

# GET INSPIRED!

A collection of films to help plan your New Year's Resolutions.

**kanopy**

Films that matter

**Kanopy.com**

#NewYearsResolutions

As we welcome the New Year, let's embrace a wave of inspiration from Kanopy! There's something powerful about witnessing the journeys of inspiring individuals that energizes our motivation and ignites our resolutions. With the calendar turning to a fresh start, we're reminded that endless possibilities await, and our dreams are within reach. Watching others overcome obstacles and conquer their fears fuels our own desire to take action.

From stories of resilience to those of self-discovery, the Kanopy team is thrilled to present the New Year's Resolutions collection. Want to share this uplifting collection of documentaries and instructional videos with your patrons? We've created a marketing toolkit to help you easily and enjoyably promote this curated content!

You can explore our 2025 New Year's Resolutions collection, along with film synopses and other details, at [kanopy.com/category/51546](https://kanopy.com/category/51546). Be sure to plan ahead and keep an eye out for new monthly toolkit additions available on the Digital Marketing Resources Page for our **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.

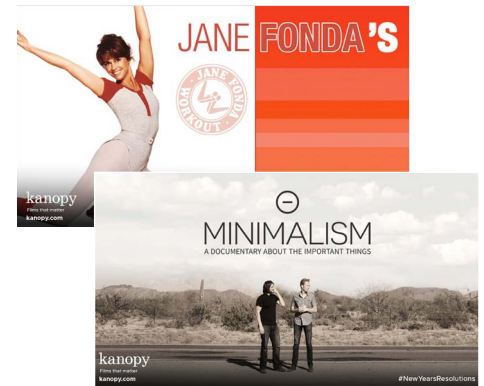
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## General Announcement & Title-Specific Assets

To download the general announcements for our New Year's Resolutions collection, visit our Digital Marketing Resources Page for the **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

As the new year unfolds, we're here to motivate you to pursue your goals with Kanopy's New Year's Resolutions collection. These insightful titles serve as a powerful reminder that you can overcome challenges and reach your full potential. Visit [kanopy.com/category/51546](https://kanopy.com/category/51546) #NewYearsResolutions

### Version 2

Explore inspiring documentaries and instructional videos on Kanopy that will ignite your passion and elevate your spirits as we head into 2025! To access these titles through (insert library name here), go to [kanopy.com/category/51546](https://kanopy.com/category/51546) #NewYearsResolutions

## Campaign Start and End Dates

We'll be launching our New Year's Resolutions campaign on January 1, 2025. 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