



Welcome to Kanopy!

Onboarding Guide for Library Staff

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

kanopy

Films that matter

We are thrilled to have you as part of the Kanopy family and 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. **Ok, let's dive right in!**

The “Must-Dos” — A Marketing Checklist

To ensure your patrons know that they have access to Kanopy, here is a checklist of marketing items we've seen other libraries do to spread the word. The resources in this marketing kit can help you achieve each of the below items!

- ☒ Give Kanopy a spot on your website.
- ☒ Post an announcement on social media.
- ☒ Mention Kanopy in your newsletter.
- ☒ Place printouts near your physical DVD collection or at the front desk.
- ☒ Make sure your staff is up to speed with **these training resources** so they can spread the word and offer patron support.
- ☒ Send out a Press Release to let the public know about Kanopy.
- ☒ **Check out our Resource Center.** This site houses our pre-packaged marketing toolkits that you can utilize to message your patrons about Kanopy. Kits are updated each month so be sure to check back regularly.
- ☒ Be sure to receive emails about our current marketing toolkits and initiatives **by opting into our email messages.**

PPU Onboarding Kit Material Description:

- **Digital Asset 1080x1080** – Post this image on Instagram to let your community know Kanopy is available.
- **Digital Asset 1200x627** - Post this image on X (Twitter) and Facebook to let your community know Kanopy is available.
- **Digital Asset 1920x1080** – Place a monitor in your physical DVD collection to promote patrons can find films on Kanopy.
- **Print 11x17** – Hang posters in your physical location.
- **Print 8.5x11** – Place at the front desk or around your libraries to spread the word.
- **Bookmark** - Place at the front desk or around your libraries to help your patrons get started on Kanopy.
- **Kanopy Logo Kit** – Use these logos to place on your library website or in newsletters
- **Press Release Template** – Use this template and your local press to spread the word to your community that you now offer Kanopy.

Programming Ideas:

- Host a film club where you show a Kanopy film at your library and discuss afterwards.
- Select a film of the week and post it on social media on Fridays right before the weekend.
- Offer a dinner and a movie. Host a cooking class and watch a film while your patrons sit and enjoy the meal they prepared.
- Each month, pair a film with like books. Promote the film and the book title and hold in-person discussions about both at your library.
- There are many instructional videos with Public Performance Rights available. Host a workout class at your library or even at a local senior center and show Richard Simmons *Sweatin' to the Oldies*. Reach the sewers in your community with a showing of *Sewing Essentials*.

Social Media Post 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:

Pair the below copy with a Kanopy logo to help inform your community that Kanopy is available.

Option #1

KANOPY

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

Option #2

KANOPY

Kanopy is a collection of streaming videos focusing on popular films, documentary, and independent films available instantly, with automatic returns and no late fees.

Option #3

KANOPY

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 The Great Courses.

Follow Us on Social Media:

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

