Essential Campus Toolkit

kanopy
Films that matter

Kanopy has always been centered around films that matter. What does that mean exactly? How do these films matter for your campus/school anyways? In comes the Essential Campus Collection toolkit. Kanopy has long been an educational hub for academic films aimed at enriching the student curriculum and the students themselves. Our **essential campus collection** offers top films centered around various areas of study and student life in an accurate and balanced way when the media landscape can be confusing. This collection is home to titles curated for:

- Film studies
- Women's studies
- History
- Math and science

- Psychology
- Political science
- Business
- And so much more!

The Essential Campus Collection not only offers films aimed at subjects and majors, but these films offer students unique access to understanding the world around them in terms of current events and personal wellness. The breadth and depth of titles Kanopy has to offer is unmatched for students across all universities. To help you talk to faculty, staff, and students about our essential campus collection, we've put together this customizable toolkit. Share on your social media channels, use our graphics for digital campus displays, and use our copy to promote across campus through digital or print channels.

Review our essential campus collection, with film synopses and other details, at
www.kanopy.com/category/37093

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!

List of Toolkit Items

6

Promotional Images
Images that present our top educational films, 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.

6

Suggested Copy
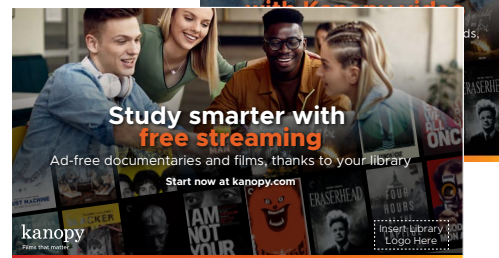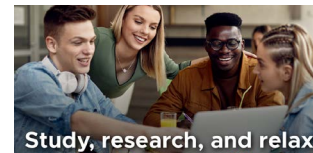Two options that you can copy and paste into your messaging across social media marquees and email.

General Announcement Assets

To download the general announcements for the Essential Campus Collection toolkit, visit our Digital Marketing Resources Page.

And remember, you can always add your logo to any of these images to remind your faculty and staff that they can access Kanopy through your digital offerings.

See example on the right.

Social Media/Newsletter Copy

For the Student:

- 🌟Find films for school with Kanopy's Essential Campus Collection! 🌟 These curated films span a wide range of subjects, offering unique insights into any subject matter and beyond. View the collection here: **kanopy.com/category/37093**

- Research, learn, and unwind with Kanopy's vast film collection. Whether it be for education or relaxation, Kanopy has what you're looking for. View the collection here: **kanopy.com/category/37093**

- 🎬✨Did you know we offer a free streaming service through our library? We're talking about Kanopy, and they've created the Essential Campus Collection, made to boost student learning and personal growth. Check out their curated collections with top titles for every major. View the collection here: **kanopy.com/category/37093**

For faculty:

- Unlock free streaming with zero ads with your campus library! View the collection here: **kanopy.com/category/37093**

- Stream smart and help aid students with their studies and research papers. Kanopy's vast essential campus collection is an all inclusive stop for understanding any topic. View the collection here: **kanopy.com/category/37093**

- Students are getting bogged down with required reading assignments in all subject areas. Enter Kanopy: a free library provided streaming service with access to thoughtful curriculum based films. Looking for a film to coincide with your lesson plan? View the essential campus collection here: **kanopy.com/category/37093**

Personalizing Links: If your library would like to link to your unique Kanopy platform, please use the following link format **[librarydomain].kanopy.com/category/78249**. 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** or your account representative.

Respectfully,

The Kanopy Team