



Who's Your **ONE?**

SOCIAL MEDIA KIT

Who's Your One is a personal evangelism engagement focus from the North American Mission Board (NAMB). The challenge is simple:

Identify one person in your life who doesn't know Jesus.

Pray for their salvation consistently.

Look for opportunities to share the gospel.

Who's Your One isn't about reaching everyone at once. It's about faithfully reaching the *one* God has placed on your heart.

With a focused message of “*Be One in a Million to Reach One in a Million*,” the vision is clear: if one million believers each share Christ with one person, one million lives could be transformed for eternity.

BEST PRACTICES FOR USING THIS SOCIAL MEDIA KIT

Be Consistent: Share about *Who's Your One* regularly. Plan to post about it multiple times.

Use Testimonies: Highlight stories from your church or community about people coming to Christ through intentional one-on-one evangelism. You can also share stories about people boldly sharing the gospel for the very first time.

Engage Your Audience: Use interactive prompts like “Drop a 🙏 if you're praying for your one.”

Highlight Tools: Regularly showcase resources like the 30-Day Prayer Guide or Student Devotional. You can link to these tools in the copy of your post or on your Story.

Visual Variety: Use carousels for practical steps, reels for testimonies, and single graphics for awareness of the emphasis.

Use Hashtag #WhosYourOne: This helps other churches be encouraged by what God is doing through these efforts and allows our team to see creative ways your church is participating.

The sample posts on the following pages are designed to make this easy for you. All you need to do is copy, paste, and post to your church's social media channels!

SAMPLE POSTS

Post 1:

Graphic: Pray for one. Share with one. Repeat. Who'sYourOne.com

Suggested Copy: You don't have to reach everyone. You just have to reach your one.  

Who's your ONE?

➡ Commit to praying for them <https://whosyourone.com>

#WhosYourOne

Post 2:

Graphic: EveryONE has ONE person they can reach with the gospel. WhosYourOne.com

Suggested Copy: Students. Parents. Coworkers. Friends.

Every believer has someone to pray for and share with. Drop a  if you're praying for your one!

➡ <https://whosyourone.com>

Post 3:

Graphic Three: What if one million believers committed to reaching one person with the gospel? WhosYourOne.com

Suggested Copy: Be one in a million to reach one in a million.


If every believer reached just one person with the gospel, one million lives could be changed! 

Check out the Practical Guide to Evangelism + Everyday Evangelism Cards for real-life conversation starters.

➡ <https://whosyourone.com>

Reel Idea:

 **Style:** A person sharing their story in 15-20 seconds

Suggested Copy: Think about your story. Chances are, someone prayed for you. Someone shared the gospel with you. Someone invited you to church. 

Every salvation story starts with one.

Now it's your turn—who's your one?