

The holidays are approaching, and Kanopy is all set for your patrons' holiday viewing. Kanopy's Home Viewing for the Holidays collection is your library's gift to every patron looking for something festive to watch this December. The collection spans timeless classics, family favorites, and feel-good films that bring people together, this holiday season.

Your patrons are already settling in for the holidays. This collection gives them something worth gathering around. Home Viewing for the Holidays is one of the easiest ways to remind your community that Kanopy is available to them year-round, and December is the perfect moment to make that introduction or reintroduction.

Explore the collection, title synopses and more: **kanopy.com/category/24372**

All images provided must be used for direct promotion of that specific film or collection.

List of Toolkit Items

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General Announcements
Print materials that showcase our Home Viewing For The Holidays collection, which can be printed and displayed throughout your library.

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Digital Graphics
Graphics sized for various social media platforms and email, showcasing Home Viewing For The Holidays collection content.

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Suggested Copy
Three options that you can copy and paste into your messaging across social media and email.

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Programming Ideas

- Select a title from the collection with Public Performance Rights and invite your community to an evening screening. Holidays are one of the few times of year when people are genuinely looking for a reason to gather. A film night gives them one. Follow the screening with a facilitated discussion to keep the conversation going!
- Host a family-friendly screening followed by a simple activity. Pick a title with Public Performance Rights and create a cozy, inviting space for the screening. Pair it with an activity like drawing a scene from the film or writing one thing they're grateful for this December.
- Invite patrons to share their favorite holiday traditions and movies through an in-library display. Promote the Home Viewing for the Holidays collection alongside it to encourage patrons to continue the celebration at home on Kanopy.
- Use the Advent Calendar included in this marketing toolkit to determine a promotional calendar for the collection. The calendar can help you schedule when you promote certain titles. Promote the entire 24 days of just a handful of days, whatever fits the needs of your community and patrons.

Social Media and Newsletter Copy Suggestions

Option 1
December is better with a library card. Kanopy's Home Viewing for the Holidays collection is streaming all month from classics to family favorites holiday movies, and even a few surprises. Free to watch: **kanopy.com/category/24372**

Option 2
From timeless classics to modern merry movies, Kanopy's Home Viewing for the Holidays has something for everyone gathered around the screen this December. Stream for free with your library card: **kanopy.com/category/24372**

Option 3
Something for everyone this December. Kanopy's Home Viewing for the Holidays collection is streaming all month, full of holiday cheer delight and even some jeers, free with your library card: **kanopy.com/category/24372**

Campaign Start and End Dates

Our Home Viewing For The Holidays Collection launches **December 1st, 2026**. We encourage our library partners to use these materials to spread the word to your community. If you have any questions about the toolkit, feel free to email us at marketing@kanopy.com.

Sincerely,
The Kanopy Team