



2025 may have come to a close, but the stories that entertained audiences are still available for your patrons to enjoy. Kanopy's *Most Watched Films of 2025* collection features the titles that kept audiences engaged and captivated. From dramas to sci-fi, comedies to Oscar winners, this collection offers something for all your patrons to enjoy.

Encourage your patrons to discover this popular collection! We've put together a marketing toolkit to make it easy and enjoyable to promote this curated collection and more.

List of Toolkit Items

9

General Announcements

Social media-friendly images showcasing the Most Watched Films of 2025 collection in various sizes for platforms like Facebook and Instagram, as well as for print and digital use.

3

Title-Specific Assets

A set of images extracted from the larger collection that highlight specific titles.

2

Suggested Copy

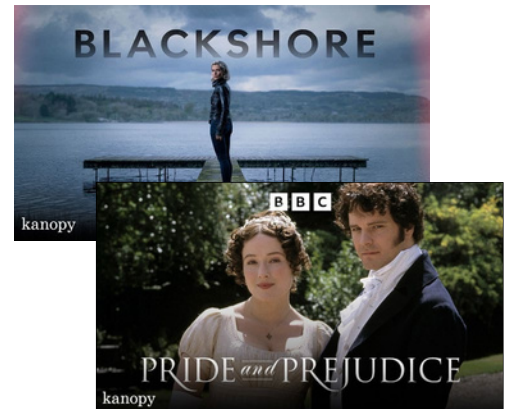
Two ready-to-use copy options for your social media posts and email campaigns.

General Announcement & Title-Specific Assets

To download the general announcements for our *Most Watched Films of 2025* 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

Kanopy's most-watched films of 2025 are waiting for you! Packed with adventure, wonder, and beloved stories. Start streaming today, free with your library card!

Option 2

Discover what everyone was watching last year! Kanopy's Most Watched Films of 2025 collection brings you the stories that inspired, entertained, and delighted viewers everywhere. Stream them now, free with your library card.

Programming Ideas

- Let your patrons vote for their favorite “Most Watched Film” of the year. Promote the voting through library displays, newsletter, or social media. Announce the winning title and encourage patrons to stream it on Kanopy.
- Launch a Top 10 Countdown campaign on social media by highlighting one title each day. Include streaming links in each post to allow patrons to stream the titles.
- Invite patrons to submit reviews of titles from the Most Watched Films of 2025 collection. Display selected reviews around the library or feature them in your newsletter and social channels to promote the collection.
- Create bingo cards featuring titles from the collection. Invite patrons to fill in the cards with the films they’ve watched. Select winners and offer fun prizes to encourage community participation.

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