

HOW TRAFFICKERS MISUSE SOCIAL MEDIA TO FACILITATE CHILD SEX TRAFFICKING

RECRUITMENT

Traffickers recruit victims via social media by:

- Impersonating trustworthy individuals
- Offering false promises of employment, education, or romantic relationships
- Identifying vulnerable children, initiating contact, gradually building trust, and manipulating their victims for their recruitment for commercial sexual activity.



CONTROL AND COERCION



Through psychological methods or grooming techniques, traffickers lure child victims into exploitative situations that remain only online (e.g., the performance of sexual acts through livestreaming and the production of child pornography).

Through direct messaging, encrypted channels, and other features, traffickers use manipulation, flattery, or promises of a better life to gain the trust and control of their targeted minors.

ADVERTISEMENTS

For advertisement purposes of child victims, traffickers can use coded language, encrypted messaging apps, and social media hashtags or keywords.

In these cases, traffickers may employ specific hashtags or keywords within their social media posts to signal their involvement in trafficking or to attract the attention of potential buyers.



SALES



Traffickers share social media accounts/profiles with others involved in their trafficking network to coordinate activities while maintaining a level of anonymity or a common facade.

Traffickers use social media to negotiate prices and receive payments for children's commercial sex acts.



Human Trafficking Front

Campaign Putting an End to the Online Exploitation of Children: Preventing Victimization and Strengthening Child Protection Systems



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