

BLACK HISTORY MONTH

kanopy
Films that matter
Kanopy.com

#BlackHistoryMonth

In February, we celebrate Black History Month by honoring the rich history, culture, and contributions of Black Americans. Kanopy's curated collection features documentaries, films, and programs that explore the lives, achievements, and struggles of iconic figures, as well as the enduring impact of the Black community on shaping the nation. These titles offer an in-depth understanding of Black history and the ongoing pursuit of equality and justice. Share this impactful collection with your patrons, and use our marketing toolkit to help highlight these powerful stories.

To discover the full collection, film descriptions, and more, be sure to stay tuned for future toolkit updates on our Digital Marketing Resources Page for the **U.S. market**.

List of Toolkit Items

7

General Announcements

Images that present our BHM collection, sized for various social media platforms (specifically Facebook, Twitter, 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.

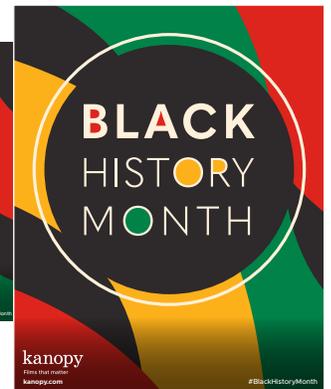
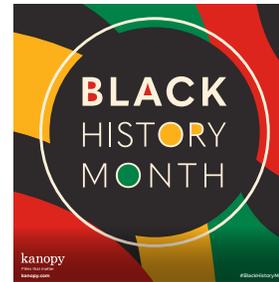
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General Announcement & Title-Specific Assets

To download the general announcements for our Black History Month collection, visit our Digital Marketing Resources Page for the **U.S. market**.

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

See example below.



Social Media/Newsletter Copy

Version 1

This February, celebrate Black History Month with Kanopy's curated collection of documentaries that highlight the contributions, struggles, and triumphs of Black Americans. These films inspire reflection and action in the ongoing pursuit of equality. To explore the full collection, visit kanopy.com/category/40898 now! **#BHM**

Version 2

Honor Black History Month with powerful films that highlight the rich cultural heritage and impactful achievements of Black Americans. Kanopy's collection offers a profound look into the history, resilience, and progress of the Black community. Access the collection now at kanopy.com/category/40898 **#BHM**

Campaign Start and End Dates

Our Black History Month Campaign will begin February 1st. We encourage our library partners to use the provided materials to spread the word in your community. If you have any questions about the items contained in this toolkit, feel free to reach out to us at marketing@kanopy.com.

Respectfully,
The Kanopy Team