



SOCIAL MEDIA TOOLKIT

DESTINATION: SCIENTOLOGY, PASADENA SOCIAL MEDIA TOOLKIT

EPISODE DESCRIPTION

Pasadena is known as the City of Roses, but its unique charm was nearly lost forever when its historic center was threatened for new developments. The Church of Scientology is working with the community to maintain the city's charm and heritage.

This toolkit is made to provide you resources you can use to promote *Destination: Scientology, Pasadena* all across social media.

SOCIAL RESOURCES

Episode link:	DestinationScientology.TV/Pasadena
Official social channels:	Facebook.com/ScientologyTV Instagram.com/ScientologyTV Twitter.com/ScientologyTV
Hashtags:	#DestinationScientology #GoPlaces #Pasadena
YouTube channel:	YouTube.com/Scientology
Social media kit:	DestinationScientology.TV/PasadenaKit

QUOTES

“Pasadena is known as the ‘City of Roses.’”

“Pasadena is the epitome of what you’d expect in California.”

“How the culture mixes together, the art and the science mixes together—you can see a bit of everything here.”

“Take a look at how the Church is helping to make sure the community keeps on blooming.”

YOUTUBE VIDEO LINK

[Destination Scientology: Pasadena California, City Tour, Culture & Rose Bowl](#)
(00:36)

ABOUT DESTINATION: SCIENTOLOGY

Scientology Network’s *Destination: Scientology* is a weekly travelogue series that takes viewers inside Scientology Churches all around the world and discovers what makes each one unique. Each episode brings the viewer inside a new Church of Scientology, showcasing the diversity of our Churches and the cooperation that weaves each one into the local community fabric. *Destination: Scientology* airs Monday at 9 p.m. ET/PT on Scientology Network. (Check [Scientology.TV/schedule](#) for the day/time in your local time zone.)

ABOUT SCIENTOLOGY NETWORK

The Scientology Network debuted on March 12, 2018. Since launching, the Scientology Network has been viewed in 238 countries and territories worldwide in 17 languages. Satisfying the curiosity of people about Scientology, the Network takes viewers across six continents, spotlighting the everyday lives of Scientologists; showing the Church as a global organization; and presenting its social betterment programs that have touched the lives of millions worldwide. The Network also showcases documentaries by Independent filmmakers who represent a cross section of cultures and faiths, but share a common purpose of uplifting communities.

Broadcast from Scientology Media Productions, the Church's global media center in Los Angeles, the Scientology Network can be streamed at [scientology.tv](https://www.scientology.tv) and is available through satellite television, mobile apps and via the Roku, Amazon Fire and Apple TV platforms. [scientology.tv/apps](https://www.scientology.tv/apps)