

# POLITICS & CURRENT AFFAIRS

kanopy

Films that matter

#Election2024



With the upcoming presidential election, there are numerous policies, stances, and political issues to understand. Kanopy encourages students to research each party's positions to make a thoughtful choice this November. The future of our country depends on informed citizens and this comprehensive toolkit helps to educate the campus about political history, elections, and voting.

Kanopy offers films that give background on:

- The history of elections
- The process of voting and running elections
- What has determined outcomes of the elections
- The aftermath, discourse, and reaction following an election
- Political science theory behind elections

Empower students and encourage staff to educate and make informed decisions that may last into the next 4 years.

Heighten your library's profile on campus this year from the start with our Politics, Election, & Propaganda toolkit. Share on your social media channels, use our graphics for digital campus displays, and adapt our copy to promote across campus through digital or print channels.

Review our Politics and Current Affairs collection, complete with synopses and other details, at [www.kanopy.com/category/29291](http://www.kanopy.com/category/29291).

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

15

### Promotional Images

Images to inform about the current and historical political landscape, 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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### Suggested Copy

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

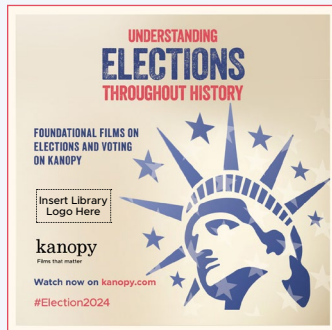
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## General Announcement & Title-Specific Assets

### 3 Messages for the Politics & Current Affairs Collection

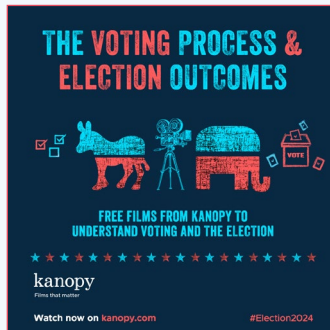
#### Understanding Elections Throughout History

Traditional look featuring classic American graphics that promote the history of elections.



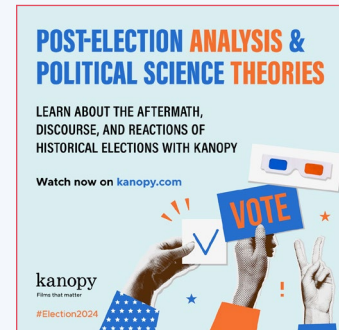
#### The Voting Process & Election Outcomes

Modern looking graphics to educate on voting in the US



#### Post-Election Analysis & Political Science Theories

Retro, light, and bright graphics that promote analysis and theories on past, present, and future elections



To download the general announcements for our Politics & Current Affairs collection, visit our [Digital Marketing Resources Page](#).

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

See example above.

## Social Media/Newsletter Copy

### Version 1

The political atmosphere in the US is buzzing with questions and concerns. As we gear up for this critical election, Kanopy is your go-to source for films that dive deep into the history of elections, the voting process, and much more. Equip yourself with an educated political background and make an informed decision this November. View the collection at:

[www.kanopy.com/category/29291](http://www.kanopy.com/category/29291)

### Version 2

Election 2024 is fast approaching! Are you prepared? Kanopy's films can help you understand the history of elections, voting processes, and help make your vote count this November.

#Election2024 #KanopyFilms #InformedVoting View the collection at:

[www.kanopy.com/category/29291](http://www.kanopy.com/category/29291)

**PERSONALIZING LINKS:** If your library would like to link to your unique Kanopy platform, please use the following link format `[librarydomain].kanopy.com/category/29291`. 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