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Welcome to Kanopy Kids! We're so excited that you will be offering our amazing kid-friendly collection of over 2,000 titles, featuring popular children's favorites and read-along storybooks by Vooks, Highlights, and Signed Stories. Kanopy Kids is an unlimited subscription, so your patrons can stream as much as they'd like with no per-user costs for your library to track. This toolkit provides announcement images and suggested copy to help you spread the word through your newsletter, social media, printed flyers, and digital slides.

What's Included in the Marketing Kit

General Announcements

Seven images announcing that Kanopy Kids is available through your library, sized for various social media platforms, screen images, and printable flyers and bookmarks.

Suggested Copy

Two options that you can copy and paste into your messaging across social media and email. Feel free to adjust the copy as needed.

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General Announcement Assets

To download the announcement assets, visit the marketing outreach resource center for [US](#), [CA](#), and [AU/NZ](#).

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/Email Newsletter Copy

Version 1

As a reminder, you can access kid and family friendly shows, films, and readalong storybooks through Kanopy Kids for free by going to kanopy.com. All you need is your [insert library name here] card to get started!

Version 2

Access over 2,000 kid-friendly shows, films, and read-along storybooks on KanopyKids for free using your (insert library name here) card! Go to kanopy.com to get started today.

Website Links

Additionally, to make Kanopy accessible to your patrons, we recommend that you place links to kanopy.com where appropriate on your website. Website placement can be a key driver to usage and can make our services easier to locate for interested viewers in your community. As a means of providing some examples, here are the locations that other libraries have placed our link on their site.

[Kent District Library](#) [Nashville Public Library](#) [Oak Park Public Library](#)

Campaign Strategy

We encourage our library partners to use the provided materials to promote your streaming offerings through Kanopy. With Kanopy Kids being offered as an unlimited subscription rather than a per-user cost, you can promote it as widely as you'd like without needing to manage usage caps or budget around individual views. If you have any questions about the items contained in this toolkit, feel free to reach out to us at helpdesk@kanopy.com.

Respectfully,
The Kanopy Team