

I HAVE A DREAM

Martin Luther King, Jr.

Films celebrating the life and legacy of a civil rights leader.

kanopy

Films that matter

#MLKDay

Martin Luther King, Jr. Day is a day to remember the life and legacy of one of America's most important civil rights leaders. To honor this day and its meaning, we've curated a collection of films on MLK and the Civil Rights Movement. These titles feature archival footage of Martin Luther King, Jr. delivering his influence words, including the entirety of his "I Have a Dream" speech from the March on Washington on August 28, 1963. Join us as we honor the memory of the man and reflect on the changes he helped enact in the United States by sharing this collection of films with your community. To assist your messaging efforts, please review the accompanying toolkit.

To review our Martin Luther King, Jr. Day collection, including film synopses and other details, visit kanopy.com/category/11269. And look for monthly toolkit additions on our Digital Marketing Resources Page at lib.kanopy.com/toolkits.

List of Toolkit Items

5

General Announcements

Images that present our Martin Luther King, Jr. Day 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 Martin Luther King, Jr. Day collection, visit [this link](#).

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

As we remember the life and legacy of Martin Luther King, Jr. this January, we encourage you to learn more about the man and his mission by exploring this collection of documentary films on Kanopy. Just go to kanopy.com/category/11269.
#MLKDay

Version 2

On this day of remembrance for Martin Luther King, Jr., gain a greater appreciation for his deep belief in civil rights. See him deliver memorable and meaningful words in this collection of documentaries offered on Kanopy. Go to kanopy.com/category/11269 to learn more. #MLKDay

Campaign Start and End Dates

We'll be launching our Martin Luther King, Jr. campaign on January 20, 2025. 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