

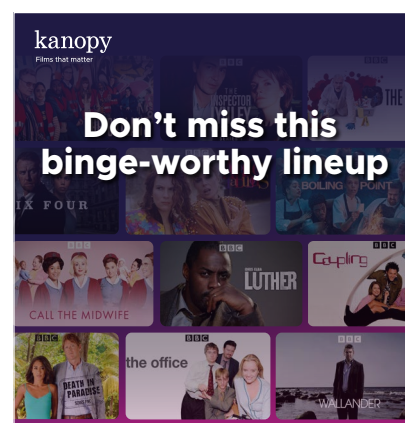
Share Binge-Worthy BBC Content with your Patrons

Welcome to your comprehensive guide on marketing BBC content within your library. BBC's extensive and diverse content offers a wealth of opportunities to enrich your library's programming, attract new patrons, and enhance community engagement. This guide will provide you with strategies and practical tips to effectively promote BBC content and integrate it into your library's offerings.

What's Included in the Marketing Kit

DIGITAL/SOCIAL MEDIA ASSETS

- **Multiple Title Highlight** (1080x1080 and 1200x630) – Use on social media or on a monitor in library to promote a variety of BBC content.
- **5 Single Title Highlights** (1200x630) – Use on social media or on a monitor in library to promote a single BBC title.
- **Customizable Image** (1080x1080 and 1200x630) - Use on social media or on a monitor in library to promote a single BBC title of your choosing. This template can be easily updated within Canva.



PRINT ASSETS

- **11x17 Poster** – Hang this poster in your physical DVD collection, in a breezeway or anywhere around your library to bring attention to BBC content availability.
- **8.5x11 Handout** – Place around your library as a take away for patrons to learn about your BBC offering.
- **Bookmark** – Drop into British literature titles or at the front desk to remind patrons they have access to many BBC titles through your library on Kanopy.

PR ASSETS

- **Press Release Template** – Use this customizable template to announce to the press that you now have BBC content available.

BBC Promotional Checklist

Spread the word about BBC Content with these tips we've found to be effective for other libraries like you!

- ☐ Add to your website
- ☐ Share on social media
- ☐ Promote on a monitor near your physical DVD Collection
- ☐ Announce in an email newsletter
- ☐ Promote through physical materials in your library with things like posters and bookmarks
- ☐ Host a film/TV Series showing at your library

Social Media Copy Ideas:


SOCIAL POST #1

 ✨ Catch the Best of BBC TV at **[Your Library Name]**! ✨ 

Discover an array of acclaimed BBC TV shows and series right here at your library. From gripping dramas to eye-opening documentaries, there's something for everyone! Check it out on Kanopy today **[Link to Kanopy]**

SOCIAL POST #2

BBC TV at **[Your Library Name]**! ✨

Looking for your next binge-worthy series? Dive into our BBC collection on Kanopy! From hilarious comedies to gripping thrillers, we've got the best of BBC waiting for you.  Check it out on Kanopy today **[Link to Kanopy]**

Thank you for choosing Kanopy as your streaming content provider!

By effectively marketing and programming BBC content, your library can become a vibrant hub for entertainment experiences. We hope this guide provides thoughtful planning to support your library's offerings and drive to create meaningful experiences for your patrons.

Happy Streaming!