

# GLOBAL FREEDOM SUMMIT

## SOCIAL MEDIA GUIDE

Social media is one of the most powerful tools we have to raise awareness and spark change. It connects us across borders and puts the fight for freedom in the palm of our hands. As a Global Freedom Summit Host, you have the unique opportunity to start conversations about human trafficking in your community and inspire others to take action.

To help you promote your event, we've created a collection of ready-to-use social media graphics and assets. Below are a few ideas for how you can use them to share your screening, gather your community, and amplify the message of freedom.

## EXAMPLE 1:



Where awareness meets action.

The A21 Global Freedom Summit is an annual global event designed to raise awareness about human trafficking and equip communities with the tools to take action against exploitation.

This year, I've partnered with A21 to host a Screening on [insert date] at [insert time]—and I'd love for you to join me. Together, we'll hear powerful stories, gain expert insight, and see the eye-opening realities of modern slavery as this presentation brings the truth of online child sexual exploitation to light.

This is more than a moment—it's a movement for freedom. A united effort fuelled by radical hope and determination to end human trafficking once and for all.

DM me for more details!

#GlobalFreedomSummit #EndHumanTrafficking #A21

## EXAMPLE 2:



Where awareness meets action.

The A21 Global Freedom Summit is an annual global event designed to raise awareness about human trafficking and equip communities with the tools to take action against exploitation.

This year, I've partnered with A21 to host a Screening on [insert date] at [insert time]—and I'd love for you to join me. Together, we'll hear powerful stories, learn from expert insights, and see eye-opening realities as this presentation brings the truth of online child sexual exploitation to light.

This is more than a moment—it's a movement for freedom. A united effort fuelled by radical hope and determination to end human trafficking once and for all.

DM me for more details!

#GlobalFreedomSummit #EndHumanTrafficking #A21



## EXAMPLE 3:



Where awareness meets action.

The A21 Global Freedom Summit is an annual event that raises awareness about human trafficking and equips communities around the world with the tools to take action against exploitation.

This year, [Company Name] is proud to partner with A21 to host the Global Freedom Summit Screening [insert date] at [insert time]. Together, we'll engage with powerful survivor stories, expert insight, and eye-opening realities of modern slavery—specifically around the rise of online child sexual exploitation.

This is more than a moment—it's a movement for freedom. A united effort fuelled by radical hope and determination to end human trafficking once and for all.

If you or your team would like to join us, reach out—we'd love to have you be part of this important conversation. DM us for more information.

#GlobalFreedomSummit #EndHumanTrafficking #A21

## EXAMPLE 4:



Where awareness meets action.

The A21 Global Freedom Summit is an annual event that raises awareness about human trafficking and equips communities to take meaningful action against exploitation.

This year, [Church Name] is honoured to partner with A21 to host a Screening on [insert date] at [insert time]. Together, we'll hear powerful stories of survival, learn from leading experts, and face the urgent reality of online child exploitation.

This is more than a moment—it's a movement for freedom. A united effort fuelled by radical hope and determination to end human trafficking once and for all.

If you'd like to join us, we'd love to have you be part of this important moment. DM us or connect with our team for more details.

#GlobalFreedomSummit #EndHumanTrafficking #A21



# HELPFUL TIPS

## 1. Start With a Personal Post

Share why you care about ending human trafficking. Personal stories build trust and connection.

## 2. Follow Along & Tag A21

A21 has a presence across 4 major social media platforms! If you haven't already, stay up to date by following along. Include #GlobalFreedomSummit and tag A21 so your post becomes part of the larger global movement.



A21.org



@A21southafrica



A21southafrica



@A21



@A21

## 3. Add the Date & Time Clearly

Always include your Screening's date, time, and location in your caption or graphic so people can easily plan to attend.

## 4. Post Regular Countdown Reminders

Keep momentum going by posting reminders at key intervals: 1 week out, 3 days out, 1 day out, and the day of.

## 5. Invite with Intention

Tag friends or community members in the comments or DMs who might be passionate about justice, advocacy, and/or awareness.

## 6. Encourage RSVPs or Questions

Add a call to action: "DM me to join," "RSVP here," or "Ask me anything about GFS!" Making it interactive helps build engagement.



## A21 & GLOBAL FREEDOM SUMMIT LOGO REQUIREMENTS

1. Our branding should not be used in any way that misrepresents the objectives of A21 or that undermines the corporate image, policies, or activities of A21.
2. The “A21”, “Proudly Supporting A21” and “Global Freedom Summit” logos must be placed in a way that clearly expresses that the event is supporter-hosted and not being put on by an A21 office or staff member.
3. The “Proudly Supporting A21” and “Global Freedom Summit” logo CANNOT be changed or edited in any way. This includes all/any aspect of its appearance.
4. The “A21”, “Proudly Supporting A21” and “Global Freedom Summit” logos should not be used to endorse commercial products or services. Thus, the name, slogan, and logo cannot be used in any manner that suggests a direct product and/or service endorsement.
5. Because the logo represents A21 on an international scale, the branding/logo can only be used in its original format as received from the A21 Communications Department directly.
6. Upon submission of the logo’s intended use, a higher resolution version may be requested at [info@A21.org](mailto:info@A21.org)

