WORLD DAY AGAINST
**TRAFFICKING
IN PERSONS
30 JULY**

UNODC
United Nations Office on Drugs and Crime

2017 World Day against Trafficking in Persons
30 July 2017
Social Media Package

Overview

Campaign Name
End Human Trafficking

2017 Theme
Act to protect and assist trafficked persons

Concept

"Act now" theme represents the need to enhance human trafficked victims' protection and assistance. It provides an opportunity for all to take expedient action, within their capabilities, to protect and assist individuals who are currently in a trafficking situation.

Official hashtags	#HumanTrafficking
	#EndHumanTrafficking
Thunderclap	End Human Trafficking
UNODC Accounts	Twitter	Facebook	Google+	YouTube	LinkedIn
Microsite	www.endht.org

This social media package and corresponding visuals can be reached here: Trello

Social Media Messages

Twitter		
Date	**Sample Messages**	**Image**
Call to action **When to share?** **Any time before 30 July**	Help us ensure the plight of **#HumanTrafficking** victims does not go unnoticed! Support **#EndHumanTrafficking** campaign http://bit.ly/2uSYwiy	Thunderclap Or Generic 1
	Lend your voice to those who can't speak out. Join the movement to celebrate 🌐 Day against Trafficking in Persons http://bit.ly/2uSYwiy	Thunderclap Or Generic 1
	30 July is World Day against Trafficking in Persons! Take action now and show the 🌐 you care. http://bit.ly/2uSYwiy	Thunderclap Or Generic 1
	#HumanTrafficking affects millions of people each year. Show solidarity w/ victims by changing your profile image at http://bit.ly/2tFPiBG	Twibbon
Any time	People escaping from war and persecution are more vulnerable to becoming victims of **#HumanTrafficking**. Raise your voice to end this crime!	War
	Armed groups have recruited thousands of children, using them as combatants in conflicts. Let's **#EndHumanTrafficking!**	Child soldiers

Any time	Globally, 25% of **#HumanTrafficking** victims are children. Let's join forces to stop this crime! www.endht.org	Children
	#DYK? Globally, over 70% of **#HumanTrafficking** victims are women & girls.	Female victims
	Forms of **#HumanTrafficking**: Forced marriage, begging, labour Sexual exploitation Organs removal Selling children Child soldiers	GIF
	It's 21st century. Slavery still exists. **#HumanTrafficking** is the 3rd largest crime worldwide.	3rd largest crime
	No country is immune from **#HumanTrafficking**. We call on all Member States to step up efforts to **#EndHumanTrafficking**	Generic 2
	Act to protect! UNODC asks airlines to distribute cards on flights to identify **#HumanTrafficking** victims http://bit.ly/2s5sbS1	Safety card
	We'll achieve #SDG16 only when there's NO abuse, exploitation, trafficking & violence vs children! RT if you agree http://bit.ly/2uFjVeL	SDG 16

30 July	It's World Day against Trafficking in Persons. Around the 🌍, millions of people are victims of this crime. We need to **#EndHumanTrafficking**!	GIF Or Any image
	On this day, our Executive Director @YuryFedotov calls on all to act now and **#EndHumanTrafficking**! RT if you agree with him.	ED's quote card

Facebook / LinkedIn / Google +		
Date	Sample Messages	Image
Call to action **When to share?** **Any time before 30 July**	On this World Day against Trafficking in Persons, 30 July, lend your online voice to the voiceless and raise awareness about one of the world's most shameful crimes. Show your solidarity with the millions of **#HumanTrafficking** victims across the globe by joining our Thunderclap campaign at http://bit.ly/2uSYwiy You can also visit http://www.endHT.org to find out more about how you can get involved ahead of the day.	Thunderclap Or Generic 1
	#HumanTrafficking affects millions of people each year. Show your solidarity with victims by changing your profile image here: http://bit.ly/2tFPiBG Learn more about the World Day against Trafficking in Persons, 30 July, and the many actions you can take to help, by visiting www.endht.org	Twibbon
Any time	**#HumanTrafficking** is increasingly linked to global concerns related to migration and the large movement of refugees and migrants, together with the impact of conflict or natural disasters. While many continue to face abuse and exploitation, perpetrators of this crime are never identified. Learn more about the World Day against Trafficking in Persons, 30 July, and the many actions you can take to help, by visiting www.endht.org	War

Any time	30 July is World Day against Trafficking in Persons! Globally, 25% of **#HumanTrafficking** victims are children. In some regions, like Sub-Saharan Africa and Central America and the Caribbean, more than 50% victims are children. It is time to **#EndHumanTrafficking**! To learn how you can join this fight, visit www.endht.org	Children
	Every year, thousands of people are trafficked for many exploitative purposes, such as: Child soldiers Forced begging Sexual exploitation Forced marriage Selling children Removal of organs Forced labour Visit www.endht.org to find out more about how you can get involved ahead of the day. It is time to **#EndHumanTrafficking**!	GIF
	30 July is World Day against Trafficking in Persons! While women and girls tend to be trafficked and forced into marriages and sexual slavery, men and boys are typically exploited through forced labour in the mining sector, as porters, soldiers and slaves. To find out more about **#HumanTrafficking** and possible actions to end this scourge, visit www.endht.org You can also access UNODC's latest Global Report on Trafficking in Persons at http://bit.ly/2h2jrVj	Generic 1 Or Generic 2 Or GIF

	#DYK? Globally, over 70% of **#HumanTrafficking** victims are women and girls. Females are mainly trafficked for sexual exploitation, but also for sham or forced marriages, begging, domestic servitude, forced labour in agriculture or catering, in garment factories, in the cleaning industry and organ removal. Interested in joining us to fight this crime? Visit www.endht.org to identify possible actions. You can also access UNODC's latest Global Report on Trafficking in Persons at http://bit.ly/2h2jrVj	Female victims
	It's 21st century. Slavery still exists. Human Trafficking is the 3rd largest crime worldwide. Visit www.endht.org to find out more about how you can get involved ahead of the World Day against Trafficking in Persons, 30 July. It is time to **#EndHumanTrafficking**!	3rd largest crime