

Asian American & Pacific Islander HERITAGE MONTH

#AAPIHeritageMonth

Asian American and Pacific Islander (AAPI) Heritage Month, observed in the United States during May, celebrates the contributions, culture, history, and achievements of Asian Americans and Pacific Islanders in the country. To raise awareness in your library and on campus, we've thoughtfully organized shelves in four ways:

- 1 **Asian Americans on Screen**
- 2 **History**
- 3 **Achievements in the Arts and Media**
- 4 **Current Events**



Review our 2024 AAPI collection, with film synopses and other details, at kanopy.com/category/14214

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!

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To help you talk to faculty, staff, and students about our AAPI collection, we've put together this customizable toolkit. Start campus-wide conversations around what AAPI means at your university.

Download this month's promotional assets to support conversation!



How to promote AAPI Heritage Month with this toolkit:

✓ General Announcements

These are perfect for displaying in student unions, on campus digital signage, and in the library. Images are sized for promotion in various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images.

✓ Title-Specific Assets

Share our monthly featured film on social media or in your digital spaces throughout campus

✓ Suggested Social Media Copy

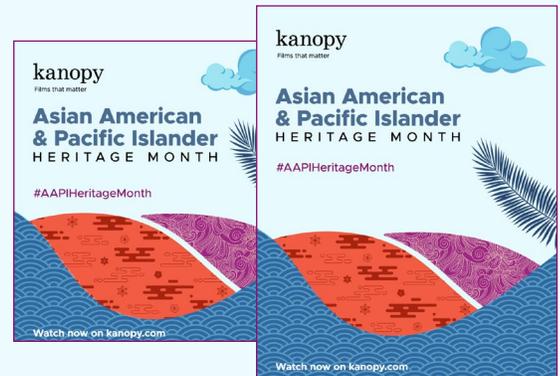
Two options that you can copy and paste into your messaging across social media platforms and email.

General Announcement & Title-Specific Assets

To download the general announcements for our the Arab American Heritage Month, visit our [Digital Marketing Resources Page](#).

And remember, you can always add your logo to any of these images to remind your faculty and staff that they can access Kanopy through your digital offerings.

See example below.



Social Media/Newsletter Copy

Version 1

Celebrate Asian American and Pacific Islander (AAPI) Month with Kanopy! Explore our curated collection of films honoring the rich culture and achievements of the AAPI community. Discover the profound influence Asian Americans and Pacific Islanders have had on our country. Dive into the Kanopy AAPI collection today!
[#AAPIHeritageMonth](#)

Version 2

This May, join us in celebrating Asian American and Pacific Islander (AAPI) Month with Kanopy! Explore our specially curated collection of films showcasing the vibrant culture and remarkable achievements of the AAPI community.

CUSTOMIZING LINKS: If your library would like to link to your unique Kanopy platform, please use the following link format `[librarydomain].kanopy.com/category/14214`. 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 or your account representative.

Respectfully,

The Kanopy Team