



OPERATION UNDERGROUND RAILROAD

# SOCIAL MEDIA TOOLKIT





In the last several years, the use of Facebook, YouTube, Instagram, Twitter, and other social media tools have connected millions of voices to raise awareness about O.U.R. and the issue of sex trafficking and sexual exploitation.

**Thank you for joining our fight against the growing crisis of sex trafficking and sexual exploitation.** While the world around us is constantly changing, this issue remains a constant threat to children everywhere.

This Awareness Toolkit is a call to action to raise our voices as one, to educate and engage our communities, and to join the fight to end the scourge of exploitation that threatens our children. Together, we can and will make a difference.

**THANK YOU FOR BEING  
THE LIGHT WE TAKE  
INTO THE DARKNESS.**



# OPERATION UNDERGROUND RAILROAD (O.U.R.) EXISTS TO **RESCUE CHILDREN** FROM SEX TRAFFICKING AND SEXUAL EXPLOITATION.

We lead the fight against child sex trafficking and sexual exploitation around the globe. Our work has no boundaries- we go to the darkest corners of the world to assist law enforcement in rescuing children and ensure ongoing aftercare. We provide critical resources to law enforcement and preventative efforts that benefit at-risk children worldwide. Our resolve never falters, and we will faithfully persevere until every child is safe.

[OURRESCUE.ORG](https://OURRESCUE.ORG)

@OURrescue



# BECOME EDUCATED

## DEFINITIONS

**HUMAN TRAFFICKING:** involves the use of force, fraud, or coercion to obtain some type of labor or commercial sex act (DHS.gov)

**LABOR TRAFFICKING** (a form of forced labor): The Trafficking Victims Protection Act of 2000 (TVPA) defines labor trafficking 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.” The TVPA also recognizes sex trafficking, which is discussed in a separate fact sheet. A modern-day form of slavery, labor trafficking is a fundamental violation of human rights (acf.hhs.gov)

**DOMESTIC SERVITUDE** (form of forced labor): a situation in which victims are forced to work against their own will, under the threat of violence or some other form of punishment, their freedom is restricted and a degree of ownership is exerted. Examples include: being required to clean houses. (acf.hhs.gov)

**SEX TRAFFICKING:** Sex trafficking occurs when someone uses force, fraud, or coercion to cause a commercial sex act with an adult or cause a minor to commit a commercial sex act (Shared Hope)

**CHILD SEX TRAFFICKING:** refers to the recruitment, harboring, transportation, provision, obtaining, patronizing, or soliciting of a minor for the purpose of a commercial sex act. Force, fraud or coercion do not need to be present for the crime to be considered child sex trafficking (justice.gov, humantraffickinghotline.org)

**CHILD EXPLOITATION:** is a broad term that encompasses all forms of child sexual exploitation. This may include many of the other terms on this list, such as child sexual abuse material, child sex trafficking, and others like sextortion. This is one of the broadest ways to talk about the issue as a whole, rather than the individual and nuanced pieces (Thorn.org)

## STATISTICS

- Human trafficking is the 2nd largest illicit industry in the U.S., 2nd only to the drug trade (UNICEF, nd)
- There are 40.3 million trafficked persons globally today and 25% of them are children (Liberate Children, International Labour Organization) Forms of Child Trafficking include forced marriage, begging, sweatshops, pornography, migrant farming domestic labor, sextourism, armed groups (commonly known as child soldiers) (Unicef)
- Sex trafficking is the most common type of trafficking in the US. In North America 72% of detected survivors were trafficked for sexual exploitation. (UNODC, HTIP report 2020)
- 70 million CSAM files are estimated in 2019. 78% of this file are children under the age of 12 (Thorn)
- The extent of family involvement in child trafficking 4x higher than in cases of adult trafficking (CTDC)
- 53% of all male victims trafficked into sexual exploitation are children. (CTDC)
- Child sex trafficking has been reported in all 50 U.S. States. (NCMEC)
- A higher percentage of identified children are trafficked for sexual exploitation than for forced labor (UNODC)

## ONLINE EXPLOITATION

**CHILD SEXUAL ABUSE MATERIAL (CSAM):** refers to any content that depicts sexually explicit activities involving a child. Visual depictions include photographs, videos, live streaming, and digital or computer generated images indistinguishable from an actual minor. CSAM better describes the reality of this crime, rather than the legal term of child pornography. It's important we use terminology that reflects the impact of this crime on its victims (Thorn.org).

**”At any given time, there is an estimated 750,000 child predators online — and they all have a key to your house via the Internet”** (FBI, nd)



# RAISE AWARENESS

1. Follow the [LINK HERE](#) to the suggested social media posts, or develop your own customized posts to share our content.

2. Add the **#OURrescue** hashtag to your social media posts and engage with us via your personal or organizational accounts.

3. Follow @OURrescue on Facebook, Instagram, TikTok, YouTube Twitter, and LinkedIn and share our content; be sure to use the **#OURrescue** hashtag.

## HASHTAG USE

Including hashtags in your posts means taking part in a conversation happening on that social media platform. And most importantly, it makes your posts visible in that conversation. This can lead to greater engagement, boosting your brand's social media engagement through likes, shares, comments, and new followers.

**#OURrescue**

**#EndHumanTrafficking**

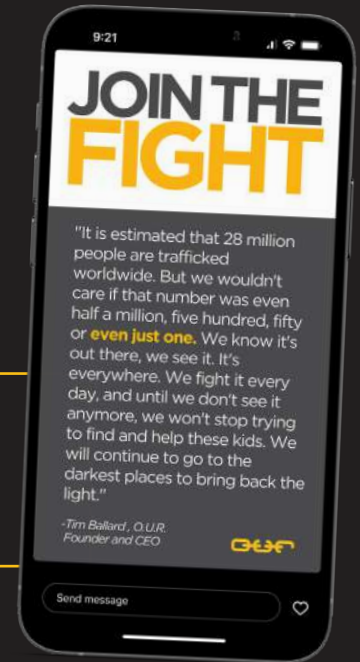
**#StopSexualExploitation**

**#HumanTraffickingAwareness**

## SOCIAL IMAGES

For more engaging content attach graphics, photographs and add the hashtag **#OURrescue**.

Follow the [LINK HERE](#) to access the social media posts.



## STORIES POSTS

If you would like to direct Instagram users to an external webpage, you can do so with a story post by using the call-to-action feature, which then redirects users when they “swipe up.”

**NOTE:** Instagram does not support hyperlinks in captions. You must add our website link in your Bio (Click “Edit Profile” to add a website URL) then direct your followers to the link by adding “Click the link in my bio to learn more” to your caption. [www.OURrescue.org](http://www.OURrescue.org)

# O.U.R. CONTENT

**Operation Underground Railroad exists to rescue children from sex trafficking and sexual exploitation.**

## 1. JOIN THE FIGHT

Operation Underground Railroad is on a mission to rescue children from sex trafficking and exploitation. With teams deployed globally, they go to the darkest corners of the world to combat this heinous crime. We can be the light that they continue to take into the darkness. Learn how you can be part of this worthy cause. Go to [OURrescue.org](https://OURrescue.org) to learn more.

## 2. ABOLITIONIST CLUB

Operation Underground Railroad exists to rescue children from sex trafficking and sexual exploitation. Join the fight with me and become part of the army of monthly donors who are committed to putting an end to modern-day slavery. Learn more about this cause and how you can make a real impact. [OURrescue.org/abolitionist-club](https://OURrescue.org/abolitionist-club)

## 3. DONATE

Join Operation Underground Railroad's mission to rescue children from sex trafficking and exploitation. Even the smallest donation can make a tremendous difference in this crucial fight. Every penny counts, every amount contributes to the light they take to the darkest corners of the world. Join the fight with me and donate now! [OURrescue.org](https://OURrescue.org)

## 4. AWARENESS

Operation Underground Railroad leads the fight against child sex trafficking and sexual exploitation around the globe. Their work has no boundaries- they go to the darkest corners of the world to assist law enforcement in rescuing children and ensure ongoing aftercare. O.U.R. provides critical resources to law enforcement and preventative efforts that benefit at-risk children worldwide. They will continue to go to the darkest corners of the world until every child is safe. Join the fight with me! Go to [OURrescue.org](https://OURrescue.org) to learn more.

