



Residence Life Cinema Promotional Toolkit

Let's Get Started!

This kit contains promotional tools that you can customize with your school's Residence Life Cinema URL, sponsor information and school logo. Simply add this information into the fields below. All materials in this kit will update automatically, so you can pass this completed packet on to others or immediately print and use!

Want additional resources to promote streaming to your students?
Visit www.reslife.com/online-toolkit for more. If you need help determining your Residence Life Cinema URL, contact your housing office or call **1-800-244-6173**.

To get the most out of your toolkit, make sure to save it to your computer and open it in Adobe® Acrobat®.

Streaming URL:



Sponsor Info:



School Logo

Promotional Materials:

On the next few pages, you will find various customizable promotional materials. If you already filled in the form on the previous page, these should all be updated for you.

DOOR HANGER



POPCORN STICKER



FLYER

SOCIAL MEDIA IMAGE

WEB BANNERS

TABLE TENT



Social Media Sample Posts

Need some inspiration for how to promote your movie program on social media? Check out these examples and create your own ideas!



joera



© Columbia Pictures Industries, Inc.

32 likes

joera Got a break before the next class? How about streaming a show like The Office, House of Cards or The Big Bang Theory? Watch 'em now.

collegedude12345 This is awesome!

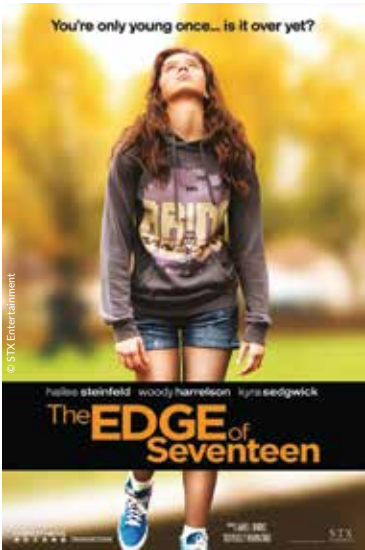
joera Yeah it is!

Add a comment...

Status Photo / Video Life Event

RA Joe RA shared a link
May 15 at 2:58pm · 🌐

Syllabus got you stressing? Take a movie break. The Edge of Seventeen is now streaming.




Movies - The Edge of Seventeen
[HTTP://YOURRESIDENCelifecinemaurl.com/#/PLAY/EDGEOFSEV...](http://yourresidencelifecinemaurl.com/#/PLAY/EDGEOFSEV...)

Friends Post



JOE RA Joe RA @JoeRA • 8h

With this link yourresidencelifecinemaurl.com and an internet connection, you can watch anytime from your phone, tablet or laptop. There are no catches and nothing to sign up for since this is a perk provided by our university.



1K 2.3K

...a link
...ing? Take a movie
...r is now streaming.



...PLAY/AMERICAN...
Friends Post



Joe RA shared a link
May 15 at 2:58pm · 1k

Syllabus got you stressing? Take a movie break. *Suicide Squad* is now streaming.



Movies - *Suicide Squad*
[HTTP://YOURRESIDENCILIFECINEMAURL.COM/#/PLAY/SUICIDESQUAD](http://yourresidencelifecinemaURL.com/#/PLAY/SUICIDESQUAD)

Friends Post



joera



32 likes

Joera Got a break before the next class? How about streaming the awesome sci-fi movie, *Arrival*?

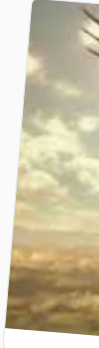
collegedude12345 This is awesome!

joera Spread the word please!

Add a comment...



Joe RA
Sunda
trailer



...ass? How about streaming *Billy Lynn's Long*



Joe RA @JoeRA · 8h

Calling all history buffs! *Hacksaw Ridge* is based on a true story, and it's streaming right now!



1K 2.3K



Joe RA @JoeRA · 8h

With this link yourresidencelifecinemaURL.com and an internet connection, you can watch anytime from your phone, tablet or laptop. There are no catches and nothing to sign up for since this is a perk provided by our university.

STREAM FREE MOVIES & TV SHOWS

ANYWHERE. ANYTIME ON CAMPUS.
NO GIMMICKS. NO CATCHES.
BROUGHT TO YOU BY YOUR UNIVERSITY.

STREAM NOW!
YOURRESIDENCILIFECINEMAURL.COM



Joe RA shared a link
May 15 at 2:58pm · 1k

Check out the new thriller, *The Girl on the Train* - streaming now!



Movies - *The Girl on the Train*
[HTTP://YOURRESIDENCILIFECINEMAURL.COM/#/PLAY/GIRLON...](http://yourresidencelifecinemaURL.com/#/PLAY/GIRLON...)

Friends Post



Joe RA shared a link
May 15 at 2:58pm · 1k

...Davit

Email Sample Text

Here's an email template you can use to quickly spread the word to your students. Just copy and paste - but be sure to customize it with your school's Resident Select URL.

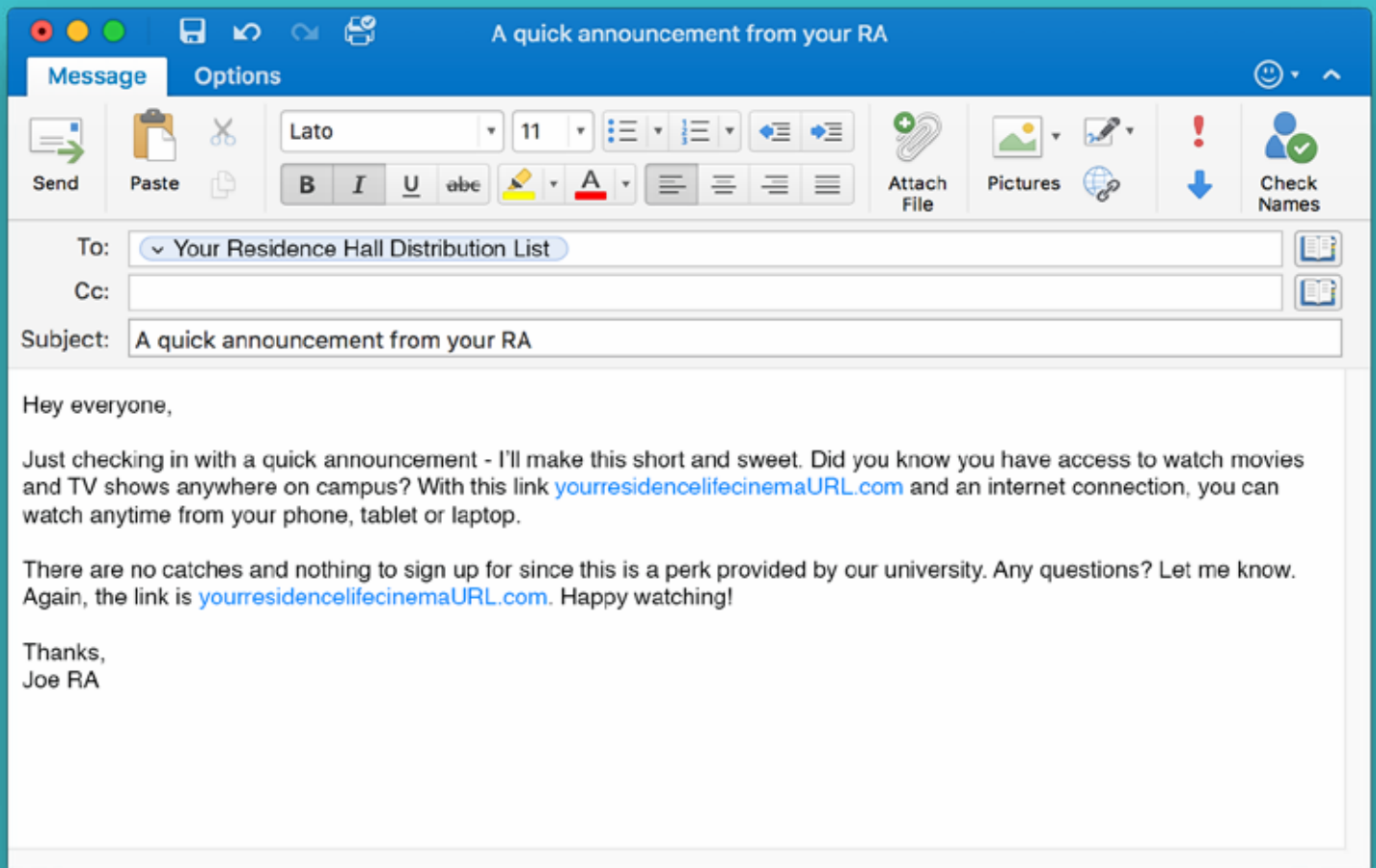
Hey everyone,

Just checking in with a quick announcement - I'll make this short and sweet. Did you know you have access to watch movies and TV shows anywhere on campus? With this link ([insert link](#)) and an internet connection, you can watch anytime from your phone, tablet or laptop.

There are no catches and nothing to sign up for since this is a perk provided by our university. Any questions? Let me know. Again, the link is ([insert link](#)). Happy watching!

Thanks,

Your Name



Digital Templates

The following section contains customizable graphics intended for use on websites, social media and digital signage.
Once customized, send them to your residence hall's digital coordinator!

Page 8: Digital TV Signage

Page 9: Instagram Image

Page 10: Large Web Banner

Page 11: Small Web Banner

WATCH MOVIES & TV SHOWS

**ANYWHERE, ANYTIME ON CAMPUS.
NO GIMMICKS. NO CATCHES.
BROUGHT TO YOU BY YOUR UNIVERSITY.**

WATCH NOW!

WATCH MOVIES & TV SHOWS

**ANYWHERE, ANYTIME ON CAMPUS.
NO GIMMICKS. NO CATCHES.
BROUGHT TO YOU BY YOUR UNIVERSITY.**

[CLICK TO SET UP!](#)

**WATCH
MOVIES
& TV SHOWS**

**CLICK TO
SET UP!**

**WATCH MOVIES
& TV SHOWS**

**CLICK TO
SET UP!**

Print Templates

The following section contains customizable promotional materials for print.
Once customized, send them to your local or campus printer!

Page 13: Instructional Flyer

Page 14: Table Tent

Page 15: Popcorn Sticker

Page 16: Door Hanger

WATCH MOVIES & TV SHOWS!

ANYWHERE, ANYTIME ON CAMPUS.

Forget waiting. Watch movies & TV shows now on your mobile device & computer.
There's no catch - this service is brought to you by your university.

IT'S EASY TO GET SET UP!

1



Connect to your school's
WiFi network.

2



For Apple and Android devices,
install the
SWANK MEDIA PLAYER APP
available in the App Store
& Google Play.

3



In your device's web
browser, go to:

& start
watching movies!

For assistance, please contact your RA.

Supported Web Browsers:

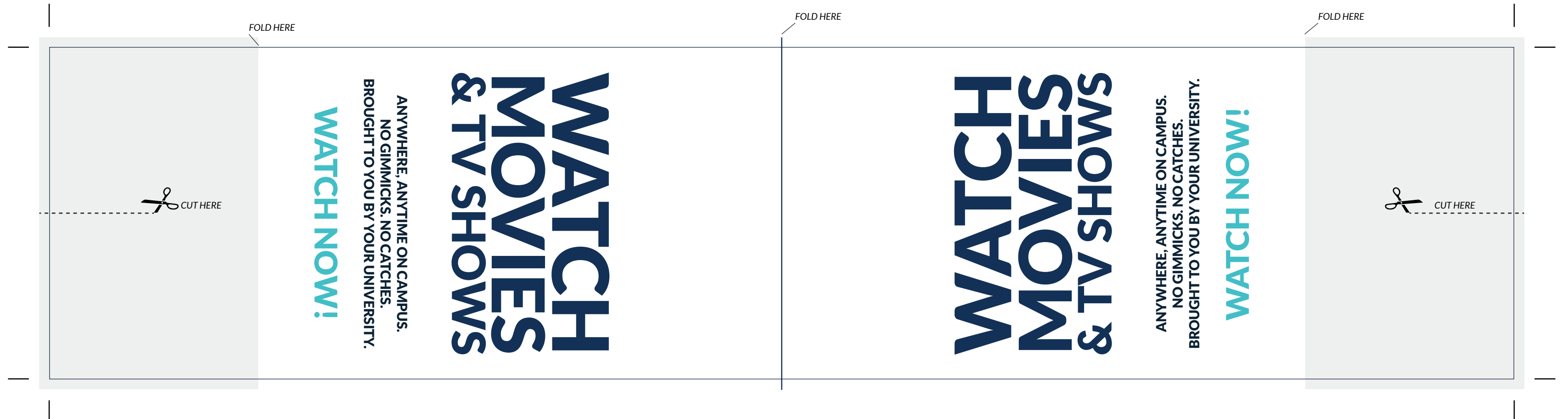
- Internet Explorer®
- Safari®
- Chrome™ (PC 32-bit only)
- Firefox®

Supported Hardware Devices:

- Apple® mobile devices (iOS 7 and up)
- Android™ mobile devices (Android™ 3.x and up)
- Macintosh® computers (OS X® 10.6 and up)
- PC's running Microsoft® Windows® 7 and up

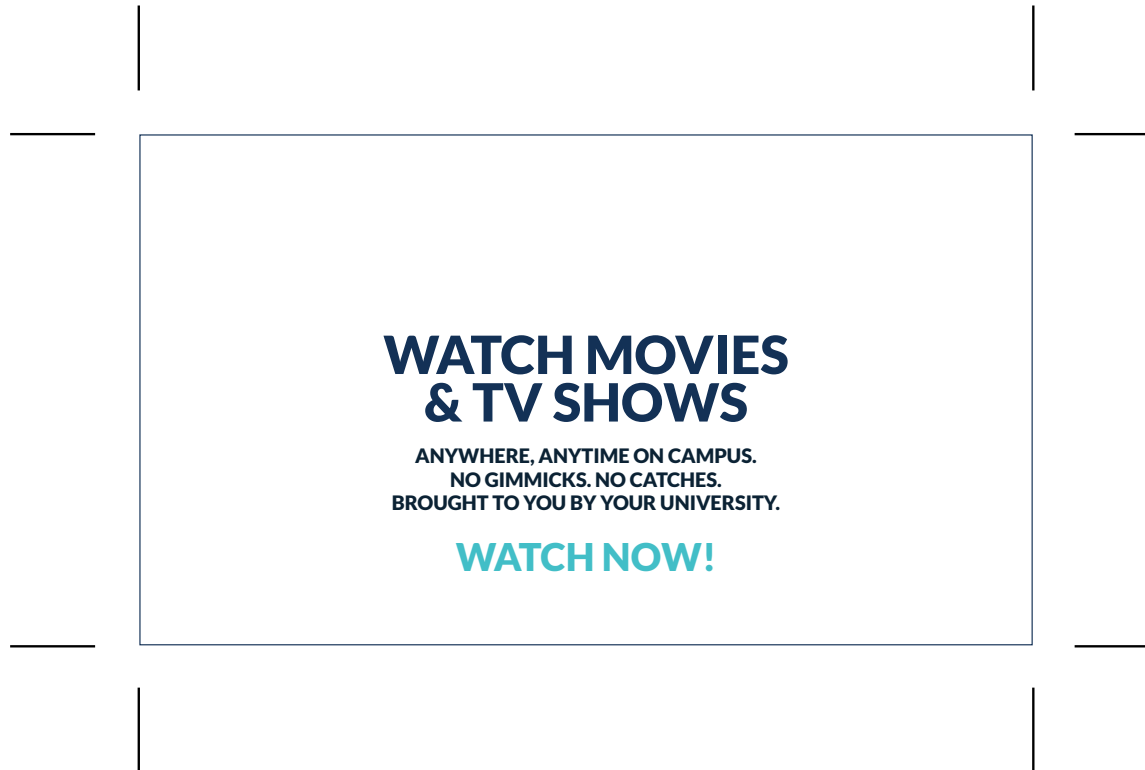
CUSTOMIZABLE TABLE TENT TEMPLATE

To customize, simply add your streaming URL, sponsor information and school logo into the fields - then print!



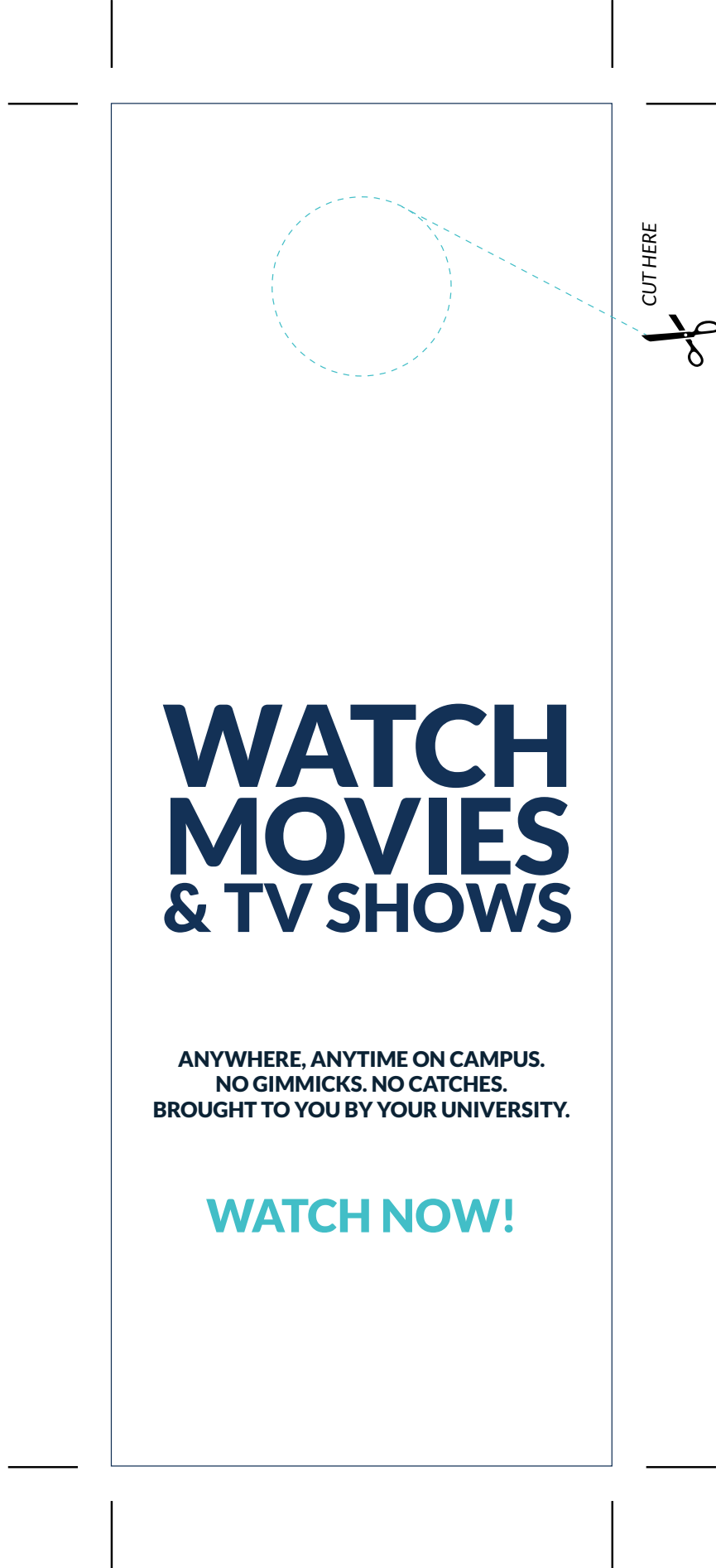
CUSTOMIZABLE POPCORN STICKER TEMPLATE

To customize, simply add your streaming URL, sponsor information and school logo into the fields - then print!



CUSTOMIZABLE DOOR HANGER TEMPLATE

To customize, simply add your streaming URL, sponsor information and school logo into the fields - then print!



**WATCH
MOVIES
& TV SHOWS**

**ANYWHERE, ANYTIME ON CAMPUS.
NO GIMMICKS. NO CATCHES.
BROUGHT TO YOU BY YOUR UNIVERSITY.**

WATCH NOW!

CUT HERE

