



EARTH DAY

FILMS FOCUSED ON THE ENVIRONMENT

kanopy

Mountain (2017)
Directed by Jennifer Peedom

This Earth Day, celebrate our planet by promoting Kanopy's curated collection of environmentally focused films. Kanopy offers a wide range of documentaries, narratives, and series that highlight the beauty of nature and inspire action towards sustainability.

By sharing this content with your community, you can help spread valuable messages about conservation and the importance of protecting our world. Whether through email, social media, or in-person discussions, encouraging your patrons to explore these films on Kanopy offers an easy and impactful way to participate in Earth Day celebrations while providing them with valuable educational resources. Explore our Earth Day collection, film synopses, and more details at kanopy.com/category/17330.

Don't forget to check out other monthly toolkit updates on our Digital Marketing Resources Page for the [U.S.](#) or [Canadian](#) markets.

List of Toolkit Items

7

General Announcements

Images that present our Earth Day collection, sized for various social media platforms (specifically Facebook, Twitter, and Instagram).

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.

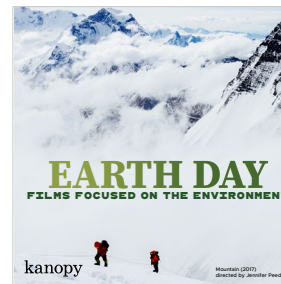
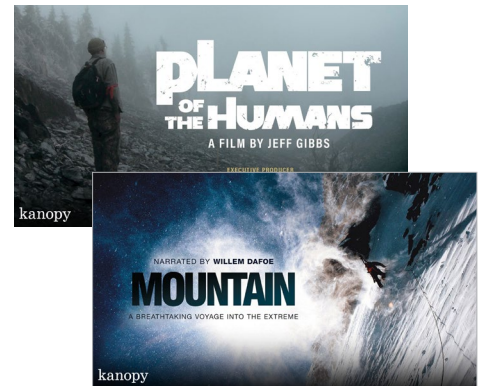
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General Announcement & Title-Specific Assets

To download the general announcements for our Earth Day Collection, 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

Ready to celebrate Earth Day? Explore inspiring films on Kanopy that highlight the beauty of our planet and advocate for its protection—totally FREE! Access Kanopy through your library and start streaming documentaries, narratives, and more. Discover the collection here: kanopy.com/category/17330

Version 2

This Earth Day, let's make an impact! Did you know you can watch engaging Earth Day-themed films on Kanopy for FREE through your library? Dive into topics like environmental issues, conservation, and sustainable living through the magic of film. Check it out here: kanopy.com/category/17330

Campaign Start and End Dates

Our Earth Day Campaign will begin April 1st, 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.

Respectfully,
The Kanopy Team