

@TraffickinghappensPA Social Media Advocacy Toolkit

Created by Mission Kids Child Advocacy Center in collaboration with PA Office of Victim Advocate and Villanova Law Institute to Address Commercial Sexual Exploitation



What is the “Trafficking Happens PA” Campaign?

On June 1, the [PA Office of Victim Advocate](#) – in collaboration with partners at [Mission Kids Child Advocacy Center](#) and [Villanova Law Institute to Address Commercial Sexual Exploitation](#) – launched a statewide campaign focused on the commercial sexual exploitation of children.

Goals of this grant-funded campaign include the development of tools to assist parents, teachers, and other service providers to recognize the signs of child sex trafficking and expose the predatory nature of offenders. Messaging focuses on dispelling myths associated with commercial sexual exploitation of children and how to access resources.

Throughout the campaign, you'll see 28 billboards in 18 counties across PA ([click here to see locations](#)) and you may hear ads on Spotify and iHeart Radio. You'll also see a social media campaign across Instagram, Facebook, and Twitter. You can [download shareable graphics here](#).

Follow the official #TraffickingHappensPA Social Media Accounts:

- Facebook: <https://www.facebook.com/Trafficking-Happens-106596808719435>
- Twitter: <http://www.twitter.com/traffickingpa>
- Instagram: www.instagram.com/traffickinghappenspa

Use these Hashtags on every post:

- #TraffickingHappensPA
- #TraffickingHappensHere
- #TraffickingHappens

Follow and Tag the #TraffickingHappensPA Partner Agencies:

- PA Office of Victim Advocate (OVA)
 - Facebook: <https://www.facebook.com/PAOfficeofVictimAdvocate>
 - Twitter: <https://twitter.com/PAVictimsOffice>

- Mission Kids Child Advocacy Center
 - Facebook: www.facebook.com/missionkidscac
 - Instagram: www.instagram.com/missionkidscac
 - Twitter: www.twitter.com/missionkidscac
 - LinkedIn: www.linkedin.com/company/missionkidscac

 - Villanova CSE Institute:
 - Facebook: <https://www.facebook.com/VillanovaCSEInstitute/>
 - Instagram: https://www.instagram.com/cse_institute/?hl=en
 - Twitter: <https://twitter.com/CSEInstitute>
 - LinkedIn: <https://www.linkedin.com/company/the-institute-to-address-commercial-sexual-exploitation/>
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Sample Social Media Posts:

The following content can be freely used on social media sites, including: Instagram, Facebook, Twitter, and LinkedIn. You can [download shareable graphics here.](#)

1. We are proud to partner with @traffickinghappenspa because we know that children deserve safe childhoods. Confront the issue. Learn more: #TraffickingHappensHere #TraffickingHappensPA #TraffickingHappens

2. Join the fight against child #sextrafficking. Help us spread awareness by sharing these resources from @traffickinghappenspa. #TraffickingHappensHere #TraffickingHappensPA #TraffickingHappens

3. If you suspect someone has been a victim of human trafficking, call the National Human Trafficking Hotline: 1-(888)-373-7888 or Text "HELP" or "INFO" to 233733. #TraffickingHappensHere #TraffickingHappensPA #TraffickingHappens

4. Learn the TRUTH about #ChildSexTrafficking by following @traffickinghappenspa and check out the downloadable resources: <https://pcv.pccd.pa.gov/HT> #TraffickingHappensHere #TraffickingHappensPA

5. Sex Trafficking Happens in PA and we're dedicated to raising awareness. Follow along with @traffickinghappenspa and keep an eye out for billboards popping up across the state of PA! You'll also want to keep an ear out for ads to be played on Spotify and iHeartRadio! #TraffickingHappensPA #TraffickingHappensHere #TraffickingHappens

6. Join our campaign to bust trafficking myths and end the misconception that #sextrafficking "doesn't happen here." Trafficking happens in Pennsylvania. And learning about it is the first step towards ending it! Follow @traffickinghappenspa to learn more. #TraffickingHappensPA #TraffickingHappensHere #TraffickingHappens

7. Sex Trafficking happens in Pennsylvania and learning about it is the first step towards ending it! Follow @traffickinghappenspa to learn more. #TraffickingHappensPA #TraffickingHappensHere #TraffickingHappens
8. Sex Trafficking happens in PA. Know the signs. Confront the issue. Help is available. If you suspect someone has been a victim of human trafficking, call the National Human Trafficking Hotline: 1-(888)-373-7888 or Text "HELP" or "INFO" to 233733. #TraffickingHappensHere #TraffickingHappensPA #TraffickingHappens
9. Learn more about commercial sexual exploitation of children and #sextrafficking by following @traffickinghappenspa and check out our downloadable resources: <https://pcv.pccd.pa.gov/HT>. #TraffickingHappensHere #TraffickingHappensPA #TraffickingHappens