



ASCENT 121

Social Media Action Toolkit

Thank you for wanting to spread awareness about Ascent 121 and the work we do with your circle of influence!

Social Media Action Toolkit

Who We Are

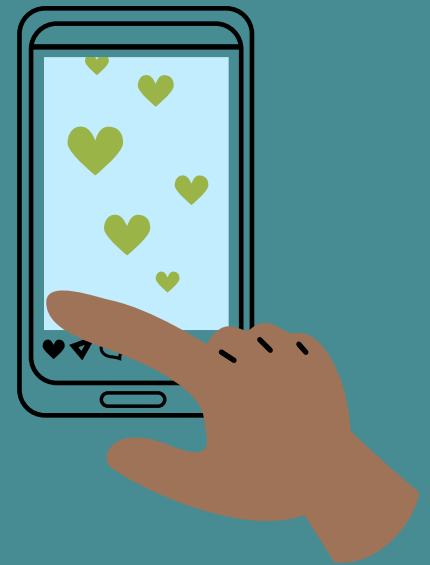
Mission: Empower young people and their families through long-term recovery services to position them for their next chapter in life.

Vision: Built on a foundation of faith, Ascent 121 provides a continuum of care for survivors of sex trafficking.

At Ascent 121, we believe that survivors of commercial sexual exploitation play a vital role in combating human trafficking. It is important to ensure that survivors are engaged in a manner that is both effective and empowering but that is not triggering, overwhelming, or outside of their individual skillsets.

Our Social Media Objectives

We want to raise awareness about human trafficking in Indiana. People often have ideas about human trafficking that are not always accurate. By increasing awareness surrounding human trafficking and our organization, we hope to gain more supporters and increase knowledge about our cause.



Tips and Tricks for Success

- You can use hashtags. When we post we use #endhumantrafficking, #Indianapolis, and other event-specific hashtags. For example, we use #buildbeyond when we are posting about our Build Beyond Conference.
- You can also tag us so we can see your posts! We are [ascentone21](#) on Instagram, [Ascent 121](#) on Facebook, and [@AscentOne21](#) on Twitter
- Don't be afraid to make it personal! Talk about why YOU support our organization, why you care and want to spread awareness of this issue.



Social Media Action Toolkit Instructions

1

Pick out desired image from our collection. You can click on this [link](#), and download or screenshot the image for your post.

2

Add your caption. Feel free to talk about why you support Ascent 121 and want others to do the same. Check out our social media platforms and Ascent121.org for wording to use.

3

Tag Ascent 121 in your post! This allows us to see what you are sharing and lets your followers see our accounts.



Sample Social Media Posts

Sample Facebook Post




A sample Facebook post. At the top, there is a search bar with a camera icon on the left and a message icon on the right. Below the search bar is a profile picture placeholder and the text "13 hours ago • 2". The main text of the post reads: "I am so excited to be volunteering with Ascent 121 this Summer! It feels so good giving back to my community in a meaningful way. If you are looking to make a difference in Indiana, consider volunteering with me! #endhumantrafficking #Indianapolis #giveback". Below the text is a large graphic with the Ascent 121 logo (a stylized 'A' with a leaf) and the text "ASCENT 121 PROUD SUPPORTER ASCENT121.ORG". At the bottom, it shows "Your Friend and 74 others" and "15 Comments".

Sample Instagram Post



A sample Instagram post. At the top, there is a profile picture placeholder and the text "Indianapolis, Indiana". Below this is a quote graphic with a blue background and white text: "It wasn't so much an issue of girls choosing prostitution as it was prostitution choosing them." attributed to Benjamin Nolot. The source "ascent121.org" is listed at the bottom right of the quote. Below the quote are icons for likes, comments, shares, and a bookmark. The text "532 Likes" is shown. The caption reads: "jane_sample I believe kids should be able to just be kids. Children should not be exploited, abused, or hurt. That is why I am supporting @ascentone21 in their mission to end human trafficking in Indiana. #endhumantrafficking #Indianapolis".

Sample Tweet Post

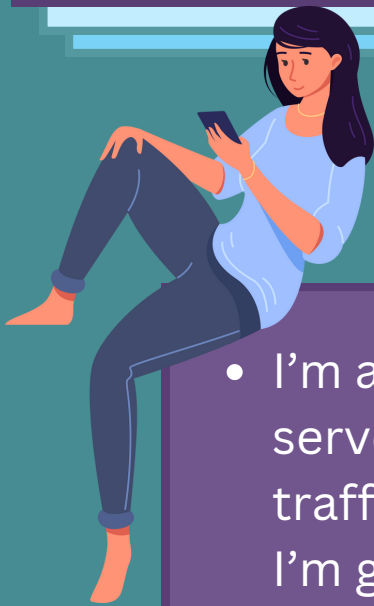


A sample Twitter post. At the top left is a profile picture placeholder and the text "John Sample @JohnSample". To the right is a "Follow" button. The main text of the tweet reads: "I was so moved when I attended a prayer journey at Ascent 121. If you want to attend one or learn more, follow @AscentOne21 #endhumantrafficking #giveback #knowthesigns". Below the text are icons for replies, retweets (39.2), likes (539), and a share icon.

Sample Caption Ideas



- Ascent 121 is a cause near and dear to my heart. They provide trauma recovery care for kids that have been exploited in Indiana. Will you join me in supporting this agency? Ascent121.org
- I had no idea human trafficking was happening in my own community. Ascent 121's Prayer Journey opened my eyes to this issue and I ask that you do your part in learning more about the commercial sexual exploitation of children in Indianapolis!



- I'm a proud supporter of Ascent 121. This agency has served Indiana's youngest survivors of human trafficking since 2013. I'm grateful for their work and I'm glad to be a part of it. Do you want to know more? Ask me!
- I'm hosting an Understanding the Life awareness presentation at my house to learn more about the trafficking of minors in Indiana. Do you want to join me? You can host your own. Visit Ascent121.org.

Social Media Toolkit FAQ

How can I use hashtags to broaden Ascent 121's audience?

Combine the #Ascent121 hashtag with other human trafficking hashtags such as #EndHumanTrafficking #Indiana #Indianapolis #AntiTrafficking

How often should I share about Ascent 121 on social media?

Be sensitive to your friends and family on social media and don't overshare. A good rule of thumb is about two times a week.

Can I post my own images with the Ascent 121 hashtag?

Yes, and we have a few tips to make sure your images are aligned with our goals.

1. Please link to the Ascent 121 website and social media sites in your posts.
2. Ascent 121 logos are used on official materials only. When posting your own images and graphics, please do not embed Ascent 121 logos.
3. We are very intentional about a message of hope. Please do not ever use images featuring physical bondage of any kind (no cages, no chains, no handcuffs, no barcodes, etc).

