

100 Campaign Slogans

Modern Trafficking, Exploitation, Phone & Social Media Weaponization

Core Message: People First

1. Protect People, Not Content
2. People Over Posts
3. Humans First, Content Last
4. Dignity Before Documentation
5. Care Comes Before Cameras
6. People Are Not Content
7. Lives Over Likes
8. Humanity Over Hype
9. Protect, Don't Produce
10. Real People Aren't Content

Responsible Phone Use

11. Use Your Phone With Purpose
12. Your Phone Is a Tool, Not a Stage
13. Record Responsibly
14. Document With Care
15. Think Before You Film
16. Use the Camera Wisely
17. Phones Can Help—Use Them Right
18. Don't Let the Phone Lead
19. Technology Requires Responsibility
20. Awareness Needs Integrity

Action Over Posting

21. Call, Don't Post
22. Help First, Post Later
23. Act Before You Upload
24. Real Help Isn't Posted

- 25. Save Lives, Not Clips
- 26. Action Beats Attention
- 27. Do More Than Share
- 28. Be the Help, Not the Hype
- 29. Offline Action Saves Lives
- 30. Awareness Means Action

Awareness & Education

- 31. Know the Signs
- 32. Learn Before You Share
- 33. Awareness Is Responsibility
- 34. Education Over Sensation
- 35. Truth Over Trends
- 36. Facts Matter More Than Views
- 37. Awareness Without Harm
- 38. Don't Spread Myths—Spread Help
- 39. Informed Activism Saves Lives
- 40. Learn It. See It. Report It.

Protecting Victims

- 41. Protect Identities
- 42. Privacy Is Protection
- 43. Don't Expose the Vulnerable
- 44. Safety Over Virality
- 45. Respect Survivors
- 46. Not Their Story to Share
- 47. Consent Still Matters
- 48. Protect Their Future
- 49. Silence Can Be Safety
- 50. Dignity Is Non-Negotiable

Speaking to Activists

- 51. Activism Isn't Content Creation
- 52. Be Present, Not Just Recording
- 53. Advocacy Over Algorithms
- 54. Real Activists Protect First
- 55. Help the Person, Not Your Feed
- 56. Purpose Over Popularity
- 57. Stand Up, Don't Just Stream
- 58. Impact Over Impressions
- 59. Do the Work, Not Just the Post
- 60. Activism Requires Presence

Accountability & Reflection

- 61. Ask: Am I Helping?
- 62. Check Your Intent
- 63. Who Does This Help?
- 64. Don't Turn Pain Into Content
- 65. Awareness ≠ Exploitation
- 66. Responsibility Over Reaction
- 67. Think Beyond the Screen
- 68. Question the Camera
- 69. Not Every Moment Is Content
- 70. Ethics Matter in Activism

Anti-Trafficking Framing

- 71. People Are Not for Sale
- 72. End Exploitation
- 73. Stop Human Trafficking
- 74. Freedom Has No Price
- 75. Humans Are Not Commodities
- 76. Exploitation Is a Crime

77. See It. Stop It.

78. Break the Silence

79. End the Demand

80. Stand Against Trafficking

Balanced Messaging (Phones Can Help)

81. Use Your Phone to Report, Not Exploit

82. Document Safely, Protect Always

83. Phones Can Save Lives

84. Record With Purpose

85. Help > Hype

86. Evidence, Not Entertainment

87. Awareness With Care

88. Use Tech for Good

89. Capture Truth, Protect People

90. Responsibility Makes the Difference

Short + Impactful

91. Help > Hype

92. People > Posts

93. Act > Upload

94. Care > Content

95. Dignity > Views

96. Protect > Produce

97. Ethics > Engagement

98. Presence > Posting

99. Reality > Reels

100. Lives > Likes

Please help us end dehumanization by weaponized phone & camera use by sharing this message. - Union of Saints