



HONORING MARTIN LUTHER KING, JR. DAY

kanopy

Every third Monday in January, we honor the legacy of Martin Luther King Jr. To celebrate his life and lasting impact, we've curated a collection of titles for all ages. From read-alongs for young readers just beginning to learn about Dr. King to in-depth documentaries exploring the Civil Rights Movement and his iconic "I Have a Dream" speech, this collection offers something for everyone seeking to reflect on Dr. King's remarkable contributions.

You can explore our Martin Luther King Jr. Day collection, along with title synopsis and other details, at kanopy.com/category/11269. We've created a marketing toolkit to support your outreach efforts and to encourage your patrons to remember the life and legacy of Dr. King.

List of Toolkit Items

9

General Announcements

Social media-friendly images showcasing the Martin Luther King, Jr. Day collection in various sizes for platforms like Facebook and Instagram, as well as for print and digital use.

4

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.

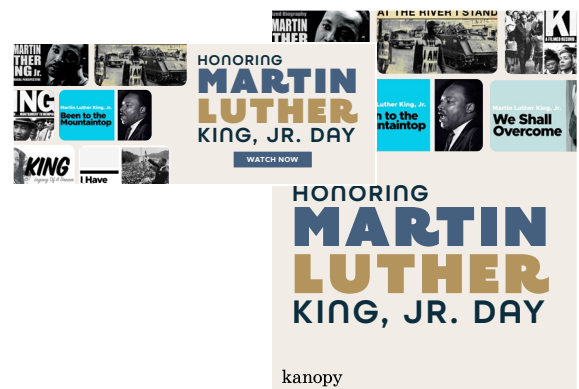
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General Announcement & Title-Specific Assets

To download the general announcements for our Martin Luther King, Jr. Day collection, visit our Digital Marketing Resources Page for the **U.S.**, **Canadian**, and **Australian/New Zealand** 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

Every third Monday in January, we honor the legacy of Martin Luther King Jr. and while we are closed today, you can still learn more about the impact Dr. King's work had. Stream the MLK Day collection on Kanopy: kanopy.com/category/11269

Option 2

"Life's most persistent and urgent question is, 'What are you doing for others?'" – MLK Jr. This MLK Day, take time to reflect on his legacy. Stream the MLK collection on Kanopy, free with your library card: kanopy.com/category/11269

Option 3

Though our library is closed today, we invite you to join us in honoring Dr. Martin Luther King Jr. Explore films for all ages that highlight his life, leadership, and lasting impact. Available anytime on Kanopy. kanopy.com/category/11269

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 and OverDrive Team