Social Media Campaign

The Ohio State University Unchained Fashion Show

Instagram mock-up posts:

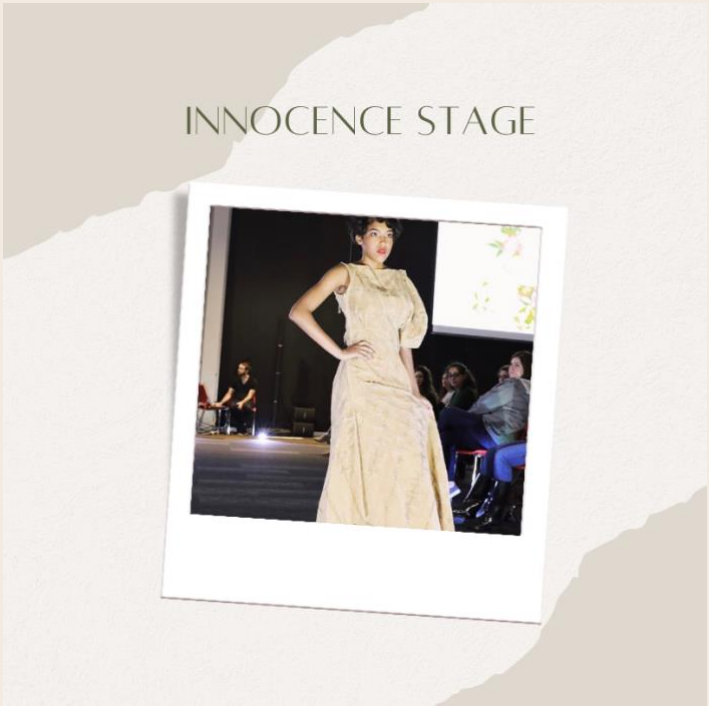
Caption: Tickets are now available for our 2022 Unchained Fashion Show at The Ohio State University. This event will be held on March 5th, 2022. We aim to tell the story of human trafficking survivors through the arts. Both the models and the designers are The Ohio State University fashion students. The clothing is meant to display different stages of human trafficking, ranging from the "innocence stage" to the "violation stage." Our goal is to both raise awareness of the issue as well as find ways to take action and accountability against it. Funds raised through this event will be donated to a scholarship fund for trafficking victims to receive an education. Please visit the link in our bio for more information. #humantrafficking #Columbus #Unchained #fashionshow #enditmovement

Explanation: This post is intended for an audience who is first encountering this organization and their cause. It is also intended to be shared by those who support the cause in order to spread the word to new potential audiences. Quick, simple graphics are popular for users to share on their Instagram stories. The design of the post is meant to resemble a high-end fashion company and uses real photos from previous Unchained fashion shows. The animation aspect is meant to be an attention grabber and resemble something like the genre samples that I selected. While the design of the post is very simple, the caption needed to provide the information for the audience to understand the context.

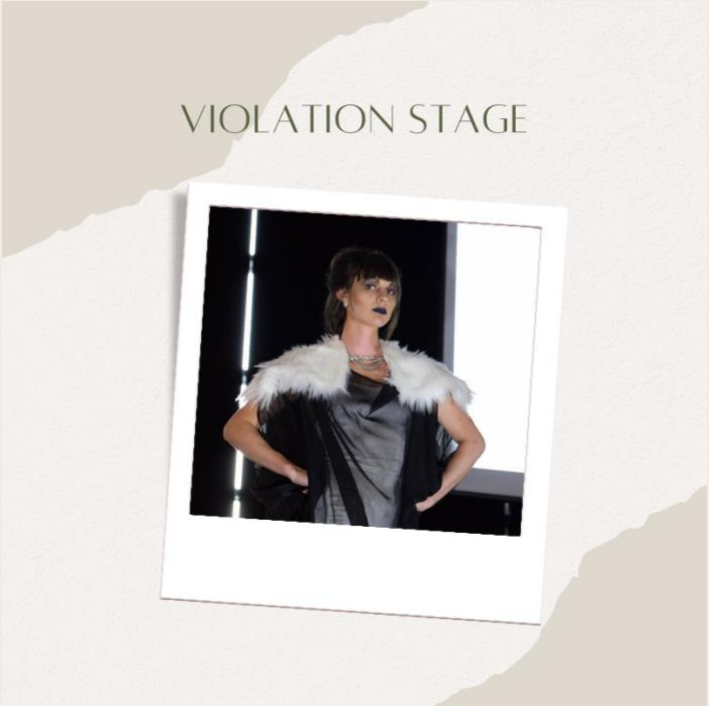
Slide 1:

Slide 2:

Slide 3:



Slide 4:



Caption: Our 2022 Unchained Fashion Show is quickly approaching! Bring family and friends to this incredible event happening on March 5th, 2022. Tickets are free and available on the Eventbrite website at the link in our bio. Throughout the planning and design of the show, we remain dedicated and rooted in our cause to end human trafficking. We hope that our audience takes advantage of the resources provided at this event to educate themselves on human trafficking and ways that they can help end it. As residents of Ohio, it is our duty to understand our state's role in human trafficking; be mindful of your surroundings and don't be afraid to speak up. Call the National Human Trafficking Hotline at 1-888-373-7888 or text 233733 to report a potential sighting. #enditmovement #humantrafficking #ColumbusOH #Unchained

Explanation: This post is intended to educate an audience more about human trafficking; specifically, human trafficking in Ohio. Ohio is one of the top human trafficking states in the country. Understanding why Ohio has such a high amount of trafficking activity may persuade an audience to attend the show to learn more and contribute directly to this cause. This post tailors to Instagram because of the ability to swipe to continue viewing the content. The audience would be able to share this post with their friends, families or followers. From the content, they would be able to understand the context of what Unchained is and like, follow or share with others.

Instagram rhetorical context: Instagram is a platform where people don't like to spend a lot of time. With the scrolling nature of the site, it is likely that many things will get overlooked on a potential audience members feed. For this reason, the first example post is meant to be an attention grabber. Its quick, fun and fast nature has the potential to draw a user in, in which they will then read the caption to learn more. The second example post is meant to be more informational than the first. It goes more into depth about the organization and how they are working to end human trafficking. Both posts include relevant hashtags, as that is an excellent way to gain exposure on this platform and find new potential audiences. For the campaign, Instagram serves as an initial encounter with a new audience who would like to find out more. As they become more aware of Unchained and what the organization does, they will find them on Facebook and Twitter.

Facebook mock-up posts:

Caption: Break the chains and let voices of trafficking victims be heard at our 2022 Unchained Fashion Show on March 5th. Learn more about human trafficking, how to be aware of potential sightings and ways you can report them. All proceeds go to a scholarship fund for victims of human trafficking. You can learn more about our organization and get tickets for the event by visiting our website.

Explanation: This simple, brief image is a style that is often seen on Facebook. The graphic is meant to give some context to the charity event, but the caption provides the audience with the rest of the information. It's simple enough to share, like or comment on in support of the cause. It also serves as a reminder for those who are already aware and a part of the Unchained organization that the event is coming up. The website is placed on the graphic as well as hyperlinked in the caption.

Caption: Human trafficking doesn't always fit within certain criterion. There can be many forms of trafficking, and it can even occur within the United States. We hope that these quick facts give you better insight into what human trafficking is, and why we're determined as an organization to help end it.

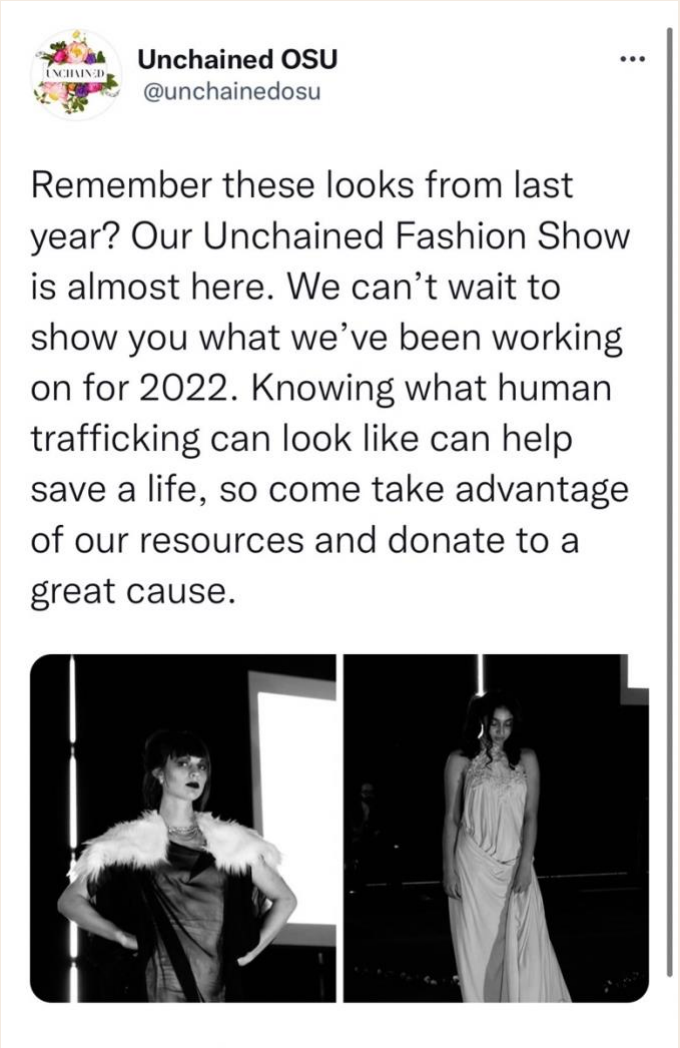
Our fashion show will be held on March 5th, 2022 at Curl Hall Viewpoint. Please bring family and friends and help support this amazing cause to help victims of human trafficking. Visit our website to learn more.

Explanation: Facebook is one of the few platforms where an infographic would be able to be viewed in its entirety without clicking on it. This is appealing as the organization is able to provide many facts and provide a general understanding of what human trafficking is in one image. The main point intended for the audience is that human trafficking occurs not only by crossing the border, but also within our own communities. It can be easily shared, liked or commented on to spread the word about the event.

Facebook rhetorical context: Facebook is an excellent platform for sharing information without graphic, layout or character limits. Another benefit of using Facebook in this campaign is the option to hyperlink the website directly into the post. This allows a reader to easily access more information if they choose, and they will be more likely to do so. The website provides them with more information on the organization, human trafficking facts and the ability to get their tickets for the fashion show. As a platform, people spend more time on Facebook. Users are more willing to read a long story, post or, in this case, infographic. It was an opportunity for the campaign to describe their cause in detail and spread awareness.

Twitter mock-up posts:

Explanation: This tweet is meant to combine the facts of human trafficking with the mission of the Unchained Fashion Show. The graphic has the fashion show information on it, as well as the website for the reader to find out more information. The tweet itself had to be quick, catchy and to the point. This tweet could serve as information for a first encounter with a new audience, or a reminder to someone who is already part of the organization. It has just the right amount of information for members to retweet it to spread the information to their followers.



Explanation: This tweet is intended to be in the spirit of a throwback. This trend is when a user reflects on an event that has already occurred and posts with the intention of showing others what had happened. This is useful for people who are new to the organization to see what the fashion show was like and what they can expect if they plan on going this year. It's a small taste of how much hard work and dedication goes into the design and modeling of the event. This may entice the audience to look further into what the Unchained Fashion Show is and how they can attend.

Twitter rhetorical context: With Twitter being another fast-paced platform, it's important to get the point across within the 280 characters. Because the caption is so brief, a picture is included in both examples to elevate and amplify the importance of the message. One post has a graphic-like photo meant to provide information, while the other post uses photos from a previous Unchained Fashion Show to give a sneak peek into what the fashion show usually entails. Both of these posts are meant to focus on the upcoming fashion show without losing the meaning behind the importance of human trafficking awareness. Both of these posts are set to receive replies from everyone and are posted from a public account that can be followed, liked and retweeted by everyone.

Content calendar: According to hootsuite.com, these are the best times to post on various social media platforms. These dates and times are when Unchained should post this content on their pages for the best possible chance of engagement with users — all leading up to the fashion show.

FEBRUARY 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2	3	4	5
6	7	8	9	10 **12 p.m.— Facebook Post #1**	11	12
13	14 **8 a.m. — Twitter Post #1**	15	16 **11 a.m.— Instagram Post #1**	17	18	19
20	21	22 **8 a.m. — Facebook Post #2**	23 **11 a.m.— Instagram Post #2**	24	25	26
27	28	1	2	3 **8 a.m.— Twitter Post #2**	4	5 **Unchained Fashion Show 2022!**

Resources

"Human Trafficking by the Numbers." Human Rights First. Accessed February 15, 2022. https://www.humanrightsfirst.org/resource/human-trafficking-numbers.

"Hotline Statistics." The National Human Trafficking Hotline. Accessed February 15, 2022. https://humantraffickinghotline.org/states.

"The Best Time to Post on Facebook, Instagram, Twitter, and Linkedin." *Social Media Marketing & Management Dashboard*, 27 Jan. 2022, https://blog.hootsuite.com/best-time-to-post-on-facebook-twitter-instagram/.

"Unchained OSU." *Instagram*, https://www.instagram.com/?hl=en.

"11 Facts about Human Trafficking." *DoSomething.org*, https://www.dosomething.org/us/facts/11-facts-about-human-trafficking.