



JUNETEENTH

JUNE 19

kanopy

#Juneteenth

Our programming team has chosen titles that seek to educate, respect, and honor the legacy of Juneteenth by remembering the toll that slavery has taken on our country and acknowledging the joy in those who found they were set free. This collection also showcases the sacrifices and resolve that men and women of color have shown for many years. To help you spread the word to your patrons about our Juneteenth collection and its award-winning narrative and documentary films, we've prepared this marketing toolkit to assist in your messaging efforts.

To review our Juneteenth collection, including film synopses and other details, visit kanopy.com/category/49307. And look for monthly toolkit additions on our Digital Marketing Resources Page at resources.overdrive.com/academic/marketing-outreach-kanopy.

List of Toolkit Items

12

General Announcements

Images that present our Juneteenth collection, sized for various social media platforms (specifically Facebook, X, and Instagram), as well as print and screen images.

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.

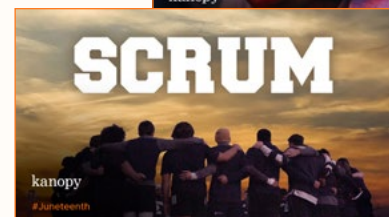
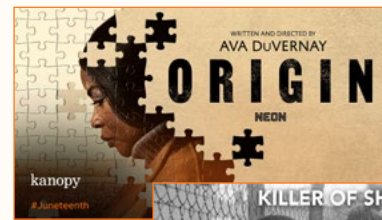
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General Announcement & Title-Specific Assets

To download the general announcements for our Juneteenth collection, visit resources.overdrive.com/academic/marketing-outreach-kanopy.

And remember, you can always add your school's logo to any of these images to remind your faculty and staff that they can access Kanopy through your digital offerings.

See example below.



Social Media/Newsletter Copy

Version 1

[#Juneteenth](#) is approaching and Kanopy has identified films that address the history and legacy of Juneteenth throughout the years. View the collection at kanopy.com/category/49307.

Version 2

Kanopy is highlighting their collection of films that honor the legacy of [#Juneteenth](#). Join us as we explore their catalog of titles and their curated collection at kanopy.com/category/49307.

Respectfully,

The Kanopy Team