# Labor Trafficking Awareness
# Massachusetts Attorney General's Office Digital Toolkit

The Massachusetts Attorney General's Office has created an animated PSA to help inspectors, first responders, law enforcement, community leaders, and the public understand some of the signs of labor trafficking and know how to report suspected cases. Our goal is to generate as many meaningful views of the video as possible, in both English and Spanish. This toolkit is designed to assist you in pushing out the video on the various digital platforms at your disposal.

## VIDEO

We encourage you to download the raw file and post it directly to social media, rather than post the YouTube link.

- YouTube (English)
- YouTube (Spanish)
- Raw File (English)
- Raw File (Spanish)

## EMAIL

If your organization has either internal or external newsletter or email blasts, send a link to the YouTube video and encourage people to watch. Below is sample language and imagery to include.

*[Organization Name] has partnered with Massachusetts Attorney General Andrea Campbell to bring labor trafficking out of the shadows. AG Cambell's office released an important PSA on recognizing potential signs of labor trafficking. Labor trafficking can happen anywhere, in plain sight. Perpetrators may prey on victims' immigration status, debts, language barriers, and/or addiction. You can learn the signs, including when:*

- *Passports or ID documents are held by employers;*
- *Workers are not paid, or have their wages withheld to pay a debt;*
- *They are recruited for a job through false promises; and more.*

*Learn the signs of labor trafficking and spread the word. Watch the full PSA here and share it on social media.*

## WEBSITE

Host the video on your website or draft a blog post on labor trafficking to promote on social media.

## SOCIAL MEDIA

Download the raw file of the video and post the video directly to your Twitter, Facebook, and Instagram pages. (This is the preferred method rather than posting the YouTube link, which will not play automatically.) Below are sample social and our relevant social media handles.

Follow the AGO on:

- Instagram: Attorney General Andrea Joy Campbell (@mass_ago)
- Threads: Attorney General Andrea Joy Campbell (@mass_ago)
- Bluesky: AG Andrea Joy Campbell (@massago.bsky.social) — Bluesky
- Facebook: https://www.facebook.com/MassAttorneyGeneral/

*Labor trafficking hides in plain sight. Your neighbor's live-in maid who is paid in housing. The van that pulls up and drops off workers down the street. It's critical that we all know the signs and report. Watch this PSA and spread the word. Report at 1-800-373-7888.*

*Do you know labor trafficking when you see it? We've partnered with Massachusetts Attorney General Andrea Campbell to make sure our team is equipped to identify potential victims of labor trafficking. Stay vigilant, and report suspicious behavior at 1-800-373-7888.*

*Labor trafficking is happening right here in Massachusetts. Traffickers prey on immigrants and people struggling with addiction, debt, and poverty. Join us and Massachusetts Attorney General Andrea Campbell to learn potential signs and report at 1-800-373-7888.*

## OTHER ONLINE RESOURCES

As we state in the video, there are a number of important online resources that you and your teams should bookmark. (**If someone is in immediate danger, call 911.)**

**National Human Trafficking Hotline**
Call: 1-800-373-7888
Text: 233733
Email: help@humantraffickinghotline.org
Web: https://humantraffickinghotline.org/

**Massachusetts Attorney General's Fair Labor Division**
Call: 617-727-3465
Email: labortrafficking@mass.gov
Web: www.mass.gov/ago/lt
View and listen to a recorded webinar offered to municipalities by the Attorney General's Fair Labor and Human Trafficking Divisions https://youtu.be/7kbTUXrtQr8

**Recognize and Evaluate Signs to Uncover Labor Trafficking (RESULT) Web-Based Tool**
Web: https://www.mass.gov/ago/result