



Documentary Film Resources from POV: Social Media Toolkit

Brimstone and Glory

By Viktor Jakovleski

Help spread the word about POV's free film resources via your organization's social media channels and email list. Draft your own or use the sample language below:

Tweets:

In Tultepec, Mexico, the whole year is planned around the National Pyrotechnic Festival, nine days of explosive spectacle. Sign up to host a free sneak-preview screening of #BrimstoneandGloryPBS, available May 21 from @povengage: <https://bit.ly/2KOCRgH>

Every year, the residents of Tultepec equip the toros with fireworks and wheel them through the streets, raining sparks in an exhilarating parade. Screen #BrimstoneandGloryPBS and explore @povengage's #edu materials: <https://bit.ly/2KOCRgH>

Facebook:

In Tultepec, Mexico, the whole year is planned around the National Pyrotechnic Festival, nine days of explosive spectacle. In honor of San Juan de Dios, the patron saint of firework-makers, locals spend weeks building enormous and brightly painted papier maché bulls. "Brimstone and Glory" is available for free screenings at your organization from POV. Use the film as a tool for learning and dialogue with POV's free companion materials, including a discussion guide and lesson plan. More info and sign up here: <https://bit.ly/2KOCRgH>

Newsletter:

In Tultepec, Mexico, the whole year is planned around the National Pyrotechnic Festival, nine days of explosive spectacle. In honor of San Juan de Dios, the patron saint of firework-makers, locals spend weeks building enormous and brightly painted papier maché bulls. On July 2nd, *Brimstone and Glory* will broadcast on PBS' POV, American television's longest-running independent documentary series. Through POV's free DVD Lending Library, community leaders and educators can sign up to host free screenings of the film (including sneak-preview screenings starting May 21). Interested in hosting a screening? Join the POV Community Network (communitynetwork.amdoc.org) and check out the *Brimstone and Glory* Partner Toolkit for more information: <https://bit.ly/2KOCRgH>

Questions? Email the POV Community Engagement and Education Team at events@pov.org or find them on Twitter at @povengage.