



## SOCIAL MEDIA TOOLKIT

### DOCUMENTARY SHOWCASE: BIG SONIA SOCIAL MEDIA TOOLKIT

#### FILM DESCRIPTION

*Big Sonia* tells the life story of Sonia Warshawski—from her detention in Nazi death camps to her life as a great-grandmother and small business owner in Kansas City. Her stories of how she survived the Holocaust have become a surprising source of inspiration for a new generation.

This toolkit is made to provide you resources you can use to promote *Big Sonia* all across social media.

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#### SOCIAL RESOURCES

|                                  |   |
|----------------------------------|---|
| <b>Film link:</b>                | <a href="http://DocShowcase.TV/BigSonia">DocShowcase.TV/BigSonia</a>  |
| <b>Official social channels:</b> | <a href="https://Facebook.com/DocShowcase">Facebook.com/DocShowcase</a><br><a href="https://Instagram.com/DocShowcase">Instagram.com/DocShowcase</a><br><a href="https://Twitter.com/DocShowcase">Twitter.com/DocShowcase</a> |
| <b>Hashtags:</b>                 | #DocShowcase<br>#SmallMattersBig #SoniaEffect   |
| <b>YouTube channel:</b>          | <a href="https://YouTube.com/Scientology">YouTube.com/Scientology</a>   |
| <b>Vimeo channel:</b>            | <a href="https://Vimeo.com/ScientologyTV">Vimeo.com/ScientologyTV</a>   |
| <b>Social media kit:</b>         | <a href="http://DocShowcase.TV/BigSoniaKit">DocShowcase.TV/BigSoniaKit</a>  |

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## PROMOTIONAL COPY

A holocaust survivor's journey and its powerful impact on the youth of today.

[DocShowcase.TV/BigSonia](#) @docshowcase

A Holocaust survivor's story has become a surprising source of inspiration for young people. [DocShowcase.TV/BigSonia](#) @docshowcase

Small matters BIG. [DocShowcase.TV/BigSonia](#) @docshowcase

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## YOUTUBE VIDEO LINK

[‘Big Sonia,’ Holocaust Survivor, Grandma & Diva Documentary \(00:36\)](#)

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## ABOUT DOCUMENTARY SHOWCASE

Fundamental to Scientology is a humanitarian mission that extends to some 200 nations with programs for human rights, human decency, literacy, morality, drug prevention and disaster relief. For this reason, the Scientology Network provides a platform for Independent filmmakers who embrace a vision of building a better world.

*Documentary Showcase* debuts films weekly from award-winning Independent filmmakers whose goal is to improve society by raising awareness of social, cultural and environmental issues. *Documentary Showcase* airs Fridays at 8:00 p.m. ET/PT on Scientology Network. (Check [Scientology.TV/schedule](#) for the day/time in your local time zone.)

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## 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)