



Loyola Law School
 Loyola Marymount University
 Sunita Jain Anti-Trafficking Initiative



HUMAN TRAFFICKING & NATURAL DISASTERS: SOCIAL MEDIA TOOLKIT FOR AWARENESS & ACTION



The [Sunit Jain Anti-Trafficking Initiative](#) adapted its media toolkit based on the anti-trafficking awareness campaign created by the [City of Houston](#) after Hurricane Harvey as well as research showing the increase of trafficking after natural disasters.



EXAMPLES OF POSTS & TEXT

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Suggested Caption: Natural disasters have been shown to increase human trafficking. When people lose their homes, jobs, or access to basic needs, they become more vulnerable to exploitation. From the early stages of crisis through recovery and rebuilding, traffickers take advantage—offering jobs or opportunities that seem promising but can quickly turn dangerous.

If someone says things that sound “too good to be true,” we need to take a step back and think twice.



Suggested Caption: A recent study in Houston found that 32% of construction workers involved in clean-up and rebuilding efforts after a natural disaster were labor trafficked, highlighting the risks faced by impacted communities. **OR**

Traffickers use the phrase *"You'll make more money than you ever imagined!"* to create excitement and lure victims with the promise of financial security or a better life. This statement plays on the victim's hopes and dreams, especially for those in desperate situations or facing economic hardship. It manipulates them into believing that this opportunity is too good to pass up, making them more likely to ignore red flags or warnings about potential exploitation.



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Suggested Caption: Traffickers say, "I'll take care of everything—just trust me." to gain control and create dependency. By presenting themselves as helpful and trustworthy, they lower their victims' defenses and discourage questions. This manipulation makes it easier to exploit people who are vulnerable, overwhelmed, or in desperate need of support.



Suggested Caption: The phrase "quick cash" should always be a warning — these "opportunities" are often not what they seem – and may be dangerous or illegal. Be wary. Ask more questions. Try to verify through trusted sources.



Suggested Caption: Reports show that recruitment into sex trafficking also increases in the wake of natural disasters, as traffickers promise money and a place to stay. **OR**

The sense of urgency created by traffickers is a manipulative tactic designed to pressure victims into making quick decisions without considering the consequences. The phrase "*This opportunity won't last long—if you don't take it, someone else will!*" plays on the victim's fear of missing out (FOMO) and the fear of losing a potential chance to improve their situation.



Suggested Caption: Day laborers and domestic workers who lose their jobs and/or homes due to disasters are more vulnerable to be recruited into sex and/or labor trafficking.



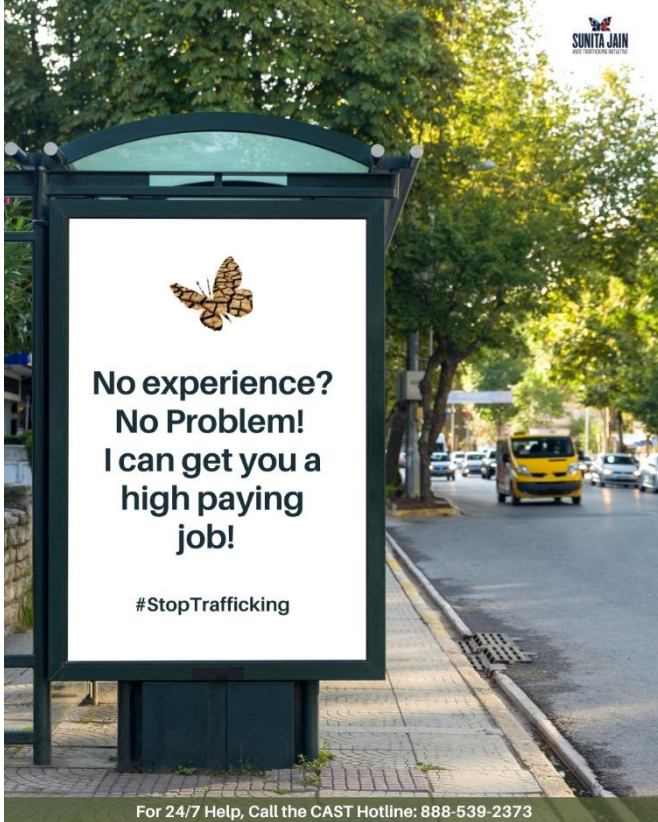
Suggested Caption: After natural disasters, the demand for hotel and motel staff increases as more workers are needed to accommodate displaced homeowners. This increased demand can make individuals, particularly vulnerable workers, more susceptible to labor trafficking.



Suggested Caption: All workers, regardless of their immigration status, have rights. They have the right to minimum wage, getting paid overtime after working 40 hours per week, getting bathroom breaks, working in a safe and healthy environment, receiving payments for work injuries if your employer has Workers Compensation, and being free from discrimination or harassment.



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Suggested Caption: Traffickers use the line *"I can get you a high-paying job—no experience needed!"* to prey on people's desperation and offer them what seems like a quick solution. This promise appeals to individuals who may be struggling financially or facing limited opportunities, making them more likely to overlook potential risks. By offering an easy, high-paying job, traffickers lure victims into situations where they are ultimately exploited.



Suggested Captions: Traffickers use the line *"We're like a family here; we'll take care of you."* to create a false sense of trust, belonging, and security. This tactic is especially effective on individuals who are vulnerable, isolated, or in desperate situations, such as those displaced by natural disasters or struggling financially.



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SUGGESTED HASHTAGS

**#StopTrafficking #HumanTraffickingAwareness #DisasterRecovery #StaySafe
#KnowTheSigns #ProtectSurvivors #EndExploitation #TraffickingPrevention
#RebuildSafely #DisasterResponse**

ABOUT SJI

The Sunita Jain Anti-Trafficking Policy Initiative (SJI) is a practitioner-led, survivor-informed, evidence-based, and community-informed think tank that intentionally fills gaps in human trafficking through an intersectional framework that fosters systemic change and progressive policy innovations.

FOR MORE INFORMATION

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