Personal Pronouns

Personal pronouns retain an ancient feature called "declension": The pronoun changes depending on its person, number, and case (its relationship to other words in the sentence).

Person	First Person		Second Person			Third Person		
Number	Singular	Plural	Familiar	Singular	Plural	Singular	Plural	Relative
Subject	I	we	thou	you	you	he, she, it	they	who
Object	me	us	thee	you	you	him, her, it	them	whom
Possessive*	my, mine	our, ours	thy, thine	your, yours	your, yours	his, hers, its	their, theirs	whose
Reflexive/ Intensive	myself	ourselves	thyself	yourself	yourselves	himself, herself, itself	themselves	

Third person replacements: Replace 'our country' with 'the country'; 'us' with 'students'; 'my family' with 'family members'; 'I believe' with 'many/some/most/etc believe'.

- It's = "It is."
- Its = Possessive of it, as in "every dog has its day."

http://www.protrainco.com/info/essays/casetabl.htm

^{*}Note that possessive pronouns do not use apostrophes.