



Welcome to Kanopy!

Onboarding Guide for Library Staff

For your library use only. Do not distribute to patrons.

kanopy
stream smarter

We are thrilled to have you as part of the Kanopy family, you have joined great company, and we can't wait to help you start spreading the word to your community.

This programming guide includes a description of each item included in the Pay-Per-Use (PPU) marketing kit, social media post copy, and programming ideas to help ensure you are promoting Kanopy effectively.

Let's Dive In!

To make sure your patrons know they have access to Kanopy, use this checklist of marketing ideas that other libraries have successfully implemented. The resources in this marketing toolkit can help you complete each item on the list!

- ▶ **Add the Kanopy logo and link to your website.**
 - Use the logo provided in the marketing toolkit.
- ▶ **Post an announcement on social media.**
 - Let your patrons know they now have access to Kanopy!
 - Use graphics included in the toolkit for your posts
 - **TIP:** You can include title suggestions in your posts, to actively encourage patrons to watch something right away
- ▶ **Feature Kanopy in your library newsletters.**
 - Include graphics from the toolkit and link direct to Kanopy. Suggest patrons set up an account or give film recommendations your patrons can watch.
- ▶ **Place print materials near your physical media collection**
 - Use the 8.5x11 or 11x17 flyers included in the toolkit
- ▶ **Send out a Press Release**
 - Announce to the public that your library now offers Kanopy. You can find a template of a Press Release in our toolkit. Include your library's name and logo to personalize the release.
- ▶ **Explore our Resource Center**
 - Access pre-packed marketing toolkits, like this one, to help you promote Kanopy. Each toolkit includes a programming guide with details on different collections, themes or heritage celebrations, social media and newsletter copy, graphics for social media, email, web, printer materials such as flyers, and customizable graphics which can fit your needs.
 - Kits are updated monthly, so check back regularly for new resources.
- ▶ **Stay up to date with our emails**
 - Opt in to receive marketing messages about current promotions, initiatives and other Kanopy updates.

Any questions? Email your account manager or marketing@kanopy.com.
We are always here to help!

PPU Onboarding Kit Material Description:

- ▶ **Digital Assets** – these can be used for social media posts, as well as newsletters, both print and email.
 - 1080x1080
 - 1200x627
 - 1920x1080
- ▶ **Print Flyers**
 - 8.5x11 in
 - 11x17 in
- ▶ **How to Guide Flyer** - detailed steps on your patrons can download Kanopy and sign up for an account. Available in English, Spanish, and French
 - 5.5x8.5 in
- ▶ **Kanopy Logo Kit**
 - Use these logos to place on your library’s website, on your library’s social media accounts and newsletters
- ▶ **Press Release Template**
 - Use this template and your local media outlets to share the news with your community that you now offer Kanopy

Programming Ideas:

- ▶ **Host a Kanopy Launch Week**
 - Celebrate offering Kanopy by promoting 3–5 staff-picked films as a “Getting Started with Kanopy” collection.
 - Choose films with Public Performance Rights for potential public screenings.
 - Have our How-To guides ready so patrons can easily sign up, create their accounts, and start watching.
- ▶ **Offer “How to Get Started” Office Hours**
 - Set up a table or designated area with Kanopy flyers and posters.
 - Help patrons sign up for their Kanopy accounts and troubleshoot any issues with accounts or devices.
- ▶ **Promote “Watch Together at Home” Nights**
 - Select a few films and encourage patrons to participate from the comfort of their own homes.
- ▶ **Pick a Film and a Date**
 - Encourage patrons to watch a specific title on Kanopy on their own schedule.
- ▶ **Host a “You Read the Book, Now Watch the Movie” Display**
 - Suggest a book and highlight its film adaptation available on Kanopy to spark interest.
- ▶ **Highlight Kanopy Kids for Families**
 - Showcase educational, low-stimulation content available for children and families.
- ▶ **Display Staff Picks**
 - Feature staff-recommended titles that patrons can stream on Kanopy.

Social Media or Newsletter Copy:

Post Idea #1

🎉 Exciting News! 📺 Our library just got even better with the addition of Kanopy - your passport to a world of captivating films and TV Series! 🍿✨ All you need is your library card! Check out all that Kanopy has to offer **INSERT LIBRARY LINK HERE.**

Post Idea #2

🍿 We've welcomed Kanopy into our library family and movie nights will never be the same! ✨ Now you can stream amazing films and documentaries with just your library card! Share this exciting news with your friends, and let's make the library experience even more amazing together. 📢👂 Start watching now - **INSERT LIBRARY LINK HERE.**

Copy for your Website:

Option #1

KANOPY LOGO HERE

Watch classic films, world cinema, documentaries, and popular movies available for on-demand streaming. Streaming now on Kanopy.

Option #2

KANOPY LOGO HERE

Stream the best in cinema for free with your Library card. Watch over 30,000 documentaries, popular films, international films, and learning videos, including selections from Paramount, PBS, BBC, The Great Courses, Skillshare, and many more!

Follow Us on Social Media:

Follow the Kanopy social media pages and share, like and comment on our regular posts!

