

# NEW YEAR'S RESOLUTIONS

**kanopy**  
Films that matter



#NewYearsResolutions

Lights, Camera, Inspiration!

Stepping into the New Year with a reel of Kanopy inspiration! There's something about watching inspiring individuals that fuels our motivation and stirs the flames of our resolutions! As the calendar turns a fresh page, we're reminded that the possibilities are endless, and our dreams are within reach. Watching people conquer their fears and overcome challenges ignites a fire within us to do the same.

From tales of perseverance to those involving self-discovery, the Kanopy team is excited to bring you the New Year's Resolutions collection. Looking to let your patrons know about this inspiring collection of documentaries and instructional videos? We've created this marketing toolkit to make it easy and fun to message about this curated content!

You can review our 2024 New Year's Resolutions collection, film synopses, and other details at [www.kanopy.com/category/51546](http://www.kanopy.com/category/51546). 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

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### General Announcements

Images that present our New Year's Resolutions 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.

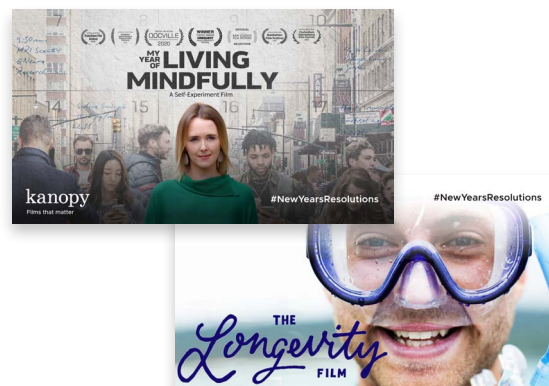
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### General Announcement & Title-Specific Assets

To download the general announcements for our New Year's Resolutions 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

With the new year in full swing, we want to inspire you to keep after your goals with Kanopy's New Year's Resolutions collection. These helpful titles remind us that you can triumph over obstacles and achieve greatness. Go to [www.kanopy.com/category/51546](http://www.kanopy.com/category/51546). #NewYearsResolutions

#### Version 2

Watch empowering documentaries and instructional videos on Kanopy that will light a spark in your life and uplift you as we stride into 2024! To access these titles through (insert library name here), go to [www.kanopy.com/category/51546](http://www.kanopy.com/category/51546). #NewYearsResolutions

### Campaign Start and End Dates

We'll be launching our New Year's Resolutions 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