

who's your **1**NE?

Social Media Sample Posts

Thank you for advancing the gospel by challenging your church members to identify, pray for and engage with their *one*. In this toolkit, you'll find sample posts and graphics to use to promote *Who's Your One* on your church's social media channels, as well as some tips on social media engagement and growth.

Step 1: Build Your Online Community

- Follow your church community on social media
- Comment and like the posts of your community
- Tag people in images you post of them and in captions that reference them
- Display your church social media accounts around the church and in print materials

Step 2: Share How-To Posts

Utilize these posts and graphics to encourage your church to identify, serve and share the gospel with their *one*.

- If you haven't already launched, announce the launch of *Who's Your One* and its purpose and mission on social media
- Encourage your church to share, respond and post as they are participating
- Ask questions in the captions, on your graphics and in videos to get your audience thinking about ways to be intentional in evangelism
- Use the provided graphics and captions on the following pages to provide your people with practical evangelism tips

Step 3: Share Celebration Posts

As your church members are engaging with their *ones*, celebrate how they are intentionally engaging in gospel conversations.

- Spotlight people, celebrations, baptisms and life change happening in your church and around the world
- Inspire with quotes and stories
- Engage with your church members and request to share any powerful stories and interactions they're sharing on their personal accounts
- Use the provided evangelism stories and graphics below as examples of how to simply turn everyday conversations into gospel conversations

Step 4: Engage with Us

- Follow *Who's Your One* on Facebook ([@whosyour1](#)), Instagram ([@whosyour1](#)), and Twitter ([@whosyour1](#))
- Be part of the larger conversation by using #WhosYour1 in your posts
- Tag us so we can celebrate with you!
- Visit [WhosYourOne.com](#) for resources, stories and more

Examples of How-To Social Media Posts

Facebook/Twitter

Your one is someone you interact with on a regular basis who doesn't know Jesus as their personal Savior. Who in your life needs to know about what Jesus has done for them?

Photo File Name/Link to Graphics: Find_Your_One_FB_IG-01-22



(11 Graphics)

Twitter

Your one is someone you interact with on a regular basis who doesn't know Jesus as their personal Savior. Who in your life needs to know about what Jesus has done for them?

Photo File Name/Link to Graphics TW: Find_Your_One_TW-12-22



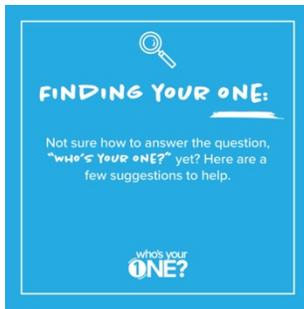
(11 Graphics)

Instagram

Not sure how to answer the question, "Who's your one?" yet? Swipe through to see suggestions ---->

Remember, if you're not sure someone in your life knows Jesus as their personal Savior, it's because you haven't asked them.

Photo File Names/Link to Graphics: Find_Your_One_FB_IG-01-11



(11 Graphics)

Facebook

Nothing opens doors to gospel conversations like serving others the way Jesus served us. Be intentional as you build a relationship with your one and find a way to meet a need for them. Check out these suggestions on how to serve your one!

Photo File Name/Link to Graphics FB: [Serve_Your_One_FB_IG-01-08](#)



(8 Graphics)

Twitter

Nothing opens doors to gospel conversations like serving others the way Jesus served us. Be intentional as you build a relationship with your one and find a way to meet a need for them. Check out these suggestions on how to serve your one!

Photo File Name/Link to Graphics TW: [Serve_Your_One_TW-09-16](#)



(8 Graphics)

Instagram

#WhosYour1 is about intentionally sharing the gospel with one person in your life in need of Christ. This means we have to be intentional with our time and actions. Swipe through to find suggestions on how to serve your one ----->

Photo File Name/Link to Graphics: [Serve_Your_One_FB_IG-01-08](#)



(8 Graphics)

Facebook

What's your favorite way to start a gospel conversation with your one? Try one of these suggestions this week and see where the conversation leads!

Photo File Name/Link to Graphics FB: [Start_The_Conversation_FB_IG-01-16](#)



(16 Graphics)

Twitter

What's your favorite way to start a gospel conversation with your one? Try one of these suggestions this week and see where the conversation leads!

Photo File Name/Link to Graphics TW: [Start_The_Conversation_TW-17-32](#)



(16 Graphics)

Instagram

Not sure how to start a gospel conversation? Swipe through to see suggestions ---->

Photo File Name/Link to Graphics: Start_The_Conversation_FB_IG-01-16



(16 Graphics)