

#WeAreNotForSale

## **Anti-Slavery Day 2021 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, and you can download images to accompany your posts.

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

1. Share campaign images and messages from our channels (see below)
2. Amplify survivors' voices on your profile pages by sharing Lydia's story from our 'True Story' resources, created to inspire young people and children to take practical action to help the victims of modern slavery
3. Buy a tattoo online<sup>1</sup>: <https://www.salvationarmy.org.uk/antislaveryday>

### **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 2021 hashtags:**

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

#WeAreNotForSale #AntiSlaveryDay #WeAreNotForSale21 #AntiSlaveryDay21 #AntiSlaveryDay2021

### **Messaging for social posts**

Here are 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.

*Did you know there are thousands of people being held as slaves across the UK? I'm supporting The Salvation Army's Survivor Support Fund and raising awareness of modern slavery for #AntiSlaveryDay2021 #WeAreNotForSale*

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

---

<sup>1</sup> Please place your orders early to be ready for Anti-Slavery Day on October 18<sup>th</sup> as we are experiencing some delays in delivery of products but aim to fulfil orders within two weeks of them being placed.



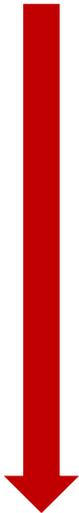
Slavery is affecting thousands of people across the UK, and The Salvation Army needs our help to raise funds to support survivors and raise awareness #AntiSlaveryDay2021 #WeAreNotForSale

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://bit.ly/WeAreNotForSale21> #WeAreNotForSale #AntiSlaveryDay

Help The Salvation Army raise essential funds and awareness for survivors of modern slavery in the UK this #AntiSlaveryDay2021, by buying a #WeAreNotForSale temporary tattoo, find out more about #ModernSlavery here: <https://www.salvationarmy.org.uk/wearenotforsale>

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://bit.ly/Spot\\_Signs](https://bit.ly/Spot_Signs)

### Suggested social media timeline



**27<sup>th</sup> September -8<sup>th</sup> October-** If you plan to purchase one of our temporary tattoos ahead of Anti-SlaveryDay, order them during this fortnight. (Delivery time should take 3-4 working days.)

**11<sup>th</sup>-15<sup>th</sup> October-** Start posting key messages and graphics from our digital tool kit, assets from 'True Story' and photos of your temporary tattoos- please remember to tag us in your content and use the relevant hashtags.

**Anti-Slavery Day 18<sup>th</sup> 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 and 'True Story' assets; 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 provide specialist support to protect and help survivors of this heinous crime as they rebuild their lives. 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.