



CELEBRATE

Mother's Day

WITH THIS COLLECTION
FEATURING MOMS IN MOVIES

#MothersDay

This Mother's Day, easily promote Kanopy content to your communities with general announcement images (Facebook, Twitter, and Instagram), and two options for suggested copy that you can copy and paste into email and social media messaging.

(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!)

You can review our Mother's Day collection, film synopses and other details at <https://www.kanopy.com/category/48783>. Keep an eye out for other monthly toolkit additions on our Digital Marketing Resources Page for the **U.S.** or **Canadian** markets!

Social Media/Newsletter Copy

Version 1

Celebrate Mother's Day with heartwarming films! Access a curated selection of Mother's Day-themed movies for free on the Kanopy app. From touching dramas to uplifting comedies, there's something special for every mom out there. Access the collection here: <https://www.kanopy.com/category/48783>

Version 2

This Mother's Day, unwind with the perfect movie marathon! Dive into the Kanopy app and enjoy a range of films celebrating the beauty of motherhood. Whether it's a cozy night in or a family gathering, let Kanopy be your go-to for memorable cinematic experiences: <https://www.kanopy.com/category/48783>

Campaign Start and End Dates

We'll be launching our Mother's Day campaign on May 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.

Respectfully,
The Kanopy Team