



A collection of films for



# HISPANIC HERITAGE MONTH

kanopy

Films that matter

#HispanicHeritageMonth

September 15th kicks off the 30-day celebration of National Hispanic Heritage Month. The observation started in 1968 as Hispanic Heritage Week under President Lyndon Johnson and was expanded by President Ronald Reagan in 1988 to cover a month-long period starting on September 15 and ending on October 15. The significance of these dates lie within the anniversary of independence from the Spanish Empire for Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua back in 1821. In addition, Mexico celebrates their independence on September 16th, and Chile celebrates theirs on September 18th.

During this month-long celebration, Kanopy will be honoring the histories, cultures, and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America through our favorite medium – film and TV. With content from Hispanic directors, writers, and actors throughout our Hispanic Heritage catalog, this collection is sure to offer you and your patrons a fresh perspective on these beautiful cultures. In the name of accessibility and visibility, we've created this marketing toolkit to make it easy and fun to promote this fantástica colección!

You can review our Hispanic Heritage Month collection for 2023, including film synopses and other details by [clicking here](#). Plan ahead and keep an eye out for monthly toolkit additions on our Digital Marketing Resources Page for both [U.S.](#) and [Canadian](#) markets.

## List of Toolkit Items

5

### General Announcements

Images that present our Hispanic Heritage Month collection, 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

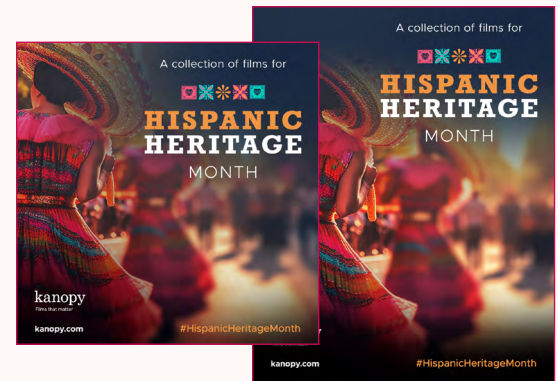
Two options that you can copy and paste into your messaging across social media and email.

Continued on next page

## General Announcement & Title-Specific Assets

To download the general announcements for our Hispanic Heritage Month collection, visit [resources.overdrive.com/library/marketing-outreach-library-kanopy-us/](https://resources.overdrive.com/library/marketing-outreach-library-kanopy-us/).

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

For [#HispanicHeritageMonth](https://twitter.com/HispanicHeritageMonth), Kanopy has curated a collection of films that honor Hispanic heritage, while highlighting the representation of this community on screen. To access the collection, go to [kanopy.com/category/65202](https://kanopy.com/category/65202).

### Version 2

In recognition of [#HispanicHeritageMonth](https://twitter.com/HispanicHeritageMonth), (insert your library name here) would like to present this collection of narrative and documentary films honoring the Hispanic community. To view these titles with your library card, go to [kanopy.com/category/65202](https://kanopy.com/category/65202).

## Campaign Start & End Dates

We'll be launching our Hispanic Heritage Month campaign on September 15th, 2023. We encourage our library partners to use the provided materials to spread the word in your community. 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