



Explore a world of cinema with Kanopy.

*EASY WATCHING CA

Welcome to **Kanopy PLUS**! We're excited that you will be offering our amazing collection of films, documentaries, and TV series to your patrons. This toolkit provides announcement images and suggested copy to help you spread the word through your newsletter, social media, printed flyers, and more.

List of Toolkit Items

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General Announcements

Four images announcing that **Kanopy PLUS** is available through your library, including graphics sized for social media and print materials.

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Suggested Copy

Two options that you can copy and paste into your messaging across social media and newsletters. Feel free to adjust copy as needed.

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General Announcement Assets

To download the announcement assets, visit

<https://resources.overdrive.com/library/marketing-outreach-trending/>

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.



Social Media/Email Newsletter Copy

Version 1

As a reminder, you can access Kanopy, the best video streaming service for quality, thoughtful entertainment, through our library. To access their diverse collection of films, go to [kanopy.com](https://www.kanopy.com). All you need is your (insert library name here) card.

Version 2

Using your (insert library name here) card, you can access Kanopy. With an expertly curated collection of narrative and documentary films we think you'll enjoy, we're pleased to bring this streaming service to our community. Go to [kanopy.com](https://www.kanopy.com) to get started today.

Website Links

Additionally, to make Kanopy accessible to your patrons, we recommend that you place links to [kanopy.com](https://www.kanopy.com) where appropriate on your website. Website placement can be a key driver to usage and can make our services easier to locate for interested viewers in your community. As a means of providing some examples, here are the locations that other libraries have placed our link on their site.

[Kent District Library](#)

[Nashville Public Library](#)

[Oak Park Public Library](#)

Campaign Strategy

We encourage our library partners to use the provided materials to promote your streaming offerings through Kanopy. If you have any questions about the items contained in this toolkit, feel free to reach out to us at helpdesk@kanopy.com