

# Human Trafficking Awareness Month Massachusetts Attorney General's Office Digital Toolkit

January is Human Trafficking Prevention Month, and, this year, the Massachusetts Attorney General's Office will release a new 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 Maura Healey to bring labor trafficking out of the shadows. AG Healey'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.

Twitter: [@MassAGO](#)

Facebook: [Massachusetts Attorney General Maura Healey](#)

Instagram: [@mass\\_ago](#)

*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 Maura Healey 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 Maura Healey 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](mailto:help@humantraffickinghotline.org)

Web: <https://humantraffickinghotline.org/>

### **Massachusetts Attorney General's Fair Labor Division**

Call: 617-727-3465

Email: [labortrafficking@mass.gov](mailto:labortrafficking@mass.gov)

Web: [www.mass.gov/ago/lt](http://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>

### **RESULT App**

Web: <http://www.traffickingresult.com/>

To view a quick digital tutorial on navigating the app, please visit: <https://youtu.be/7YxlNwONJss>