

HOME VIEWING FOR THE HOLIDAYS

kanopy
Films that matter

#HomeViewingfortheHolidays

Happy Holidays from the Kanopy team! Whether you're looking for kid-friendly content to entertain the whole family, holiday-themed films to get into the seasonal spirit, or your favorite shows to drown out the maddeningly repetitive sounds of Christmas music, Kanopy has got you covered. Our easy-to-use application makes it simple to access your favorite holiday movies and shows on the go or from home on your TV, mobile device, or tablet. To explore Kanopy's entire Home Viewing for the Holidays collection, [click here](#).

Looking to share our Home Viewing for the Holidays collection with your community? Look no further than our monthly toolkit additions available on the Digital Marketing Resources Page for our [U.S.](#), [Canadian](#), and [Australian/New Zealand](#) markets.

List of Toolkit Items

7

General Announcements

Images that present our Home Viewing for the Holidays 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 Home Viewing for the Holidays collection, visit our Digital Marketing Resources Page for [U.S.](#), [Canadian](#), and [Australian/New Zealand](#) markets.

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

Snuggle up by Kanopy's Festive Fireplace this December and enjoy other highlights in their #HomeViewingfortheHolidays collection. To celebrate the cinematic season, just go to www.kanopy.com/category/24372.

Version 2

Join us all month long as we enjoy some jolly cinematic works on Kanopy. To access the merry movies in their #HomeViewingfortheHolidays collection, go to www.kanopy.com/category/24372.

Campaign Start and End Dates

We'll be launching our Home Viewing for the Holidays campaign on November 24, 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.

Respectfully,
The Kanopy Team