

Outreach Methods & Resources



BLOG

Consider sharing more in-depth messages with your community online through a blog. Post as frequently as you wish, with a goal of at least once a month. Be sure to provide a link to your blog on your Facebook, Twitter, and other social media pages.

Steps to an Engaging Blog Post

- Target your audience by using an appropriate reading level and relevant content.
- Check your facts—use only statistics that come from reliable sources, and cite them.
- State your main points in your introduction and again in the conclusion.
- Limit your post to no more than 750 words.
- Time the release of your blog post to coincide with events and current news.

Ideas for Blog Posts

- Information for human trafficking crime victims, such as crime victim compensation or victims' rights.
- Details about an upcoming event or a recap following an event.
- Awareness days, weeks, and months.
- Suggestions for self-care.
- Individual stories from survivor advocates.
- Lists of important resources and services.
- Relevant interviews with important local officials or executives in the organization.

Sample Blog Post

What Is Labor Trafficking?

Research indicates that labor trafficking is the most prevalent form of trafficking globally, but it is also misunderstood, under-identified, and underreported in the United States despite efforts by a broad range of stakeholders to increase identification of victims and responses to this crime.

In fact the [2022 Trafficking in Persons Report: United States](#), published by the Department of State's Office to Monitor and Combat Trafficking in Persons, lists the following among its priority recommendations for the U.S. government: "Increase efforts to comprehensively address labor trafficking in the United States, including identification of and provision of services to labor trafficking victims."

A similar recommendation was made in a report funded by the [National Institute of Justice](#) that explored labor exploitation and labor trafficking violations with the goal of building basic knowledge about the phenomenon and the attributes of this victim population. [Survey](#) results of 240 respondents and personal interviews with victims led to multiple recommendations, including expanding awareness of labor trafficking in the United States, increasing education and reporting options for workers, and improving the abilities of service providers and law enforcement agencies to recognize labor trafficking.

Unfortunately, there is a scarcity of research related to labor trafficking in the United States and a lack of public awareness and knowledge of workers' rights.

Labor trafficking is [defined](#) as "the recruitment, harboring, transportation, provision, or obtaining of a person for labor or services, through the use of force, fraud, or coercion for the purpose of subjection to involuntary servitude, peonage, debt bondage, or slavery."

Survivors can be anyone—men, women, adults, minors, U.S. citizens, legal permanent residents, or foreign nationals. However, human traffickers often target members of marginalized communities and other vulnerable individuals. Labor trafficking can happen in legal and illegal industries—in homes, common retail establishments, dance clubs, childcare, elder care, construction, factories, landscaping, health and beauty services, hotels, farms, forestry, or restaurants.

Perpetrators can also be anyone—foreign nationals or U.S. citizens, and they can be family members, partners, acquaintances, or strangers.

While it can feel overwhelming to learn that labor trafficking can happen anywhere in many different industries, there are steps you can take to increase your awareness as an individual, as a community, and as an organization.

As an individual or community, you can take the following actions.

- Call 911 if someone you know is in immediate danger. Do not attempt to intervene yourself.
- Call (888-373-7888), text (233733), or chat (www.humantraffickinghotline.org/chat) the National Human Trafficking Hotline if you have information to share about a possible trafficking situation.
- Take a training on [Understanding Human Trafficking](#), or access [specialized training and resources](#) about labor trafficking.



COLLABORATION, TRANSFORMATION, IMPACT

- Visit the [Faces of Human Trafficking](#) page for tools to help raise awareness.
- Familiarize yourself with the rights afforded to employed workers, including those related to pay, safety, health, and discrimination and [whom to contact to file complaints](#).
- Encourage any workforce development organization in your community, such as a development center, a vocational school, or an organization that provides services to individuals who are homeless, to make sure their clients know their rights as employees.
- Contact local OVC-funded service providers or OVC-funded task forces to learn how you can help. Visit the [services and task forces map to learn more](#).
- Explore the [OVC website](#), [subscribe to receive News From OVC](#), and find continuing education opportunities for training in the field of [human trafficking](#).

If your organization already provides services to victims of labor trafficking, you can take the following actions.

- Build your capacity by reaching out to OVC's [training and technical assistance providers](#).
- Partner with organizations and individuals that may serve at-risk populations, including immigrant rights, runaway and homeless youth, and LGBTQI+ advocacy organizations; juvenile diversion programs; refugee advocates; farmers who use migrant and seasonal workers; male survivors; and legal advocates.
- Collaborate with organizations that may encounter labor trafficking victims through their work, including state and local government departments that regulate labor, organizations that work with at-risk communities, and workers' rights and industry-specific organizations, to name a few.
- Reach out to *[Insert local program information that might be applicable]*.
- Make education about workers' rights readily available in multiple languages, including where to report violations.

If your organization does not provide services to victims of labor trafficking, in addition to taking any of the actions listed above, you might consider doing the following.

- Reach out to *[Insert local program information and resources that might be applicable]*.
- Educate yourself using anti-trafficking resources such as [Framework's Labor Trafficking Resource Guide](#), [An Introduction to Labor Trafficking](#) in OVC's [Faces of Human Trafficking](#) series, and other [relevant resources](#).
- View and share OVC's [Child Victims and Witnesses Support Materials on Human Trafficking](#)—particularly if your organization works with children or youth involved with the justice system as victims or witnesses. See [Sergio's story](#), which describes the experience of a young boy who was a victim of labor trafficking and is part of a federal case.

With vigilance, we can all make a difference in the life of a labor trafficking survivor, and we can combat all forms of human trafficking in the United States.



SOCIAL MEDIA

Social media allows you to engage directly with the public and build relationships through succinct messaging. The most important social media platforms for your campaign are available for free, though many allow you to pay for access to a larger audience.

FACEBOOK

Many organizations already have a Facebook business or cause page. Rather than opening a new page specific to a particular topic, use these established pages with built-in audiences to promote your Human Trafficking Prevention Month activities and information. Post photos, videos, organizational content, invitations to upcoming events, and links leading back to your website. Engage your audience by replying to their comments on posts and liking or sharing posts from other people and organizations in your network. Use the Facebook Live feature to stream live events or answer questions in real time. You can also temporarily pin a post highlighting the month to the top of your page to increase its visibility. Use the sample posts below or create your own to launch your Facebook campaign. Be sure to use applicable hashtags and add #20YrsAgainstTrafficking to your posts.

Sample Facebook Posts

- January is [National Human Trafficking Prevention Month](#) to raise awareness about human trafficking and to educate the public about how to identify and prevent this crime. Begin preparing by accessing the [Office for Victims of Crime's commemoration guide](#), which focuses on collaboration, transformation, and impact.
- Want to get involved in National Human Trafficking Prevention Month? Access the [Office for Victims of Crime's commemoration guide](#) to help plan and promote your community's anti-trafficking events. #20YrsAgainstTrafficking <https://ovc.ojp.gov/20YrsAgainstTrafficking>
- January 2023 marks the 20th anniversary of OVC's anti-trafficking support for the field through funding, resources, and training and technical assistance. Use the hashtag #20YrsAgainstTrafficking to join the conversation and learn about available anti-trafficking resources and community events.
- This January marks the 20th anniversary of the [Office for Victims of Crime's](#) anti-trafficking support for the field through funding, resources, and training and technical assistance. Learn about OVC's theme and access anti-trafficking resources. <https://ovc.ojp.gov/20YrsAgainstTrafficking>
- In commemoration of the 2023 National Human Trafficking Prevention Month, the [Office for Victims of Crime](#) created a commemoration guide to help organizations quickly and capably develop anti-trafficking awareness campaigns throughout the year. Access the guide. #20YrsAgainstTrafficking <https://ovc.ojp.gov/20YrsAgainstTrafficking>
- OVC is celebrating 20 years of anti-trafficking work through the following themes: Collaboration, Transformation, and Impact. Use the hashtag #20YrsAgainstTrafficking to join the conversation and learn about available anti-trafficking resources and community events.
- National Human Trafficking Prevention Month is almost here. Discover anti-trafficking resources, outreach tools, and sample materials by accessing [the Office for Victims of Crime's commemoration guide](#). #20YrsAgainstTrafficking <https://ovc.ojp.gov/20YrsAgainstTrafficking>
- Visit the [Office for Victims of Crime's](#) website to learn about anti-trafficking resources and ideas for events and activities. #20YrsAgainstTrafficking
- 2023 National Human Trafficking Prevention Month is almost here! This January, OVC celebrates 20 years of anti-trafficking work through the following themes: Collaboration, Transformation, and Impact. Discover anti-trafficking resources and community events by accessing the [commemoration guide](#).



COLLABORATION, TRANSFORMATION, IMPACT

- Join the [Office for Victims of Crime](#) in its 20th year of anti-trafficking efforts by raising awareness of human trafficking victims' rights and services and learn about this year's theme: Collaboration, Transformation, and Impact. #20YrsAgainstTrafficking <https://ovc.ojp.gov/20YrsAgainstTrafficking>
- Join communities nationwide as they observe National Human Trafficking Prevention Month. Visit the [Office for Victims of Crime's](#) calendar to find local events or to submit details about your event. <https://ovc.ojp.gov/events>
- Help victims of human trafficking find the support and resources they need by calling 855-4-VICTIM (855-484-2846) to learn about their rights and options as a victim of crime. <https://victimconnect.org>
- Visit the [Office for Victims of Crime's Training and Technical Assistance Center's](#) website to access the tools, trainings, and resources needed to help build your capacity to serve victims of human trafficking. #20YrsAgainstTrafficking <https://www.ovcttac.gov/views/HowWeCanHelp/dspHumanTrafficking.cfm>
- The [Office for Victims of Crime's](#) provides practitioner-driven, evidence-based training and technical assistance that is responsive to the particular needs of victim service providers and system stakeholders in the anti-trafficking field. Learn more. #20YrsAgainstTrafficking <https://ovc.ojp.gov/program/human-trafficking/training-and-technical-assistance>
- If you or someone you know is a victim of human trafficking, help is available. Call the National Human Trafficking Hotline at 888-373-7888 or contact an OVC-funded program in your area. Visit the the Office for Victims of Crime's [services and task forces map](#) for contact info. <https://ovc.ojp.gov/program/human-trafficking/map>
- Add a link to OVC in this sample post at the end: "Visit the Office for Victims of Crime's website to learn about anti-trafficking resources and ideas for events and activities. #20YrsAgainstTrafficking."
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- Add a link to the guide at: 2023 National Human Trafficking Prevention Month is almost here! This January, OVC celebrates 20 years of anti-trafficking work through the following themes: Collaboration, Transformation, and Impact. Discover anti-trafficking resources and community events by accessing the [commemoration guide](#).

TWITTER

Twitter is an information-sharing network where each post, or "tweet," is limited to 280 characters. If you set up a new account, choose a Twitter handle (username) that other users will recognize (often the name or abbreviation of your organization) and an easily identifiable profile picture. To be an active Twitter user, follow other individuals and organizations, follow their followers, retweet their tweets, and promote them to your audience. Post your own tweets that link back to your website or your other social media pages and use images and graphics when possible. Create longer form messages by replying to your own tweets and creating a "thread." Maximize your Twitter presence by staying engaged in conversations on subjects that are important to your mission, and by quickly responding to other users' tweets and mentions of your organization or causes. Adding a hashtag connects your tweet with related posts from other users and is a useful way to become part of a conversation. Make sure to use the most applicable tags and add #20YrsAgainstTrafficking to your tweets.

Sample Tweets

- Join communities nationwide as they observe National Human Trafficking Prevention Month to protect and empower survivors of all forms of human trafficking, prosecute traffickers, and prevent human trafficking in the United States and around the world. #humantrafficking #endhumantrafficking #20YrsAgainstTrafficking ovc.ojp.gov
- This January marks the 20th anniversary of @OJPOVC's anti-trafficking support for the field through funding, resources, and training and technical assistance. Learn about OVC's theme and to access anti-trafficking resources. <https://ovc.ojp.gov/20YrsAgainstTrafficking>



- Want to get involved in National Human Trafficking Prevention Month? Access @OJPOVC's commemoration guide to help plan and promote your community's anti-trafficking events. #20YrsAgainstTrafficking <https://ovc.ojp.gov/20YrsAgainstTrafficking>
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- Visit @OJPOVC's Training and Technical Assistance Center's website to access the tools, trainings, and resources needed to help build your capacity to serve victims of human trafficking. #20YrsAgainstTrafficking <https://www.ovcttac.gov/views/HowWeCanHelp/dspHumanTrafficking.cfm>
- @OJPOVC provides practitioner-driven, evidence-based training and technical assistance that is responsive to the particular needs of victim service providers and system stakeholders in the anti-trafficking field. Learn more. #20YrsAgainstTrafficking <https://ovc.ojp.gov/program/human-trafficking/training-and-technical-assistance>
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- Access @OJPOVC's 2023 Collaboration, Transformation, and Impact: 20 Years of OVC's Anti-Trafficking Efforts Commemoration Guide to learn about OVC's theme of Collaboration, Transformation, and Impact. #20YrsAgainstTrafficking <https://ovc.ojp.gov>
- Visit www.ovcttac.gov for the tools and resources you need to help build your capacity to serve victims of human trafficking. #20YrsAgainstTrafficking
- Support is available for victims of crime. Call 855-4-VICTIM (855-484-2846) to learn about victims' rights and options, confidentially and compassionately. <https://victimconnect.org>
- During National Human Trafficking Prevention Month and throughout the year, we want to let victims of human trafficking know that they are not alone. Find helpful tools to support and raise awareness about victims' rights and services. <https://ovc.ojp.gov>

