



CELEBRATING HISPANIC HERITAGE MONTH

kanopy

Critical Thinking (2020)
Directed by John Leguizamo

Hispanic Heritage Month, celebrated from September 15 to October 15 each year, honors the histories, cultures, and contributions of Americans whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America. The celebration begins on September 15, a date that marks the independence anniversaries of several Latin American countries, including Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. It also encompasses the independence days of Mexico (September 16) and Chile (September 18). Throughout the month, communities across the United States host festivals, educational events, and cultural activities to recognize the rich and diverse heritage of Hispanic and Latino Americans and their enduring impact on the nation's history, arts, economy, and society.

During this month-long celebration, Kanopy will be honoring the histories, cultures, and contributions of Hispanic and Latino Americans through our favorite medium – film and TV. With content from Hispanic directors, writers, and actors throughout our Hispanic Heritage catalog, this collection is sure to offer you and your students a fresh perspective on these beautiful cultures. In the name of accessibility and visibility, we've created this marketing toolkit to make it easy and fun to promote this fantástica colección!

You can review our Hispanic Heritage Month collection, including film synopses and other details by [clicking here](#). Plan ahead and keep an eye out for monthly toolkit additions on our [Digital Marketing Resources Page](#).

List of Toolkit Items

5

General Announcements

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

10

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 Hispanic Heritage Month collection, visit resources.overdrive.com/academic/marketing-outreach-kanopy.

And remember, you can always add your library logo to any of these images to remind your students that they can access Kanopy through your digital offerings.

See example below.



Social Media/Newsletter Copy

Version 1

Celebrate the vibrant stories, voices, and histories of Hispanic and Latino communities with [#HispanicHeritageMonth](https://resources.overdrive.com/academic/marketing-outreach-kanopy) on Kanopy. Explore documentaries, films, and series that honor culture, identity, and resilience.

kanopy.com/category/65202

Version 2

From bold filmmakers to powerful storytellers—[#HispanicHeritageMonth](https://resources.overdrive.com/academic/marketing-outreach-kanopy) is a time to celebrate and learn. Stream Latin American cinema, cultural documentaries, and more on Kanopy!

kanopy.com/category/65202

Respectfully,

The Kanopy Team