



This Mother's Day, make it easy to share the love with heartwarming films that celebrate the beauty of motherhood. Promote Kanopy content to your community using our specially designed announcement images for Facebook, Twitter, and Instagram. Plus, we've included two options for suggested copy that you can copy and paste into your email and social media posts.

(Remember, you can always personalize these images by adding your library logo to remind patrons that they can access Kanopy through your digital offerings!)

You can explore our curated Mother's Day collection, read film synopses, and check out all the details at kanopy.com/category/48783. And be sure to visit our Digital Marketing Resources Page for the [U.S.](#) or [Canadian](#) markets.

List of Toolkit Items

6

General Announcements

Images that present our Mother's Day collection, sized for various social media platforms (specifically Facebook, Twitter, and Instagram).

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 Mother's Day Collection, visit our Digital Marketing Resources Page for the [U.S.](#) or [Canadian](#) markets.

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 Mother's Day, enjoy films that celebrate the incredible journey of motherhood! From touching dramas to joyful comedies, Kanopy offers a curated collection of heartwarming movies you can access for free. Make this Mother's Day extra special by streaming a movie that honors moms everywhere. Explore the collection here: kanopy.com/category/48783

Version 2

This Mother's Day, unwind with films that highlight the beauty of motherhood. Whether you're spending a cozy evening alone or hosting a family movie night, Kanopy has the perfect selection of films to make your celebration unforgettable. Start your movie marathon here: kanopy.com/category/48783 #MothersDay #KanopyMovies #CelebrateMoms

Campaign Start and End Dates

Our Mother's Day campaign will begin on May 1, 2025. We encourage our library partners to use these materials to spread the word to your community. If you have any questions about the toolkit, feel free to reach out to us at marketing@kanopy.com.

Respectfully,
The Kanopy Team