



HOME VIEWING FOR THE

HOLIDAYS

kanopy

The Bishop's Wife (1947)
Directed by Henry Koster

Happy Holidays from the Kanopy and OverDrive teams! It's the most wonderful time of year and a perfect time to sit down with the family and enjoy Kanopy's Home Viewing for the Holidays collection! Our collection features titles that will entertain the whole family, get everyone in the holiday spirit and best of all free to your patrons!

Look to our Home Viewing for the Holidays marketing kit to help you promote this wonderful collection with your patrons. Included in the kit are general announcements, social media/newsletter copy and graphics that can be used on social media and in email. Check out the tool kit for the [U.S.](#), [Canada](#), and [Australia/New Zealand](#).

List of Toolkit Items

9

General Announcements

Social media-friendly images showcasing the Home Viewing for the Holidays collection in various sizes for platforms like Facebook and Instagram, as well as for print and digital use.

5

Title-Specific Assets

A set of images extracted from the larger collection that highlight specific titles.

2

Suggested Copy

Two ready-to-use copy options for your social media posts and email campaigns.

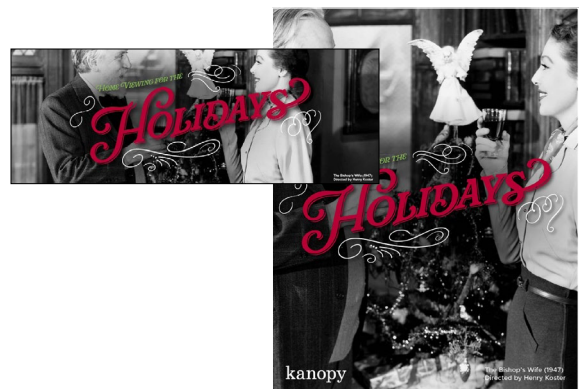
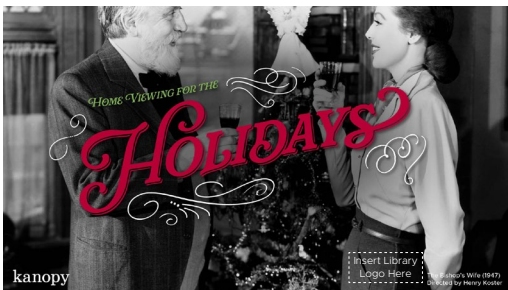
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General Announcement & Title-Specific Assets

To download the general announcements for our Home Viewing for the Holidays collection, visit our Digital Marketing Resources Page for the **U.S.**, **Canadian**, and **Australian/New Zealand** 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

Option 1

Get ready for the holidays with Kanopy's Home Viewing for the Holidays! A collection of the holiday themed films and tv shows. Perfect for the entire family. Stream here:
kanopy.com/category/24372

Option 2

The holidays can be a busy time, so don't forget to take some time and enjoy some classic holiday themed films and tv shows. Check out Kanopy's Home Viewing for the Holidays playlist. The collection features entertainment for the whole family and will put you in the holiday spirit! Watch now: kanopy.com/category/24372

Important Dates

Home Viewing for the Holidays collection will be launching on **December 1** and running until **December 31**. We suggest you use the marketing kit provided during these dates to promote the collection to your patrons. If you have any questions regarding the items in the marketing toolkit, please feel free to reach out to us at marketing@kanopy.com.

Happy Holidays,
The Kanopy Team