

# Reel Romance



Embrace the magic of romance films!

There's something about a good romance movie that warms the heart. Whether it's a classic love story, a modern-day romance, or a tale of unbreakable connection, these films remind us of the power of love.

Love, in all its forms, is a beautiful thing to celebrate. Let's revel in the feeling and spread a little more love in the world with this special collection of romance films on Kanopy. Looking to let your patrons know about this Reel Romance collection of films? We've created this marketing toolkit to make it easy and fun to message about this curated content!

You can review our 2024 Reel Romance collection, film synopses, and other details at [www.kanopy.com/category/29297](http://www.kanopy.com/category/29297). Plan ahead and keep an eye out for other monthly toolkit additions on our Digital Marketing Resources Page for the **U.S.**, **Canadian**, and **Australian/New Zealand** markets.

## List of Toolkit Items

7

### General Announcements

Images that present our Reel Romance 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 Reel Romance collection, visit our Digital Marketing Resources Page for **U.S.**, **Canadian** and **Australian/New Zealand** markets.

And remember, you can always add your 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

Get lost in the world of romance with Kanopy's Reel Romance collection of films. Who's your favorite on-screen couple, and what's your go-to romance film? Share it with us! Go to [www.kanopy.com/category/29297](http://www.kanopy.com/category/29297) to access the collection.

**#ReelRomance**

### Version 2

Get the candles lit, your favorite blanket ready, and Kanopy's Reel Romance collection of heartwarming romance films queued up. There's nothing quite like the magic of love stories on the screen! To access these titles through (insert library name here), go to [www.kanopy.com/category/29297](http://www.kanopy.com/category/29297).

**#ReelRomance**

## Campaign Start and End Dates

We'll be launching our Reel Romance campaign on February 1, 2024. 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](mailto:marketing@kanopy.com).

Respectfully,  
The Kanopy Team