

# Kanopy's Most Watched Films of 2023

kanopy

Films that matter

#MostWatched2023

Although the year has come to an end, it is not too late for your patrons to catch Kanopy's Most Watched Films of 2023 collection. These cinematic works boast remarkable storytelling, as they have gripped viewers from the moment they went live on the platform. Whether it's heartwarming dramas, mind-bending sci-fi, or hilarious comedies, we're pleased to say these must-see movies are still available on Kanopy as we launch into 2024.

Let your patrons know about this popular cinematic collection. We've created this marketing toolkit to make it easy and fun to message about this curated content and much, much more!

You can review our Most Watched Films of 2023 collection, film synopses, and other details at [www.kanopy.com/category/75561](http://www.kanopy.com/category/75561). Plan ahead and keep an eye out for other monthly toolkit additions on our Digital Marketing Resources Page for **U.S.**, **Canadian**, and **Australian/New Zealand** markets.

## List of Toolkit Items

7

### General Announcements

Images that present our Most Watched Films of 2023 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.

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## General Announcement & Title-Specific Assets

To download the general announcements for our Most Watched Films of 2023 collection, visit our Digital Marketing Resources Page for **U.S.**, **Canadian** and **Australian/New Zealand** markets.

And remember, you can always add your 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

Check out Kanopy's Most Watched Films of 2023 collection for movies and shows that will transport you to stunning landscapes, introduce you to fantastical creatures, and bring your favorite characters to life. Go to [www.kanopy.com/category/75561](http://www.kanopy.com/category/75561).

**#KanopyMostWatched2023**

### Version 2

Grab your popcorn and let's make a movie date with Kanopy's Most Watched Films of 2023. Share which movie you're most excited to see and let's revel in the magic of cinema together! Just go to [www.kanopy.com/category/75561](http://www.kanopy.com/category/75561).

**#KanopyMostWatched2023**

## Campaign Start and End Dates

We'll be launching our Most Watched Films of 2023 campaign on January 1, 2024. 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