

NATIVE AMERICAN HERITAGE STUDIES 2023

Promotions Guide

kanopy
Films that matter

[View Collection](#)

Perfect for: History, Indigenous Studies, Film Studies, Anthropology, Environmental Studies, Human Rights, Multicultural Education, Indigenous Art & Music

Native American Heritage Month came in 1990 after decades of efforts from allies and advocates to increase awareness and education about Native people. During Native American Heritage Month, we honor the vibrant tapestry of cultures and histories of Native people while also recognizing the contributions they've made to our society as we know it, like, cable suspension bridges, rubber, baby bottles, and raised-bed agriculture.

This month, Kanopy aims to enlighten the American public about various tribes and their unique traditions through the power of film. In addition, our team sees the Native American Heritage Month collection as an opportunity to highlight the resilient efforts of tribal citizens as they strive to overcome the obstacles that Native people have encountered throughout history and still face today. To learn more about and share the complex but fascinating history of Native Americans, utilize this marketing toolkit to spread the word to your faculty, staff, and students about the films and TV shows available through Kanopy.

You can review our Native American Heritage Month collection, film synopses, and other details at www.kanopy.com/category/67095. Plan ahead and keep an eye out for monthly toolkit additions on our [Digital Marketing Resources Page](#).

List of Toolkit Items

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General Announcements

Images that present our Native American Heritage Studies collection, sized for promotion in various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images. These are perfect for displaying in student unions, on campus digital signage, and in the library.

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Title-Specific Assets

Whether online or on campus, share this set of movie title graphics that represent the larger thematic collection.

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 Native American Heritage 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

In honor of [#NativeAmericanHeritageMonth](#), we're presenting this curated collection on Kanopy. Comprised of narrative and documentary films celebrating America's first people, you can access this collection through our campus library at www.kanopy.com/category/67095.

Version 2

To champion the representation of Native Americans in film, Kanopy has curated a collection of cinematic works that prominently feature first nation actors. To access these films during [#NativeAmericanHeritageMonth](#), go to www.kanopy.com/category/67095.

Campaign Start and End Dates

We'll be launching our Native American Heritage Month campaign on **November 1, 2023**. 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