

MARTIN LUTHER KING JR. DAY

A day to remember the life and legacy
of a civil rights leader.

kanopy
Films that matter
Kanopy.com



In January, we honor the remarkable legacy of Dr. Martin Luther King Jr. by diving into powerful documentaries that showcase his extraordinary journey and the broader civil rights movement. Exploring the titles in Kanopy's MLK Day collection offers a profound glimpse into Dr. King's courage, perseverance, and the collective fight for justice and equality. Share this curated collection with your patrons, and help spread awareness of these impactful films. We've created a marketing toolkit to support your outreach efforts, with resources for promoting this content on Kanopy.

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 MLK 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.

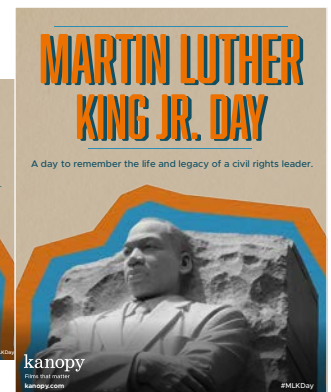
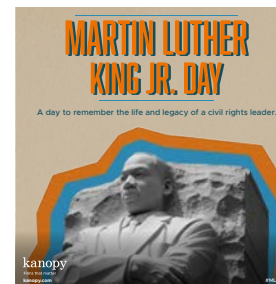
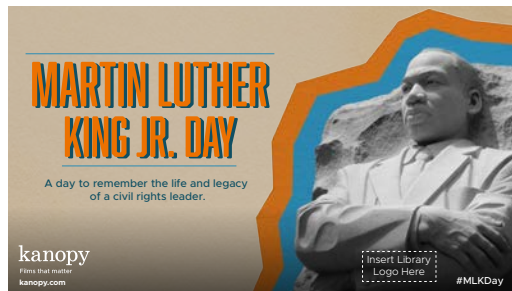
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General Announcement & Title-Specific Assets

To download the general announcements for our MLK Day 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

Join us in honoring Dr. Martin Luther King Jr.'s legacy through film with the Kanopy MLK Day Collection. These documentaries remind us that change is possible when we stand united. To access the collection, go to kanopy.com/category/11269 now! #MLKDay

Version 2

Let's take this opportunity to carry the torch of justice forward by remembering the actions of Dr. Martin Luther King Jr. Learn more about his life and work by viewing documentaries in Kanopy's MLK Day collection. Go to kanopy.com/category/11269 #MLKDay

Campaign Start and End Dates

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