



Get ready to scream, shiver, and snuggle under the covers—Kanopy’s Horror Collection brings you a spellbinding lineup of bone-chilling horrors, ghoulish thrillers, and spine-tingling cult classics to satisfy every scare craving. See what frights lurk within this collection... if you dare.

It’s terrifyingly easy to share Kanopy with your students. Download the full kit for ready-to-use social media graphics and see below for suggested copy options you can share via email or your social channels. **All provided images must be used for direct promotion of that film or collection.**

Tip: Personalize the campaign by adding your school’s logo to the images and remind your students they can stream for free with their school login!

Explore the full collection here: kanopy.com/category/29299.

Check out our [Digital Marketing Resources Page](#) for the latest monthly campaign toolkits

List of Toolkit Items

5

General Announcements

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

8

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.

General Announcement & Title-Specific Assets

To download the general announcements for our Horror Collection, visit our [Digital Marketing Resources Page](#).

And remember, you can always add your school 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

Option 1

Warning: Watching after dark may result in chills, thrills, and unexpected nightmares! Kanopy's Horror collection is here with a killer collection of horror favorites. Stream now: kanopy.com/category/29299 #ScaryMovieNight

Option 2

Scream season starts now! Dive into Kanopy's Horror collection—where cult classics, creepy thrillers, and horror hits await.

Stream if you dare: kanopy.com/category/29299 #HorrorMarathon

Warm Regards,

The Kanopy Team