



Ambassador of Hope Digital Guide

We are so grateful for our *incredible* Ambassadors and are in awe of what you all do in person AND online! You all are our top supporters in helping us end child sex trafficking in the United States and around the world. During this time of social distancing, events have been cancelled and meeting face to face is limited to small groups and from a distance of at least 6 feet.

Thankfully, we live in a time where we can continue to interact with others online! Not only are you able to maintain relationships virtually, you can also continue to educate your community—your digital community!

We've compiled some information to help you **engage** your digital community and continue to **educate** those around you and **empower** them to identify and prevent child sex trafficking, while also spreading awareness of Shared Hope International.

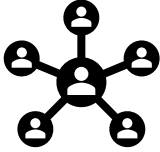
This is by no means an exhaustive list, and you are encouraged to reach out to your community in whatever manner you are most comfortable. We hope this list helps you navigate this new reality and will encourage you how you can continue your efforts online.

Your support and passion is awe-inspiring as you continue leading the way to end child sex trafficking!

Thank you!

Camryn Peterson, Digital Advocacy Manager





Social Media

Engage with Shared Hope International posts on our social media posts!

The more you engage (like, react, comment, share) with Shared Hope posts, the more people see it!

- First things first—follow us on social media!
 - [Facebook](#)
 - [Instagram](#)
 - [Twitter](#)
- [Join the Ambassador of Hope Facebook Page](#)

Facebook

- React and Comment on Shared Hope’s Facebook page to help drive each post to reach more people.
- Share Shared Hope links with your friends and family, and encourage them to join the movement against child sex trafficking. Sharing a link will allow your followers to easily access the website for more information.
- Some sharable items
 - [Printable Resources](#)
 - [Weekend Warrior](#)
 - [Internet Safety](#)
 - [Advocacy Action Center](#)
 - [Donate](#)
 - [Ambassador of Hope](#)

Facebook Fundraiser

- Start a Facebook fundraiser and ask your friends and family on Facebook to donate to Shared Hope. We’ve created helpful information to get your started.
 - <https://sharedhope.org/appealforms/facebook-fundraiser/>
 - *Pre-written text and graphics included*

Create a Facebook event and go live

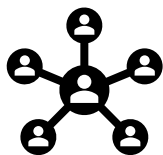
- Host a Facebook event and go live. We may not be able to gather in person, but we can virtually! Create a Facebook event and invite your friends and family.
 - [How to create a Facebook event](#)
- Once you have your event scheduled, go live and share what you know with your attendees.
 - [How to go live from your event page](#)

Instagram

- Like and Comment on Shared Hope’s Instagram posts.
- Share Shared Hope’s post to your Instagram Stories to help increase exposure.
- Create a story on your account
 - Instagram stories allow you to share videos or a series of photos to your followers, which they can view for a 24 hour period.
 - [How to create a story](#)
- Go live
 - Go live on your Instagram and share what you know with your followers. You can also answer your followers’ questions in real time!
 - [How to go live](#)

Share Posts on Twitter

- Retweet, Like, and Reply to Shared Hope’s tweets to reach more people.
- Post your own tweets including links to Shared Hope International resources (linked below)
- Use hashtags that are relevant to your tweet! If tweeting about Shared Hope’s internet safety toolkit, you could use #InternetSafety
- Always use #SharedHope in your tweets mentioning Shared Hope
- Tag people or organizations that are relevant to your tweet using the “@” symbol! You can tag Shared Hope with our handle @SharedHope
- [Twitter 101 video](#)



Video Conference Calls

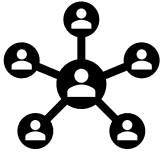
Zoom

- Zoom is an online video conferencing program used to help a group of people meet together online.
 - Free account allows you to have up to 100 attendees at a time. Your Zoom call is limited to 40 minutes with the free account.
 - [Tutorial](#)

Google Hangouts

- Google Hangouts is a simple video/voice call system that links with Gmail accounts.
 - Free account allows for 25 attendees at a time with no time limit.
 - [Tutorial](#)

- Video meeting discussion ideas
 - Sex Trafficking 101
 - How to keep your kids safe
 - Intro to Shared Hope International
 - Q&A with friends and family about child sex trafficking
 - What is an Ambassador of Hope?



Shared Hope Online Resources

Advocacy Action Center

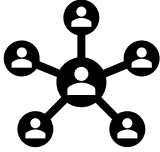
- Easily advocate for victims of child sex trafficking in just a minute! You can email or tweet your members of Congress or your state elected officials about issues ranging from the COVID-19 budget to your 2019 Protected Innocence Challenge state grade.
- You can share by copying the link below, or by clicking any of the campaigns and sharing that campaign's link. Share the link on your social media, through text, or email (even better—do all three!)
- <https://act.sharedhope.org/actioncenter>
- We have many campaigns that advocates can take action on, but we have a few campaigns that are especially urgent:
 - [Emergency funding budgets](#)
 - [EARN IT Act](#)
 - [Stop the Injustice](#)

Share our Internet Safety Series

- Now that children are online more than ever, make sure you, and those around you, are aware of how to keep them safe!
- [Internet Safety Toolkit](#)

Share our printable resources

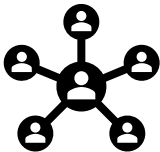
- Who is Shared Hope?
- Warning Signs
- What is Sex Trafficking?
- 10 ways to Take Action
- Internet Safety – Parent Resources



Other ways to be engaged online

Write a blog or article for your local newspaper/publication!

- Write an op-ed for your local newspaper.
 - [Here's what you need to know about op-eds](#)
 - [Find your local newspapers](#)
 - Review their op-ed page and view requirements for submitting your own op-ed
- Start an online blog using a free blog platform.
 - [Wordpress](#)
 - [Tumblr](#)
 - [Blogger](#)
- Write an email newsletter to send out to your friends/family or other groups you are involved with.
- Forward Shared Hope emails to family and friends!



If you need support on how to engage your digital audience during this time, please don't hesitate to reach out to Shared Hope! You can reach our Digital Advocacy Manager at

Camryn@sharedhope.org.