

# SILVER SCREEN SUMMER

kanopy

Films that matter

#SilverScreenSummer

It's finally summer and we're here to provide you with entertainment you can share with not only your close friends and family in your living room, but your entire community! We are pleased to share with you our Silver Screen Summer 2023 toolkit. Within this toolkit, you will find assets to help you promote Kanopy films that have "Public Performance Rights (PPR)," meaning they can be streamed for a large audience as part of your summer programming! Let us set the scene for you: A warm summer night, a picnic blanket sprawled out across the grass, your snacks and drinks of choice, and surrounding you are other community members doing the same thing while you all anticipate the screening of one of our Kanopy films projected on the big screen! To help you spread the word to your patrons about our Silver Screen Summer collection, we've prepared this marketing toolkit to assist in your messaging efforts.

You may be wondering, how do I know which movies have Public Performance Rights (PPR)? Head to [libraryhelp.kanopy.com](https://libraryhelp.kanopy.com) to learn how to search these films. All films with the PPR tag can be streamed publically and advertised to your patrons within the library building. And don't forget to look for monthly toolkit additions on our Digital Marketing Resources Page at [lib.kanopy.com/toolkits](https://lib.kanopy.com/toolkits).

## List of Toolkit Items

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### General Announcements

Images that present our Silver Screen Summer collection, sized for various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images.

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### Title-Specific Assets

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

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### Suggested Copy

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

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## General Announcement & Title-Specific Assets

To download the general announcements for our Silver Screen Summer collection, visit [lib.kanopy.com/toolkits](https://lib.kanopy.com/toolkits).

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

Grab your picnic blanket and your good friends and meet us in the courtyard at \_\_\_\_\_ for a Movie Under the Stars! We'll be showing a film from our library partner, Kanopy! Snacks will be provided. Head to our website for more information. See you there!  
[#SilverScreenSummer](#)

### Version 2

It's summertime which means it's time to take those indoor activities outside! Join us for a movie in the courtyard provided by Kanopy this Friday at \_\_\_\_\_! Head to our website for more information! [#SilverScreenSummer](#)

### Version 3

Come one, come all to our summer movie night! Get yourself out of the sweltering heat and into the cool walls of the library and enjoy with us a film from @kanopy! Head to our website for movie times! [#SilverScreenSummer](#)

## Campaign Start and End Dates

We'll be launching our Silver Screen Summer campaign on July 1, 2023 - August 1, 2023, but feel free to use this toolkit whenever you would like to plan a summer screening. We encourage our partners to use the provided materials to spread the word to your patrons. If you have any questions about the items contained in this toolkit, feel free to reach out to us at [marketing@kanopy.com](mailto:marketing@kanopy.com).

Respectfully,

The Kanopy Team