



kanopy

Films that matter

WOMEN'S HISTORY MONTH

#BlackHistoryMonth

As March approaches, we eagerly anticipate the opportunity to share our lineup for Women's History Month 2024. Our programming team has meticulously selected titles to educate on the historical journey of women, from challenges they faced to contemporary events. We have thoughtfully organized shelves to feature films directed by women, biographies of significant female figures, and titles addressing present-day trials. This curated collection not only applauds the achievements of women but also aims to inspire recognition and empowerment of all female trailblazers at your institution. To help you talk to faculty, staff, and students about our Women's History Month collection, we've put together this customizable toolkit.

Review our 2024 Women's History Month collection, with film synopses and other details, at kanopy.com/en/category/15759.

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 as the semester unfolds!

List of Toolkit Items

5

General Announcements

Images that present Women's History 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.

6

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.

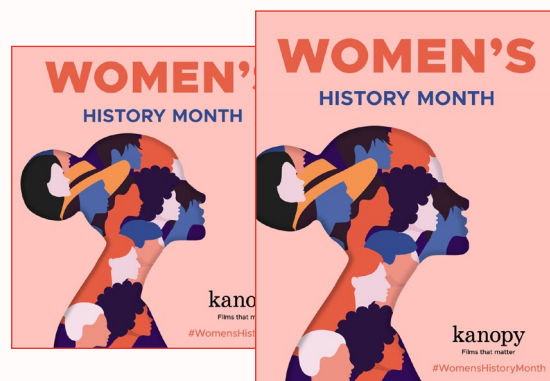
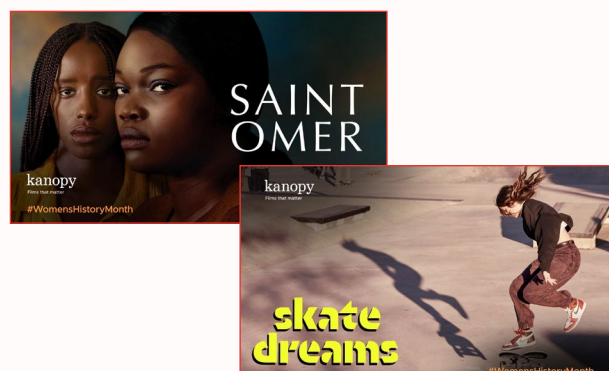
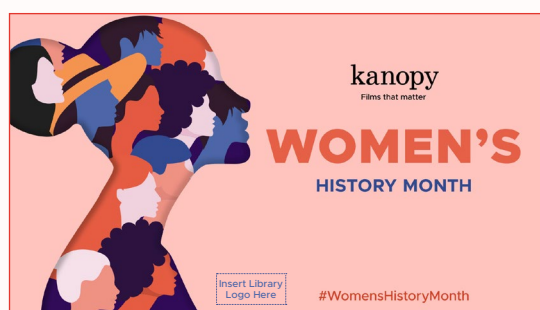
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General Announcement & Title-Specific Assets

To download the general announcements for our the Womens History 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

Join us in celebrating the incredible journey of women throughout history with films from Kanopy that educate, inspire, and empower.

Version 2

From documentaries directed by women to stories of female trailblazers, the Women's History Month collection by Kanopy is a tribute to women's resilience and achievements. Let's honor the past and present female trailblazers, and together, let's empower minds in the classroom.

Campaign Start and End Dates

We'll be launching our Women's History Month campaign on March 1, 2024 through March 31, 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/15759](https://[librarydomain].kanopy.com/category/15759). 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