



Digital Campus Promotional Toolkit

Let's Get Started!

We're excited to give you some additional resources to promote academic streaming at your school.

This kit contains promotional tools that you can customize with your school's Digital Campus portal URL, school/library name and logo. Simply add this information to the fields below and all materials will update automatically. You can pass the completed packet on to others or immediately print and use!

To get the most out of your toolkit, make sure to save it to your computer and open it in Adobe® Acrobat®.

Portal URL:



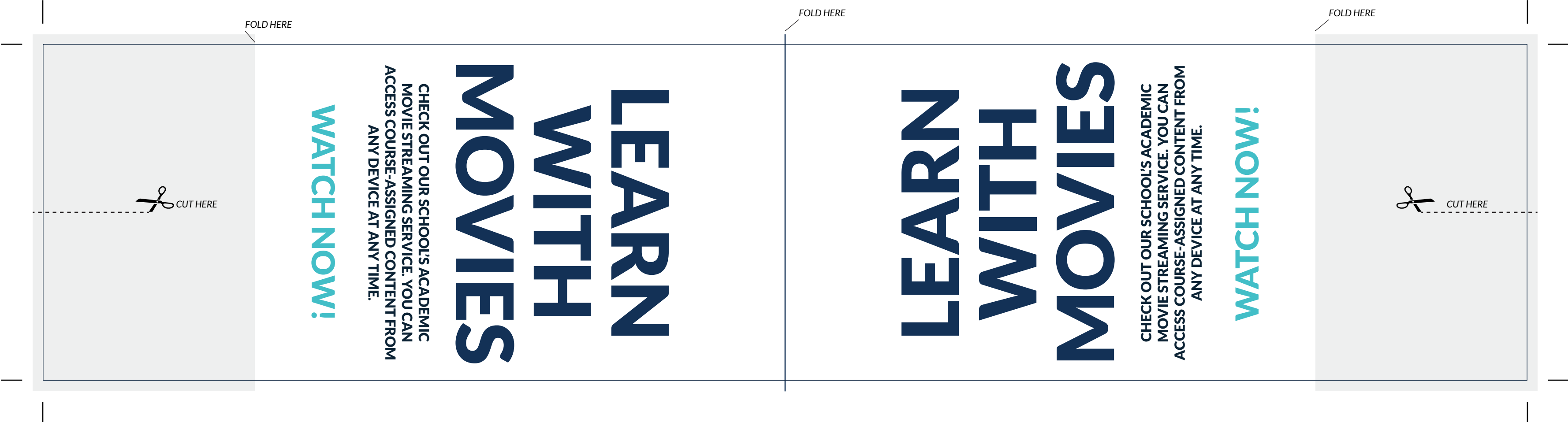
School/Library:



School Logo

CUSTOMIZABLE TABLE TENT TEMPLATE

To customize, simply add your streaming URL, sponsor information and school logo into the fields - then print!



CUSTOMIZABLE SHELF LINER

To customize, simply add your streaming URL, sponsor information and school logo into the fields - then print!

FOLD HERE

CHECK THIS OUT:



**YOU CAN WATCH COURSE-ASSIGNED MOVIE CONTENT
ANYTIME, ANYWHERE WITH ONLINE STREAMING.**

WATCH NOW!

**ARE
YOU
STREAMING
YET
?**

**ACCESS COURSE-ASSIGNED FILMS
ANYTIME, ANYWHERE.
INSTANT ACCESS.
ANYWHERE VIEWING.
ENDLESS KNOWLEDGE.**

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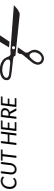
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CUT HERE

BOOKMARKS

To customize, simply add your streaming URL, sponsor information and school logo into the fields - then print!

Digital Templates

The following section contains customizable graphics intended for use on websites, social media and e-mail.

Page 6: Small Web Banner

Page 7: Large Web Banner

Page 8: Social Media Image

Page 9: E-mail Templates

LEARN WITH MOVIES

WATCH NOW!

**LEARN
WITH
MOVIES**

WATCH NOW!

LEARN WITH MOVIES

**CHECK OUT OUR SCHOOL'S ACADEMIC
MOVIE STREAMING SERVICE. YOU CAN
ACCESS COURSE-ASSIGNED CONTENT FROM
ANY DEVICE AT ANY TIME.**

WATCH NOW!

Templates

Here are some templates you can use to quickly inform faculty about Swank Digital Campus. Simply copy and paste – but be sure to customize it with your school’s URL.

EMAIL TEMPLATE 1

Dear colleagues,

Dear faculty and staff,

Swank Digital Campus’ online streaming service provides instant access to thousands of feature films, documentaries, foreign films and TV shows suitable for any academic department, including history, literature, social sciences, health science and more.

Swank Digital Campus is a top resource for schools seeking feature films for academic use. They have exclusive rights to many of Hollywood’s biggest studios, including:

- *Paramount*
- *Universal*
- *Sony*
- *Lionsgate*
- *Warner Bros*

Swank Digital Campus specializes in providing movie and TV content for academic use to colleges all across the country. Their collection of more than 25,000 titles include classics like “Citizen Kane” and “Psycho,” new releases like “Deepwater Horizon” and “Sully,” documentaries like “Food Inc.” and “Blackfish,” and indie titles like “Suffragette” and “Her.” Browse Swank’s full library at www.swank.com/digital-campus

Take a look at what titles our school currently has access to: [\(portal URL goes here\)](#).

Please help me share with the students so they take full advantage of our portal and all it has to offer. Attached you will find a promotional toolkit that includes flyers, a web banner, syllabus thumbnail, email signature and sample email template to use.

Let me know if I can answer any questions.

Your Name

Templates cont'd.

TEMPLATE 2

Dear colleagues,

Dear faculty and staff,

I'm excited to inform you that our school now offers a service that will improve the academic experience for our students campus wide. Swank Digital Campus' online streaming service provides instant access to thousands of feature films, documentaries, foreign films and TV shows suitable for any academic department, including history, literature, social sciences, health science and more.

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As we've paid for a deposit account, we are consistently looking to add new titles suggested by you! To take a look at the titles currently available, please go to: [\(portal URL goes here\)](#). To browse Swank's full film library, go to: www.swank.com/digital-campus

Please help me spread the word of this service to the students so they take full advantage of all it has to offer. Attached you will find a toolkit that includes flyers, a web banner, syllabus thumbnail, email signature and sample email template to use. Please let us know if you have any questions.

Let me know of any questions or if you have a suggestion for a new movie title.

Templates cont'd.

PRESS RELEASE

Title: New Streaming Service Helps Students Learn beyond Books

The [University's name] is pleased to announce the addition of an exciting new service that allows students to instantly stream a variety of academic movie and TV show titles. No more library waitlists or wasting valuable time showing the content during class. To start watching, simply log on to: [\(portal URL goes here\)](#)

With thousands of titles to choose from, every academic department can find content to match and enhance their coursework. Reclaim classroom time and boost lessons with the most in-demand academic movies and shows. Once you assign a film, your students can legally watch it anytime, anywhere on their computers, tablets and phones. No rental process, wait times, return dates or hassle involved.

This new service is offered through Swank Digital Campus – a movie licensing company that has exclusive rights to many of Hollywood's biggest studios. They specialize in providing movie and TV content for academic use to colleges across the country.

To see which titles our school currently offers, go to: [\(portal URL goes here\)](#)

If you have any questions, please contact [\(contact name goes here\)](#)

SOCIAL MEDIA POSTS

Bring learning to life with the thousands of movies and TV shows available through the school's academic streaming service.

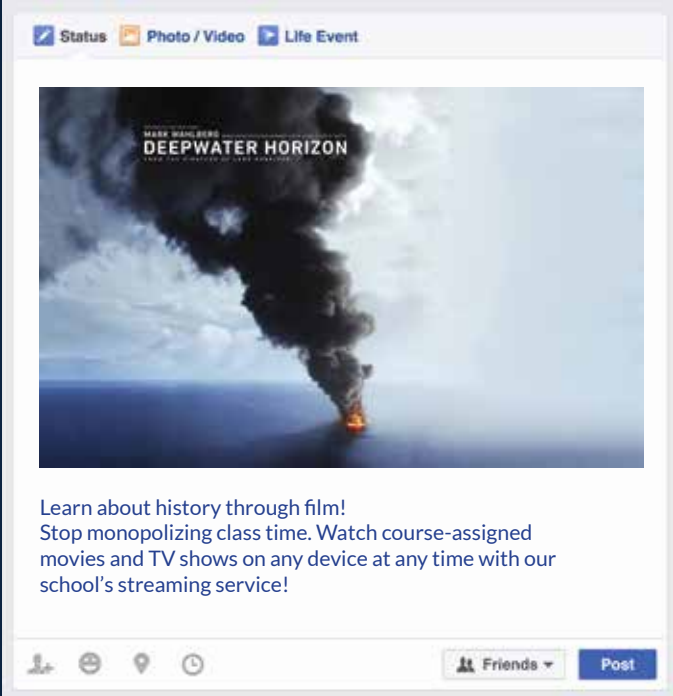
Enhance any lesson with academic movies and TV shows! Log on to [\[site\]](#) to browse thousands of subject-based titles.

Learn about history through film! (Show: Deepwater Horizon. Sully. Snowden)

**Can do this with any subject*

Stop monopolizing class time. Watch course-assigned movies and TV shows on any device at any time with our school's streaming service!

Want to make the most of your break between classes, but forgot your books at home? Log on to the school's



The image shows a screenshot of a Facebook post. At the top, there are navigation options: 'Status', 'Photo / Video', and 'Life Event'. The main content is a movie poster for 'DEEPWATER HORIZON' with the name 'MARK WAHLBERG' at the top. The poster depicts a large oil rig on fire, with thick black smoke billowing into a cloudy sky. Below the poster, the text of the post reads: 'Learn about history through film! Stop monopolizing class time. Watch course-assigned movies and TV shows on any device at any time with our school's streaming service!'. At the bottom of the post, there are icons for tagging, emojis, location, and a clock, along with a 'Friends' dropdown menu and a 'Post' button.