

**CANADA HISTORIC PLACES DAYS YOUTH ADVISORY BOARD WEBINAR**

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# **USING ONLINE EVENTS TO ENGAGE AND ATTRACT YOUNG PEOPLE**

**TUESDAY JUNE 8 2021 12:15-1PM ET**

[www.HistoricPlacesDays.ca](http://www.HistoricPlacesDays.ca)



Parks  
Canada

Parcs  
Canada

# The National Trust for Canada

A national charity that leads and inspires action for **places that matter.**

We offer training, tools, and support to help communities bring heritage to life.



National Trust  
for Canada



Fiducie nationale  
du Canada



National Trust for Canada



@nationaltrustca / @fiducienatca



National Trust for Canada



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Learn more: [nationaltrustcanada.ca](https://nationaltrustcanada.ca)



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Agency



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**#HISTORICPLACESDAYS**

Website: <https://historicplacesdays.ca>

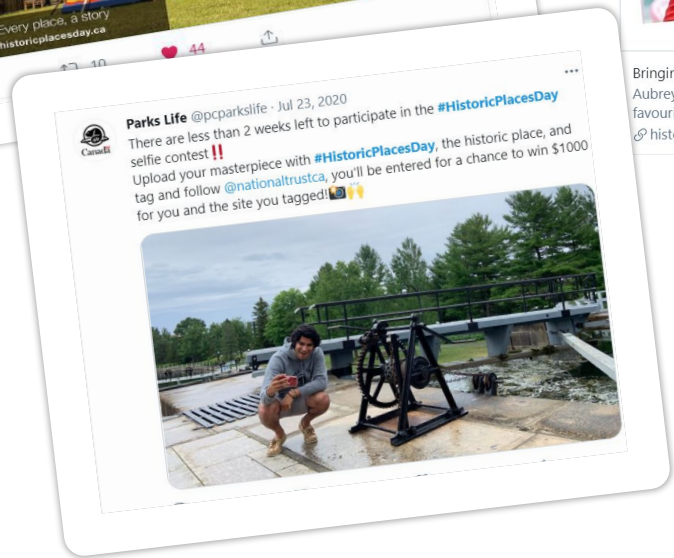
## Canada Historic Places Day 2020

- Over **477** historic places participated
- **2 million** impressions were made through the media
- **4.6 million** Canadians were reached through social media
- **93%** of historic places said they would participate again.



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# What motivates youth?

*Why do young people want to engage  
with your historic site/place online?*

# Youth Motivations

1. Personal interest
2. Professional interest

# Personal interest

- Genuine curiosity about history
- New experiences
- Online community

# Professional interest

- Many are young professionals and want to learn more about career paths
- They seek intimate, participatory conversations with those working in the field, as opposed to formal career guides or one-size-fits-all advice
- They may want to expand their networks to open up career opportunities and mentorship in the future

# Platforms

# Platforms

- Zoom
- Google Meet
- Instagram Live
- Facebook Live

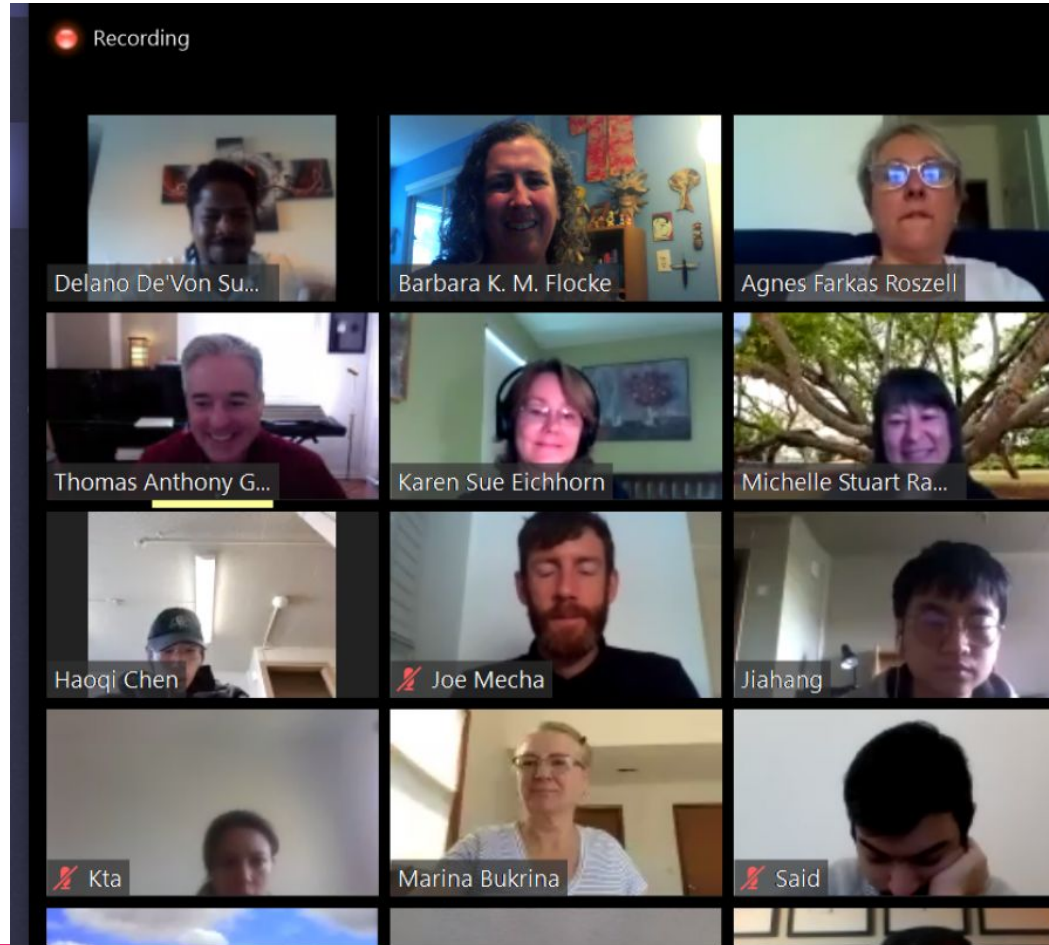
# Free vs Paid

- Find out if your organization already pays for an account
- This will give you access to more features

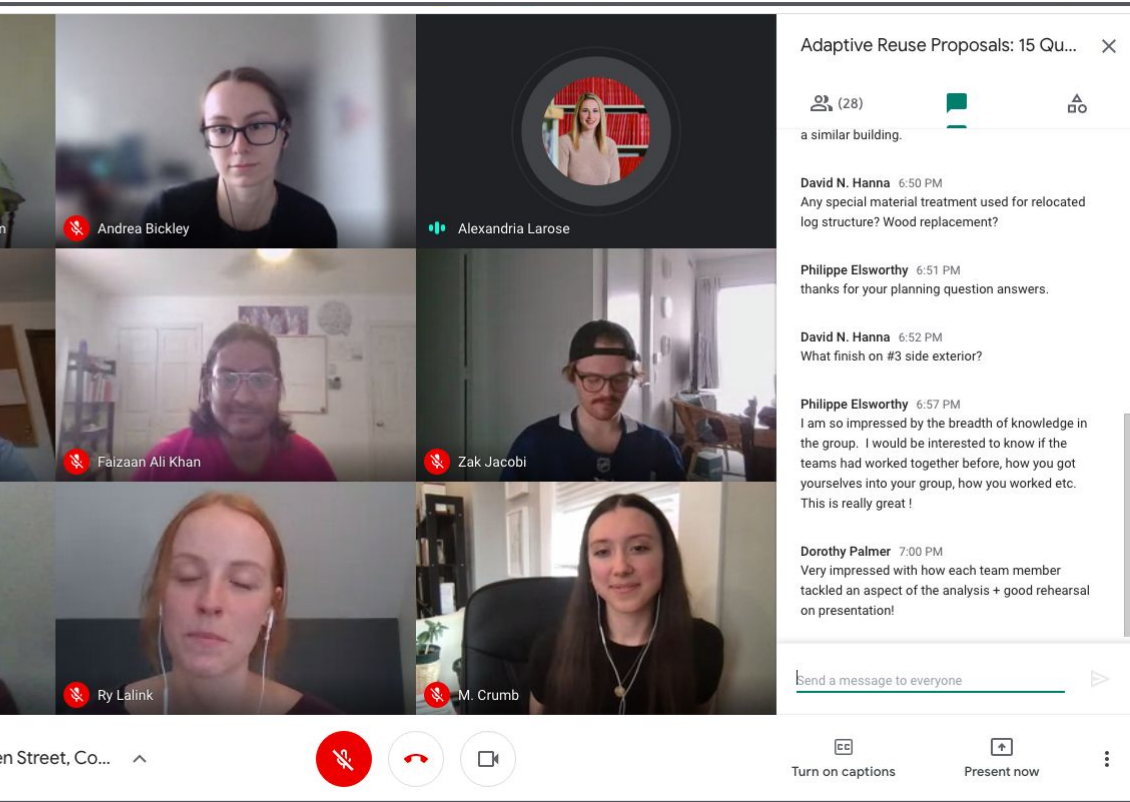


# Zoom

- Free: 100 people, 40 minutes
- Paid: \$200, 100 people, 30 hours
- Video, screenshare, chat box
- No special downloads
- Paid can record



# Google Meet



- Alternative to Zoom
- Free: 100 people, currently 24 hours
- Video, screenshare, chat box
- No special downloads
- No recording

# Instagram and Facebook Live

- Best on mobile
- 4 hour limit
- Records and saves to your page

Instagram Live  
Stream Video  
from the  
Canadian  
Museum of  
Nature (2019)



# Which should I use?

- Computer-based:
  - Higher turnout
  - Better collaboration
- Mobile-based:
  - Ideal for active events
  - Reshare content

# Instagram vs Facebook



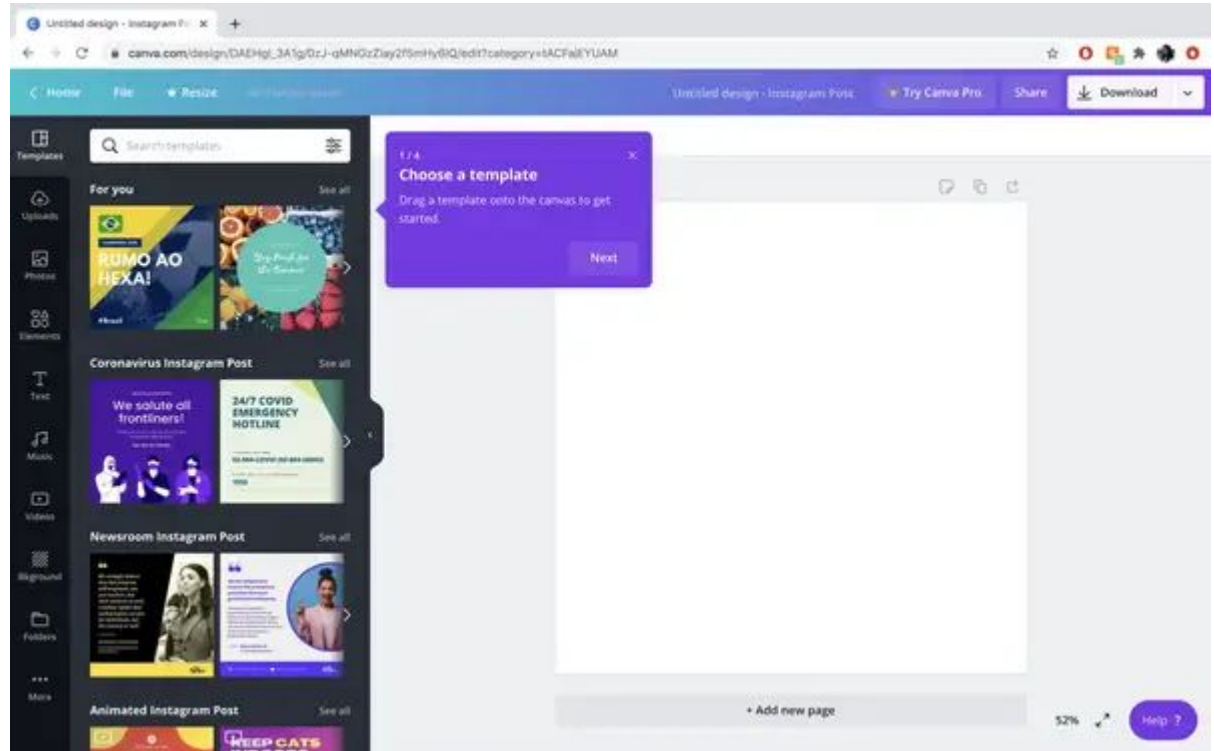
# Promotion

# Promotion

1. Create Promotional Material
2. Create Landing Page
3. Promote to your channels

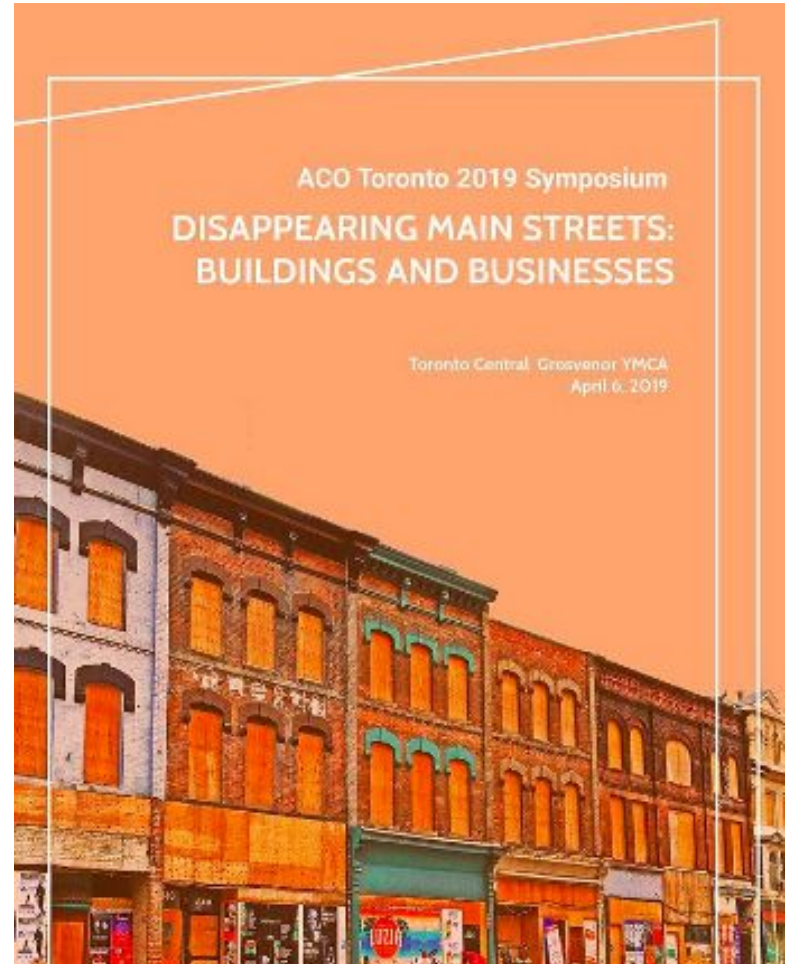
# Create Promotional Material

- Free: Canva
- Use templates



# Design

- Minimal text
- Bold image
- No hyperlinks



# Canva Examples



# Landing Page

- Where attendees can find date, time and links
- Could be on your website or another platform

## Learning Events

Dive in! Take a webinar or attend an event and learn strategies to raise funds, increase your revenue and revitalize your heritage place or downtown. Check back often for pre-registration for upcoming events.

8

June

12:15 PM - 1:00 PM

**Webinar: How to attract young people to your virtual Canada Historic Places Days event**  
FREE  
Is it your first time planning a virtual event? Or, are you hoping to expand your reach among young people? Join the National Trust's Canada Historic Places Days Advisory Board to learn the basics of engaging Gen Z and Millennials.  
[Read more →](#)

23

June

12:00 PM - 1:30 PM

**Gathering of the Heritage Sector: Heritage Advocacy: Is it Time for a Reset?**  
FREE  
The reasons for saving and re-using heritage places are more vital than ever. Are you getting traction in your local advocacy efforts – or is it getting even harder to make the case? Be part of a national conversation about advocacy tactics, relevance and shifting sands, and bring your experience and perspective to the table.  
[Read more →](#)

# Optional: Eventbrite

- Record registrations
- Visual: 2160 x 1080px
- Event reminders

The image shows a screenshot of an Eventbrite event page. The event is titled 'Adaptive Reuse Proposals: 15 Queen Street, Cookstown, ON' and is hosted by ACO NextGen Ontario, Canada. The event is free and has a 'Sales Ended' status. The event description mentions hearing proposals for the preservation and adaptive reuse of 15 Queen Street, Cookstown Ontario, a historic building built in 1893. The event is scheduled for Monday, May 31, 2021, from 6:00 PM to 7:00 PM EDT. The location is listed as 'Online event' and there is a link to 'Add to calendar'. The page also features a 'Follow' button and a 'Details' button.

**ACO NEXTGEN** ST. SOUTH COOKSTOWN ONT

**Adaptive Reuse Proposals:**  
15 Queen Street, Cookstown, ON

Hosted by ACO NextGen  
Ontario, Canada

MAY 31

**Adaptive Reuse Proposals: 15 Queen Street, Cookstown, ON**

by Architectural Conservancy of Ontario NextGen

[Follow](#)

Free

Heart icon Sales Ended [Details](#)

Hear proposals for the preservation and adaptive reuse of 15 Queen Street, Cookstown Ontario, a historic building built in 1893.

**About this event**

ACCESS THE EVENT HERE: [meet.google.com/fpd-kohj-fdt](https://meet.google.com/fpd-kohj-fdt)

By engaging young voices, we can imagine new futures for heritage places.

**Date and time**  
Mon, May 31, 2021  
6:00 PM – 7:00 PM EDT  
[Add to calendar](#)

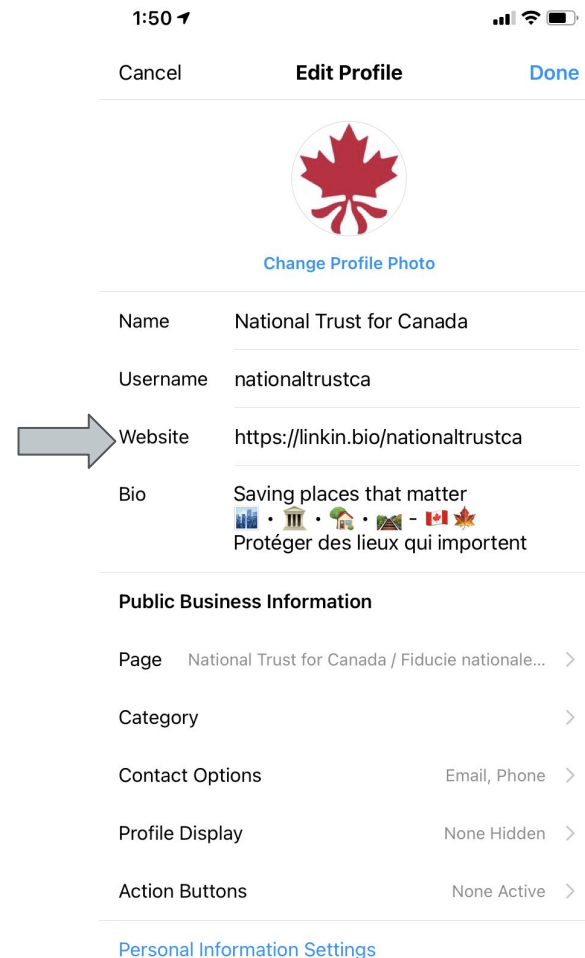
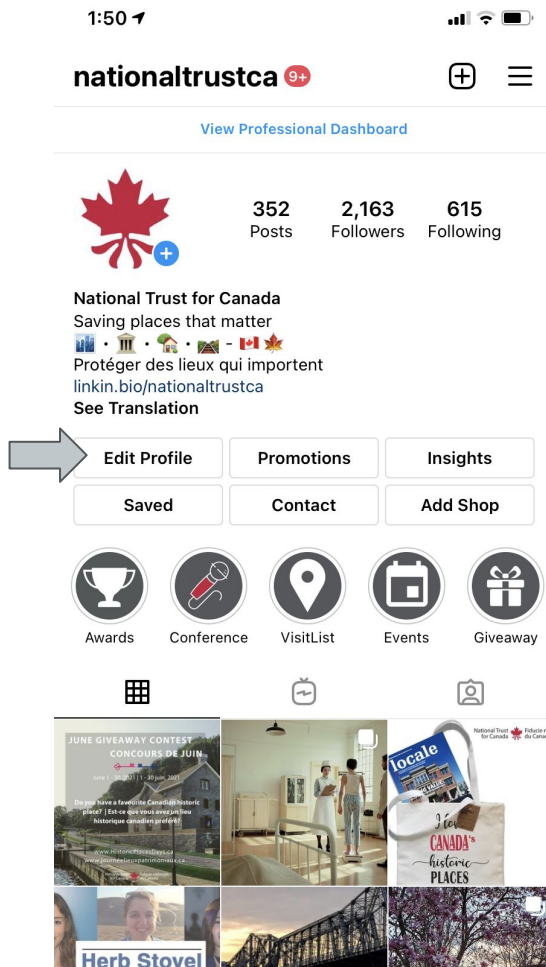
**Location**  
**Online event**  
Already have a ticket?

# Promote to Channels

1. Newsletters
2. Social Media Post
3. Social Media Story

# Sharing URLs on Instagram

1. Open profile
2. Click “Edit Profile”
3. Enter URL
4. Direct guest to “link in bio”



# TikTok

- Not ideal for event promotion
- Otherwise good for engaging an audience



**TikTok**

# Choosing an Event

*How will a virtual event help you attain your organizational goals?*

# Fostering general interest

- Tell a relevant and interesting story
- Behind-the-scenes experience
- Teach a skill
- Play on notable dates like anniversaries

# Building your brand and community

- Host an live interview
- Discuss career paths or career-related advice
- Use interactive segments, like polls on Instagram Stories
- Highlight your volunteers
- Create shareable or taggable content

# 2020 Virtual Event Success Stories

# Huron County Museum & Historic Gaol

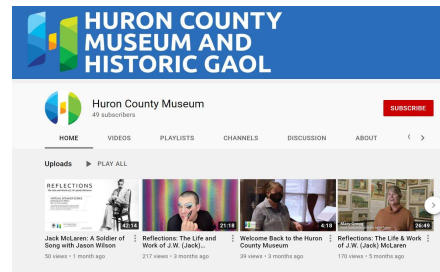


**Break into Jail! :  
Live Virtual  
Exploration**

Huron Historic Gaol



# Huron County Museum & Historic Gaol



# More Event Examples



## What's Cooking Wednesday

Roedde House Museum



## Virtual Home & Garden Tour

Mahone Bay Museum



## Wellness at Home

Dr. Sun Yat-Sen Classical Chinese Garden

# Digital Accessibility

*How will you make sure that your event is accessible to everyone?*

# Accessible Promotions

- Add alt text and image descriptions
- Caption video content
- Describe actions out loud
- Optimize your images for access



Digital Accessibility  
icon

# Accessible Images

## Accessible Content

Caption your videos



Sample image of an inaccessible post about accessible content

## Accessible Content



- Caption your videos
- avoid text overlapping images
- Include image descriptions

Sample image of a more accessible post about accessible content

# Accessible Events

- Allow for accessibility requests
- Use accessible platforms
- Offer multiple modes of participation
- Practice in advance to ensure correct settings

# Hybrid Events

*How to incorporate digital platforms  
into in-person events?*

# Hybrid Events

- Record and post your event
- Live stream special moments
- Show behind the scenes event content



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# Additional Resources

Canada Historic Places Days website → For Sites → Tools & Resources

## For Canada Historic Places Days:

- Logo
- Posters
- Promotion and Social Media Toolkit
- Information about contests
- Additional webinars
- Promotional videos

Website: <https://historicplacesdays.ca>

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# Open Forum

Any questions?

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# Additional Questions?

[historicplacesday@nationaltrustcanada.ca](mailto:historicplacesday@nationaltrustcanada.ca)

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