



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 the United States on a pay-per-use program as well as those with PLUS-only accounts

**Film selection:** The film selected is *Across the Universe*

**Program hashtag:** #bigmoviewatch

**Program dates:** February 9 - 23, 2026

## 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.



# Big Movie Watch Programming Guide

## Social media post copy:

### Social Media Post Copy #1:

Kanopy's Big Movie Watch is here! Starting today, stream *Across the Universe*, for free with your library card and a Kanopy account. Visit [BigMovieWatch.com](https://www.kanopy.com/big-movie-watch) to get started.

### Social Media Post Copy #2:

*Across the Universe* is Kanopy's Big Movie Watch! Set to iconic Beatles songs, this visually stunning musical follows two young lovers as they navigate the turbulence, passion, and cultural change of the 1960s. Stream it for FREE with your library card. Watch here: [BigMovieWatch.com](https://www.kanopy.com/big-movie-watch)

### Social Media Post Copy #3

Looking for your next movie night? Check out Kanopy's Big Movie watch and stream *Across the Universe* for free with your library card. Stream now: [BigMovieWatch.com](https://www.kanopy.com/big-movie-watch)

### Social Media Post Copy #3

*Across the Universe* is Kanopy's Big Movie Watch! A breathtaking, Beatles-inspired musical that blends love, protest, art, and the spirit of the 1960s, all told through unforgettable songs you know by heart. Stream it for FREE: [BigMovieWatch.com](https://www.kanopy.com/big-movie-watch)

## Programing ideas:

- Host a Beatles Night. Play songs from the film soundtrack or hold a “Name That Beatles Tune” trivia game before screening the film (*Across the Universe* includes Public Performance Rights).
- Lead a lyric-to-literature discussion. Explore Beatles' lyrics as poetry and analyze themes such as love, protest, generational change, and imagination.
- Invite patrons to make 60s-inspired artwork such as posters, collages, or psychedelic-style digital art. Display the finished pieces throughout your library and encourage patrons to stream *Across the Universe*.
- Set up a psychedelic photo booth corner. Use a colorful backdrop, projections, neon props, peace signs, or lava lamp visuals. Encourage patrons to share photos on social media and tag your library.
- Host a DIY tie-dye or denim patch workshop. Play Beatles music or have *Across the Universe* playing in the background while patrons create.
- Build a collaborative “Peace Wall”. Provide sticky notes, markers, or chalkboard space for patrons to share hopes, dreams, causes, or messages of unity.
- Curate a themed book display. Feature titles that highlight 1960s history and culture, the peace movement and activism, or coming-of-age stories.