



# Kanopy's Most Watched Titles of 2023

kanopy  
Films that matter

#MostWatched2023

The end of the year is quickly approaching which means the end-of-year playlists are being released and our top titles of 2023 are here! It is not too late for your students to catch **Kanopy's Most Popular Titles of 2023** collection. These cinematic works tell great stories and reveal new truths. Whether its titles based on science, film studies, art, and more, Kanopy had what professors and students needed in 2023.

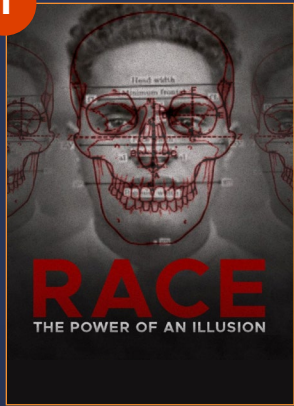
So, as the year fades into memory, encourage your students to seize this opportunity to explore Kanopy's Most Popular Titles of 2023. It's a chance to discover and appreciate the important works that their peers have watched over and over again, offering an enriching and culturally relevant experience that will stay with them beyond the classroom. Don't let time slip away without delving into these compelling tales. Your students' cinematic adventure is just a click away.

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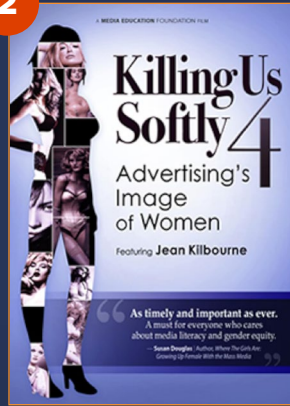


## Top Ten Kanopy Titles of 2023

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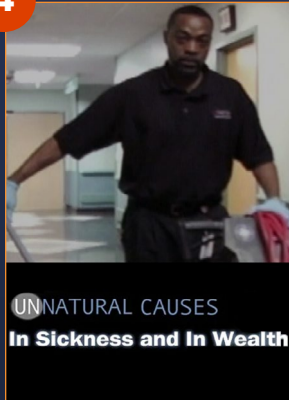
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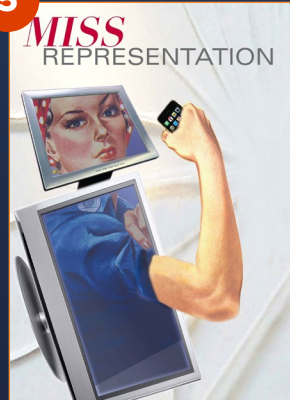
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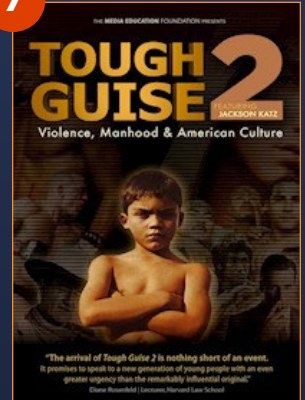
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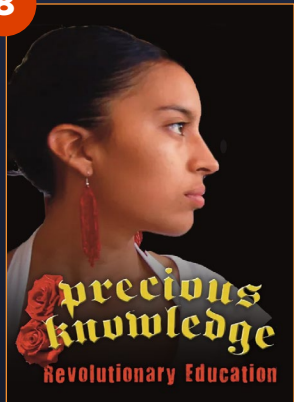
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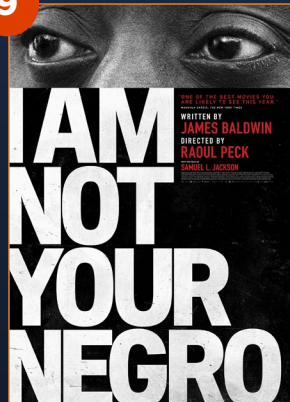
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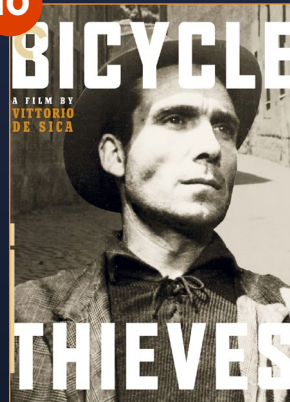
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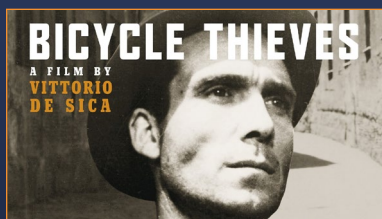


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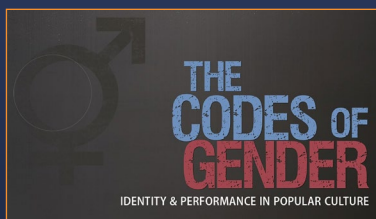
kanopy  
Films that matter

Take a look at the collection that was curated by our very own Kanopy users.

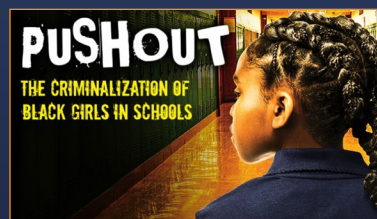
### Film Studies



### Gender Studies



### Race & Class Studies



### Media Studies



### Newly Added



Looking for a particular subject matter for your students?

Contact your rep for recommendations!

When looking to promote a particularly pertinent collection, look no further than our monthly toolkit additions on the [Digital Marketing Resources Page](#). Be sure to look for upcoming thematic collections during the winter season!

## List of Toolkit Items

5

### General Announcements

Images that present our Most Popular Titles of 2023 collection, sized for promotion in various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images. These are perfect for displaying in student unions, on campus digital signage, and in the library.

5

### Title-Specific Assets

Whether online or on campus, share this set of movie title graphics that represent the larger thematic collection.

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### 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 Popular Titles of 2023 collection, visit our [Digital Marketing Resources Page](#).

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

Explore the diverse world of cinema – science, art, film studies, and more, handpicked by none other than your fellow Kanopy users. Visit our Most Popular Titles of 2023 collection!

### Version 2

2023 was full of culturally significant moments that defined the year. Titles on Kanopy played a pivotal role in educating students about these global issues. Take a look at what films topped our most watched chart this year.

## Campaign Start and End Dates

We'll be launching our Most Popular Titles of 2023 campaign on December 1, 2023 through February 2024. We encourage our library partners to use the provided materials to spread the word all across campus and online. 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).

**Personalizing Links:** If your library would like to link to your unique Kanopy platform, please use the following link format `[librarydomain].kanopy.com/category/65202`. If you don't know your library domain or 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) or your account representative.

Respectfully,

The Kanopy Team