



#WeAreNotForSale

## **Anti Slavery Day 2020 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 about Anti Slavery Day with your friends or followers. Below you will find stats, suggested posts, images and instructions for downloading our Facebook profile frame.

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

1. Share campaign images and messages from our channels (see below)
2. If you are on Facebook, add our #WeAreNotForSale20 Facebook frame to your profile picture.
3. Buy a limited edition 'We Are Not For Sale' face mask and tag us in photos of you wearing it in on your social media channels. You can purchase a face mask here:

### **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

### **Anti Slavery Day 2020 hashtags:**

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

#WeAreNotForSale #AntiSlaveryDay #WeAreNotForSale20 #AntiSlaveryDay20 #AntiSlaveryDay2020

### **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 depending on the platform you are posting on e.g. Twitter, Instagram, Facebook, Youtube etc. You can download images to accompany the below text here:

- [#WeAreNotForSale Graphic](#)
- [Standing in Solidarity Graphic](#)
- [#WeAreNotForSale stories Graphic](#)
- [Standing in Solidarity stories Graphic](#)
- [#WeAreNotForSale Twitter Graphic](#)
- [Standing in Solidarity Twitter Graphic](#)

*Did you know there are tens of thousands of people being held as slaves across the UK? I'm supporting The Salvation Army's Victim Care Fund and drawing attention to victims of modern slavery for #AntiSlaveryDay2020 #WeAreNotForSale*



*In the past nine years, The Salvation Army has supported more than 10,000 adult victims of modern slavery in England and Wales. This Anti Slavery Day I'm standing with victims of this heinous crime to say #WeAreNotForSale*

*Slavery is affecting thousands of people across the UK, and The Salvation Army needs our help to raise funds to support victims and raise awareness #AntiSlaveryDay2020 #WeAreNotForSale*

*I'm standing in solidarity with victims of modern slavery this October by purchasing and wearing one of The Salvation Army's #WeAreNotForSale face masks. Find out where you can purchase these face masks here: [http://bit.ly/Anti\\_Slavery\\_Day](http://bit.ly/Anti_Slavery_Day) #AntiSlaveryDay*

*Help The Salvation Army raise essential funds and awareness for victims of modern slavery in the UK this #AntiSlaveryDay2020, by buying a #WeAreNotForSale face mask, find out more about #ModernSlavery here: <https://www.salvationarmy.org.uk/modern-slavery>*

*Anti Slavery Day only happens once a year, but victims of #ModernSlavery are suffering 24/7, 365 days a year. That's why I will continue to stand in solidarity with survivors by raising awareness of modern slavery beyond 18th October. #WeAreNotForSale*

#### Facebook frame:



You can join the campaign on Facebook by adding our #WeAreNotForSale20 frame to your profile picture. Simply click on your current profile picture, select 'Add Frame' and type in the search bar "#WeAreNotForSale20" or search for 'The Salvation Army United Kingdom' to find our profile frames.

#### Suggested social media timeline



**1<sup>st</sup>-9<sup>th</sup> October-** If you plan to purchase one of our face masks ahead of Anti Slavery Day, order them this week. (Delivery time should take 3-5 working days.)

**12<sup>th</sup>-17<sup>th</sup> October-** Change your Facebook profile picture frame to our '#WeAreNotForSale20' frame.  
Start posting key messages and stats, images and photos of your face masks.

**Anti Slavery Day 18<sup>th</sup> October-** If you haven't already posted your face mask pictures, take pictures and post them on your social media profiles. Please tag us in your posts and use the relevant hashtags.  
If you haven't been able to purchase a face mask (or can't wear one due to medical reasons), you can still participate by posting messages images and stats; remember to tag us in your posts. Thank you for your support!



### **How we help:**

The Salvation Army provides specialist support for all adult victims of modern slavery in England and Wales through a government contract which was first awarded in 2011. We deliver a specialist support programme to protect and care for all adult victims of this heinous crime. We also provide grants from our Victim Care Fund which allows our support to go so much further, 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 Helpline **0300 3038151** which is available 24/7.