

\*Films may vary by country and library.

Welcome to **Kanopy BASE**! We're excited that you will be offering our amazing collection of films, documentaries, and episodics to your faculty, staff, and students. This toolkit contains announcement images, suggested copy, and robust brochures to help you spread the word to colleagues and students through your newsletters, social media, printed flyers, and digital slides.

## List of Toolkit Items

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### General Announcements

Five images announcing that **Kanopy BASE** is available through your library, sized for various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images.

2

### Suggested Copy Snippets

Two options that you can copy and paste into your messaging across social media and email. Feel free to adjust the copy as needed.

2

### Resource Brochures

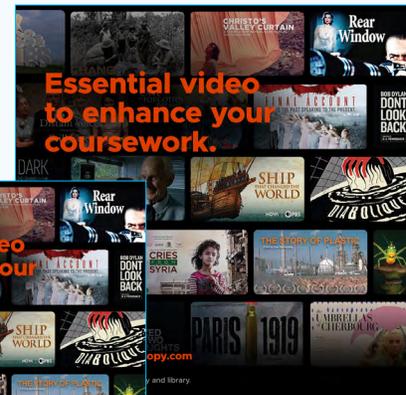
Two brochures full of verbiage and images where you can copy text and take screenshots to promote through your institution's various channels.

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## General Announcement Assets

To download the announcement assets, visit [lib.kanopy.com/toolkits](http://lib.kanopy.com/toolkits).

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/Email Newsletter Copy

### Version 1

As a reminder, you can access Kanopy, the best video streaming service to enhance your studies, through our library. To access their diverse collection of films, go to [kanopy.com](http://kanopy.com). All you need is your (insert school name here) login.

### Version 2

Using your (insert school name here) student login, you can access Kanopy. With an expertly curated collection of essential videos across various courses of study, we can't wait to see how you'll use this valuable resource. Get started today at [kanopy.com](http://kanopy.com).

## Advertise Kanopy on your websites

Additionally, to make Kanopy accessible to your patrons, we recommend that you place links to [kanopy.com](http://kanopy.com) where appropriate on your website. Website placement can be a key driver to usage and can make our services easier to locate for interested viewers in your community. As a means of providing some examples, here are the locations that other libraries have placed our link on their site.

[Hofstra University](#)

[UC Berkeley](#)

## Campaign Strategy

We encourage our library partners to use the provided materials to promote your streaming offerings through Kanopy. If you have any questions about the items contained in this toolkit, feel free to [reach out](#).

Respectfully,

The Kanopy Team