



# Shine a Light

## On Human Trafficking

September  
24th 2013

[www.shinealighthouse.org](http://www.shinealighthouse.org)

## PROMOTE & SOCIALIZE

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- Invite all of your friends and family to Shine a Light on Human Trafficking!
- Make your Shine a Light community event a Facebook event.
- Make the Shine a Light logo your Facebook profile picture for the week leading up to the event.
- Use the hashtag #shinealighthouse for Twitter, Instagram and Facebook posts about the event. Tell your guests to use this hashtag so their posts will be visible on the Shine a Light website stream.
- Sample Tweets/Facebook Posts:
  - *Learn how you can fight modern day slavery from the mayor's live broadcast at (insert your venue here) #shinealighthouse*
  - *Did you know that slavery still exists? Learn how to fight modern day slavery at your local Shine a Light event Sept.24 #shinealighthouse*
  - *We are shining a light on human trafficking tonight (post picture of guests) #shinealighthouse*
- Update your event page with any important information. Be sure to thank people for participating after the event is over. You could also post pictures from the event if you have them.

## WATCH

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- If you will be watching the mayor's broadcast from a TV, you will need to make sure you have access to Houston Television (HTV), Comcast Ch.16, Phonoscope Ch.2, TVMax Ch.98, Suddenlink Ch.14, or AT&T U-Verse Ch.99.
- If you will be using a computer to stream the broadcast, you will need a projector and a reliable Internet connection. You do not want your Internet to cut out while viewing the broadcast. Stream the event from [www.shinealighthouse.org](http://www.shinealighthouse.org).
- Test all your equipment prior to the event and resolve any issues before guests arrive.

## SHINE A LIGHT

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- A designated police officer will attend your event and provide materials to your venue for you to pass out to your guests.
- Post your Shine a Light on Human Trafficking poster in a visible location at your event.
- You are not required to provide refreshments but a light snack and drinks are suggested.
- If your facility has an extra projector, you can show Instagram pictures from [www.shinealighthouse.org](http://www.shinealighthouse.org). This will connect your audience to the other events around Houston and generate excitement about seeing their posts on the screen.
- Discussion – The City Hall event will last about an hour, but we want to encourage your community to continue the discussion afterwards. Talk about what you heard at City Hall and discuss ways you can stop this in your communities. Get creative and give people an opportunity to share their ideas. Have someone serve as a facilitator to guide the discussion and have someone take notes. Share your notes online.
- Start to develop some discussion questions before the event to keep the conversation going on the night of the event.
- Have fun while learning ways to make the Houston community a better, safer place!