Human Trafficking Imagery:
How What You See Affects What You Do

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Recommendations When Using Human Trafficking Imagery

- Get survivor input.
- Think about how you would want others to perceive you if these images were of you.
- Reconsider using:
  - Faces (unless it is a non-survivor, or you have obtained time-bound informed consent from the survivor).
  - Sensationalism.
  - Real names or stories that the public can link to actual survivors. Even if a survivor is comfortable sharing their story or image now, this may change in the future. If it does, it will be difficult for them to have their information removed. Having them sign a waiver is not enough. Obtain time-bound informed consent.
- Use metaphors/metaphor images. There are royalty-free stock photo sites where you can obtain images for free or low cost.
- Cartoons and "unreal" images are better.
- Avoid "precious" or fairy tale images.
- Avoid rescue narratives.

Use trauma-informed language and survivor-informed messaging.

When Using Data...

- Where does this come from? Think critically about the source before using it.
- Use "estimated."
- Find data from reputable sources.
- Keep data up to date – even a year old may be too outdated.

Representation leads to real life public perception, policy, resources & services, & legal consequences.

Responsible Advocacy & Awareness Building

- How do you do marketing & fundraising without sensationalizing the topic?
- How do you give feedback to colleagues or make changes within your own organization on the imagery?
- How do you work as a community to advance the conversation on how we talk about & represent human trafficking?