
SURVIVOR-CENTRIC PLATFORM PRACTICES

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The recommendations in this memo were written by the Tech Against Trafficking secretariat and informed by consultations with experts and members. They do not necessarily reflect the views of any individual member of the organization.





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INTRODUCTION

Human traffickers are increasingly exploiting online platforms to perpetuate the crime. As enablers of communication, social interaction, employment, commerce, and financial exchange, online platforms have unique opportunities to disrupt trafficking and support victims and survivors¹. Technology companies that operate such platforms and aim to combat harm should prioritize engagement with survivors of trafficking.

The UN Guiding Principles on Business and Human Rights (UNGPs)² emphasizes meaningful consultation with affected groups when identifying and assessing human rights impacts (Principle 18) and feedback from affected stakeholders when tracking the effectiveness of policy implementation (Principle 20). In the case of online platforms, this means structured engagement with those with lived experiences who can help the company interpret the relevant context, understand the link between online content and offline harm, and make informed decisions that are less likely to result in adverse human rights impacts.

For online trafficking specifically, it is crucial for platforms to consult survivors. Firsthand understanding of how trafficking manifests online often differs significantly from theoretical perspectives and can help platforms strengthen their approach to identifying, preventing, and addressing harms. For example, survivors can help platforms identify subtle, easily overlooked indicators of trafficking (e.g., coded language, behaviors indicating coercion or exploitation) that moderators or automated systems might miss.

¹ For the purposes of this memo, the term “victim” is used to describe an individual who is subject to human trafficking, or who is in the early stages of identification and intervention. The term “survivor” is used to describe the experience of an individual who has exited a situation of human trafficking. The term “human trafficking” is used to refer to a range of exploitative practices such as debt bondage, forced labor, labor trafficking, and sex trafficking.

² The UNGPs are a voluntary global standard of expected business conduct, articulating the corporate responsibility to respect human rights by acting with due diligence to avoid infringing on the rights of others and addressing adverse human rights impacts. They were unanimously endorsed by the UN Human Rights Council in 2011 and have since become a de-facto standard, including in the technology sector. The [UN B-Tech project](#) provides guidance for applying the UNGPs to the development and use of digital technologies.



This memo outlines recommendations for tech companies to adopt “survivor-centric platform practices,” i.e., practices that incorporate the perspectives of individuals with lived experience. It draws from consultations conducted by the TAT secretariat in May–June 2025 with survivors, survivor organizations, and other anti-trafficking experts.

Recommendations in this memo span four areas, which were identified as areas of improvement by TAT:³

- I. User reporting
- II. User education
- III. Post-trafficking support
- IV. Meaningful survivor engagement

This memo considers multiple types of online platforms, including messaging services, social media platforms, dating apps, online marketplaces, job boards, and payment platforms. Each platform has distinct purposes and functionalities that influence the way harms manifest and impact people. However, consulting survivors is beneficial for all platforms that are connected to human trafficking, regardless of whether they are used directly by victims or survivors. The recommendations made in this memo are intended to inform diverse platforms, though some may be more relevant to certain platform types.

The memo has been developed as voluntary guidance for tech companies as they implement impactful, survivor-centric practices, fostering safer online environments and contributing positively to survivors' journeys towards recovery and empowerment. It is not intended to replace companies' own stakeholder engagement efforts; rather, it provides an informed starting point as companies consider approaches relevant to their service and to their risk profile.

³ The UNGPs can be applied to these four platform practices. For example:

- User reporting can be tied to Principle 29 of the UNGPs: Business enterprises should establish or participate in effective operational-level grievance mechanisms for individuals and communities who may be adversely impacted.
- User education can be tied to Principle 13: Companies must seek to prevent or mitigate adverse human rights impacts directly linked to their operations, products, or services.
- Post-trafficking support can be tied to Principle 22: Where companies have caused or contributed to adverse impacts, they should provide for or cooperate in their remediation through legitimate processes.
- Meaningful survivor engagement can be tied to Principles 18 and 20 as explained above.



I. USER REPORTING

User reporting refers to the mechanisms by which platform users can flag suspicious or harmful content, behavior, or accounts for review. For human trafficking, this can be reporting a potential sex trafficker, a business with a potentially dangerous job offer, or a victim posting clues that they are suffering.⁴ User reporting is a critical frontline tool for addressing online trafficking across all platform types. Despite its potential, current reporting systems may be overly reliant on users identifying their experience as “trafficking,” limiting their effectiveness in disrupting users experiencing harm in a timely manner.

User reporting mechanisms can be utilized by all users who may encounter trafficking related harms online, including potential victims, bystanders, frontline workers and NGOs, or other concerned individuals. Improving the reporting experience is especially relevant for users who may not immediately recognize exploitation but feel something may be unsafe, suspicious, or coercive.

The recommendations below outline how platforms may be able to improve their user reporting systems to be more intuitive and survivor-centric. They offer guidance on language, design, and enforcement approaches that platforms can adopt to lower barriers to reporting and ensure reports are handled in ways that reduce risk and increase user trust.

Recommendations

1) Use appropriate language to label human trafficking-related harms. Reporting mechanisms should use inclusive, accessible, and non-intimidating language. Terms such as “human trafficking” may not resonate with potential victims who don’t immediately recognize their situation as trafficking or may be familiar with alternative terms that are more common in their location (e.g., the use of “modern slavery” in the United Kingdom).

While specific terminology depends on the platform in question, alternatives like “unsafe jobs,” “possible exploitation,” or “coercive activities” may be more relatable and less intimidating and therefore could be more effective at encouraging broader participation in user reporting. Platforms should test what language could be more effective for users to report human trafficking harms. To complement this, platforms benefit from having trained report reviewers who screen reports to evaluate the type of harm in question (e.g., sex trafficking, forced labor, child exploitation) and its potential link to human trafficking.

2) Ensure that reporting mechanisms are easy to find and use across different devices. Platforms should endeavor to make reporting mechanisms prominent, visible, intuitive, and easily accessible. They can take the form of reporting buttons or icons, such as

⁴ Examples taken from [Polaris’ Social Media report](#).



brightly colored banners that say “make a report” or “report content,” or buttons that say “I am concerned about this content” or “report a job”. There should be a minimal number of steps required to report suspicious content or users; ideally users should be able to submit a report with as few clicks as possible, without navigating long forms or irrelevant options. Such reporting channels should be optimized for use on mobile devices.

Specific considerations for messaging services: To allow users to quickly report exploitative or coercive behavior within messages (e.g., unsolicited job offers or inappropriate financial demands), consider embedding reporting tools directly into conversation threads. For example, WhatsApp’s in-chat reporting can be effective for immediate, contextual flagging of suspicious behavior or content. When a user is added to a community chat by someone not in their contacts WhatsApp offers a link to its [safety tools](#) and is presented with two clear buttons to “Exit community” or “Stay” that are color coded and include visual icons.

Specific considerations for job platforms: To facilitate instant user reports, consider positioning clearly labeled reporting buttons next to job listings, especially those that may be high-risk (e.g., those that mention “visa sponsorship,” “no experience needed,” or have disproportionately high compensation for minimal qualifications or short working hours). Such alerts can:

- Include an explanation of fake job posts. For example: *“What is a fake job post? Fake job postings are a primary recruitment tactic in human trafficking.”*
- Provide a broadly labeled reporting button and ask the user what their concern is. For example: *“Report suspected exploitation” □ “Does something not look right? Click here to let our team know if you have concerns about this content and one of our experts will review. You can stay anonymous.”*

Specific considerations for online marketplaces: Consider placing reporting tools alongside product or service listings known to pose higher trafficking risks, such as advertisements for massage services, domestic labor, or job opportunities in foreign countries.

3) Incorporate proactive prompts for user reporting. Platforms should explore introducing automated notifications or safety prompts/pop-ups that are triggered by specific keywords or risky interactions between users (e.g., on public comments or unencrypted direct messages). Such prompts could directly link the user to the reporting page, as well as support resources.

A good example of how this has been done is Facebook’s safety notices when users search for certain keywords that may be associated with labour exploitation. Such notices include text warnings about the signs of labor exploitation and exploitative jobs. The notice links to



a [HelpCenter page](#) that was co-designed with civil society experts and survivors; it shares information on how to safely search for jobs and where to find support.⁵

4) Ensure user reporting protocols and processes prioritize user safety and privacy.

While platforms need to act decisively when a user alerts them about a harmful actor or content, they should be very careful not to inadvertently create additional risks for individuals who may be in an active trafficking situation. For example, immediately suspending the account of a trafficker may inadvertently harm victims, as this does not remove their offline control. Alternative approaches like shadow-banning or covert moderation measures may better safeguard the victim's safety. Each platform should have a carefully thought-out user reporting protocol that is actioned once a user report has been submitted, so that it can provide enforcement that balances action and safety. Nonetheless, in some circumstances, immediate action to remove actors from the platform is warranted or legally required and should be done immediately. Platforms would benefit from having survivors review these protocols.

5) Follow up with users that report suspicious content or activity. Platforms should provide users with a confirmation of received reports (even if automated), a clear explanation of decisions taken (e.g., removal or monitoring of accounts), and guidance on available resources. Stakeholders highlighted that clear, compassionate, and informative follow-up communications after reporting are critical for creating user trust in reporting systems and the platform as a whole. However, there may be cases when following up with the user is not possible (e.g., if the reporting was done anonymously) or appropriate (e.g., to ensure victims' safety). Platforms can ask users if they would like to be followed up with about the report (e.g., via a check-box) as they submit the report.

II. USER EDUCATION

User education refers to the ways in which platforms build user awareness about online harm and equip them with knowledge and tools to identify and prevent potential harm. User education is a tool that can help prevent human trafficking and interrupt traffickers in the recruitment and grooming phases. Examples of user education include user awareness campaigns, safety tools to help users recognize and respond to trafficking risks while using the platform, and support resources such as information about human trafficking hotlines. User education can be beneficial across all platform types where traffickers may exploit gaps in user awareness to recruit, groom, and manipulate potential victims, in order to disrupt these tactics before abuse escalates.

User education tools may be beneficial for platform users who may be at risk of trafficking

⁵ This recommendation may be less applicable to online marketplaces and job platforms (e.g., incorporating proactive prompts next to high-risk job posts or hotels), as users may expect the platform itself to remove such high-risk offerings from the marketplace in the first place.



or come across trafficking-related content, especially individuals engaging with unknown actors, job offers, accommodation listings, or financial solicitations. It also includes vulnerable users who may be unaware of the tactics that traffickers use or lack prior safety education.

The recommendations below outline how platforms may be able to implement timely, accessible, and localized safety messaging, verified trust indicators, and interactive educational tools. These practices can be embedded at critical points of user interaction and tailored to different risk contexts, helping users make safer choices and access reliable support.

Recommendations

1) Ensure timely and contextual safety alerts for users. Platforms should explore implementing clear, context-specific safety warnings or tips at critical interaction points, such as job searches, accommodation bookings, or potentially risky communications. Such redirection notices could include an easy-to-read explanation of what they are, what prompted them to appear, and what actions users can take. Additionally, platforms could proactively suggest via an alert message that the user explore safe, alternative options (e.g., alternative job postings; verified accommodation sites) to “nudge” users away from the risky content or communication.

Specific considerations for social media platforms: Explore the feasibility of implementing targeted educational pop-ups when users interact with profiles that may raise red flags, such as accounts advertising modeling opportunities with unclear legitimacy or those aggressively recruiting users into dubious financial schemes, providing immediate guidance on identifying potential trafficking situations.

Specific considerations for dating apps: Explore the feasibility of deploying safety alerts or banners triggered by conversations or profile indicators that may be commonly linked to trafficking risks, such as sudden financial solicitations, offers involving travel arrangements, or rapid escalation to off-platform communication. Importantly, this should be done based on behavior, use patterns, content, and/or financial indicators, rather than demographic or linguistic indicators to avoid unintentionally discriminating against certain individuals or groups.

Specific considerations for financial and payment platforms: Where possible, prominently provide educational materials on recognizing financial coercion or fraudulent transactions, such as requests for payments via prepaid gift cards or wire transfers for overseas job placements, offering clear guidance on reporting suspicious financial activities linked to potential trafficking.



2) Explore the creation of verified trust indicators that are used across platforms. Some platforms utilize verified badges and transparent user verification processes. Users should be informed about the significance and interpretation of these badges through educational materials. Examples of verified business and third-party badges include LinkedIn’s [Verification badge on job posts](#), Booking.com’s [Sustainability Certificate](#) and [Preferred Partner Program](#), and Meta’s [Verified for businesses](#) used across Instagram, Facebook, and WhatsApp. Additionally, some platforms offer verification for individual user accounts (e.g., to indicate identity verification or to demonstrate trust in the user), with many platforms adopting a checkmark to signal such verification (e.g., Tinder’s [ID + Photo Verification](#), Roblox’s [Verified Badge](#), Meta’s [Verified](#)). Importantly, platforms should monitor that such verified badges do not become exploited or misrepresented by bad actors.

Where it makes sense, companies can explore working together to streamline such badges and indicators across different platforms to create a similar experience for users and increase universal awareness of how to stay safe and engage with trusted content and actors.⁶

3) Centralize and standardize user education and awareness resources. All platforms should establish prominently displayed Help Center and resource directories for victims and potential victims. These resources could ideally be based on a list of standardized and commonly agreed upon help topics and a directory of support organizations and resources, collated by an authoritative source. Platforms could then adapt and tailor this list based on the unique needs of their platform and users. These Help Centers should be consistently designed across platforms and use similar simple language. These resources should be regularly reviewed and updated to facilitate information accuracy and reliability.

Platforms can also implement tools to guide users find the most appropriate resources in a timely manner, especially in urgent circumstances. For example, a chatbot assistant can ask questions to the user about their situation, location, language preferences etc. and pop-out a result that lists the most appropriate resources for that specific user. Platforms could partner with NGOs to improve their Help Centers. For example, Roblox partners with ThroughLine⁷ on its [findahelpline](#) page, which allows users to search for local resources based on their location and language to support a broad set of users across different demographics (e.g., age, linguistic, cultural).

4) Explore implementing localized educational campaigns at regional, national, local levels. Platforms can design educational and awareness campaigns tailored to specific regional contexts, languages, and prevalent trafficking trends are effective because the way trafficking manifests across different geographies and the types of harms people may

⁶ To note that, this may not be legally feasible in countries with strong privacy laws.

⁷ Other platforms such as YouTube, Discord, and Tinder also utilize ThroughLine for user crisis support. ThroughLine does not currently cover human trafficking as a topic.



face can vary widely. Such campaigns can be enhanced through partnering with local NGOs with expertise in the country or region, or in carrying out campaigns that utilize multimedia content such as videos, animations, and infographics to reach audiences with different levels of literacy and education. A wide variety of different platforms, particularly those that have a running feed that incorporates advertisements (e.g., social media, dating apps, job platforms), could benefit the fight against trafficking by leveraging targeted ads and short multimedia content to effectively disseminate educational information and safety tips tailored to users who may unknowingly engage with traffickers online.

A good example of an online user education campaign is A21's "[Can you see me?](#)" campaign. A21– a global NGO focused on ending human trafficking with several regional and local offices – partnered with online platforms and advertising agencies on a mass online awareness campaign. To bolster this online campaign, A21 distributed physical resources (e.g., leaflets, educational programs pre-installed on laptops) via their local teams who work with a range of partners (e.g., schools, faith-based groups, civil society organizations).

5) Explore the development of interactive safety assessment tools. Interactive features, such as chatbots or guided checklists, could assist users in evaluating the safety of content (e.g., job postings, accommodation listings) or interactions with other users. For example, in such an interaction a user may ask a chatbot “Do you think this is safe?” when reviewing a job posting or considering a product or service to buy; the chatbot could respond with definitions and linked resources while providing an unbiased response and prompting follow-up questions the user could consider. When building, deploying, and improving these tools, platforms should regularly solicit feedback from users and external stakeholders (e.g., survivors, NGOs that already provide job vetting services) to ensure appropriate levels of safety and effectively address any emerging threats (e.g., evolutions in the way online traffickers operate) or technological issues (e.g., AI hallucinations that could provide users with wrong information).

III. POST-TRAFFICKING SUPPORT

Beyond identifying, preventing, and addressing trafficking that may be on their platforms, tech companies can go further to address the needs of trafficking survivors.

Post-trafficking support refers to the ways online platforms proactively support survivors after they have exited a trafficking situation, by helping them rebuild their lives, access essential resources, and achieve economic security and autonomy. While there is existing guidance on the role that companies in general can play in this regard,⁸ there are specific considerations for online platforms given their unique reach and features. Offering

⁸ Such as GBCAT's [Business Guide on Survivor Empowerment and Employment](#)



survivor-centered support is in line with guidance under the UNGPs for companies to provide or cooperate in the remediation of adverse human rights impacts they cause or contribute to (Principle 22) and a critical step in rebuilding trust with users who were harmed through platform misuse.

Post-trafficking support can benefit survivors who continue to use online platforms in the aftermath of exploitation, as well as those at transitional points seeking stability, employment, community, or assistance. It also includes individuals who may have been directly harmed through the platform's misuse and may be seeking redress or accountability.

The recommendations below identify how platforms could provide meaningful support to survivors through privacy tools, economic opportunities, and potential partnerships that facilitate access to goods, services, or relocation. These actions could be embedded into existing platform functions or carried out through collaborations with NGOs, support networks, or survivor-led initiatives to ensure that survivors are well-supported post-trafficking.

Recommendations

1) Provide remedy when harm has occurred. Effective remedy⁹ restores survivors as much as possible to their position prior to when the harm occurred. According to international human rights law, remedy can be provided via five different pathways: satisfaction, restitution, guarantee of non-repetition, rehabilitation, and compensation. Below we list examples of how these different types of remedy can be provided by online platforms.

- **Satisfaction:** Apology or acknowledgment of harm (can be through appeals mechanism for individual users), public disclosure of situation, or public statement (especially when a group of people have been harmed)

Survivors believe that, as a first step, companies should transparently acknowledge instances where their platforms have been connected to trafficking of individuals and clearly acknowledge harm experienced by affected survivors. Depending on the nature of the harm, such acknowledgements could take place publicly if the harm was widespread, or privately to individual users who have been impacted.

- **Restitution:** Removing content linked to the survivors' trafficking experience (e.g., false advertisement, trafficker's account), or restoring content after a successful appeal

⁹ For more resources on providing remedy, see the UN B-Tech Project's [Access to remedy and the technology sector: basic concepts and principles](#) and [Designing and implementing effective company-based grievance mechanisms](#); BSR's [Access to Remedy](#) and [A Human Rights-Based Approach to Content Governance](#).

- **Guarantee of Non-Repetition:** New or modified policies / enforcement guidelines, improved enforcement effectiveness (e.g., through guidance to moderator, strike systems, deplatforming)
- **Rehabilitation:** Psychological support to victims (e.g., counselling), other victims services (or funding organizations that provide these services, or connecting users to these services on-platform, i.e. as part of appeal process)
- **Compensation:** Money (e.g., “victims fund” for cases where platform has caused or contributed to significant harm and victims can be identified), or other benefits

2) Provide options for advanced privacy controls. Platforms should provide survivors with comprehensive and maximum control over their privacy settings in order to empower them to securely manage personal information and interactions. It is common for survivors to be continually contacted by their traffickers and re-victimization is a common occurrence. Therefore, it is important that survivors have control over their accounts and have access to privacy safeguards upon exiting their trafficking experience. Platforms should provide clear educational resources and accessible tutorials to survivors on how to effectively use these features.

3) Provide resources to support survivors in achieving economic security and autonomy. Platforms have an opportunity to bolster survivors’ recovery process by providing access to economic opportunities, resources, and initiatives. This may look different for each type of platform depending on their purpose and features.

Specific considerations for job platforms: Job platforms could establish partnerships with vetted employers to offer secure employment opportunities, training programs, and practical assistance to survivors, such as mentorship programs, career coaching, and resume-building support. Job platforms could also offer free premium subscriptions to survivors.

Specific considerations for travel platforms: For survivors trying to relocate to ensure safety, travel platforms could offer special assistance features or dedicated customer service lines to ensure a rapid response while safeguarding their confidentiality and privacy. Additionally, platforms could collaborate with travel and accommodation providers to offer discounted or waived rates for safe survivor relocation. In order to offer this assistance, companies would need to have clearly outlined procedures for accessing these benefits and provide logistical support to decrease the burden on individuals.

Importantly, this type of support should only be provided to survivors who have clearly asked for it and/or offered in collaboration with NGO or law enforcement partners to ensure survivors’ safety throughout the process. For example, platforms could partner with vetted NGOs to offer survivors confidential emergency booking options at reduced rates,



accessible through secure channels and hidden from general user activity logs.

Specific considerations for online marketplaces: Marketplaces could provide survivors affordable access to basic goods and services through discrete options for anonymous purchases or protected accounts in order to maintain their safety and privacy post-trafficking. Additionally, online marketplaces could offer tailored discounts, vouchers, or subsidized pricing to facilitate economic stability and recovery. They could also establish partnerships with NGOs that distribute discreet vouchers or codes to ensure survivors can safely access essential resources without being directly in touch with them.

Specific considerations for financial platforms: Financial platforms can play an important role to help survivors get access to basic banking services, financial literacy tools, and fraud protection mechanisms tailored to their needs. For example, platforms can offer low-barrier account setup options for users without formal ID (e.g., via initiatives or partnerships with startups like [Leaf Wallet](#)), provide budgeting tools or savings features designed for those with irregular incomes, and implement flags or pauses on suspicious activity that could indicate coercive control. Partnerships with NGOs can also help guide survivors towards securing micro-loans, grants, or credit-building programs.

IV. MEANINGFUL SURVIVOR ENGAGEMENT

Beyond the specific areas explored above, online platforms can better engage with survivors of trafficking and incorporate lived experience into their practices in general. While there is foundational guidance in the field on consulting survivors and those with lived experience,¹⁰ there are specific considerations for online platforms.

Meaningful engagement with individuals who have lived experience of human trafficking involves consulting survivors as experts and co-creators, not just as beneficiaries or focus group participants. For online platforms, this means, where possible, ensuring survivor insights directly shape platform design, policies, enforcement, and user education strategies, among other things.

The recommendations below outline practical ways platforms could consult and embed survivor insights into their systems and practices, from content moderation and appeals processes to safety features and algorithm design. They also provide guidance on rights-based, sensitive engagement approaches by emphasizing consent, safety, fair compensation, and long-term partnerships to avoid tokenism and promote empowerment.

Recommendations

¹⁰ Including Survivor Alliance's [Survivor Engagement Resources](#) and the Trust & Safety Professional Association's [guidance for external stakeholder engagement](#)



1) Consult survivors on an ongoing basis to improve platform practices. Companies can engage with survivors on a broad array of topics, including when considering platform design, features, and safety practices. Depending on the platform's purpose and user base, survivor input can help anticipate unintended consequences, refine existing systems, and identify blind spots in risk detection and mitigation. Below are areas that may particularly benefit from survivor input.

- a. Risk indicators and red flags:** Survivors can identify behavioral, linguistic, and contextual patterns that platforms may otherwise miss, helping improve detection systems. For example,
 - **Job platforms:** Tactics that recruiters use to pressure users to move off-platform or potential indicators of fake job ads
 - **Messaging services:** Keywords that raise red flags
 - **Social media platforms:** Coded language and subtle grooming tactics specific to online exploitation contexts
 - **Financial platforms:** Suspicious transaction patterns common in trafficking schemes
- b. Content policy development:** Survivor input could help platforms define exploitation more accurately and sensitively, resulting in robust content policies that consider cultural nuances along with users' rights. Survivors could also advise on how to phrase policy explanations and community guidelines to make them more accessible.
- c. Policy enforcement protocols:** Survivors could highlight when enforcement actions, such as banning a trafficker's account, might inadvertently cause harm. They could also advise when certain types of reports should be escalated to internal safety teams or law enforcement partnerships. Similarly, survivors could advise on the effectiveness of safety measures such as shadow banning, staged interventions, or covert account monitoring practices.
- d. Product development and safety features:** Survivors could help co-design safety features such as reporting buttons, content warnings, or redirection notices, drawing on the real-world scenarios they have encountered. Their input could guide effective placement and timing of safety features to reduce user friction and increase visibility at critical decision points. Such involvement is particularly important as platforms incorporate AI and other emerging technologies into their platforms.

2) Consider a range of different engagement methods. Companies could engage with survivors in a variety of ways, including one-on-one interviews, user surveys, focus groups, co-creation workshops, and survivor participation in red-teaming exercises or product testing. Utilizing a mix of such methods would allow companies to accommodate the



different capacities, preferences, and areas of expertise that survivors may bring, while ensuring that insights shared by survivors are beneficial across various internal functions (e.g., product development, content governance, safety engineering, user education, etc.).

Engagement should ideally be recurring and not limited to one-time consultations. Survivors should be fairly compensated for their time and expertise. Platforms should regularly evaluate and refine engagement approaches based on survivor feedback and may wish to partner with TAT or survivor-led organizations that can support facilitation and safety.

A good practice is leveraging external advisory boards. As a formal mechanism, advisory boards enable sustained engagement, institutional memory, and a structured feedback loop between survivors and companies. Companies could either include survivors in their existing human rights or trust & safety advisory boards (e.g., [Match Group Advisory Council](#)) or develop an industry-wide survivor advisory board with support from coalitions like TAT in partnership with survivor-led organizations. Such boards should include diverse survivor representation and be able to inform platform teams responsible for policy, trust and safety, and user experience

3) Draw upon best practices for sensitive engagement when engaging with survivors.

Platforms should ensure that all survivor engagement efforts are grounded in trauma-informed, person-centered, and rights-based practices. This includes offering flexible participation methods (e.g., one-on-one conversations, written feedback, anonymous input), clearly defined engagement boundaries, and access to mental health support before, during, and after engagement. Survivors should never be expected to share personal experiences unless they choose to, and engagement should prioritize psychological safety and respect survivors' agency in how they participate. Internal teams involved in survivor engagement should receive training on trauma-informed and culturally sensitive engagement. Finally, companies should recognize that not all survivors may be ready or willing to engage with companies (e.g., need sufficient recovery time), and should design opportunities accordingly (e.g., through long-term advisory roles, timebound consultancies, or opt-in research partnerships).

Companies could draw from established resources such as Survivor Alliance's [engagement resources](#), the National Survivor Network's toolkit on [Meaningful Engagement of People with Lived Experience](#), and Modern Slavery & Human Rights Policy & Evidence Centre's report on [Ethics in Modern Slavery Research](#).

4) Communicate transparently about survivor engagement.

Platforms could strengthen trust and accountability by clearly communicating how survivor input is shaping platform practices, while respecting survivors' privacy and consent preferences. This could include documenting and sharing how survivor insights have informed specific product changes, policy updates, or enforcement protocols (e.g., Meta provides information on how external



stakeholders inputs have been considered via its [Transparency Center](#)). Internal communication channels (e.g., townhalls, all-hands, product team updates) and external communications (e.g., blog posts, press releases, or social media) could be used to highlight survivor contributions and signal a company's commitment to engagement.

Where appropriate, platforms could also integrate disclosures about survivor engagement into existing regular or annual reporting frameworks, such as transparency reports, ESG disclosures, and/or human rights reports (e.g., [Meta's Anti-Slavery and Human Trafficking Statement](#)). This could include information about the existence of advisory boards, the number and type of engagement activities conducted, and how feedback was incorporated. Such reporting can enable benchmarking, encourages cross-industry learning, and reinforces the value of survivor input as a component of responsible platform governance.