



# BLACK HISTORY MONTH

kanopy

Films that matter

#BlackHistoryMonth

Celebrate Black History Month with Kanopy as we proudly present a specially curated collection of classic, empowering, and inspiring films that pay homage to the rich tapestry of African American history and culture. Our selection features iconic works that highlight the struggles, triumphs, and contributions of the Black community, offering a powerful cinematic journey through pivotal moments in history. From groundbreaking documentaries that delve into the Civil Rights Movement to thought-provoking dramas and uplifting stories of resilience, Kanopy's Black History Month collection is a testament to the diversity and strength of the Black experience.

Join us in honoring the profound impact of Black culture through these cinematic gems, and let the stories of strength, courage, and achievement inspire and resonate with students.

You can review our Black History Month collection, film synopses, and other details [www.kanopy.com/category/40898](http://www.kanopy.com/category/40898).

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 during the winter season!

## List of Toolkit Items

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### General Announcements

Images that present our Black History Month collection, 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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### Title-Specific Assets

Whether online or on campus, share this set of movie title graphics that represent the larger thematic collection.

2

### Suggested Copy

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

Continued on next page

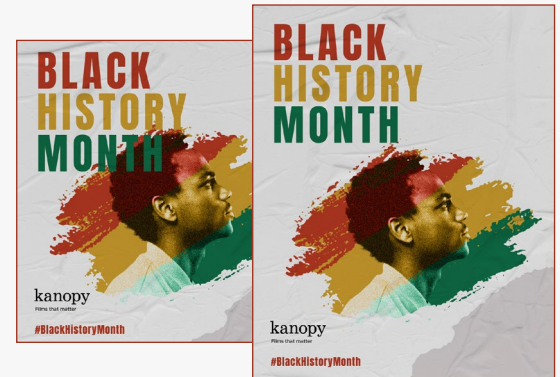
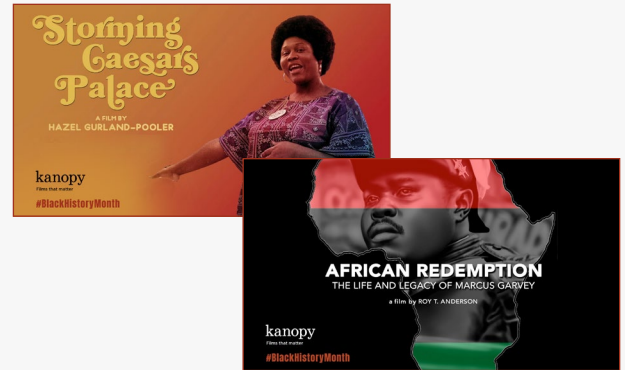


## General Announcement & Title-Specific Assets

To download the general announcements for our Black History Month 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 below.



## Social Media/Newsletter Copy

### Version 1

Dive into the rich tapestry of Black history this month with Kanopy's exclusive Black History Month Collection! From powerful documentaries to captivating dramas, we're bringing you a curated selection of films that inspire and educate. [#BlackHistoryMonth](#)

### Version 2

Explore the stories, struggles, and triumphs that have shaped our world with our special Black History Month Collection. Let these films inspire and educate, as we honor the voices that deserve to be heard. [#BlackHistoryMonth](#)

## Campaign Start and End Dates

We'll be launching our Black History Month campaign on February 1, 2025 through February 28, 2025. We encourage our library partners to use the provided materials to spread the word all across campus and online. If you 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).

**PERSONALIZING LINKS:** If your library would like to link to your unique Kanopy platform, please use the following link format [\[librarydomain\].kanopy.com/category/40898](#). 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