

How to use Kanopy marketing toolkits

The following guide explains how to utilize the **Kanopy: Beyond the Classroom** marketing toolkit to promote Kanopy's film collection through various channels, both on campus and online. Use the materials provided to engage students, faculty, and staff and encourage them to explore Kanopy's offerings during high stress moments this semester.

1 Announcements

Purpose:

To visually promote Kanopy across social media platforms and campus spaces.

Assets: These images are optimized for Facebook, X, Instagram, as well as digital screens and print.

Recommended Use: Share these images on digital signage in student unions, libraries, and other campus spaces. You can also post them on your universities social media channels to reach a wider audience.

How to Use:

For Social Media: Post the images to your library's social media profiles, with added copy.

For Campus: Display the images on screens in high-traffic areas such as student unions or within campus newsletters.



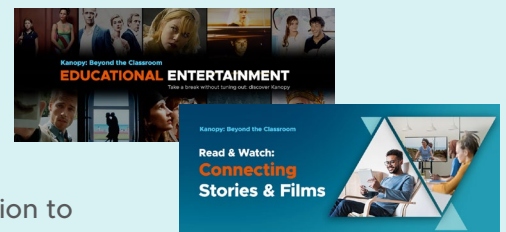
2 Email Banner

Purpose:

To visually promote Kanopy in campus emails.

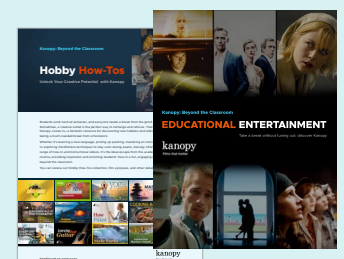
Assets: The email banner is used to help further the message of Kanopy when messaging students or staff via email.

Recommended Use: Add this email banner to email communication to represent visually what type of content they can expect from Kanopy.



3 Promotions Guide

Purpose: To thoroughly explain each toolkit and what you can expect from the film content in the collection that toolkit represents.



Toolkits are a great way to discover new and curated content to Kanopy.
Download each toolkit to learn more.

kanopy
Films that matter