

EARTH DAY

kanopy

#MLKDay

King Coal

Each April, Earth Day calls us to recognize our shared responsibility to protect the planet and deepen our understanding of environmental issues that shape our world. Kanopy helps students, faculty, and communities engage with this global movement by offering streaming access to documentaries and films that explore climate change, sustainability, conservation, and the interconnectedness of all living things. This April, let these films spark conversations, inspire action, and promote a more sustainable future for everyone.

You can review our Earth Day collection for 2025, including title summaries and additional details, by [clicking here](#). Plan ahead and keep an eye out for monthly toolkit additions on our [Digital Marketing Resources Page](#).

List of Toolkit Items

5

General Announcements

Images that highlight our Earth Day collection, sized for promotion across major social media platforms (Facebook, X, and Instagram), as well as print and digital signage formats. These assets work perfectly for student unions, campus monitors, bulletin boards, and library promotions.

8

Title-Specific Assets

A curated set of graphics representing featured titles within the broader Earth Day collection—ideal for spotlighting films that support environmental awareness and eco-focused learning.

2

Suggested Copy

Two ready-to-use copy options suitable for social media, message boards/marquees, and email communications.

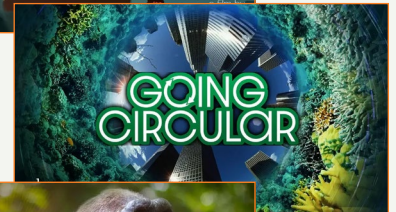
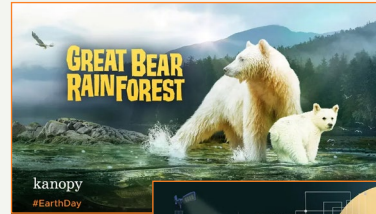
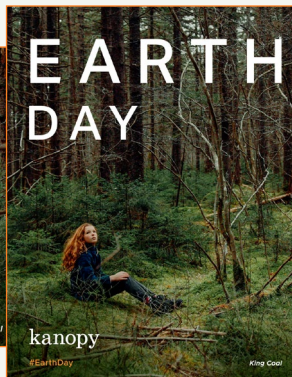
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General Announcement & Title-Specific Assets

To download the general announcements for our Earth Day 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

Earth Day is celebrated in April. Explore climate documentaries, environmental films, and inspiring stories on Kanopy that highlight the challenges and solutions shaping our planet's future. Learn, reflect, and take action.

Version 2

This Earth Day, discover powerful films on Kanopy that illuminate our connection to the Earth. From urgent climate stories to uplifting environmental movements, stream content that educates, motivates, and empowers change.

Campaign Start and End Dates

We'll be launching our Earth Day campaign April 1–April 22. We encourage our academic partners to use the provided materials to promote the collection across campus and online throughout the month.

Respectfully,

The Kanopy Team