

Explore a world of cinema with Kanopy.

2022

kanopy

Films that matter

\*Films may vary by country and library.

Thank you for offering Kanopy through your library! We hope your patrons have enjoyed access to our amazing collection of films, documentaries, TV series, and kids content. As you look to message your community about their access to Kanopy, we'd like to offer some quick resources, including these announcement images and suggested copy to help you spread the word through your newsletter, social media, printed flyers, and digital slides.

## List of Toolkit Items

5

### General Announcements

Five images announcing that Kanopy is available through your library, sized for various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images.

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### Suggested Copy

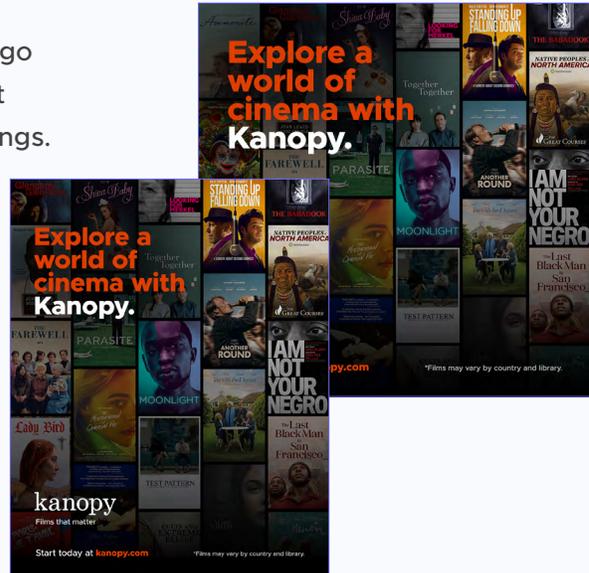
Two options that you can copy and paste into your messaging across social media and email. Feel free to adjust the copy as needed.

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## General Announcement Assets

To download the announcement assets, visit  
[\(insert link here\)](#).

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/Email Newsletter Copy

### Version 1

As a reminder, you can access Kanopy, the best video streaming service for quality, thoughtful entertainment, through our library. To access their diverse collection of over 30,000 films, go to [kanopy.com](https://www.kanopy.com). All you need is your (insert library name here) card.

### Version 2

Using your (insert library name here) card, you can access Kanopy. With an extensive collection of narrative and documentary films, as well as TV series and kids content, we're pleased to bring this streaming service to our community. Go to [kanopy.com](https://www.kanopy.com) to get started today.

## Campaign Strategy

We encourage our library partners to use the provided materials to promote your streaming offerings through Kanopy. 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