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# Free2Link

Social media campaign





# Index

- 01. Strategy
- 02. Graphics and wording



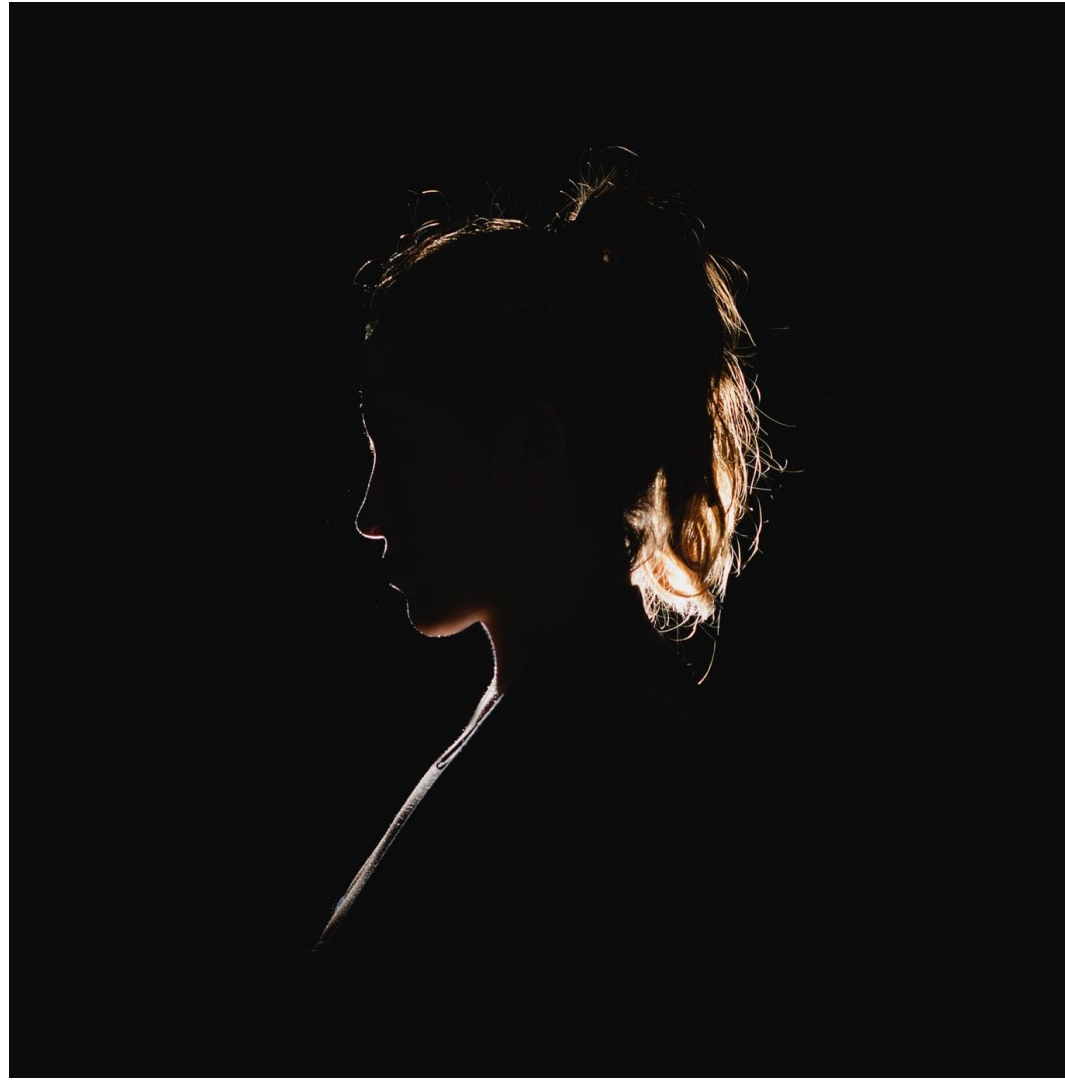
# E-trafficking

## Awareness for professionals in the sector

The use of the Internet and digital technologies has significantly increased in recent years, also in relation to the pandemic.

About two-thirds of the operators in the field, engaged in tackling trafficking, have reported **a rise in online recruitment by traffickers for online sexual exploitation**, according to the United Nations Women Guidance.

Despite its spread, the **e-trafficking phenomenon remains poorly understood** and scarcely addressed in the receiving countries. There is no easily accessible information and updated knowledge to help professionals understand the dynamics of online recruitment and exploitation.





# 01. Strategy



# Target

## Public opinion

Raise the public's awareness of e-trafficking and its consequences

## First response professionals

Organizations and professionals working in asylum procedures, integration projects or support projects for victims of trafficking.



# Issue

## Strategic reflections to start from

Before outlining key messages, storytelling and designing the lines of action, let's focus on the following key points of the project, in order to develop an adequate strategy:

1. It is important to **increase awareness** through a campaign that can influence a more general audience and possibly reach the youths in schools.
2. The Free2Link project is based on an active and interconnected **network**.
3. **Key people** who are currently not aware of the survey.
4. Campaign to be sponsored on an **international level** with a focus on Social Media policies and practices relevant to trafficking.



**E-trafficking is closer than  
you think.**



# Storytelling

## How to talk about e-trafficking

The heart of the strategic positioning of the campaign will be the **means of communication**. These are the same tools through which e-trafficking takes place. By highlighting the dangers people may face using the internet and digital technology, we will aim to have an impact on individual users and **online communities**.

Focusing on digital storytelling becomes strategic for a type of communication intended for **both the professionals in the field and a general public**, which can easily understand what it is about.

Storytelling will therefore affect the choices about both visual and textual aspects.



**Just a click away.**



# Social media

## An editorial plan

On social media it is important to organize an **editorial plan** that alternates information content (eg.excerpts from the report such as infographics) and awareness-raising posts that encourage **sharing**, such as those made specifically for the campaign. In each post it is essential to include the link to the platform with the report.

It is crucial to stress the urgency to share and to get involved by using simple and clear messaging. The posts will be **sponsored nationally and internationally** according to an advertising strategy, starting from the public lookalike of the website and social channels.

### Guidelines.

- Post in the morning;
- Actively moderate the community, especially during the first half hour after publishing;
- Tag and mention in your post some local organisations/institutions that could be interested in the subject



# Community is queen

## The importance of responding to comment

An expression of the sector reminds us that "community is queen". The **community that is formed around an organization is fundamental for the dissemination of an idea or an initiative.**

The most effective way to give visibility to your message is, in fact, to involve your supporters in its spreading: every person who follows you on social channels can help promote the message among their contacts, just with a click.

It is **the simplest and most immediate form of participation** and can be the first step towards more challenging forms of involvement.



**COMMENTING  
AND SHARING IS  
A FORM OF  
PARTICIPATION**



# Why we should always answer

## A list of good reasons

The reasons for this golden rule are different:

- The response to comments increases the engagement curve of the post;
- If the comment is judgmental, responding is not meant to convince the subject to change opinion. It rather provide an answer to those who have the same doubts, and might dissuade others from writing the same comment. This is a good practise of active moderation;
- It contains the snowball effect;
- It shows accountability, you are transparent and know how to take responsibility for your own opinion.



# Why we should always answer

## How to do it and what to keep in mind

1. **Start with direct contact.** It is important to start the message with "Good morning Name" or a more informal "Hello Name" because it establishes a connection.
2. **Write clearly and simply.** Write short, simple sentences. It is important to be easily understood.
3. **Personalize your responses.** Take the time to respond to each person, avoiding copy and paste techniques. A personalized answer means that you care.
4. **Use a polite tone of voice.** Be cordial, you speak for an organization and you should be open and professional.
5. **Positive thinking.** A simple but very effective tip is to use positive words and to avoid negative verbal forms.
6. **It is not necessary to reply to all comments.** We will see in the next slide when not to reply or when to even hide a comment.



# When not to answer

## Sometimes it may be better to hide or delete a comment

There are cases in which it is more appropriate not to answer.

This refers to specific cases in which there are insults and offenses, including of a personal nature, speeches of discrimination, propaganda content and spam.

In these cases it is best not to reply and hide the comment or even delete it and block the user. To use this kind of tools, it is advisable to have a social media policy, that can be published in a personalized tab on the left column of Facebook ([here](#) you will find how to do it ) and / or on a page hidden from the menu on your site, to be linked on the social channels owned by the project.



# Toolkit for experts & key people

## Boost the dissemination

The toolkit is key for the dissemination of the report and the campaign.

The toolkit is a pdf file that will contain the following information:

- Link to the platform;
- Highlights of the most important data and information;
- Digital assets of the campaign to share on their social and platforms;
- Guidelines on how to maximize campaign by community engagement techniques;
- Useful contacts.

The toolkit will be designed with the aim to support equally for both experts and key professionals who work in this field or are interested in the topic



# Collect email addresses

## Gather contacts

It is recommended to request the email address of those interested to download the toolkit prior to downloading. In other words, you may request the following information through a form:

- Are you representing an association / organization?
- Are you a professional and what is your job title?
- City/Country

In this way we will be able to **collect useful information**, and the contact details and form a list of people that potentially participate in the F2L community. Doing so, we can create upon their consent a mailing list which can be used to share dedicated newsletters.



## Grow the contact list



# Twitter

## Relaunch everyday

Twitter can be used to **relaunch the campaign** several times by **tagging** partners, associations, and individuals who are actively engaging with the topic . The Twitter structure also allows us to set alerts, via the internal Tweetdeck tool, on **keywords** and accounts that may share content relevant to e-trafficking and gender violence in general. In this way we could reconnect to the communication streams and share and reply to the selected tweets, in order to spread the campaign and promote the download of the toolkit.

### Guidelines:

- Daily posting;
- Tag NGOs, associations, opinion leaders;
- Create a (private) list of accounts to monitor;
- Set up the monitoring tool as tweetdeck;
- Share related content



# Facebook & LinkedIn Groups

## Spread the platform

Groups on Facebook and LinkedIn have a higher **engagement** rate than pages.

This is why they play an important role in the platform's dissemination strategy. It is recommended to map all the Facebook and LinkedIn groups dedicated to human trafficking, gender violence, gender equality, feminism, women's network, cybercrime. In agreement with the administrators, it would be important to share an explicit invitation to view the platform and share the campaign.

### Guidelines:

- Groups mapping;
- Prior contact of the administrators (visible in the group information);
- Publish a monthly post with explicit CTA (call to action) to download the toolkit for experts / influencers and to share the campaign.



# Facebook & LinkedIn Groups

## Guidelines

When contacting the group's admins, it is advisable to write from a selected personal account (it is recommended to check that all the info and bio are accurate and indicate the place of work linked to the project). The admins are visible in the information section of the group.



Hello xy, I'm zz from Progetto free2Link (link to the platform). This is a new project born from the collaboration of Progetto Tenda Torino, DRC Greece, LABC and CWEP Poland to tackle online priming of women and girls. Through the "Free2Link" project, civil society organizations and public authorities join forces to process and disseminate knowledge to prevent online trafficking, building together an awareness-raising web platform. We have published a report on e-trafficking data and we would like to share it in your group (platform link). What do you think? Would it be possible?



# E-Mailing

## Straight to the mailbox

Emails are a very useful tool for **disseminating the campaign** and its toolkit.

**Two emails** should be prepared, one for the launch and one with a reminder with the CTA (call to action) to download the toolkit and disseminate the campaign.

### Who will we send our email to?

They will be personalized and sent to different e-mailings lists:

- Contact of experts in the sector;
- Ad hoc e-mailing list of associations dealing with the fight against gender-based violence;
- Ad hoc e-mailing list of associations dealing with gender equality;
- E-mailing list of key people sensitive to the subject with a personalized cover letter;
- List of schools and teachers, to raise awareness of the campaign and invite them to the Free2Link community initiate a dialogue.



# E-mailing

## Content

### **Newsletter contents for professionals and associations**

*Monthly + follow up messages*

1. Presentation of the platform, including information on the survey report. Presentation of educational materials , encourage them to learn more about the topic, invite them to download the advocacy toolkit and actively use its resources. Stress the appreciation for the work of that given association and note how important it is to create a positive network to combat e-trafficking.  
*Explicit Call To Action for dissemination according to the communication toolkit guidelines. Conclusion of the email with opinions / advice / experiences.*
2. Sharing some data on the use of the platform, invitation to download the advocacy toolkit and to share the platform by tagging the channels. Sharing part of the content that can be found on the platform.

Tone of voice. Professional, with an informal but technical language.

Automated sending with name personalization.



# E-mailing

## Content

### **Newsletter for key people.**

*Monthly + follow up + invitation to the final event*

1. Appreciation for the activity carried out by the person or association, even if not directly related to e-trafficking. Presentation of the platform, including why this project is important. Presentation of key points of the survey report. Invitation to download the advocacy toolkit to promote our messages. . Explicit Call To Action for dissemination according to the communication toolkit guidelines.
2. Invite recipients to share personal experiences of handling a case respecting data protection and confidentiality. Invite them to download the advocacy toolkit and share the platform by tagging the proprietary channels. Acknowledgements.

Tone of voice: warm, with an informal language. Sending the message. One to one, using full name.



## 02. Graphics & wording



# Concept

## Same story, new form.

Who comes to your mind when you think of the **villain in fairy tales**? A wolf, a witch, the boogeyman. They are archetypes, familiar and recognizable. People involved in combating human trafficking expressed their concerns about how the internet and digital technology is used to enable profiling, exploitation, and recruitment of potential victims. The Free2Link project puts dominant stereotypes and narratives around human trafficking in question.

Trafficking has now shifted to the digital world, and the identities of the perpetrators often hide behind pixels and fake profiles. How can we spot the signs? This is the question that gave rise to the call to action on the Free2Link platform. Only by identifying the new villains and how they work allows us to ensure a happy ending to the stories of many victims of e-trafficking. Same story, new form.



**The villain has no face.**



# Wording

## Key visual

**In this story the villain has no face.**

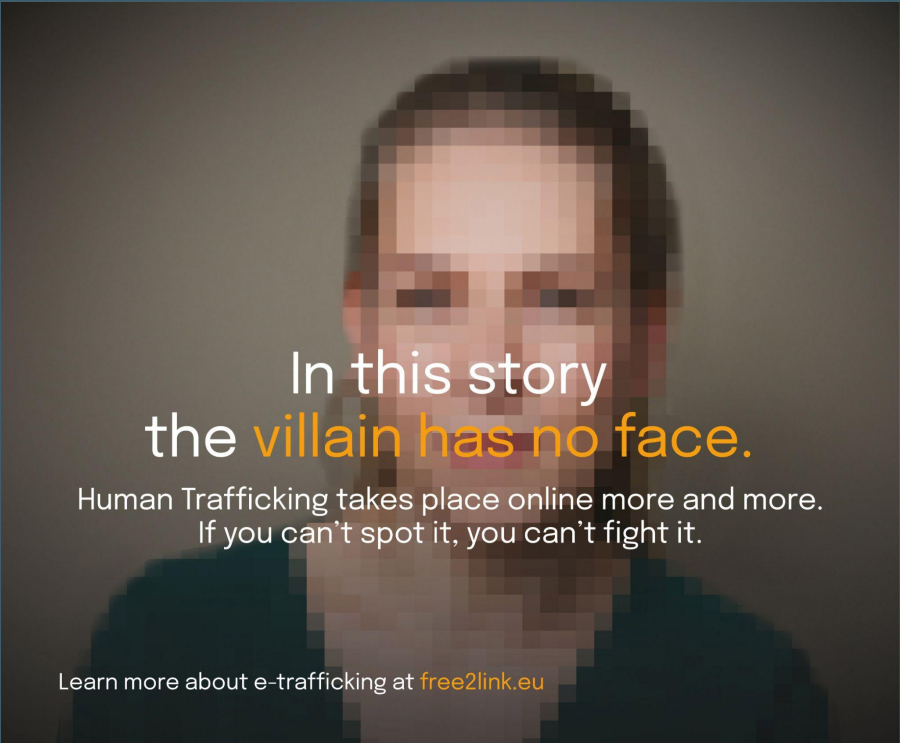
Human Trafficking takes place online more and more. If you can't spot it, you can't fight it.

**Learn more about e-trafficking at <https://free2link.eu/it/>**

**Register and make use of our training resources.**

**Download our advocacy toolkit and communication campaign and join the fight against e-trafficking!**





In this story  
the villain has no face.

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