



PACT

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WeArePACT.org

SOCIAL MEDIA PACK

Thank you for standing with us this **World Day Against Trafficking in Persons (July 30)** to raise awareness of exploitation. In this document, you will find more information about the day, details about PACT's programs, and assets we invite you to publish on your social media platforms.

We encourage you to tag our organization in all social media posts (see PACT social media handles below). This will help us share and engage with your content.

About the day: Designated by the United Nations, World Day Against Trafficking in Persons is meant to raise awareness and educate others about the thousands who are trafficked each year. On this day, we encourage everyone to take action to prevent exploitation. This year's theme is "Reach every victim of trafficking, leave no one behind".

Suggested timeline: Posts can go up during the week of July 30th, 2023

Hashtags: #EndHumanTrafficking #EndSexualViolence #EndChildExploitation

Social media handles: Twitter (@WeAre_PACT), Instagram (@WeAre_PACT) , LinkedIn (@WeAre-PACT)

If you have any questions or need further information, please reach out to us at communications@WeArePACT.org.

GRAPHICS: All graphics can be found in the folder.

GENERAL SAMPLE SOCIAL MEDIA POSTS

- Join us this July 30th for World Day Against Trafficking in Persons. Let's stand together and put an end to exploitation.
- Exploitation knows no boundaries. On World Day Against Trafficking in Persons, let's address the correlating factors that make individuals vulnerable and work towards a safer future for all.



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- Today, we reaffirm our commitment to protect marginalized communities from the horrors of human trafficking. Join us on World Day Against Trafficking in Persons to promote intersectional action and equality.
- Exploitation thrives in the shadows of inequality. On World Day Against Trafficking in Persons, let's shine a light on the intersectionality of social, economic, and political factors that perpetuate trafficking.
- As we commemorate World Day Against Trafficking in Persons, let's remember that every survivor's story is unique and deserves our support. Together, we can dismantle systemic barriers and empower those affected by trafficking.

SAMPLE SOCIAL MEDIA POSTS SPECIFIC TO 'THE CODE'

About 'The Code': The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism is a voluntary set of business principles that empowers companies to prevent the trafficking and sexual exploitation of children.

- Join The Code and protect children from sexual exploitation in travel and tourism! By endorsing The Code, you'll gain access to vital tools and support to create a safer industry. Let's work together to safeguard the most vulnerable. Learn more today! [ADD LINK](#)
- Are you in the travel or hospitality industry? Join The Code and take a stand against child trafficking and exploitation. By establishing policies, training employees, and spreading awareness, we can create a responsible and safe travel industry. Contact PACT now to make a difference! [ADD LINK](#)
- We won't tolerate child exploitation in travel and tourism. Join The Code and be part of the solution. By endorsing The Code, you'll have access to crucial resources and support to protect children's rights. Together, let's build a safer future for the most vulnerable. Learn more today! [ADD LINK](#)
- Calling all travel and hospitality businesses! Join The Code and make a positive impact. By committing to the protection of children from sexual exploitation, you'll demonstrate your dedication to ethical practices. Contact PACT now to learn more and create a responsible travel industry. [ADD LINK](#)



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- Education is key in the fight against child exploitation. Join The Code and gain valuable awareness, tools, and support to prevent trafficking in travel and tourism. Let's create a culture of safety and responsibility. Together, we can make a difference! [ADD LINK](#)

SAMPLE SOCIAL MEDIA POSTS SPECIFIC TO PARTNERS IN PROTECTION

[About the Partners in Protection Program:](#) Our corporate partnerships play an essential role in our mission to create a safe future for children.

- Together, we can create a safe future for children. Join PACT Partners in Protection Program and be a catalyst for change. Together, let's protect and empower the next generation. [ADD LINK](#)
- The fight against child sexual exploitation requires a collective effort. Join PACT Partners in Protection Program and become an advocate for change. Together, we can create a world where every child is safe. [ADD LINK](#)
- Corporate partnerships make a significant difference in PACT's mission to end child trafficking. Join our network of dedicated Partners in Protection and contribute to the cause. Together, we can create a safer world for children. [ADD LINK](#)
- Make a tangible impact in the lives of children. Join PACT Partners in Protection Program and help us put an end to child sexual exploitation. Together, we can be a force for change. [ADD LINK](#)