Modern Slavery campaign
Social Media toolkit
The visual style of this campaign is built around a collection of square tiles. These tiles can be used in 2 ways:

1. Individual tile
2. Mosaic collection

15,000 living in conditions of modern slavery in Australia

Modern Slavery exists in our everyday life, but is often just hidden out of sight

Only 1 in 5 victims are detected in Australia

15,000 victims of modern slavery worldwide

High risk industries
- Agriculture
- Cleaning
- Construction
- Hospitality

High risk products
- Electronics
- Coffee
- Diamond
- Food and produce
- Fashion
- Diamond

The construction industry accounts for 18% of modern slavery victims worldwide.
Individual Tiles are built within a square frame and are used individually. They are ideal for individual posts within Instagram.

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International Day for the Abolition of Slavery: 2 December

40 million victims of modern slavery worldwide.
Mosaics

Mosaics are a collection of tiles. Messaging hierarchy is created both in size and in order. This construction is ideal for Facebook posts as well as printed posters.
Colour Palette

Type

Roboto

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#$%^&*()
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International Day for the Abolition of Slavery

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International Day for the Abolition of Slavery
Only 1 in 5 victims are detected in Australia
Modern Slavery is closer to us than you may think.

In Australia, only 1 in 5 victims are actually detected. This accounts for 15,0000 victims a year!

Learn more: https://www.wil.unsw.edu.au/students/WIL-experiences-UNSW/modern-slavery
Did you know a number of products that we use everyday as students actually have sources of modern slavery in their supply chain?

The International Day for the Abolition of Slavery was established by the United Nations in 1986 and falls on 2 December of every year!

Did you know there are over 40 million victims of modern slavery around the world?

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There are ways you can reduce your slavery footprint!

Make sure you look out for the Fairtrade logo when shopping for high risk products like coffee and chocolate and check that materials have been ethically sourced in your next clothing purchase.

Also ensure you reuse and recycle where possible! By changing our consumer behaviour, this will make businesses move away from using slave labour to cut costs and sell cheap goods.

These are small steps which will make a lasting impact in ending modern slavery. Let’s all work together to reduce our slavery footprint and move closer to a slavery free world!

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