly amplify survivor voices, raising awareness while protecting privacy and well-being.”

- Josie Feemster, PACT Regional Coordinator

About PACT's Social Media Guide

Creating a future where all youth are free to thrive!

Preventing & Addressing Child Trafficking is excited to launch our Social Media Guide in observance of *National Human Trafficking Prevention Month*. We hope our content will inspire you to raise awareness & prevent trafficking **in January** and **365 days a year!**

Use our shared graphics in newsletters, emails and on your favorite socials. Include the hashtag [#EndTrafficking](#) to add your posts to the larger community.

Instructions:

1. **Download the image** you wish to use
2. **Copy & Paste** the associated caption on your platform of choice
3. **Add Alt Text** to make images accessible to people with visual impairments or those using screen readers
4. **Click the embedded links** sourced in the captions to learn more.



Before you post... Review Social Media Guidelines to ensure accuracy, relevance and positive impact!



DOWNLOAD

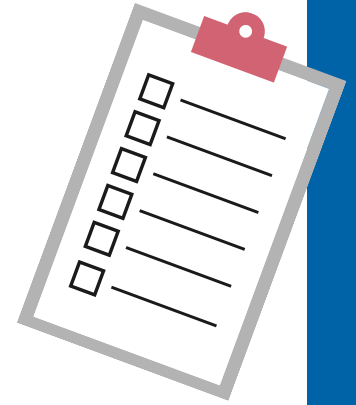


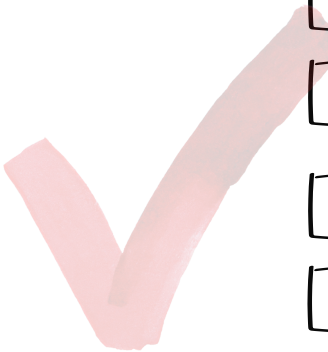
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content previewed in this
guide.](#)

Before You Get Started:

Do You Have Social Media Guidelines?

If you don't already have a checklist **before posting anything online...** **STOP** and **RETHINK**. Now is the best time to create one! See our guidelines below to assist your team in developing both ethical and meaningful content to use:



- 
- ☐ Ask yourself: What is my intention with sharing this post?
 - ☐ Give credit to the original creator or photographer if sharing an image.
 - ☐ Use reputable sources (Fact check yourself!) Cite your data or link to the source.
 - ☐ Think twice before posting a personal photo that may identify an individual.
 - ☐ Always receive consent & consider safety.
 - ☐ Avoid generalizations & sensational images (i.e. children in chains or duck tape)
 - ☐ Check that you are not encouraging common stereotypes or myths.
 - ☐ Promote diversity - Avoid tokenizing by highlighting a variety of experiences, cultures and traditions.
 - ☐ Don't portray yourself or your organization as the "hero."
 - ☐ Ask Yourself: Does this post inspire hope and actionable change?

How To Use This Guide

DOWNLOAD



Before you post anything
review our suggested
social media guidelines
to ensure accuracy,
relevance and positive
impact.

Instructions:

1. **Download** the image you wish to use
2. **Copy & Paste** the associated caption on your platform of choice
3. **Add Alt Text** to make images accessible to people with visual impairments or those using screen readers

Caption: Human Trafficking is Child Abuse! Child sex trafficking occurs when a child under 18 is advertised, solicited or exploited through a commercial sex act. A commercial sex act is any sex act where something of value – such as money, food, drugs or a place to stay – is given to or received by any person for sexual activity. Labor trafficking happens when someone is forced, tricked or coerced to work or provide services against their will. Need help? Call or Text the [National Human Trafficking Hotline](#) 24/7. #EndTrafficking

Alt text: Blue square with text that reads “Human Trafficking Happens in California, Confidential help is available 24/7, Call 1-888-373-7888 or Text INFO to 233733 (BEFREE) to speak with someone that can help.” Includes a PACT Logo in the corner and #Endtrafficking at the bottom



Graphics & Captions



[Click to download ALL content previewed in this guide.](#)

Use these graphics in your newsletters, emails, or on social media to raise awareness. Copy and paste our caption or create your own, using our social media guidelines. Use the hashtag #EndTrafficking in the captions.

*"No one is free
until we are
all free."*

– MARTIN LUTHER KING JR.

Caption: Commit to a year of informed action! January is Human Trafficking Prevention Month, founded in 2010 by former President Barack Obama. This month is designated as a time to pause and collectively acknowledge the impact to communities around the world, including our own. #EndTrafficking

Alt text: Blue square with white text that reads "No one is free until we are all free." - Martin Luther King Jr.



Did you Know?

January was dedicated as National Human Trafficking Prevention Month in 2010 by former President Barack Obama. It was established with the intention of re-dedicating ourselves to the preventing and ending human trafficking – in all it's forms. Blue ribbons are utilized as a symbol of allyship and remembrance for the month.

Graphics & Captions

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1 in 7

of the more than **29,000** cases of children reported missing to NCMEC in 2024 were likely victims of child sex trafficking.

#ENDTRAFFICKING



Caption: Child trafficking can have devastating immediate and long-term consequences, including health impacts, psychological and physical trauma and even death. Prevention, education and intervention are key to keeping children safer. If you are concerned about potential child sex trafficking activity or a missing child, make a report to [NCMEC's CyberTipline](#) or call 1-800-THE-LOST. (1-800-843-5678). #EndTrafficking

Alt text: White square with PACT Logo in the corner that reads "1 in 7 of the more than 29,000 cases of children reported missing to NCMEC in 2024 were likely victims of sex trafficking."

Reports from the **National Center for Missing & Exploited Children's CyberTipline** contained **62.9 Million** images, videos and files related to **Child Sexual Abuse Material**.

"There is virtually **no way to guarantee** that any piece of pornographic content is truly consensual, ethical, or even legal."
-Fight The New Drug

#ENDTRAFFICKING



Caption: Pornography ranks among the top forms of sex trafficking reported to the National Human Trafficking Hotline. Individuals are re-victimized each time sexual images and videos are viewed online, shared on social media, gaming & other platforms. Read *How the Porn Industry Profits From Non-consensual Content and Abuse* at [Fightthenewdrug.org](#). #EndTrafficking

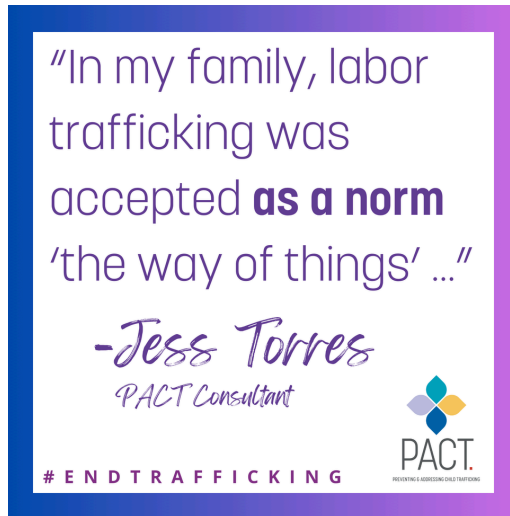
Alt text: White square with PACT Logo in the corner that reads "Reports from the National Center for Missing & Exploited Children's Cybertipline contained 62.9 Million images, videos and files related to Child Sexual Abuse Material. Includes a quote "There is virtually no way to guarantee that any piece of pornographic content is truly consensual, ethical or even legal." by Fight the New Drug.

Graphics & Captions For a Carousel

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Use these graphics together to raise awareness *about Labor Trafficking*. Make sure the images are in order for people to swipe or click through.



Caption: According to the [National Human Trafficking Hotline](#) the top reported venues for labor trafficking in California in 2023 were: domestic work (i.e. cleaning homes), restaurant or food services, begging rings, illicit activity (i.e. being forced to steal, sell drugs or commit other crimes), health & beauty services & health care. If you or someone else needs help: Call 1-888-373-7888 Or Text INFO to 233733 (BEFREE). #EndTrafficking

Alt text image 1: White square with purple outline with a quote "In my family labor trafficking was accepted as a norm - the way of things." by Jess Torres, PACT Consultant. Box Includes a PACT Logo in the corner and #EndTrafficking

Alt text Image 2: White square with PACT Logo in the corner, with text that reads "Do you know the top venues for labor trafficking in California." #EndTrafficking

Alt text image 3: White square with PACT Logo in the corner, with text that reads "Top Reported Venues Where People are Labor Trafficked in California: 1. Domestic work 2. Restaurants 3. Agriculture/Farms 4. Construction 5. Forced Criminality." #EndTrafficking

Graphics & Captions For a Carousel

DOWNLOAD 

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Use these graphics together to raise awareness *about Sex Trafficking*. Make sure the images are in order for people to swipe or click through.



Caption: When a child is born into an intergenerational experience of sex trafficking, exploitation begins at birth. Just like a toddler learns to take its first step, a child can be ingrained in the ways of the sex trade. Sex trafficking can happen anywhere and by anyone including: peers, family members, employers or intimate partners. If you or someone else needs help: Call 1-888-373-7888 Or Text INFO to 233733 (BEFREE). To learn more about the top venues in CA, visit [National Human Trafficking Hotline](#) Website. #EndTrafficking

Alt text Image 1: White box with purple border that reads a quote "when I was a child, I felt like I was in a bad dream and I knew that everyone's childhood was different than mine. I learned to accept it. I became number and just survived" by Angelica Zuniga, lived experience leader. Includes a PACT Logo in the corner and #EndTrafficking

Alt text Image 2 Blue square with text that reads "Do you know the top venues for sex trafficking in California." Includes a PACT Logo in the corner and #EndTrafficking

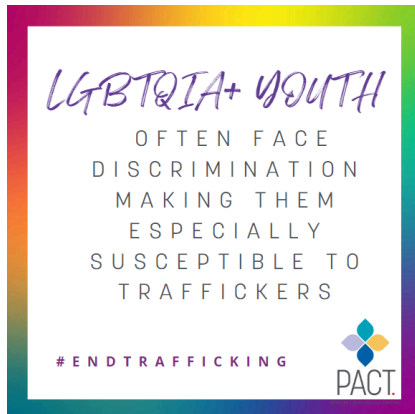
Alt text Image 3: Blue square with text that reads the most commonly reported sex trafficking venues in California: 1.Street Basedl, 2. Residential, 3. Hotel/Motels, 4. Illicit Massage with PACT Logo in the corner and #EndTrafficking

Graphics & Captions



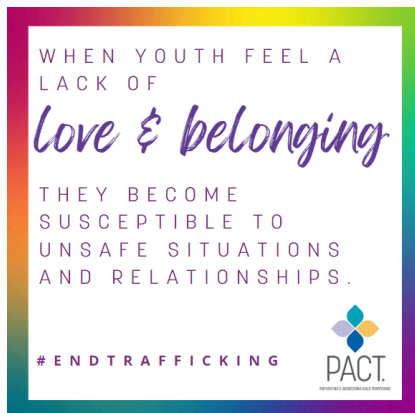
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Use these graphics together or individually to raise awareness *about LGBTQIA+ Youth* in your newsletters, emails, or on social media to raise awareness for National Human Trafficking Prevention Month.



Caption: LGBTQIA+ Youth are particularly susceptible to exploitation when they lack strong support networks, experience marginalization and high rates of prior histories of violence. Be apart of the solution by creating safe spaces in your programs for LGBTQIA+ Youth! #EndTrafficking

Alt text: White square with rainbow border that reads " LGBTQIA+ youth often face discrimination making them especially susceptible to traffickers." Box Includes a PACT Logo in the corner and #EndTrafficking



Caption: Traffickers are masters of manipulation and use psychological pressure, false promises, actions of perceived love and intimidation to control and exploit children for sex or labor. Human trafficking can happen to anyone - but exploiters often target youth who lack strong support networks, have experienced prior violence, housing instability or are marginalized. Leave a comment on a time you felt loved and belonged as a child! #EndTrafficking

Alt text: White square with rainbow border that reads "when youth feel a lack of love and belonging they become susceptible to unsafe situations and relationships. Includes a PACT Logo in the corner and #EndTrafficking

Graphics & Captions



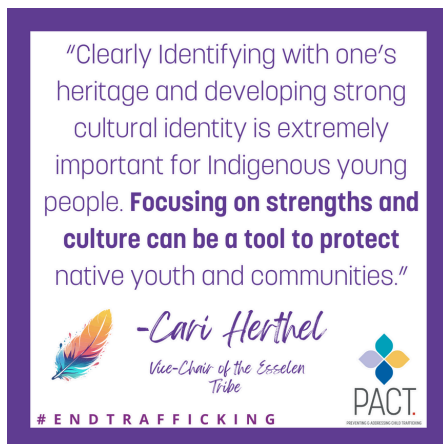
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Use these graphics together or individually to raise awareness for *Native & Indigenous Youth* in your newsletters, emails, or on social media to raise awareness for National Human Trafficking Prevention Month.



Caption: Native American youth are at higher risk for exploitation due to prior history of violence and intergenerational trauma. Refer survivors to [StrongHearts Native Helpline](#) -a lifeline to Native American and Alaska Natives impacted by domestic and sexual violence by offering a culturally-appropriate, anonymous and confidential service available 24/7 nationwide. Call or text 1-844-7NATIVE (762-8483), or chat online at [strongheartshelpline.org](#). #EndTrafficking

Alt Text: Purple box with an image of a feather and the PACT Logo in the corner, with text that reads "Culture is Support for Healing, cultural connectedness positively influences health outcomes for Native American youth. #EndTrafficking



Caption: Clearly, identifying with one's heritage and developing a strong cultural identity is extremely important for Indigenous young people. Cari Herthel, Chair of the Esselen Tribe, shares how cultural identification includes recognizing one's cultural attributes—beliefs, values, practices, norms, traditions. Native American youth are at higher risk for exploitation due to prior history of violence and intergenerational trauma. Refer survivors to StrongHearts Native Helpline -a lifeline to Native American and Alaska Natives impacted by domestic and sexual violence by offering a culturally-appropriate, anonymous and confidential service available 24/7 nationwide. Call or text 1-844-7NATIVE (762-8483), or chat online at [StrongHearts Native Helpline](#). #EndTrafficking

Alt Text: Purple box with an image of a feather and the PACT Logo in the corner, with text that reads "Clearly Identifying with one's heritage and developing strong cultural identity is extremely important for Indigenous young people. Focusing on strengths and culture can be a tool to protect native youth and communities. Quote by Cari Herthel, Vice-Chair of the Esselen Tribe #EndTrafficking

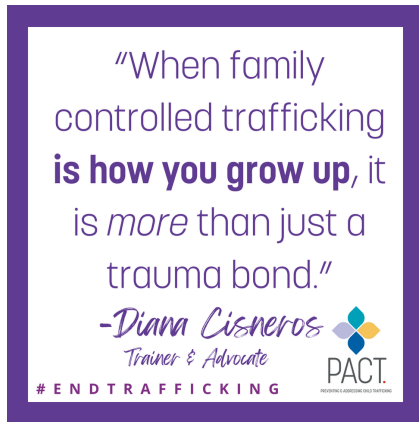
Graphics & Captions

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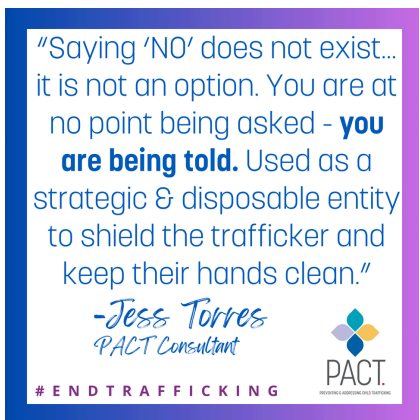
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Caption: Almost half of identified cases of child trafficking begin with some family member involvement, according to [data from the Counter-Trafficking Data Collaborative \(CTDC\)](#). The extent of family involvement in the trafficking of children is up to four times higher than in cases of adult trafficking, showing an urgent need for enhanced counter-trafficking efforts specifically addressing children and their families. #EndTrafficking

Alt text: White box with purple border that reads "When family controlled trafficking is how you grow up, it is more than just a trauma bond." by Diana Cisneros, Trainer and Advocate. Box Includes a PACT Logo in the corner and #EndTrafficking



Caption: The most pervasive myth about human trafficking is that it always involves kidnapping or physically forcing someone into a situation. In reality, most traffickers use psychological means such as tricking, defrauding, manipulating, or threatening victims into providing commercial sex or exploitative labor. #EndTrafficking

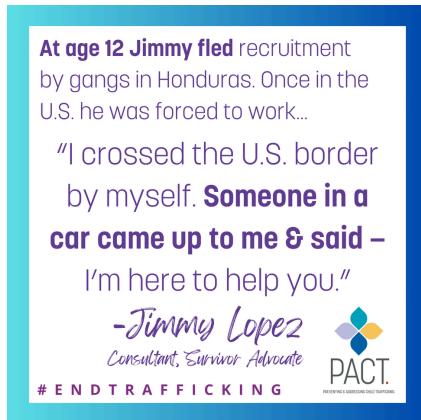
Alt text: White box with gradient border that reads "Saying 'NO' does not exist... it is not an option. You are at no point being asked - you are being told. Used as a strategic & disposable entity to shield the trafficker and keep their hands clean." by Jess Torres, PACT Consultant. Box Includes a PACT Logo in the corner and #EndTrafficking

Graphics & Captions



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Caption: Youth are often targeted by traffickers with fraudulent job opportunities that are too good to be true! Prevent labor trafficking by educating youth about rights in the workplace. If you have concerns that a foreign national minor may have experienced forced labor or commercial sex, report to the U.S. Office on Trafficking in Persons (OTIP). Youth are eligible for Federal and State benefits and services, regardless of immigration status. Contact the OTIP Child Protection Specialists by phone at 202-205-4582 or email at ChildTrafficking@acf.hhs.gov #EndTrafficking

Alt text: White box with gradient border that reads "At age 12 Jimmy fled recruitment by gangs in Honduras. Once in the U.S. he was forced to work. In quotes "I crossed the U.S. border by myself, someone in car came up to me and said - I'm here to help you." Box Includes a PACT Logo in the corner and #EndTrafficking



Caption: Human trafficking happens to boys and men too!!! Males are much less likely to be identified as victims compared to girls and women. While it is difficult to identify precise data, studies suggest that between [31% and 71% of youth impacted by CSE are male](#). Far less services are tailored to support young men - let's change that! Learn more by watching the [BOYS Documentary](#) featuring the voices of brave men, available on Vimeo. #EndTrafficking

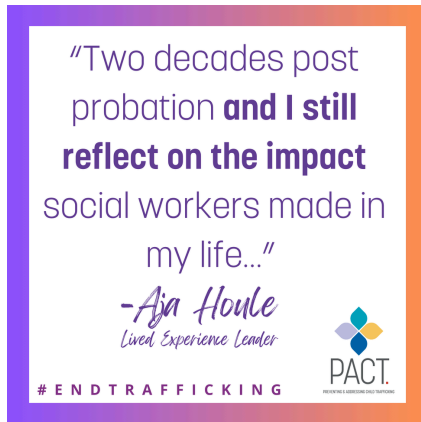
Alt text: White box with gradient border that reads "When are boys and men going to stop being an afterthought? We need services and support too." By Russell G. Wilson, Subject Matter Expert, Consultant. Box Includes a PACT Logo in the corner and #EndTrafficking

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Caption: Just the presence of ONE supportive adult in the life of a young person can be a strong protective factor and a critical support for healing post exploitation. One survivor of trafficking shared gratitude for the social workers who consistently showed up. "Not all relationships were positive but "the good relationships are what kept me inspired and motivated to keep moving forward and work hard as I rebuilt my life." Remember that just showing up and meeting young people where they are at, can make all the difference! #EndTrafficking

Alt text: White box with gradient border that reads quote "Two decades post probation and I still reflect on the impact social workers made in my life..." By Aja Houle, Lived Experience Leader. Box Includes a PACT Logo in the corner and #EndTrafficking



Caption: Ethical storytelling centers on consent, accuracy, and respect, ensuring stories uplift and empower rather than re-traumatize. It respects the dignity of those with lived experiences by ensuring they have control over their narratives without sensationalizing their experiences. By practicing ethical storytelling, we responsibly amplify survivor voices, raising awareness while protecting a persons privacy and well-being. #EndTrafficking

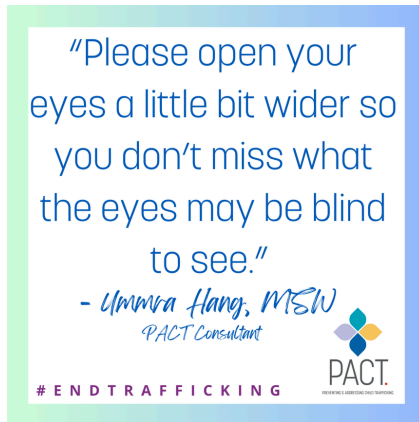
Alt text: White box with gradient border that reads a quote "Ethical storytelling is not just about the narrative, it is about illuminating truth and honoring delicate landscapes of memories." By Josie Feemster, PACT Regional Coordinator and Lived Expert. Box Includes a PACT Logo in the corner and #EndTrafficking

Graphics & Captions



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Caption: Everyone deserves to receive care and attention. Far too many children, women, and men are neglected when seeking services and support. Ummra Hang's poem *Open Your Eyes* calls providers, allies, and any person in position of support, to do the inner work with self, so that meaningful support is not missed for those who are presenting danger signs right in front of us! Check out the full poem at pact.cfpic.org/httpmartgallery-artists/ #EndTrafficking

Alt text: White box with gradient border that reads a quote "Please open your eyes a little bit wider so you don't miss what the eyes may be blind to see." By Ummra Hang, PACT Consultant. Box Includes a PACT Logo in the corner and #EndTrafficking

Thank
You.

This guide would not have been possible without the input and support of our 2023-2026 PACT Consultant Network, PACT Staff and County Members who make our work possible.

PACT Human Trafficking Prevention Month Website

[Go to the Website Now!](#)

This social media guide is accompanied by a [National Human Trafficking Prevention Month \(NHTPM\) Website](#) featuring resources for California Child Welfare agencies and their partners with learning opportunities to share with your workplace and community.

Visit the [PACT Event Calendar](#) regularly for updates.

Want to promote your event? Email pact@cfpic.org



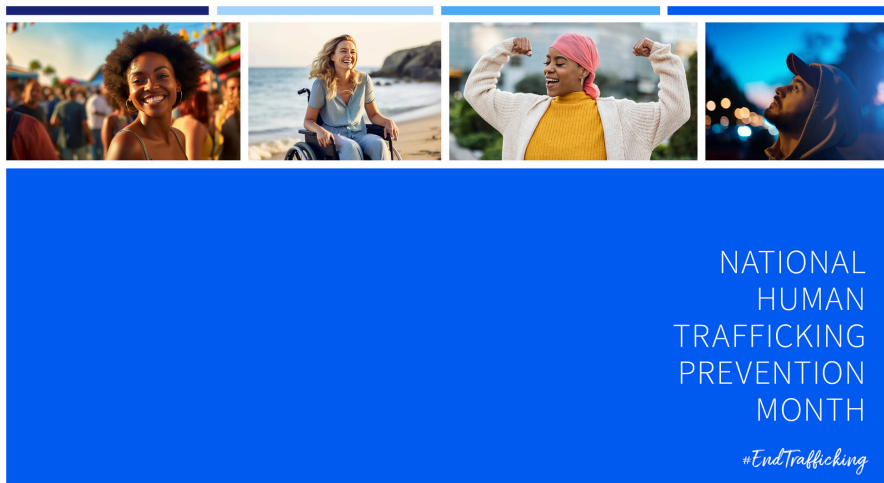
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CONTENT AVAILABLE

Social Media Graphics
Customizable Zoom Backgrounds
Banners
Email Template
County Proclamation Template
And More...

Bonus Content:

Get Creative During Virtual Meetings



We've got you covered!

Download our virtual backgrounds for use during ZOOM or Microsoft Teams meetings. They act as a great conversation starter.

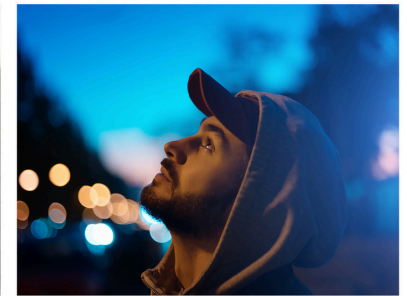


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Bonus Content:

Need a banner for social media page or a newsletter?

Download all the graphics previewed in this guide now and get started!



NATIONAL HUMAN TRAFFICKING PREVENTION MONTH



January is National Human Trafficking Prevention Month

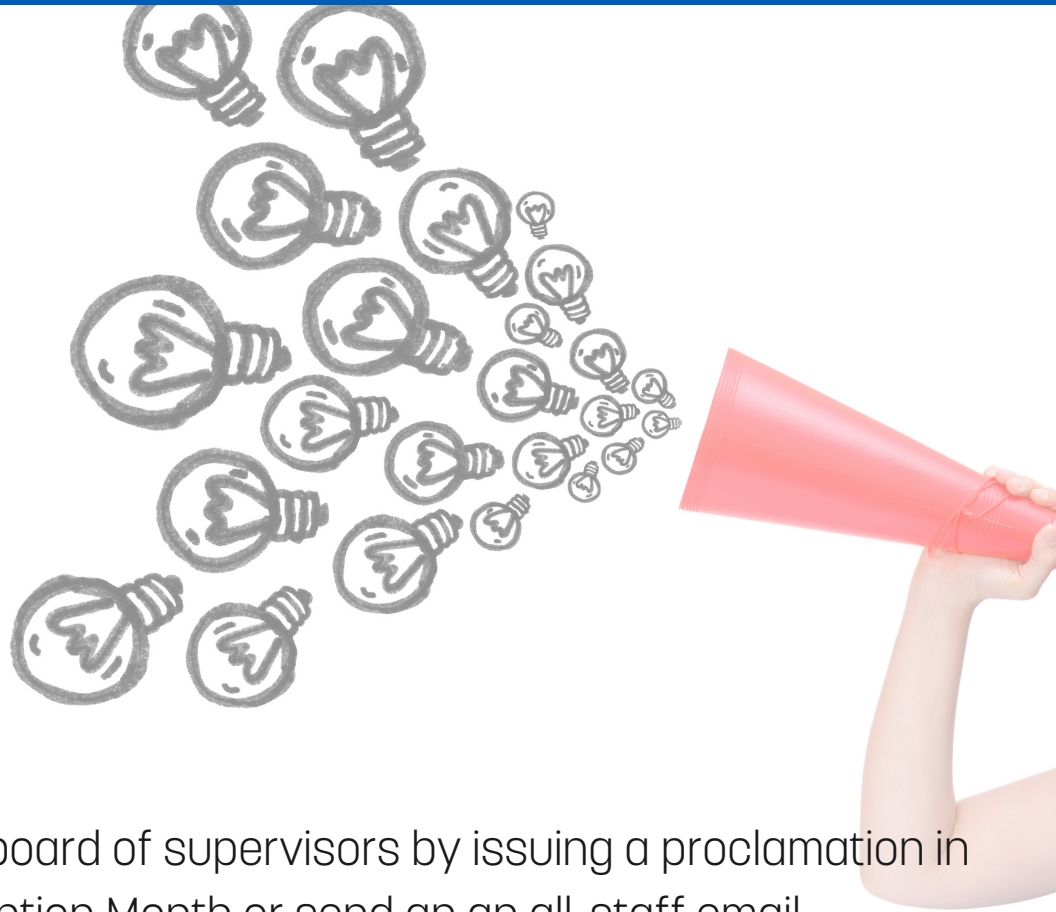
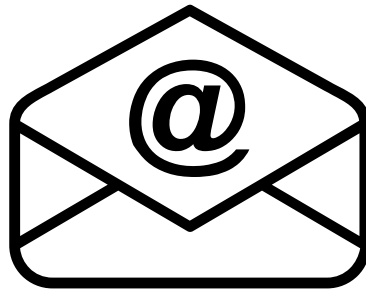
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Bonus Content:

Customize our Templates...



Engage your local city officials and your county board of supervisors by issuing a proclamation in observance of National Human Trafficking Prevention Month or send an all-staff email.

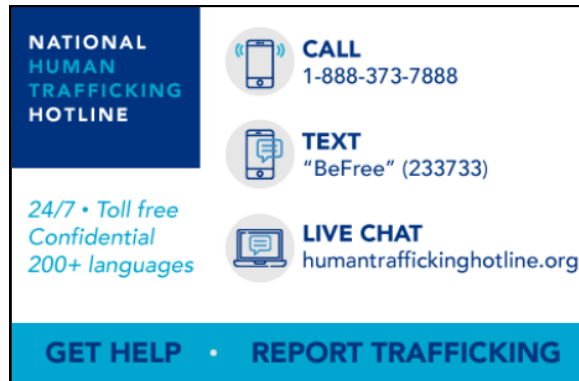
Download PACT's Templates to customize and make the content relevant to your agency and community!



[Click to download ALL content
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Visit the [PACT National Prevention Month Website](#) For More Resources!



[National Human Trafficking Hotline](#)

For immediate assistance, call the National Human Trafficking Hotline at 1-888-373-7888. You can reach the Hotline 24 hours a day, 7 days a week in more than 200 languages. All calls are confidential and answered live by trained Anti-Trafficking Hotline Advocates. [Submit a tip online](#) about a potential trafficking case.



[National Center for Missing & Exploited Children](#)

- 24-Hour Hotline: 1-800-843-5678
- report.cybertip.org

NCMEC is the nation's largest and most influential child protection organization, leading the fight to protect children and creating resources for them and the people who keep them safe. Report instances of missing children to NCMEC and check out specialized resources and training available to educate the community and first-responders on child sex trafficking.



[Preventing & Addressing Child Trafficking](#)

Preventing and Addressing Child Trafficking (PACT) supports a collaborative platform for county child welfare agencies to address and prevent child sex and labor trafficking through a peer support network.

- <https://pact.cfpic.org/>

Visit the [PACT National Prevention Month Website](#) For More Resources!



[California Local Child Welfare 24/7 Hotlines Report Child Abuse & Neglect](#)

Contact the respective county child protective services hotline to consult or make a report on child abuse and/or neglect.

www.cdss.ca.gov/reporting/report-abuse/child-protective-services/report-child-abuse



[Office on Trafficking In Persons](#)

Report Concerns Involving Foreign National Youth and seek additional assistance.

- Ph: (202) 205-4582
- Email: childtrafficking@acf.hhs.gov
- [OTIP Child Trafficking Eligibility Toolkit](https://acf.gov/otip), <https://acf.gov/otip>

[Young Workers Rights & Reporting Labor Violations](#)

- CA Labor Commissioner's Office (415) 703-5300 | www.dir.ca.gov/DLSE
- US. Department of Labor (866) 487-9243 | www.dol.gov/whd
- YoungWorkers.org A project of the California Partnership for Young Worker Health and Safety. Their goal is to prevent California's young workers from being injured or killed on the job. The site hosts downloadable materials regarding employment for young workers.

