

ARAB AMERICAN

HERITAGE MONTH

*A COLLECTION OF FILMS
CELEBRATING ARAB CULTURE*

#ArabAmericanHeritageMonth

This April, join the Kanopy team in celebrating the rich and diverse cultural tapestry woven by the Arab American community, offering a cinematic journey that explores their history, traditions and contemporary experiences. These films not only showcase the unique stories of Arab American individuals and communities but also serve as a powerful medium for fostering understanding, dismantling stereotypes and generating dialogue.

Check out this marketing toolkit to make it easy to promote this content within Kanopy to your community.

You can review our Arab American Heritage Month collection, film synopses and other details at <https://www.kanopy.com/category/78249>. Plan ahead and keep an eye out for other monthly toolkit additions on our Digital Marketing Resources Page.

List of Toolkit Items

7

General Announcements

Images that present our Arab American Heritage Month 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

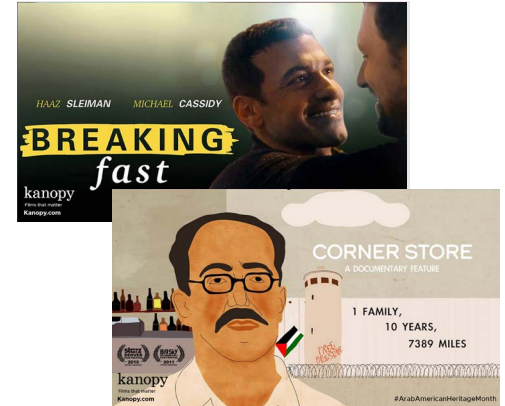
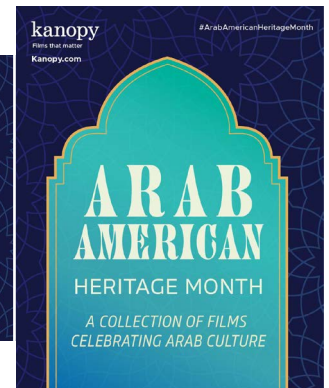
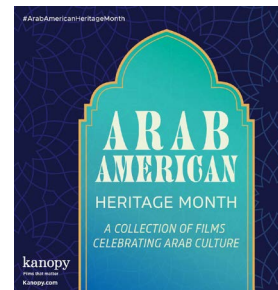
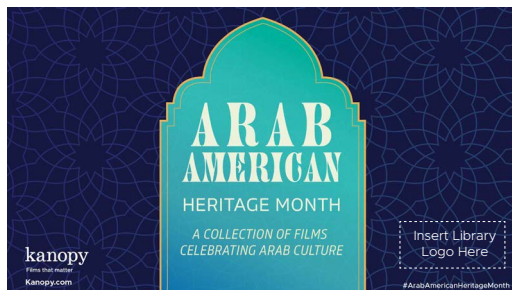
Two options that you can copy and paste into your messaging across social media and email.

General Announcement & Title-Specific Assets

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

Salam, April is Arab American Heritage Month! We are celebrating this rich culture all month long with films curated by Kanopy to showcase the works of Arab Americans in film! View the collection here: <https://www.kanopy.com/category/78249>

Version 2

April is Arab American Heritage Month, and Kanopy is your ticket to a cinematic journey through the heart of Arab and Middle Eastern culture. 🌟 Celebrate the beauty of Arab heritage by viewing the collection here: <https://www.kanopy.com/category/78249>

Campaign Start and End Dates

We'll be launching our Arab American Heritage Month campaign on April 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