



Show your support for victims of human trafficking:
Join the #igivehope social media campaign

30 July 2014 marks the first ever United Nations World Day against Trafficking in Persons. To mark this special day, the United Nations Office on Drugs and Crime (UNODC) are encouraging people across the globe to express their solidarity with the millions of victims of human trafficking by giving back what they had stolen from them: hope.

As part of this we're working to generate a massive social media drive using #igivehope to raise awareness about the victims and this crime, and we want you to join us.

Are you in? Great - then here's how:

♡ 1. Photograph! ♡

Take a photo of yourself forming a heart with your hands – this is the internationally recognized gesture of love, care and friendship and a symbol of offering hope to the millions of trafficking victims (Tip: you might want to get a friend to help – that way you can also take one of them!) Here are some examples – but we encourage you to be creative and unique!



♡ 2. Share! ♡

Using the hashtag #igivehope, share the photo with your friends and the world across social media. You can also post your photo on the Blue Heart Facebook Page: www.facebook.com/BlueHeartHT. We want to make this big and will be collecting as many of your photos as possible to create one large #igivehope heart!

♡ 3. Amplify! ♡

Sign up for the World Day Thunderclap which will be sent out on 30 July: simply 'lend' your social media voice and encourage others to join the #igivehope campaign to show solidarity with victims of human trafficking. Visit <http://thndr.it/1mqUUZI> to sign up now!