

#OneSingleAct SOCIAL MEDIA TOOLKIT

PRESENTED BY



The
Episcopal Diocese
of New York

**ST. JOHN
THE
DIVINE**



Episcopal Charities

**Episcopal
Divinity School**



**INTERFAITH
CENTER OF NEW YORK**

LAUNCH DATE: July 1, 2025

PRESENTED BY: Episcopal Diocese of New York, The Cathedral Church of St. John the Divine, Episcopal Charities, Episcopal Divinity School, and the Interfaith Center of New York.

WEBSITE: <https://dioceseny.org/onesingleact/>

ASSETS

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INTRODUCTION

#OneSingleAct is a call to action for individuals and communities to spark change through one simple, meaningful act and to invite others to do the same. It's a movement rooted in the belief that every act of care, courage, or connection has the power to ripple outward, transforming our culture from one of division into one of compassion and shared purpose.

People of all faiths, backgrounds, and communities are invited to show up with intention. Whether it's checking in on a neighbor, volunteering, donating to a food pantry, speaking out for justice, offering your time or talent to create art, building moments of connection, or simply extending everyday kindness to people - each act, no matter how big or small - counts.

This campaign is co-presented by the Episcopal Diocese of New York, The Cathedral Church of St. John the Divine, Episcopal Charities, Episcopal Divinity School, and the Interfaith Center of New York. It's built on a simple, powerful framework:

- **Post one** act of care, courage, or connection using the hashtag **#OneSingleAct**
- **Share one** act by someone else on the **#OneSingleAct** hashtag to amplify their impact
- **Tag one** other person/ organization to keep the chain going

For 100 days, the Episcopal Diocese of New York will post and highlight these stories, and we invite you to participate. This guide offers ideas and tools to help you take part in #OneSingleAct, and to inspire others to join.

Make sure you follow **@episcopaldioceseofny** on **Instagram** for updates and resources as we grow this movement of generosity, hope, and shared humanity. One act. One post. One ripple. Together, we're building something better.

#OneSingleAct FOR ORGANIZATIONS (Non-Profits, Faith Institutions, Corporate)

As an organization, participating in #OneSingleAct can make you a part of a cultural change - a shift towards care, courage, and connection. This campaign is the perfect opportunity to highlight the exceptional individuals and programs that make up your community.

This campaign is a meeting point for individuals and organizations of all faiths and backgrounds, where your impact, no matter how big or small, can gain visibility and reach new audiences.

If your organization/ institution would like additional resources and ideas, on how best to showcase your stories through the #OneSingleAct campaign, or would like to be featured on the Episcopal Diocese's social media page, please fill out this [submission form](#), or email our communications team at ednywebsite@gmail.com

BEST PRACTICES/ GUIDELINES FOR POSTING

- Always use **#OneSingleAct** in your caption when posting. This makes it easier to find each others' stories and cross-highlight them, in what is a community-based campaign
- Try to use the [Banner Logo](#), [Stacked Logo](#), or [Icon](#) on your images, or as a part of your post, to easily visually communicate that your post is part of the **#OneSingleAct** campaign. (see below for sample posts)
- If you are overlaying the logo on an image, place it on the top or bottom corners of the image to not obscure it. Place it on lighter/ darker backgrounds to ensure visibility.
- This campaign is designed primarily for Facebook and Instagram. However we encourage you to expand to other social networks like X, LinkedIn, and TikTok, as per your audiences. If you'd like further resources or have questions about tailoring the campaign for a specific social network, reach out to us at ednywebsite@gmail.com

THE FRAMEWORK

The framework for participating in the campaign is simple:

- **Post 1** - Post about an act of care, courage, or connection that has impacted you, with the hashtag **#OneSingleAct** in your caption. This can be something you did, or what someone did for you or a community. If you're posting on behalf of an organization, you can post about the impact of your programs, or the work of your community members. You can post images, video, or text-based messages - whatever you think best captures the impact of this act.
- **Share 1** - Click on the **#OneSingleAct** hashtag or search for **#OneSingleAct**, and it will take you to all the other posts, from all corners of the internet, that have been shared as a part of this campaign. Choose one that resonates with you - this could be from a stranger, your friend, a community member, or partner organization. Share this post on to your Facebook or Instagram stories with the **#OneSingleAct** hashtag. Others participating in the campaign may choose to boost your post as well. This helps maximize the impact of all these stories, and brings them to all-new audiences, breaking through the silos that exist within social media.
- **Tag 1** - At the end of your caption, tag the account of someone you'd like to nominate to participate in this campaign, to keep the chain going. We see this as a way to keep these stories and acts of care, courage, and connection growing, and inspire people from all walks of life to participate.



SAMPLE POSTS AND SAMPLE CAPTIONS

Sample caption: Today, I volunteered with (organization) to tutor high-school students in my city. My **#OneSingleAct** is providing the same care and mentorship that I was lucky to get as a child. We can't do it alone. I'm tagging @ xyz to pass it on, and share their **#OneSingleAct** of care, courage or connection.

Sample caption: In a time where it's easy to feel isolated and alone, my **#OneSingleAct** is our weekly book club with my friends. It provides a place to connect, talk about things that inspire us, and enjoy the stories that we love. We can't do it alone. I'm tagging @ xyz to pass it on, and share their **#OneSingleAct** of care, courage or connection.



Sample caption: We always noticed litter on our favorite trail in the park, but **#OneSingleAct** inspired me to find the courage and organize a little neighborhood cleanup. We need to take care of our community, so our community can take care of us. We can't do it alone. I'm tagging @ xyz to pass it on, and share their **#OneSingleAct** of care, courage or connection

SPREADING THE WORD

Aside from posting your #OneSingleAct and participating in the campaign, if you'd like to spread the word, and invite people to participate in this campaign, here's how you can do that!

SOCIAL MEDIA COPY (FACEBOOK AND INSTAGRAM)

[Download Logo](#)



The #OneSingleAct campaign invites every person to do a single act of care, courage, or connection - big or small - share it - and invite one other person to do the same. Here's how:

Post 1 act of care, courage, or connection from yourself with the #OneSingleAct hashtag.

Share 1 act someone else posted on the #OneSingleAct hashtag on your stories to amplify their impact.

Tag 1 person inviting them to carry the chain forward.

One act. One post. One ripple. Together, we're building a culture of generosity and hope.

This campaign is co-presented by the Episcopal Diocese of New York, The Cathedral Church of St. John the Divine, Episcopal Charities, Episcopal Divinity School, and the Interfaith Center of New York, and will share 100 acts of care, courage and connection over the course of the campaign.

[Click here](#) / link in bio to learn more and participate in #OneSingleAct (website)

NEWSLETTER

[Download Email Header](#)



SHORT COPY

The Episcopal Diocese of New York has launched #OneSingleAct, an online campaign co-presented with The Cathedral Church of St. John the Divine, Episcopal Charities, Episcopal Divinity School, and the Interfaith Center of New York - to share 100 acts of care, courage and connection over the course of the campaign.

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Post 1 act of care, courage, or connection from yourself (or your organization) with the #OneSingleAct hashtag.

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Tag 1 person (or organization) inviting them to carry the chain forward.

[Click here](#) to learn more and be a part of #OneSingleAct. (website)

LONG COPY

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Tag 1 person (or organization) inviting them to carry the chain forward.

Every day, in the news and our neighborhoods, we encounter examples of cruelty, carelessness, and chaos. But there's a better way. Our faith calls us to something deeper: a culture shaped by care, connection, and courage. We can bring our values to collaborations with partners of diverse faiths and backgrounds. We all have a chance to shape the culture around us.

One act. One post. One ripple. *Together, we're building a culture of generosity and hope.*

[Click here](#) to learn more and be a part of #OneSingleAct.

PULPIT ANNOUNCEMENT
For word of mouth/ offline communications
(TO BE READ ALOUD)

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You can visit the New York Diocese's website at <https://dioceseny.org/onesingleact/> to learn more.