

YOUTH ON TRANSPORTATION SAFETY MONTH

MAY 2026 – SOCIAL MEDIA KIT

Thank you for joining TAT for Youth on Transportation Safety Month 2026! Here you will find social media graphics, videos and sample captions that you are welcome to use across your social media platforms throughout the month of May. All graphics and videos have also been sized for stories.

CONTEXT AND KEY MESSAGES:

In 2023, TAT underwent a year-long youth consultation process to gain insight directly from youth for the creation of a youth-focused campaign about human trafficking. Input from 250+ youth included the following findings:

- Video content will be most effective; youth do not want to read long text on a poster, they want more interactive and engaging content.
- For any print components, messaging should be brief, hopeful and action-oriented. Youth do not want to feel hopeless or discouraged; they want to feel empowered to make a difference.
- Messaging will need to clearly dispel the myths around trafficking. (While nearly half of youth survey respondents thought they knew “a good amount” about human trafficking, many believed the myths being perpetuated on social media.)
- Youth also expressed that they need to know that if they find themselves in a situation like this, it’s okay to ask for help and they won’t get into trouble.
- Because parents are an important source of information and support for youth, resources for parents are also crucial. These resources should cover both how to talk to kids about the issue as well as how to respond if a kid comes to you for help.

Taking into account the above, TAT has outlined **four key messages** for this youth-focused campaign:

1. **It is important for youth to learn about human trafficking** and how they can protect themselves and their peers. They can also make a difference on the issue in their community.
2. **It is important for parents and caregivers to talk to their children about human trafficking.** There are resources that can help parents/caregivers talk to kids from any age group.
3. **Human trafficking is happening here.** It is not something that only happens in other countries or big cities. It’s happening in your community, wherever you live. While that might be scary or sad to think about, the good news is that anyone can get educated and take action.
4. **Traffickers do not necessarily look like the typical “bad guy.”** There are lots of myths and misconceptions around the issue of human trafficking. It’s important to highlight the realities of this crime, particularly the manipulative tactics traffickers can and will use to groom their victims.



ENGLISH GRAPHICS



Human trafficking is a global issue, affecting nearly 50 million victims across the world. It's also a local issue, as kids and adults alike are exploited in communities right here. Throughout the month of May, [Agency] is partnering with @tatnonprofit to share age-appropriate resources about this issue for youth and caregivers. It might be scary or sad to think about, but the good news is that we can all play a role in combating this issue. Visit www.tatnonprofit.org/youth to learn more. #YOTSafetyMonth



When someone manipulates or takes advantage of someone else to make money off of them, that's human trafficking. The bad news is, it's happening in our community. The good news is, you can do something about it. This month, join youth across the country who are learning about human trafficking and how they can take action: www.tatnonprofit.org/youth. #YOTSafetyMonth



Believe it or not, human trafficking can happen in any community, including ours. It might be scary or sad to think about, but the good news is that you can do something about it! It doesn't take huge heroic acts, but just small everyday actions you can take in your life to make a difference, no matter your age. Visit www.tatnonprofit.org/youth to get started. #YOTSafetyMonth



Human traffickers are good at recruiting victims in ways that are hard to spot. It's important to know how to recognize when someone might be targeting you or one of your friends. Visit www.tatnonprofit.org/youth to learn more about human trafficking and how you can make a difference. #YOTSafetyMonth



In a 2023 survey conducted by @tatnonprofit, 80% of kids said they would go to a parent/caregiver if they were concerned about a friend or classmate; 44% percent said their parents/caregivers were a main source of information about what's going on in the world. It's important to educate our kids about how they can keep themselves and their friends safe, and how they can take care of their community. You also want to be prepared for how to handle it if they ever come to you for help. Visit www.tatnonprofit.org/caregivers to learn more. #YOTSafetyMonth

SPANISH GRAPHICS



La trata de personas es un problema global que afecta a casi 50 millones de víctimas en el mundo. También es un problema local, ya que aquí mismo se explota a niños y adultos en nuestras comunidades. Durante el mes de mayo, [Agencia] se asociará con @tatnonprofit para compartir recursos sobre este tema para jóvenes y adultos. Puede ser aterrador o triste pensar en ello, pero la buena noticia es que todos podemos desempeñar un papel en la lucha contra este problema. Visite www.tatnonprofit.org/youth para obtener más información. #YOTMesDeLaSeguridad #YOTSafetyMonth



Cuando alguien manipula o se aprovecha de otra persona para ganar dinero, eso es trata de personas. La mala noticia es que está sucediendo en nuestra comunidad. La buena noticia es que puedes hacer algo al respecto. Este mes, únete a jóvenes de todo el país que están aprendiendo sobre la trata de personas y cómo pueden actuar: www.tatnonprofit.org/youth. #YOTMesDeLaSeguridad #YOTSafetyMonth



Lo creas o no, la trata de personas puede ocurrir en cualquier comunidad, incluida la nuestra. Puede ser aterrador o triste pensar en ello, pero la buena noticia es que puedes hacer algo al respecto. No se necesitan grandes actos heroicos, sino pequeñas acciones cotidianas que puedes realizar en tu vida para marcar la diferencia, sin importar tu edad. Visite www.tatnonprofit.org/youth para comenzar. #YOTMesDeLaSeguridad #YOTSafetyMonth



Los tratantes de personas son muy hábiles para reclutar a víctimas de maneras que pueden ser difíciles de detectar. Es importante saber reconocer cuándo alguien podría estar apuntando a usted o a uno de sus amigos. Visite www.tatnonprofit.org/youth para obtener más información sobre la trata de personas y cómo puede marcar la diferencia. #YOTMesDeLaSeguridad #YOTSafetyMonth



En una encuesta de 2023 realizada por @tatnonprofit, el 80% de los jóvenes dijeron que consultarían a sus padres/cuidadores si estuvieran preocupados por un compañero; El 44% dijo que sus padres/cuidadores eran la principal fuente de información sobre lo que pasa en el mundo. Es importante educar a nuestros hijos sobre cómo pueden mantenerse seguros a sí mismos y a sus amigos, y cómo pueden cuidar de su comunidad. También querrás estar preparado para saber cómo manejarlo si tu hijo alguna vez acude a ti en busca de ayuda. Visite www.tatnonprofit.org/caregivers para obtener más información. #YOTMesDeLaSeguridad #YOTSafetyMonth

ENGLISH VIDEOS



May is Youth on Transportation Safety Month, during which the transportation industry is joining @tatnonprofit to educate youth and caregivers about the issue of human trafficking and what they need to know about the issue to stay safe and make a difference in their communities. Learn more today! www.tatnonprofit.org/youth #YOTSafetyMonth



Are you ready to talk to the kids in your life about human trafficking? May is Youth on Transportation Safety Month, during which the transportation industry is joining @tatnonprofit to educate youth and caregivers about the issue of human trafficking and what they need to know about the issue to stay safe and make a difference in their communities. Learn more today! www.tatnonprofit.org/caregivers #YOTSafetyMonth

SPANISH VIDEOS



Mayo es el Mes de la Seguridad Para los Jóvenes en el Transporte, durante el cual la industria del transporte se une a @tatnonprofit para educar a jóvenes y cuidadores sobre el problema de la trata de personas y lo que necesitan saber para mantenerse seguros y marcar la diferencia en sus comunidades. ¡Infórmate hoy mismo! www.tatnonprofit.org/youth #YOTMesDeLaSeguridad #YOTSafetyMonth



¿Está listo para hablar con los jóvenes de tu vida sobre la trata de personas? Mayo es el Mes de la Seguridad Para los Jóvenes en el Transporte, durante el cual la industria del transporte se une a @tatnonprofit para educar a jóvenes y cuidadores sobre el problema de la trata de personas y lo que necesitan saber para mantenerse seguros y marcar la diferencia en sus comunidades. ¡Infórmate hoy mismo! www.tatnonprofit.org/caregivers #YOTMesDeLaSeguridad #YOTSafetyMonth

Access all graphics and videos for posting [by clicking here](#).

For co-branding, please email info@tatnonprofit.org.

If you would like to include state-specific statistics about human trafficking, visit www.humantraffickinghotline.org/statistics.

Make sure to let us know you are participating in Youth on Transportation Safety Month 2026 here:
www.tatnonprofit.org/safety-month