

Arab American HERITAGE MONTH

kanopy
Films that matter

#ArabAmericanHeritageMonth

April is Arab American Heritage Month and Kanopy is thrilled to present a brand new category of films and narratives that celebrate the very rich culture of the Arab and Middle Eastern culture. We have thoughtfully organized shelves that feature films starring and directed by members of the Arab community. Whether it is the beautiful melodic music of the middle east, the poetic essence of the Arabic language, or the delectable displays of Arabic cuisine on your screen, you are sure to find a film that aids in immersing your students, faculty, and staff members into the vast world of Arab culture. To help you talk to faculty, staff, and students about our Arab American Heritage Month collection, we've put together this customizable toolkit.

Review our 2024 Arab American Heritage Month collection , with film synopses and other details, at kanopy.com/category/78249.

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

5

General Announcements

Images that present Arab American Heritage Month, 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.

5

Title-Specific Assets

Share our monthly featured film on social media or in your digital spaces throughout campus.

2

Suggested Copy

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

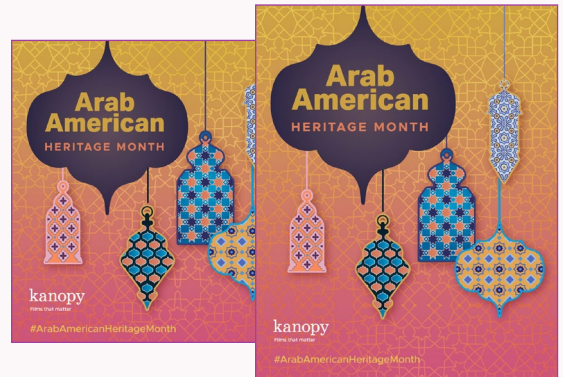
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General Announcement & Title-Specific Assets

To download the general announcements for our the Arab American Heritage Month, visit our [Digital Marketing Resources Page](#).

And remember, you can always add your 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

Salam, April is Arab American Heritage Month! We are celebrating this rich culture all month long with films curated by Kanopy to showcase the works of Arab Americans in film. Let's journey to the Middle East together with Kanopy!

Version 2

April is Arab American Heritage Month, and Kanopy is your ticket to a cinematic journey through the heart of Arab and Middle Eastern culture. Let's celebrate the beauty of Arab heritage together!

Campaign Start and End Dates

We'll be launching our Arab American Heritage Month campaign on April 1, 2024 through April 30, 2024. 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.

PERSONALIZING LINKS: If your library would like to link to your unique Kanopy platform, please use the following link format [\[librarydomain\].kanopy.com/category/78249](https://[librarydomain].kanopy.com/category/78249). 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 or your account representative.

Respectfully,

The Kanopy Team