



OPERATION UNDERGROUND RAILROAD

## **Guidelines for Sharing Posts on O.U.R. Volunteers Facebook Page**

Hello, Volunteers! First off, we want to express our gratitude for the enthusiasm you have in supporting Operation Underground Railroad. You hear this often, but we truly mean that we cannot do this alone. Every time you spread awareness with a shared post, organize a fundraiser, or invite your friends to donate, we are steps closer to saving more children. You mean so much to us.

It has been exciting to share ways to support O.U.R. together on our Facebook Page! We hope you are constantly inspired and find encouragement from our team and each other.

As you are an extension of our voice, we want to offer you these guidelines so we can be on the same page whenever you share stories from other sources about sex trafficking.

Before sharing a post, please ask yourself:

1. Is this a reliable source? Is the information correct?  
As sex trafficking has become more of a buzz topic in the media, various sources love to feed off the hype by using “click bait” titles and incorrect statistics or statements. Do you recognize the news source? Where are they getting their information? Is the story purely controversy?
2. Will this edify other readers? Or does it dwell too much on the negative?  
As you will find with our voice on the official O.U.R. social media channels, we always end on focusing on the light. We recognize the harsh realities of sex trafficking, but always circle back to the hope and success of the fight. If you’d like to share a statistic that you find shocking, but would encourage people to take action, be sure to verbalize a positive call to action in your post.
3. Please do not post the following types of articles:
  - a. Articles that criticize law enforcement, judicial figures, or federal agencies. Although we are aware there are major areas of improvement and corruption exists in our own country and throughout the world, we have strong ties with amazing officers and agents in our own country and many others. We do not want to spark controversy.
  - b. Articles with “click bait” titles that do not have accurate statistics or stories about trafficking. News stories about kidnappings are often mislabeled as trafficking, when the motivation behind the kidnapping cannot be confirmed.

If you have any questions, feel free to reach out to [socialmediavc@ourrescue.org](mailto:socialmediavc@ourrescue.org) or [jani@ourrescue.org](mailto:jani@ourrescue.org)

Thank you! - O.U.R. Marketing Team