



CELEBRATE OUR PRIDE COLLECTION ON KANOPY

kanopy

Films that matter

#PrideMonth

Pride Month this June marks 55 years since the Stonewall Riots broke out in 1968. Acknowledging that queer culture has existed before then, our programming team has chosen titles that seek to educate about the power, protest, and pride in the LGBTQ+ community from Stonewall and before. In addition, we've thoughtfully curated shelves to include films that trailblaze LGBTQ+ cinema, current affairs within the community, LGBTQ+ biographies, and titles surrounding the history of this community. This collection celebrates every gay, lesbian, bisexual, transgender and queer person and asks allies to join in the celebration by further understanding this community and taking pride in their own unique selves. To help you spread the word to your patrons about our Pride Month collection and its award-winning narrative and documentary films, we've prepared this marketing toolkit to assist in your messaging efforts.

To review our Pride Month collection for 2023, including film synopses and other details, visit kanopy.com/category/43961. 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 Pride Month collection, sized for various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images.

4

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 Pride Month collection, visit lib.kanopy.com/toolkits.

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

For **#PrideMonth**, Kanopy has identified films that inspire, empower, and recognize the leaps and bounds the LGBTQ+ community had made in our society throughout the years. View the collection at kanopy.com/category/43961.

Version 2

Discover Kanopy's colorful collection of films that honor and celebrate those in the LGBTQ+ community. **#PrideMonth** is approaching so join us as we explore the power of protest and pride through their curated collection at kanopy.com/category/43961.

Campaign Start and End Dates

We'll be launching our Pride Month campaign on June 1, 2023. We encourage our academic partners to use the provided materials to spread the word to your patrons. 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