



As the world becomes a smaller place thanks in part to telecommunications and more prevalent and expedited travel, the need for a multilingual education is more apparent. Knowing this, we're actively seeking ways to diversify our language offerings including on Kanopy Kids. We're pleased to announce the recent arrival of a set of Hindi-language films from our partners at Vooks. To promote this new collection we're providing you with this Vooks Hindi-Language Highlights Marketing Toolkit. Please use these assets to message your community about the range of languages presented on Kanopy, as well as those presented by your library. You may find this to be an excellent complement to the Bollywood materials we recently presented in a similar marketing toolkit.

To review our Vooks Hindi-Language Highlights collection, including film synopses and other details, visit [go.kanopy.com/vooks](https://go.kanopy.com/vooks).

## List of Toolkit Items

3

### General Announcements

Images that present the Vooks Hindi-Language Highlights collection on Kanopy, sized for various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images.

5

### Title Specific Assets

A set of images extracted from the larger collection that highlight specific titles.

2

### Suggested Copy

Two options that you can copy and paste into your messaging across social media and email.

Continued on next page

## General Announcement & Title Specific Assets

To download the general announcements for the Vooks Hindi-Language Highlights collection, visit [this link](#).

And remember, you can always add your library logo to any of these images to remind your patrons that they can access Kanopy through your digital offerings.

See example below.



## Social Media/Newsletter Copy

### Version 1

We're pleased to announce that our partners at Kanopy have recently launched a collection of Hindi-language films for kids. To access the collection, as well as other titles from Vooks on Kanopy Kids, go to [go.kanopy.com/vooks](https://go.kanopy.com/vooks). #KanopyKids

### Version 2

If your kids are learning Hindi, we're excited to announce that Kanopy Kids is now offering a collection of Hindi-language titles. To view these short films, as well as other titles from Vooks, go to [go.kanopy.com/vooks](https://go.kanopy.com/vooks). #KanopyKids

## Campaign Start and End Dates

We will be launching our Vooks Hindi-Language Highlights campaign the week of Friday June 3, 2022. We encourage our library partners to use the provided materials to also promote our Vooks Hindi-Language collection during the rest of the year. If you have any questions about the items contained in this toolkit, feel free to reach out to us at [helpdesk@kanopy.com](mailto:helpdesk@kanopy.com).

Respectfully,

The Kanopy Team