

# MYSTERY MONTH IN MAY

kanopy



The Hound of The Baskervilles (1939)  
directed by Sidney Lanfield

This May, dive into a world of suspense, intrigue, and thrilling twists with Kanopy's Mystery Month collection. Easily promote our curated mystery films to your community using our general announcement images for Facebook, Twitter, and Instagram, along with two suggested copy options that you can copy and paste into your email and social media messaging.

(Don't forget, 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!)

Explore our full collection, including suspenseful thrillers, classic whodunits, and gripping mysteries at [kanopy.com/category/15704](https://kanopy.com/category/15704). Keep an eye out for more updates and toolkit additions on our Digital Marketing Resources Page for the **U.S.** or **Canadian** markets.

## List of Toolkit Items

6

### General Announcements

Social media-friendly images showcasing the Mystery Month Collection in various sizes for platforms like Facebook and Instagram, as well as for print and digital use.

5

### Title-Specific Assets

A set of images extracted from the larger collection that highlight specific titles.

2

### Suggested Copy

Two ready-to-use copy options for your social media posts and email campaigns.

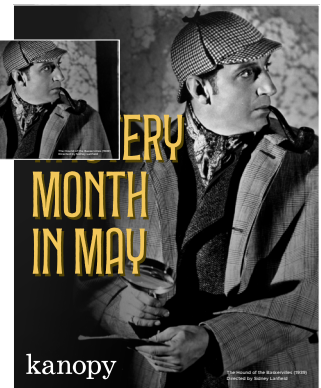
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## General Announcement & Title-Specific Assets

To download the general announcements for our Mystery Month 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

### Option 1

This Mystery Month, get ready for a rollercoaster of suspense and intrigue! Kanopy is offering a curated collection of films full of twists and turns that will keep you on the edge of your seat. From classic detective stories to modern thrillers, stream your favorites for free. Start your mystery marathon here: [kanopy.com/category/15704](https://kanopy.com/category/15704).

### Option 2

May is Mystery Month, and Kanopy is your destination for thrilling films that will keep you guessing until the very end. Whether you're a fan of detective stories or psychological thrillers, there's something for everyone. Watch for free and immerse yourself in a world of mystery: [kanopy.com/category/15704](https://kanopy.com/category/15704).

## Campaign Start and End Dates

Our Mystery Month campaign will begin on May 1, 2025. We encourage our library partners to utilize the provided resources to spread the word and engage your community. If you have any questions about the toolkit, feel free to reach out to us at [marketing@kanopy.com](mailto:marketing@kanopy.com).

Respectfully,  
The Kanopy Team