

## #EndHumanTrafficking Social Media Kit & Resources

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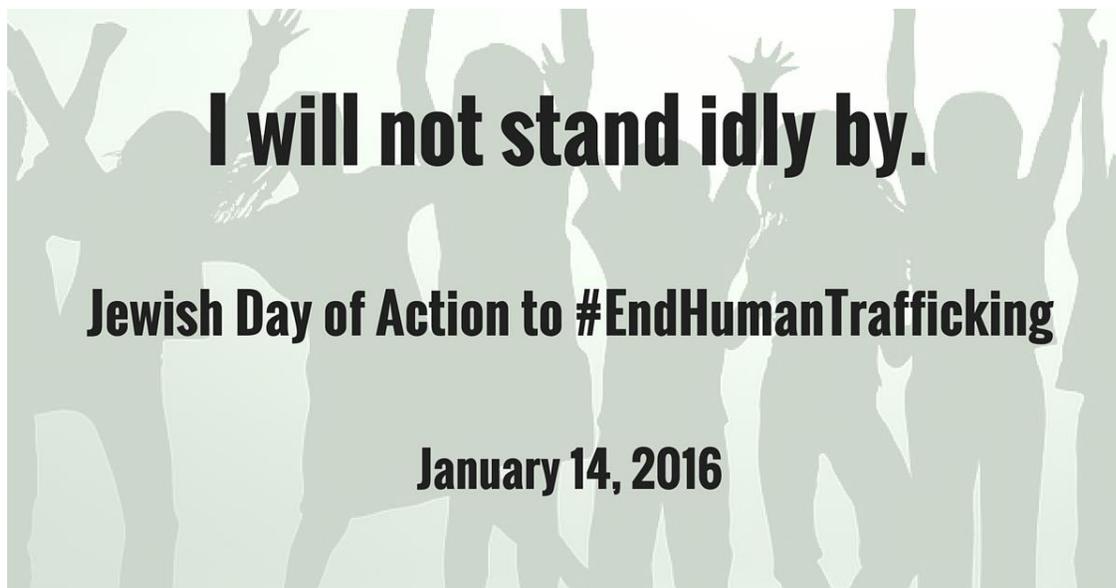
The National Council of Jewish Women (NCJW) and Hadassah, The Women’s Zionist Organization of America, Inc., (HWZOA) are [joining forces](#) for the second year in a row to raise visibility during January — Human Trafficking Awareness Month. On January 14, Jewish organizations and individuals from across the United States will raise awareness through social media about human trafficking and the millions of victims — men, women, and children — trapped in modern day slavery. Additional organizations can register to participate in the Jewish Day of Action to #EndHumanTrafficking by completing this [Google Form](#).

This guide contains sample social media language, graphics and resources for use on the Jewish Day of Action to #EndHumanTrafficking and beyond.



**THUNDERCLAP**  
Pre-Scheduled for January 14 @ 12:00 PM ET  
[Click Here to Register](#)

“Today is the Jewish Day of Action to #EndHumanTrafficking. There are 20.9 million victims globally. Let’s end it! <http://thndr.me/RZAbdz>”



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### JEWISH DAY OF ACTION TO #ENDHUMANTRAFFICKING INFOGRAPHIC

Individuals and organizations may post these graphics in preparation of or during the Jewish Day of Action. The second graphic, with an open space on the bottom, is designed so organizations may add their own logo before posting. Contact [leanne@ncjwdc.org](mailto:leanne@ncjwdc.org) if you need assistance adding a logo. Download these infographics [here](#).



### ADDITIONAL TRAFFICKING GRAPHICS

Additional graphics are available for download from the links below. These will also be posted in the coming days on [Hadassah](#) and [NCJW](#)'s Facebook pages and can be shared directly from there as well.

[Download Hadassah Trafficking Graphics](#) | [Download NCJW Trafficking Graphics](#)



**CLICK HERE TO SKIP TO THE  
[SAMPLE SOCIAL MEDIA POSTS](#)**

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### ORGANIZATIONAL RESOURCES

#### National Council of Jewish Women

EXODUS: NCJW's Anti-Sex Trafficking Initiative aims to expose and address this issue with a powerful program of education, public awareness, and advocacy.

- ▶ [Tell your lawmakers](#) to support the Runaway and Homeless Youth and Trafficking Prevention Act!
- ▶ Visit **NCJW's Anti-Sex Trafficking Action Kit** at [www.my.ncjw.org/trafficking](http://www.my.ncjw.org/trafficking).
- ▶ Get inspired by [NCJW's Anti-Sex Trafficking Program Bank](#).
- ▶ Check out **NCJW's fact-sheets on priority state anti-trafficking legislation**, including [National Trafficking Hotline Posting Laws](#), [Safe Harbor Laws](#), and [Vacating Trafficking Conviction Laws](#).
- ▶ Learn more about efforts to [combat sex trafficking in Israel](#).

*If you have any questions or would like to get involved in NCJW's anti-sex trafficking work, please get in touch with NCJW Grassroots Associate Leanne Gale at [leanne@ncjwdc.org](mailto:leanne@ncjwdc.org).*

#### Hadassah, The Women's Zionist Organization of America, Inc.

- ▶ Visit **Hadassah's Trafficking Website** at [www.hadassah.org/trafficking](http://www.hadassah.org/trafficking).
- ▶ [View](#) or [print and distribute](#) **Hadassah's Human Trafficking Fact Sheet**.
- ▶ Contact your state and federal legislators via the [Hadassah National Action Center](#).
- ▶ Learn about **Hadassah Medical Organization's Bat Ami Center for Victims of Sexual Abuse**, which treats some of Israel's trafficking victims.
- ▶ Check out these press articles about past [Hadassah trafficking events](#) from across the country.

*If you have any questions or would like to connect with Hadassah's trafficking efforts and local advocates, please get in touch with Hadassah Policy Associate Lauren Katz at [lkatz@hadassah.org](mailto:lkatz@hadassah.org).*

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The Jewish Federations®  
OF NORTH AMERICA



### [Tell your Senators to support the Runaway and Homeless Youth and Trafficking Prevention Act](#)

This action alert is a collaborative effort from the Jewish Council for Public Affairs, The Jewish Federations of North America, and the Religious Action Center for Reform Judaism for Human Trafficking Awareness Month.



- ▶ [Bondage, Freedom, and #TomatoRabbis](#)  
By Rabbi Rachel Kahn-Troster, *Sojourners*, January 30, 2015
- ▶ [The Other Side of the Sea: A Haggadah on Fighting Modern Slavery](#)  
Edited by Rabbi Lev Meirowitz Nelson
- ▶ [Fighting Modern-Day Slavery: A Handbook for Jewish Communities](#)



### **Jewish Women International**

- ▶ [JWI Human Trafficking Webpage](#)
- ▶ [JWI Sex Trafficking Fact Sheet](#)

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### SAMPLE SOCIAL MEDIA POSTS

Please note that some posts focus on specific segments of trafficking, such as on sex or labor trafficking, with others on human trafficking more generally. Use the posts and/or graphics that appeal to you or your organization and feel free to post other messages related to human trafficking using the hashtag #EndHumanTrafficking.



#### TWITTER

##### Theme: Human Trafficking

- Proud to join @Hadassah and @NCJW in today's Jewish Day of Action to #EndHumanTrafficking. Spread the word!
- Human trafficking is modern-day slavery. We were slaves too. The Jewish community is speaking out loud & clear: #EndHumanTrafficking.
- Get help, report a tip, request services from National Human Trafficking Resource Center 1-888-373-7888 #EndHumanTrafficking
- Definition: #HumanTrafficking is force, fraud or coercion to control someone for commercial sex or labor & services #EndHumantrafficking
- Think someone you know is being trafficked? Check @Polaris\_Project's list of signs & red flags <http://bit.ly/KPcFCZ> #EndHumanTrafficking
- According to @TheJusticeDept, thousands of children are at risk for becoming victims of trafficking in the U.S annually. #EndHumanTrafficking
- 55% of victims of #humantrafficking worldwide are women and girls. This happens every day in our communities. #EndHumanTrafficking
- Survivors of #humantrafficking need legal aid, social services, and communal support. It's our job to speak out. #EndHumanTrafficking

##### Theme: Sex Trafficking

- Runaway, homeless and trans youth are especially at risk to be trafficked into the sex industry. Tell Congress to #EndHumanTrafficking.
- 83% of #sextrafficking victims in US are US citizens, & many are runaways from foster care. It's time for Congress to #EndHumanTrafficking.
- Survivors of #sextrafficking are not criminals; traffickers are. Tell policymakers to stop putting victims in jail and #EndHumanTrafficking.
- Sex traffickers use physical and emotional abuse to manipulate victims. It's time for Congress to #EndHumanTrafficking.

## #EndHumanTrafficking Social Media Kit & Resources

- Common sites of sex trafficking: beauty salons, massage parlors, spas and strip clubs.  
#EndHumanTrafficking

### Theme: Labor Trafficking

- Globally, over 14.2 million people are trapped in forced labor – this is modern-day slavery. Tell Congress to #EndHumanTrafficking.
- #California #Florida #Texas, #NewYork & #Virginia are top states for labor trafficking  
#EndHumanTrafficking
- Victims of labor trafficking work long hours for little to no pay, under physical and psychological control. #EndHumanTrafficking
- Traffickers often threaten foreign workers with arrest and deportation, even those with legal right to work in US. #EndHumanTrafficking
- Common sites of labor trafficking: domestic service, farms, factories, beauty salons, carnivals, & door2door sales. #EndHumanTrafficking

### Theme: International Trafficking

- The International Labor Organization: forced labor and human trafficking is a \$150 bil industry worldwide. #EndHumanTrafficking
- Explore @StateDept's Trafficking in Persons Report <http://1.usa.gov/1E7ILi2> to learn more about trafficking worldwide. #EndHumanTrafficking
- Victims of 152 different citizenships were identified in 124 countries. Learn more from @UNODC <http://bit.ly/1q0EyHl> #EndHumanTrafficking

### Theme: Thanking Hill Champions

@[Insert\_Hill\_Champion] Thank you for your leadership on #humantrafficking #EndHumanTrafficking  
**Hill Champions:** @repdavereichert @RepKarenBass @RepMaloney @JudgeTedPoe  
@RepErikPaulsen @amyklobuchar @JohnCornyn @RonWyden @OrrinHatch @SenatorDurbin  
@MarcoRubio @RepJohnYarmouth @RepAnnWagner @SenatorCollins @SenatorLeahy  
@SenatorHeitkamp @SenBobCorker @McCaskillOffice @RepMikeHonda @EdRRoyce

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### SAMPLE FACEBOOK POSTS

#### Human Trafficking

January is #HumanTrafficking awareness month. Around the world, there are an estimated 20.9 million people currently being trafficked, with hundreds of thousands of victims in the US. The Jewish tradition reminds us that we, too, were once slaves in Egypt. It is our responsibility to speak out against modern-day slavery and demand action from our lawmakers. Tell Congress to #EndHumanTrafficking and provide survivors with the legal and social supports they deserve. Like and share this post to help raise awareness on social media.

#### Sex Trafficking

January is #HumanTrafficking awareness month. One type of human trafficking is sex trafficking: the use of violence, threats, lies, debt bondage, and other forms of coercion to force women, men, and children to engage in commercial sex against their will. Globally, over 4.5 million people are trapped in forced sexual exploitation, with thousands of victims in the US. The Jewish tradition reminds us that we, too, were once slaves in Egypt. It is our responsibility to speak out against modern-day slavery and demand action from our lawmakers. Tell Congress to #EndHumanTrafficking and provide survivors with the legal and social supports they deserve.

#### Labor Trafficking

January is #HumanTrafficking awareness month. One type of human trafficking is labor trafficking: the use of violence, threats, lies, debt bondage, and other forms of coercion to force people to work against their will. Globally, over 14.2 million people are trapped in forced labor, with thousands of victims in the US. The Jewish tradition reminds us that we, too, were once slaves in Egypt. It is our responsibility to speak out against modern-day slavery and demand action from our lawmakers. Tell Congress to #EndHumanTrafficking and provide survivors with the legal and social supports they deserve.