Canada Historic Places Days

July 3 – 31, 2021

PROMOTION & SOCIAL MEDIA TOOLKIT

Parks Canada Parcs Canada

This project is made possible in part with support from Parks Canada Agency

National Trust for Canada Fiducie nationale du Canada

ABOUT CANADA HISTORIC PLACES DAYS

Canada Historic Places Days marks a summer celebration that profiles and promotes Canada's historic places from coast-to-coast. This year, while the doors of many historic places remain closed, we are encouraging Canadians to connect with their country's diverse heritage online. Our virtual festivities are set to kick off on July 3rd and will continue through to the end of July. In recognition of the extended timeline, we have changed the name from Canada Historic Places Day to Canada **Historic Places Days**. A month of activities will provide Canadians more opportunities to get involved and stay engaged!

#HistoricPlacesDays is all about increasing visitation to historic places, virtual and otherwise. Not only does it enrich the lives of visitors young and old, it opens the door to discovering new places. We hope that towns and cities embrace #HistoricPlacesDays and coordinate efforts to tie events together that will enhance the experience of visitors. Hundreds of historic places will participate this year enjoying the benefits of a national advertising campaign.

Harnessing the power of virtual - With the on-going COVID-19 pandemic, many historic places remain closed this year; however, a number of sites have responded with a range of new online initiatives to keep their doors virtually 'open' to visitors, so they can continue to serve their communities in new ways. Social media is an effective marketing tool that can be used to strengthen and build your community, create compelling conversations, and get feedback about your audience's wants and needs. In these unprecedented times, it is important to listen to your audience and be open to change. Consider how you can use this opportunity to tell the diverse stories of your site and include new voices in your activities.

1) PROMOTION TOOLKIT

Historic places are special. They help us truly immerse ourselves in Canada's history. When communicating about Canada Historic Places Days, it's important to share why you believe your historic place is important and what the celebration means to you! This is the first step in engaging the public. We believe that each historic place in Canada has a story to be shared, and Canada Historic Places Days gives you an opportunity to share that story.

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Checklist:

- Register & add your event to our website
- Arrange community media opportunities
- Consider good old-fashioned advertising
- Engage with social media followers

✣ Register & add your event to our website:

Have you registered for Canada Historic Places Days? Make sure that you RSVP to this year's celebration by creating/signing into your account on our website (Historic Places Days - Every Place A Story) and clicking "OPT-IN TO 2021." Once that step is complete, you can add an event by following the prompts and filling out our form. Make sure to include details such as where visitors can register for the event and specify whether this will be taking place virtually or in person depending on your local public health guidelines.

✣ Arrange community media opportunities:

Do you have a local newspaper, radio station, or television station? These are all media outlets that can potentially help you get the word out about your participation in Canada Historic Places Days. If you're not sure who to contact, start with the *Managing* or *Assignment Editor* of a media outlet. These are people who assign stories to reporters and decide what will be published or/and aired. Most outlets list full contact information for their staff on their websites.
If you are hosting an event specifically for Canada #HistoricPlacesDays, be sure to mention that in your email or phone call to the editor.

✣ Consider good old-fashioned advertising:

In small communities, sometimes old-fashioned advertising works best. Word of mouth or posters hung up on bulletin boards can be effective. Tell your friends and neighbours about Canada Historic Places Days and urge them to pass the news along. If you're interested in using posters, we have provided PDF versions of official Canada Historic Places Days posters on Tools & Resources - Historic Places Days. You can print the posters and use them as you see fit.

✣ Engage with social media followers:

Use the tools outlined on the following pages to help you promote your historic place on Instagram, Twitter, and Facebook.

2) SOCIAL MEDIA TOOLKIT

Platforms like Twitter, Facebook, and Instagram have the power to quickly connect you with new visitors. Use them to promote your participation in Canada Historic Places Days, and share key details such as the official website (Historic Places Days - Every Place A Story), your website, your address, and your hours during which you'll be open during Canada Historic Places Days. It's also a great way to advertise the selfie contest, which can help you gain attraction for your site and give you a chance to win $1,000 (details at Selfie Contest - Historic Places Days).

Connect With Us

Mentioning the National Trust for Canada on Twitter, Facebook and Instagram, and using the Canada Historic Places Days hashtag are great ways to get noticed – we'll retweet and share your posts!

- Twitter: @nationaltrustca / @fiducienatca
- Facebook: National Trust for Canada / Fiducie nationale du Canada
- Instagram: @nationaltrustca / @fiducienatca
- LinkedIn : National Trust for Canada

Use Official Logos

#JOURNEESLIEUXPATRIMONIAUX
#HISTORICPLACESDAYS

The Canada Historic Places Days logo is available for download on our Tools & Resources - Historic Places Days page, which you can use to overlay onto your social media posts to promote your event.

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Be sure to use #HistoricPlacesDays & these hashtags to increase visibility of your content:

- #HistoricPlacesDays
- #historicplaces
- #DiscoverCanada
- #canadianhistory
- #canadianheritage
- #cdnhistory
- #everyplaceastory

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Sample Messages

Need some inspiration? Feel free to use these sample Twitter, Facebook, and Instagram posts to promote your participation in Canada Historic Places Days.

Twitter:

- Thousands of Canadians will celebrate #HistoricPlacesDays by virtually visiting historic places around the country from July 3-31. Join us in celebrating online. Learn more at Historic Places Days - Every Place A Story! @nationaltrustca

- Save the date – #HistoricPlacesDays launches July 3 and runs for the entire month of July! Join us as we celebrate Canada's history with historic places across the country. There are lots of cool prizes to win! Learn more at Historic Places Days - Every Place A Story! @nationaltrustca

- This year, visit us virtually and learn about our country's rich and diverse history through Canada #HistoricPlacesDays! We'll be joining the celebration online... will you? Find out more about this great event at Historic Places Days - Every Place A Story @nationaltrustca

- Join us for the month of July as we celebrate our country's rich and diverse history. Get creative with a virtual selfie and post it on Twitter, Facebook or Instagram with the hashtag #HistoricPlacesDays before July 31 for a chance to win $1,000! Learn more at Historic Places Days - Every Place A Story @nationaltrustca

- Do you have a fond and meaningful memory of visiting [name of your historic place]? Submit a photo and description describing your experience with us for #HistoricPlacesDays by June 30 for a chance to win awesome prizes! Learn more at Giveaways - Historic Places Days @nationaltrustca

Facebook/ Instagram:

- Thousands of Canadians will celebrate Canada #HistoricPlacesDays by virtually visiting historic places across the country from July 3-31. We've joined the celebration as an official participating historic place. Join us for fun with the whole family. Learn more at Historic Places Days - Every Place A Story!

- Save the date! July 3 is the launch of Canada #HistoricPlacesDays, a virtual celebration devoted to learning about Canada's rich and diverse history that's running for the entire month of July. Tons of historic places are participating across the country, including us! Oh, did we mention – there are contests and giveaways with awesome prizes too! Learn more at Historic Places Days - Every Place A Story!

- This year, visit us virtually and learn about our country's rich and diverse history through Canada #HistoricPlacesDays, now running for the entire month of July! We're joining the celebration online... will you? Find out more about this great event at Historic Places Days - Every Place A Story!

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- Join us from July 3-31 as we celebrate our country's rich and diverse history for Canada #HistoricPlacesDays. Get creative with a virtual selfie and post it on Twitter, Facebook or Instagram with the hashtag #HistoricPlacesDays before July 31 for a chance to win $1,000! Learn more at Selfie Contest - Historic Places Days

- Do you have a fond memory of visiting [name of your historic place]? Submit a photo and a blurb describing your experience with us for Canada #HistoricPlacesDays by July 31 for a chance to win awesome prizes! Learn more at Giveaways - Historic Places Days

Photos and Graphics

Don't forget to use great pictures too! There are many online graphic design websites you can use to create photos – one of these being Canva: https://www.canva.com/.

Here are a few examples of photos we created that we're using for Canada Historic Places Days:

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