

Modern Slavery campaign Social Media toolkit

Overview

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

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
living in conditions of
modern slavery in Australia



15,000
living in conditions of
modern slavery in Australia

High risk products



Electronics Coffee Diamond
Food and produce Fashion

High risk industries

Agriculture
Cleaning
Construction
Hospitality

40 million victims
of modern slavery
worldwide



The construction industry
accounts for 18% of
modern slavery victims
worldwide.

Individual Tiles

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

40 million
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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.

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Coffee



Diamond



Food and
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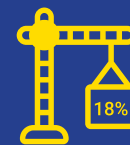
Fashion

High risk industries

Agriculture
Cleaning
Construction
Hospitality

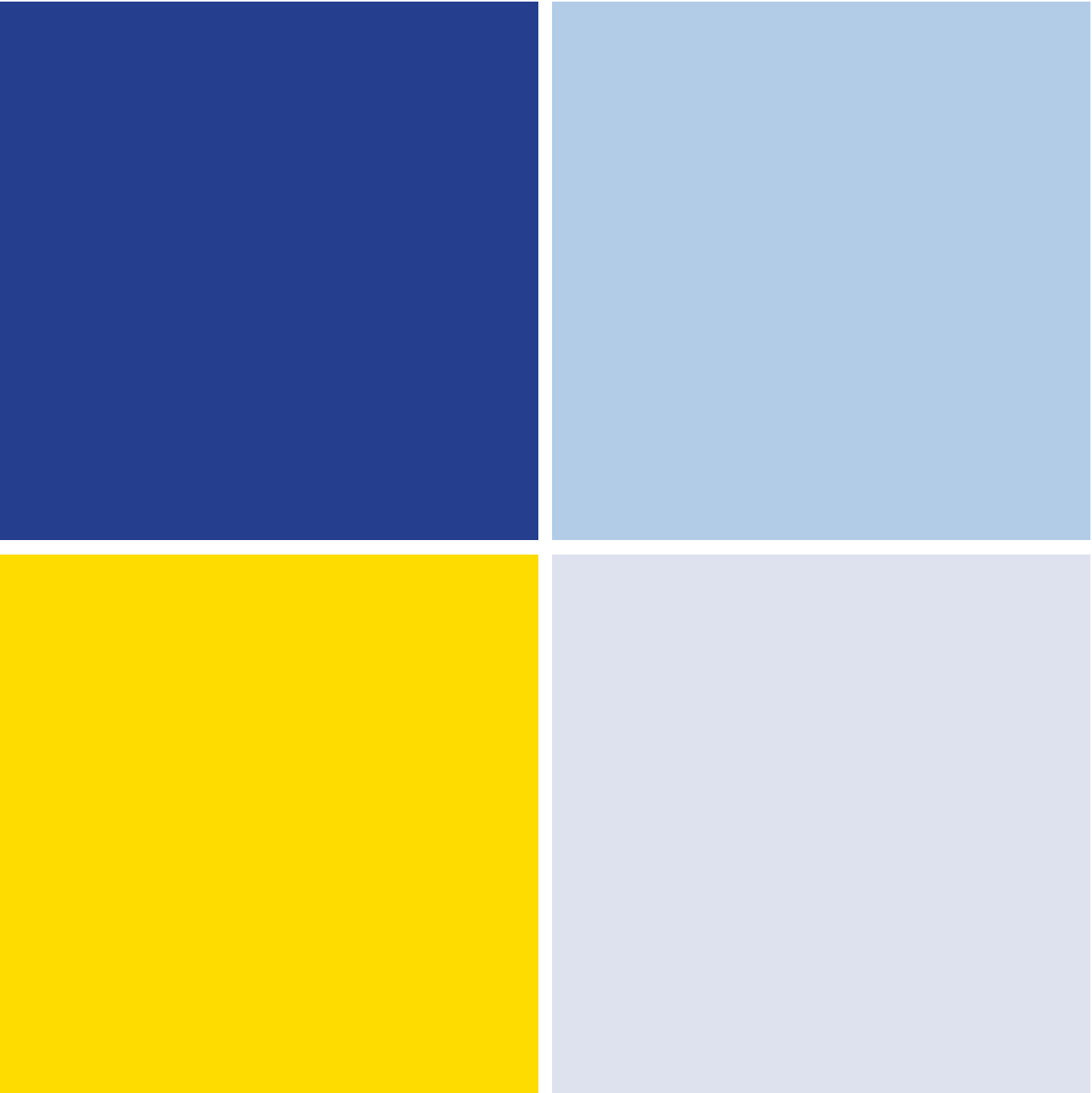
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Colour Palette



Type

Roboto

a b c d e f g h i j k l m n o
p q r s t u v w x y z

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$
% ^ & * ()

Instagram

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High risk products



Electronics Coffee Diamond

Food and produce Fashion

2
DEC

International Day
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Instagram mosaic



Facebook

The screenshot displays the Facebook profile of UNSW Sydney (@unsw · University). The header includes navigation icons at the top and the university's logo and name prominently. Below the header are tabs for Home, Events, Groups, Videos, and More.

Ask UNSW

- "I'm thinking about studying at UNSW. Can I get some more information?" [Ask]
- "I need help accepting an offer or enrolling in classes. Can I get some help?" [Ask]
- "I have a question related to COVID-19."
- "I'm messaging about something else."

Type a question [Ask]

About See all

Sydney, NSW, Australia 2052

- i Official UNSW page.** World-leading research & stories of incredible UNSW students, staff & alumni. Posts don't necessarily represent UNSW views: [http://... See more](#)
- i ABOUT UNSW SYDNEY:** UNSW is a founding member of the prestigious Group of Eight research intensive universities in Australia and a member of the Unive... **See more**

👍 650,220 people like this
✅ 655,741 people follow this
[http://www.unsw.edu.au/](#)
☎️ (02) 9385 1000
✉️ Typically replies within an hour
[Send message](#)
✉️ [socialmedia@unsw.edu.au](#)
⌚ Always open

UNSW Yesterday at 09:49 · 🌐

Modern Slavery is closer to us than you may think.

In Australia, only 1 in 5 victims are actually detected. This accounts for 15,000 victims a year!

Learn more: <https://www.wil.unsw.edu.au/students/WIL-experiences-UNSW/modern-slavery>

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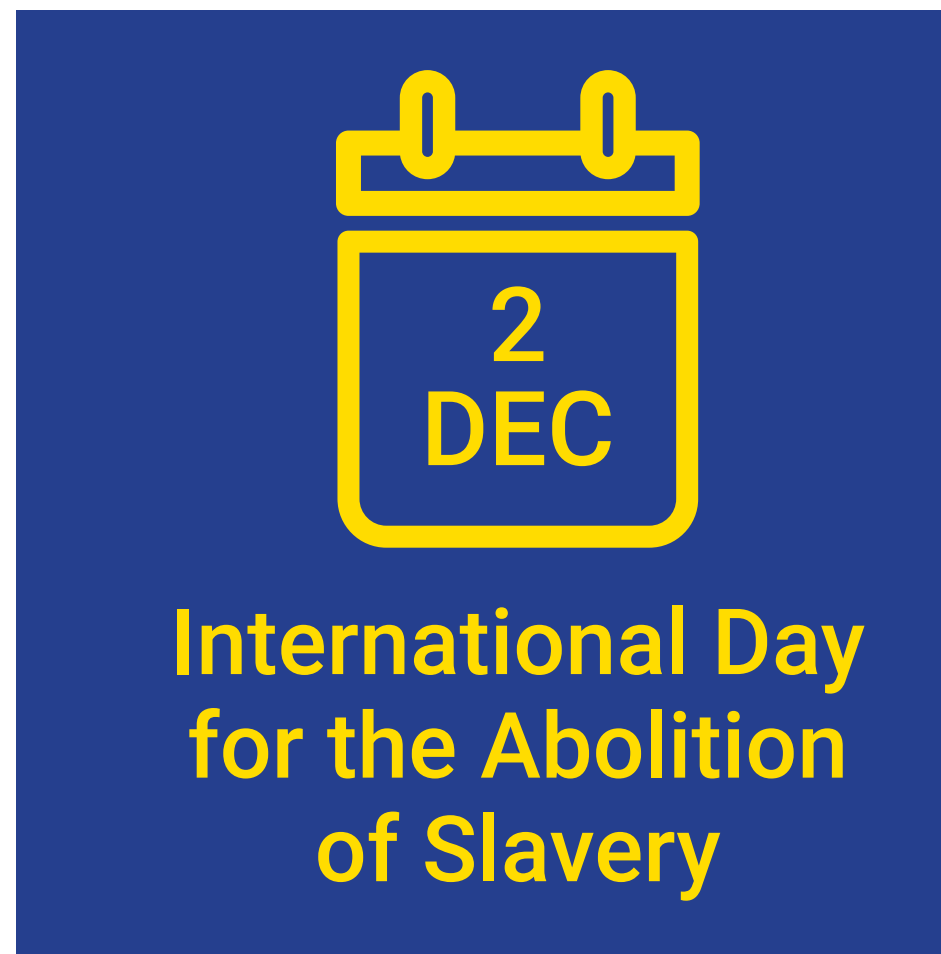
👍 81 22 shares

[Like](#)
[Comment](#)
[Share](#)

Sample tile captions



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?

Learn more: <https://www.wil.unsw.edu.au/students/WIL-experiences-UNSW/modern-slavery>

Sample tile captions



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Sample tile captions



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! 🙌

Learn more: <https://www.wil.unsw.edu.au/students/WIL-experiences-UNSW/modern-slavery>