

# WINTER BREAK 2024

Recharge with engaging  
videos while school's out

kanopy

Films that matter

#WinterBreak2024

As the tests have been completed and final grades are now in, students are on the cusp of returning home for their well-deserved winter break or simply gearing up for some much-needed rest following the demands of the previous semester. While students take a step back from their studies to recharge for a few weeks, we suggest keeping the mind sharp this winter break. We're delighted to present the **Winter Break 2024 collection**, offering a chance to keep their academic momentum going during this break.

Allow your students to dive into titles that explore subject matters that will help them get ahead for their spring semester. Titles that provide captivating and educational stories and content to equip them for the next term. Students will discover a selection of narratives and documentaries that will enrich their time with films designed to expand their horizons, stimulate critical thinking, and enlighten them on subjects that pique their curiosity.

Whether you're catering to a passionate student of film studies, gender studies, technology, the arts, political studies, or any other field, we're excited for them to explore titles that promise to spark engaging discussions in the coming semester.

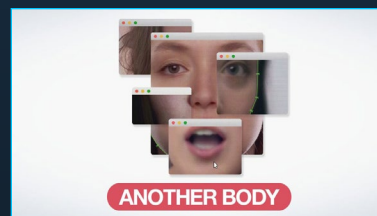
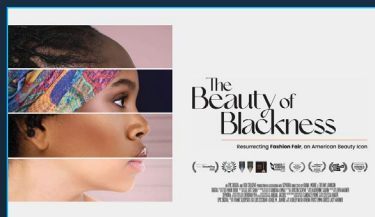
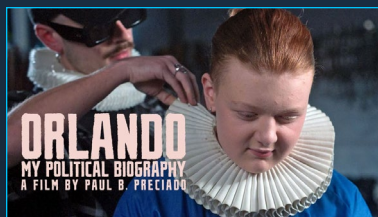
Kanopy offers an extensive and well-rounded collection for exploration. Explore one or more of our subject matter collections:

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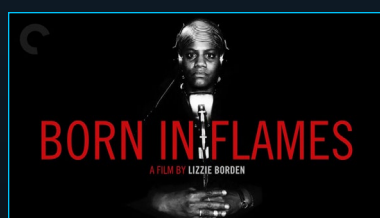
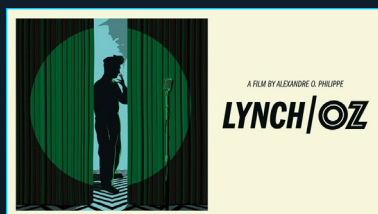
## ☑ Race and Class Studies



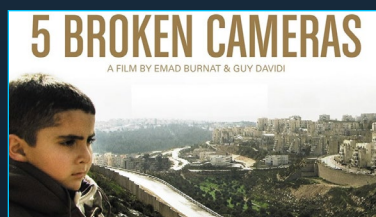
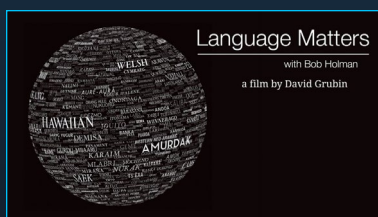
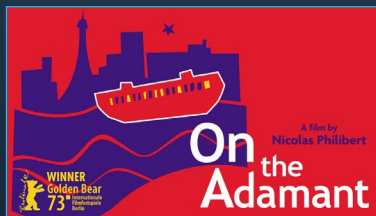
## ☑ Gender Studies



## ☑ Film Studies



## 📌 Global Studies



Looking for a particular subject matter for your students?

Contact your rep for recommendations!

When looking to promote a particularly pertinent collection, look no further than our monthly toolkit additions on the [Digital Marketing Resources Page](#). Be sure to look for upcoming thematic collections during the winter season!

## List of Toolkit Items

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### General Announcements

Images that present our Winter Break 2024 collection, sized for promotion in various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images. These are perfect for displaying in student unions, on campus digital signage, and in the library.

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### Title-Specific Assets

Whether online or on campus, share this set of movie title graphics that represent the larger thematic collection.

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### 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 Winter Break 2024 collection, visit our [Digital Marketing Resources Page](#).

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

**#WinterBreak2024** has begun. Take this opportunity to keep your mind sharp by exploring Kanopy's wide array of film titles on the subjects that pique your interest.

### Version 2

As the semester draws to a close, it's time to recharge and reflect. While you enjoy some well-deserved downtime this Winter Break, why not keep your intellectual gears turning? Explore Kanopy's extensive film collection, packed with thought-provoking and engaging content that will prepare you for the upcoming semester. **#WinterBreak2024**

## Campaign Start and End Dates

We'll be launching our Winter Break 2024 campaign on December 1, 2024. We encourage our library partners to use the provided materials to spread the word all across campus and online. 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).

**PERSONALIZING LINKS:** If your library would like to link to your unique Kanopy platform, please use the following link format `[librarydomain].kanopy.com/category/65202`. If you don't know your library domain or 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) or your account representative.

Respectfully,  
The Kanopy Team