



a Kanopy film club

Welcome to the programming guide for Big Movie Watch! We are thrilled that you are using this program to bring together your community through film! This document contains information about the program, marketing assets and programming ideas!



## Program Information

### Which libraries are eligible for this program?

Libraries in Canada on a pay-per-use program as well as those with PLUS-only accounts

**Film selection:** The film selected is *What We Did on Our Holiday*

**Program hashtag:** #bigmoviewatch

**Program dates:** September 19 - 28, 2025



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# Big Movie Watch Programming Guide

## Assets included in the marketing kit:

- **Horizontal and vertical film cover** Find vertical and horizontal versions of the film cover. This is perfect asset if you are looking to create your own marketing materials.
- **1200x627 Image** Use this image for a social media post or a mention in your newsletter.
- **1080x1080 Image** Use this image for Instagram posts.
- **1080x1920 Image** Use this image for Instagram reels.
- **Poster 11x17** Print this poster and place around your library.
- **Flyer 8.5x11** Print this flyer and place at your front desk or near your DVD collection to capture the film lovers in your library.
- **Display Image** Use this image on display monitors around your library. Place near your DVD collection to let your patrons know they have access to this program.

## Social media post copy:

### Social Media Post Copy #1:

Kanopy's next Big Movie Watch is the hilarious and heartfelt British comedy, *What We Did on Our Holiday*. Stream the movie for free with your library card and a Kanopy account starting today until Sept. 28! Stream now: [www.bigmoviewatch.com/ca](http://www.bigmoviewatch.com/ca)

### Social Media Post Copy #2:

Kanopy's Film Club's Big Movie Watch starts on Sept 19! Check out *What We Did on Our Holiday*, a charming comedy set in the Scottish Highlands, starring David Tennant and Rosamund Pike. Watch now: [www.bigmoviewatch.com/ca](http://www.bigmoviewatch.com/ca)

### Social Media Post Copy #3

Looking for your next movie night pick? *What We Did on Our Holiday* is streaming FREE on Kanopy starting September 19 as part of #BigMovieWatch! All you need is a library card and a Kanopy account. Start watching: [www.bigmoviewatch.com/ca](http://www.bigmoviewatch.com/ca) #BigMovieWatch

## Programing ideas:

- Beach night at the library! Bring the summer vibes indoors! Invite your patrons to come dressed in their favorite vacation outfits and pack their go-to beach snacks. Encourage them to bring beach towels and blankets to get comfy for the show!
- Set up a DIY holiday postcard making station. Provide blank paper and art supplies and have your patrons design a card as if they are writing to home from a family holiday!
- Host a post movie discussion. Have your patrons discuss the movie or have them describe their ideal family holiday or share memories of the best family holiday they have been on.