



Start the holiday countdown with holiday classics during the 12 Days of Kanopy. **Starting December 13 and running until December 24, we will be highlighting content that is perfect for your patrons to get ready for the holiday season!**

We've put together this programming guide and marketing toolkit to help you promote the titles and engage with your patrons.

You can explore the collection, along with title synopsis and other details, at www.kanopy.com/category/89268.

Programming Ideas

- Create an advent calendar to promote the 12 Days of Kanopy's featured titles.
- Post all or as many titles on your social accounts with the graphics provided, to promote the title of the day. Don't worry if you miss a day or two!
- Host screenings for the following titles, *The Bishop's Wife*, *The Nutcracker Ballet*, *Christmas with a Crown*, *Lost at Christmas*, *2nd Chance for Christmas*, which have Public Performance Rights! Offer a hot chocolate bar for a sweet treat during the screening.
- Display the Festive Fireplace on your screenings, to create a warm, festive and cozy vibe in your library.
- Host wreath making classes during film screenings.



Social Media and Newsletter Suggestions

Generic Copy – [Using this template](#), just add the title you want to promote on the days you want to promote. Refer to our calendar to know which titles falls on which day!

Social Media and Newsletter Copy #1

12 Days of Kanopy continues! Today's featured film is {TITLE}. Unwrap a new story each day as we count down to the holidays! Stream now on Kanopy, with your library card!

Social Media and Newsletter Copy #2

🌟On the [#] Day of Kanopy... 🌟 We're spotlighting {TITLE}. Cozy up, press play, and celebrate the season with us. Stream {TITLE} on Kanopy!

Social Media and Newsletter Copy #3

It's Day [#] of our 12 Days of Kanopy! Today's pick: {TITLE}. Stream it now on Kanopy! Check back tomorrow for the next story in our holiday countdown.

Social Media and Newsletter Copy #4

On the [#] day of Kanopy, we're featuring {TITLE}. Stream it anytime, free with your library card.

Social Media and Newsletter Copy #5

Holidays are just around the corner, and Kanopy has 12 titles to help celebrate the holidays. Stream {FILM NAME} on Kanopy and don't forget to check back tomorrow for another recommendation

Day and Title Specific Social Media and Newsletter Suggestions

Social Media and Newsletter Copy for Day 1

🎬🌟 It's here! The 12 Days of Kanopy! 🎬🌟

Each day leading up to the holidays, Kanopy will be featuring a different title for you to unwrap and enjoy. Cozy up, press play, and discover a new story every day.

Today's feature: The Bishop's Wife. Stream on Kanopy: kanopy.com/product/bishop-wife

Social Media and Newsletter Copy for Day 2

Day 2 of 12 Days of Kanopy! Get into the holiday mood with today's featured film: Black Christmas. Stream it now on Kanopy, free with your library card. kanopy.com/product/black-christmas

Social Media and Newsletter Copy for Day 3

Wrapped Up in Christmas is Day 3's feature for 12 Days of Kanopy. Stream it now, on Kanopy, for free: kanopy.com/product/wrapped-up-christmas

Social Media and Newsletter Copy for Day 4

Holiday magic is in store for Day 4 of 12 Days of Kanopy! Stream A Very Merry Toy Store and let the festive fun begin: kanopy.com/product/very-merry-toy-store

Social Media and Newsletter Copy for Day 5

Day 5 of 12 Days of Kanopy! 🎵🌟

Unwrap the surprising story behind the holiday soundtrack we all know and love. Dreaming of a Jewish Christmas explores how Jewish songwriters gave us some of the most iconic festive classics. Stream it free on Kanopy: kanopy.com/product/dreaming-jewish-christmas

Social Media and Newsletter Copy for Day 6

Day 6 of 12 Days of Kanopy! 🎭🌟

Celebrate the magic of the season with the timeless Nutcracker Ballet. A holiday classic filled with music, wonder, and tradition. Stream it free on Kanopy: kanopy.com/product/nutcracker-ballet

Social Media and Newsletter Copy for Day 7

Day 7 of 12 Days of Kanopy! 🎉🌟

When a small-town holiday festival gets a royal twist, anything can happen! Christmas with a Crown is a heartwarming holiday movie. Stream it free on Kanopy: kanopy.com/product/christmas-crown

Social Media and Newsletter Copy for Day 8

Day 8 of 12 Days of Kanopy!

A moving story set on Christmas Eve during WWII, A Midnight Clear blends hope, humanity, and the spirit of the season in the most unexpected of places. Stream it free on Kanopy: kanopy.com/product/midnight-clear

Social Media and Newsletter Copy for Day 9

On Day 9 of 12 Days of Kanopy, cozy up with Dear Christmas! a feel good story about finding unexpected love. Stream now, with your library card: kanopy.com/product/dear-christmas

Social Media and Newsletter Copy for Day 10

On Day 10 of 12 Days of Kanopy, we're featuring Lost at Christmas, a feel-good festive romance where two strangers come together to try and get home for Christmas. Stream it free on Kanopy: kanopy.com/product/lost-christmas

Social Media and Newsletter Copy for Day 11

Day 11 of 12 Days of Kanopy!

Everyone deserves a little holiday redemption! 2nd Chance for Christmas is a festive twist on the classic redemption story, full of heart and holiday cheer. Stream it free on Kanopy: kanopy.com/product/2nd-chance-christmas

Social Media and Newsletter Copy for Day 12

That's a wrap on the 12 Days of Kanopy! We've shared 12 incredible titles to enjoy this holiday season so far and the fun doesn't have to stop here. Explore even more stories that are waiting for you on Kanopy. Today's final feature is perfect for setting the holiday mood, Kanopy's Festive Fireplace. kanopy.com/product/festive-fireplace

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