



#HTChallenge



The #HTChallenge is a social media campaign to spread the message of abolishing modern day slavery. A social media campaign is an organized strategic plan to accomplish a social marketing goal through the use of social networks, blogs, and other interactive media.

Goals:

- Raise awareness
- Provide resources, ways to get involved (organizations and events.)
- Encourage everybody to post, retweet, etc.

Media:

Graphics are to be shared on Facebook, Twitter, Instagram, Pinterest, email, blogs, websites, etc. The graphics contain a startling or informative quote or statistic and the hashtag: **#HalftimeChallenge** and/or **#HTChallenge**. Focus will be on slavery in USA. Images have an athletic look, similar to the NFL.

The website www.HTchallenge.net provides information and statistics, links to organizations, ways to get involved, and resources. Partner organizations are invited to widely share the images and information and to encourage their members to retweet and repost. Please encourage your organization to sign on as a partner.

Super Bowl XLIX is 2 weeks away. Initial posting to create interest begins this week. This is not a protest. It is to stimulate discussion. There will be no negative talk about the NFL - just communicate facts, statistics, etc. using the Super Bowl as a platform to generate awareness of the issue of trafficking.

Sample quotes include:

“If you think slavery ended in the United States in 1865, think again.”

“The average of age of entry into prostitution for a child victim in the US is 12-14 years old.” (US Dept of Justice)

“Lots of beer and wings will be sold this weekend. So will lots of girls. Let’s end this.”

“The Super Bowl is the single largest trafficking incident in the US.” (Texas Attorney General Greg Abbott)

Strategy:

- Plan party/event for Super Bowl Sunday or if going to an event, contact the host and ask for 5 minutes at halftime.
- Download and send **#HTchallenge** graphics to groups you’re involved with (organizations, churches & temples, businesses, social media groups, and other networks) and encourage them to spread it to their networks and contacts. Post graphics taken from the [HTChallenge website](http://www.HTchallenge.net) on your social media and be sure to include the hashtags in your post: **#HTChallenge ... #HalftimeChallenge ... #SB49... #SuperBowlXLIX** (Using Super Bowl hashtags will get our message into those conversation streams)
- Post, tweet, and comment with increasing frequency as Feb. 1 – Super Bowl Sunday - approaches.
- Super Bowl Sunday: At halftime, turn off TV. Give a 5-10 minute talk providing statistics, information, how you can help, hotline #, pray, leave time for questions, give resource list and websites, **POST ALL AT THE SAME TIME** – have everyone take out their phones and tweet/post simultaneously during the half-time show using **#HTChallenge** and/or **#HalftimeChallenge**. *Let’s get HT awareness trending!*