



#WeAreNotForSale

## **Anti-Slavery Day 2024 digital tool kit**

Thank you for your support in helping us to raise awareness about modern slavery in the UK. We want to make it as easy as possible for you to share messages around Anti-Slavery Day (**Friday 18 October**) with your friends or followers. Below you will find stats, suggested posts, and you can download images to accompany your posts.

### **How you can help:**

1. Share campaign images and messages from our social media channels (see below)
2. Join our team of volunteers who provide direct support to survivors of modern slavery by: driving them to safety; helping them tell their story to get the support they need; and mentoring them as they rebuild their lives: More information about the different roles and support you'll get here: <https://www.salvationarmy.org.uk/volunteer/anti-trafficking-and-modern-slavery>
3. Buy a special edition barcode temporary tattoo online: <https://tsa.link/ASDT24> and share pictures online to show you're standing in solidarity with survivors of slavery and raising awareness that people should not be bought and sold for other's profit.

### **Find us on social media:**

Please remember to tag us in your social media posts; we would love to see your content! Our handles are: **Facebook:** @salvationarmyuk **Twitter:** @salvationarmyuk **Instagram:** @salvationarmyuk **Youtube:** salvationarmyvideo **LinkedIn:** The Salvation Army UK and Ireland Territory

### **Anti-Slavery Day 2024 hashtags:**

Please use a selection of the following hashtags in your social media possible:

#WeAreNotForSale #AntiSlaveryDay #WeAreNotForSale24 #AntiSlaveryDay24 #AntiSlaveryDay2024

### **Messaging for social posts**

Here is some suggested content for your social media posts- please feel free to adapt these to your own individual style and to suit the platform you are posting on e.g. Twitter, Instagram, Facebook, LinkedIn, Youtube etc.

*Did you know there are thousands of people being held in slave-like conditions across the UK? I'm supporting The Salvation Army's Survivor Support Fund and raising awareness of modern slavery for #AntiSlaveryDay2024 #WeAreNotForSale*

*In the past thirteen years, The Salvation Army has supported more than 20,000 adult survivors of modern slavery in England and Wales. This Anti-Slavery Day I'm standing with survivors of this terrible crime to say #WeAreNotForSale*



Slavery is affecting more than 120,000 people across the UK, and The Salvation Army needs our help to raise funds to support survivors and raise awareness #AntiSlaveryDay2024 #WeAreNotForSale

The Salvation Army estimates that for every one person given the opportunity to receive support, at least thirteen more remain trapped and exploited. Find out more about #ModernSlavery here: <https://tsa.link/ASDtSa24> #AntiSlaveryDay2024

I'm standing in solidarity with survivors of modern slavery this October by purchasing and wearing one of The Salvation Army's temporary tattoos. Join me and find out where you can purchase these tattoos here: <https://tsa.link/ASDT24> #WeAreNotForSale #AntiSlaveryDay

Help The Salvation Army raise essential funds and awareness for survivors of modern slavery in the UK this #AntiSlaveryDay2024, by buying a #WeAreNotForSale temporary tattoo, find out more about #ModernSlavery here: <https://tsa.link/ASDtSa24>

If you have come into contact with someone who you suspect may be a victim of #ModernSlavery and in need of help, phone The Salvation Army's 24/7 confidential referral helpline: 0800 808 3733. Learn how to #SpotTheSigns of modern slavery: <https://tsa.link/STS24>

### Suggested social media timeline:



**18 September - 13 October-** If you plan to purchase one of our temporary tattoos ahead of Anti-Slavery Day, order them during this time frame. (Delivery time should take 3-5 working days so please allow plenty of time when ordering.)

**14-17 October-** Start posting key messages and graphics from our digital tool kit, and photos of your temporary tattoos- please remember to tag us in your content and use the relevant hashtags.

**Anti-Slavery Day 18 October-** If you haven't already posted your temporary tattoo pictures, apply your temporary tattoos, take pictures and post them on your social media profiles. Please tag us in your posts and use the relevant hashtags. If you don't wish to wear a tattoo, you can still participate by posting messages and images from our digital toolkit; remember to tag us in your posts. Thank you for your support!

### How we help:

The Salvation Army provides specialist support for all adult survivors of modern slavery in England and Wales through a government contract which was first awarded in 2011. We help recovering survivors to rebuild their lives by accessing services like medical care, counselling, legal advice and safe accommodation. We also provide grants through our Survivor Support Fund which gives additional help to survivors as they move towards independent living, such as paying for rental deposits and furniture to help survivors move into a new home.

If you are concerned that someone may be a victim of modern slavery, please contact our confidential referral advice line **0800 808 3733** which is available 24/7.