

Social Media Toolkit

Platforms

- **Instagram** – relies on beautiful, impactful photos and short, concise story-telling. Instagram stories also very popular. Ability to connect and grow network through Followers.
- **Facebook** – huge reach potential. Ability to connect and grow network through Likes and Follows. Ability to have fundraisers; paid-for marketing campaigns that can be very targeted;
- **Twitter** – Uses lots of hashtags and relies heavily on tagging others. Main form of news for many people. 280 characters per tweet allowed
- **YouTube** – Great platform to share videos. Keep videos short, interesting and concise. Link to your posts on Facebook, Instagram, Twitter. High engagement with videos
- **LinkedIn** – Business / professional platform for B2B and peer connecting. Great location to increase visibility and support of the MPI AHT cause with the local and national business community. Post links to articles, impactful photos and concise messaging. Ask our team to share on their pages for even more impact. Suggest creating an MPI AHT LinkedIn page with an assigned responsibility for an individual to manage.

Hashtags

- Search for hashtags being used; if there are thousands of posts using the same hashtag, as a pro, you may get exposure due to the term being popular; as a con, your posts may get lost in the crowd
- Create one or two unique hashtags that define the mission and organization and tell a story
- Include action words (“join”, “sign up”, “get involved”, “follow”, etc.)
- Use capital letters when appropriate to distinguish actual words (“JoinUs”, etc.)
- No more than 10 hashtags on a post
- Obvious hashtags could include #EndSlaveryNow, #FreedomForAll, #HumanRights, #EndHumanTrafficking, #StopHumanTrafficking

Organizations to Follow

- Beneficial to follow other like organizations; you can gain exposure by being visible on other larger orgs pages
- Consistently like / comment on other orgs posts
- Suggest: ECPAT, MPAHT, UNICEF, Global Alliance Against Trafficking in Women, Freedom Network USA, Polaris, Government sites, United Way, The Code, Destiny Rescue, Operation Underground Railroad; Also our hotel partners
- Follow authors on the subject: Rachel Lloyd, Benjamin Skinner, Patricia McCormick, Kevin Bales, Louise Shelley, etc.

Best Practices – Across all Platforms

- Post consistently and often
- Tell a compelling story
- High-quality photos
- Important, concise content
- Use hashtags every time
- Recognize important dates such as World Day Against Trafficking in Persons – July 30, 2020
- Monitor all platforms for comments, and always respond
- Maintain active accounts – consistent posting and monitoring
- Keep up on social media trends
- Consider using social media online assistants such as Hootsuite
- Interact with your contacts
- Always be positive and polite
- Always spell check and use correct grammar
- Use sympathetic terms (“survivor”, “victim”)
- Tag and collaborate