

**HISTORIC
PLACES
DAYS**

**JOURNÉES DES
LIEUX
PATRIMONIAUX**

**JULY | JUILLET
8 - 31, 2022**

Promotional Tool Kit

**Trousse d'outils pour la
promotion**

**EVERY PLACE, A STORY
À CHAQUE LIEU, SON HISTOIRE**

HISTORICPLACESDAYS.CA

JOURNEESLIEUXPATRIMONIAUX.CA



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*Phare du cap Spear, St. John's (Terre-Neuve-et-Labrador), photo
de Ting-ting Chen*

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Introduction

About Historic Places Days

Historic Places Days is a month-long event that profiles and promotes historic places from coast to coast to coast within Canada. This year Historic Places Days will take place both in-person and online and takes place from July 8 – 31, 2022.

Hundreds of historic places will participate this year, enjoying the benefits of a national advertising campaign. #HistoricPlacesDays is all about increasing visitation to historic places, virtual and otherwise. Not only does it enrich the lives of visitors, but it also opens the door to discovering new places.

The doors of many historic places are reopening as we slowly emerge from the COVID-19 pandemic. We encourage each site, whether open in-person or virtual, to take advantage of the opportunity to reach a wider audience through the online community and promotion that Historic Places Days provides. We hope that towns and cities embrace #HistoricPlacesDays and coordinate efforts to tie events together that will enhance the experience of all visitors.

Purpose of this Tool Kit

Historic sites and cultural organizations have risen to the challenge of adapting to the ongoing Covid-19 pandemic over the last few years. Many sites have adopted online and virtual initiatives to engage with their audience and community. Whether or not your site is opening in-person this year, a digital and social media presence is important in order to engage with new and existing audiences. The purpose of this tool kit is to help participating sites engaging with all Historic Places Days participants: other historic sites, visiting members of the public, and those exploring Historic Places Days virtually, throughout the duration of the event.

Historic Places Days and Reconciliation, Diversity, and Inclusion

The world is experiencing an increase in public expectation for social change. Recent events have catalysed a conversation and a subsequent call for action regarding diversity and inclusion; heritage sites and organizations have an opportunity and a responsibility to be part of this change. Amplifying the voices and sharing the stories of people who are a part of historically underrepresented communities is only a first step towards improving equality. It has never been more essential for us to put people first; not just some people, but everyone.

As part of our commitment to reconciliation, diversity, and inclusion we are trying to be more conscious of how we name things and use language. We changed the name of this event from "Canada Historic Places Days" to "Historic Places Days" to be more inclusive. You might notice other language changes on the Historic Places Days website and in other National Trust communications, such as: capitalizing "Lands," or writing "historic places in Canada" instead of "Canadian historic places."



This is a journey we're taking, so some places may still use old terms and language. If you're unsure of why we've made a change, please feel free to ask.

It is important that historic sites and cultural organizations respond meaningfully to the ever-changing social climate. Historic places and cultural organizations have an opportunity to be part of the conversation and the increased public expectation for social change, justice and awareness along with calls to action for diversity and inclusion. It's essential to continue to work and grow with the communities we serve. We encourage sites participating in Historic Places Days to use this event to draw attention to our pilot programs focused on reconciliation, diversity, and inclusion, that highlight untold or lost stories, or uplift voices from equity seeking community members.



Getting Started with Historic Places Days



TL;DR - Getting Started

- 1) Create an account [here](#)
- 2) Register your site, and tell everyone why it matters
- 3) Returning? Click "Opt-In to 2022"
- 4) Add events

Historic places are special. They help us truly immerse ourselves in the history around us. We believe that each historic place in Canada has a story to be shared, and Historic Places Days gives you an opportunity to share that story.

Register for Historic Places Days

The first step to participating in Historic Places Days is registering for the event on the [Historic Places Days website](#). Once you are a registered site on the Historic Places Days website members of the public participating in the event will see your site listed in a map of their local area when they look for places to visit. Registering as a site also provides you opportunities to promote events running at your location during Historic Places Days, and throughout the year.


When you register for Historic Places Days, it's important to share why you believe your historic place is important. This is the first step to engaging in-person and online.

To register:

- ✿ Create an account
Click "Sign In" in the top right corner OR click "For Places" and then the pink "Register a place" button, or the "Edit my content" button if you're already signed in
- ✿ In your dashboard click the pink "Add a place" button
- ✿ Fill in all your place information. You will need:
 - Name and location
 - Social Media accounts



- Short description of the history of your place
- List of amenities
- Image

 We'll review your site and it will appear online when its approved





Returning Participating Sites

Welcome back! We're glad that you've decided to participate in Historic Places Days again this year. Since you have participated in Historic Places Days in the past you don't need to register your site again. Simply make sure that you RSVP to this year's event by/signing into your account on the Historic Places Days website and clicking "OPT-INTO 2022"

Promote Your Events

Once you have registered your site or opted into this year's event you can start adding events to take advantage of the extra attention Historic Places Days draws to your site. Add events that are taking part during Historic Places Days, or that are taking place throughout the year.

Adding an event

-  Login to the Historic Places Days website and go to "My Events"
-  Select "Click Here" to start adding an event
-  Fill in your event information. You'll need:
 - Event name, location, date, and time
 - Event description
 - Registration link
 - Images
 - Whether the event is in-person or virtual
 - Health and safety guidelines for in-person events
-  We'll review your event, and it will appear online when its approved



Community Promotion



TL;DR - Community Promotion Tips

- Contact the Managing or Assigning Editor of local media outlets to gain coverage
- Word of mouth and posters still get the word out
- Use local Facebook groups or virtual message boards

Engage with Local Media

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 Historic Places Days. If you're not sure who to contact, start with the *Managing* or *Assignment Editor* of a media outlet. They are responsible for assigning stories to reporters and deciding what will be published or aired. Most outlets list full contact information for their staff on their website. If you are hosting an event specifically for Historic Places Days, be sure to mention that in your email or phone call to the editor.

Leverage Your Community Networks

In small communities, sometimes tried and true methods of advertising work best. Word of mouth and posters hung up on bulletin boards are often very effective. Tell your friends and neighbours about Historic Places Days and urge them to pass the news along. Ask neighbouring businesses if they're happy to hang a poster even if they don't have a bulletin board. If you're interested in using posters, we have provided PDF versions of official Historic Places Days posters on [Tools & Resources - Historic Places Days](#). You can print the posters and use them as you see fit.

Many small communities now have their own Facebook groups or pages or use other virtual message boards to advertise events and spread local news. Check for a local Facebook group or page, or an alternate virtual community. Share information about your participation in Historic Places Days, and information about any upcoming events, with your community online.



Social Media Tool Kit



TL;DR – Social Media Tool Kit

- Connect with the National Trust using @nationaltrustca
- Use #HistoricPlacesDays for all your Historic Places Days content
- Promote the Historic Places Days Photo Content; you could win \$1000
- Show some love to @ParksCanada and @VIARail
- New! Social Media themes are Find Your Place (Week 1), Many Stories (Week 2) and Heritage Through All the Senses (Week 3)
- We don't use TikTok, but you can! Please still use #HistoricPlacesDays

Social media platforms like Twitter, Facebook, Instagram, and TikTok have the power to quickly connect you with new visitors. Use them to promote your participation in Historic Places Days and share key details such as the [Historic Places Days website](#), your website, your address, your operating hours, and upcoming events. Social media is also a great way to advertise the Historic Places Days photo contest, which gives all participating sites the chance to win \$1,000.

Connect With the National Trust for Canada

Mention the National Trust for Canada on Twitter, Facebook and Instagram, and using the Historic Places Days hashtag. We'll retweet and share your post, so you get more attention.

Twitter: [@nationaltrustca](#)

Facebook: [National Trust for Canada / Fiducie nationale du Canada](#)

Instagram: [@nationaltrustca](#) / [@fiducienatca](#)

LinkedIn: [National Trust for Canada](#)



Connect With Historic Places Days Partners and Sponsors

Historic Places Days is made possible with the support of Parks Canada, and VIA Rail is our major sponsor for Historic Places Days. Where relevant be sure to tag Parks Canada and VIA Rail.

Parks Canada Handles

Twitter: @ParksCanada
Facebook: @ParksCanada
Instagram: @Parks.Canada

VIA Rail Handles

Twitter: @via_rail
Facebook: @viarailcanada
Instagram: @viarailcanad

Use the Historic Places Days Logo

Use the Historic Places Days official logo on any visual materials you create to promote your participation in the event and overlay the logo onto your social media posts. The logo is available for download on our [Tools & Resources - Historic Places Days](#) page.



Use Hashtags

Hashtags allow people to follow topics they are interested in and allow you to connect into those social media conversations. Use the following hashtags to stay a part of the conversation, make connections, and gain extra attention during Historic Places Days.

#HistoricPlacesDays

#ParksCanada	#CanadianHistory
#ViaRail	#CdnHeritage
#HistoricPlaces	#CdnHistory
#VisitAndDiscover	#CelebrateHistory
#EveryPlaceAStory	

Sample Social Media Posts

Feel free to use these sample Twitter, Facebook, and Instagram posts to promote your participation in Historic Places Days. Make sure that you tag the National Trust in all your Historic Places Days posts so that we can like and share your content on our channels as well.



Don't forget to add great pictures to your posts, but please be sure to have the permission of any individual's who's photo you share. There are many online graphic design websites you can use to create photos and other promotional graphics. At the National Trust we use [Canva](#) for our graphics. If you've never used Canva before and you'd like to give it a try here is a quick [introduction video](#).

Twitter

General

Thousands of visitors will celebrate #HistoricPlacesDays by visiting historic sites around the country from July 8 -31, 2022. Join us in celebrating online and in-person. Learn more today! www.historicplacesdays.ca @nationaltrustca

Save the date

#HistoricPlacesDays launches July 8, 2022 and runs for the entire month! Join us as we discover the history, culture and story of all these amazing historic sites. Save the date to visit and explore the history around you. www.historicplacesdays.ca @nationaltrustca

Promoting Virtual Visits

Visit us virtually and learn about our rich and diverse history throughout #HistoricPlacesDays! We'll be joining the event online... will you? Find out more about Historic Places Days today. www.historicplacesdays.ca @nationaltrustca

Historic Places Days Photo Contest

Join us for the month of July as we discover our rich and diverse history through #HistoricPlacesDays. Get creative with a selfie or photo, and post it on Twitter, Facebook or Instagram with the hashtag #HistoricPlacesDays before July 31 for a chance to win \$1,000! Enter the contest today. www.historicplacesdays.ca/contests @nationaltrustca

Do you have a fond or meaningful memory of visiting [name of your historic place]? Post a selfie or a photo and describing your experience with us for #HistoricPlacesDays by July 31 for a chance to win awesome prizes! www.historicplacesdays.ca/contests @nationaltrustca

Facebook and Instagram

Participation Announcement



Thousands of visitors will enjoy, #HistoricPlacesDays by visiting historic places across the country from July 8 - 31. We're excited to be participating this year. Join us for fun and discovery during Historic Places Days! www.historicplacesdays.ca/contests @nationaltrustca

Save the date

Mark your calendars! July 8 is the launch of #HistoricPlacesDays, a virtual and in-person event devoted to learning about our rich and diverse history. Running for the entire month of July, tons of historic places are participating across the country, including us. And there's a contest with awesome prizes too! Learn more today. www.historicplacesdays.ca @nationaltrustca

General

Visit us virtually or in-person and learn about our rich and diverse history through #HistoricPlacesDays, now running for the entire month of July! We're joining the event... will you? Find out more today. www.historicplacesdays.ca @nationaltrustca

Contests Promotion

Join us from July 8 - 31 as we join in #HistoricPlacesDays. Get creative with an in-person or virtual selfie and post it on Twitter, Facebook or Instagram with the hashtag #HistoricPlacesDays before July 31 for a chance to win \$1,000! www.historicplacesdays.ca/contests @nationaltrustca

Do you have a fond memory of visiting [name of your historic place]? Post a selfie or a photo and a blurb describing your experience with us for #HistoricPlacesDays by July 31 for a chance to win awesome prizes! Visit the Historic Places Days website for more details. www.historicplacesdays.ca/contests @nationaltrustca

Social Media Weekly Themes

We've introduced weekly social media themes to Historic Places Days, with your help. The purpose of the themes is to keep the conversation about the important role of historic places in our lives active and engaging throughout the entire month.





Find Your Place

Week 1: July 8 – 17



This week's theme is all about encouraging connection between historic sites and the communities that surround them, and encouraging people to connect, or reconnect, with the historic sites in their backyard.

You might:

-  Share a story about how your site connects to local history
-  Promote a program that serves your local community in a unique way
-  Create a post for a local Facebook group, letting your community know where you are and what you offer
-  Get together with other local historic sites to promote your community sites as a group

We will be encouraging our members to share posts about their local historic site, and what significance it holds for them.

Sample post




In July we're talking place in #HistoricPlacesDays. It's a great opportunity to find, or reconnect, with a historic place in your community. Did you know [insert your site name], is [insert your location]. We can help you explore and discover the history of [insert topic.] Be sure to stop by during #HistoricPlacesDays! [Your Site's URL] @nationaltrustca

Many Stories

Week 2: July 18 - 24

Every historic site has not just one, but many, stories. This week is about telling the untold and forgotten stories of people who used to work, live, and be at the historic site. The theme encourages you to share the alternative perspectives and points of view of your historic site. No story is too big or small.

You might:

-  Share a story about your site that is unknown or less well known
-  Host an event or pilot a program that engages with an untold or forgotten story
-  Collaborate with another local history site to tell an untold story that both sites share

Sample post

[Your Historic Site Name] has many stories to share! You might know that [insert fact], but did you know this site was also [insert fact]. Visit us during #HistoricPlacesDays to learn more. [Your site's URL] @nationaltrustca

Heritage Through All the Senses



Week 3: July 25 - 31

Visiting a historical place is an experience that cannot be replicated online – it can engage all five senses! The immersive experience of visiting in-person is something a lot of visitors have missed during the pandemic, and this is a great opportunity to encourage visitors to come and get the full experience of an in-person visit. This is also an opportunity to explore alternative ways to engage with your site, through hearing, touch, sound, and smell.

You might:

- ✿ Host a sensory tour of your site as an event
- ✿ Create a sensory area, with aspects of your site that can be explored through touch, sound, and smell
- ✿ Host an event (in-person or virtual) where you teach visitors how to make something historically relevant to eat
- ✿ Create a virtual audio tour of your site that focuses on the sounds of your historic place
- ✿ Share information about how your site is using communication methods other than text and tours, like brail or ASL

Sample post

There are so many more ways to explore [Your site name] than just to have a look around! Visit us during #HistoricPlacesDays to experience the sounds, smells, feeling, and even the taste of our historic site! [Your site's URL] @nationaltrustca

An Introduction to TikTok

The National Trust for Canada and Historic Places Days currently do not use TikTok, but we've heard that many of you do. We've created this very brief introduction with tips and resources so you can take advantage of this social media channel during Historic Places Days. Use #HistoricPlacesDays on any relevant TikTok content you post during July. Though we aren't on TikTok we'll still see your content.

What is TikTok?

TikTok is a creative video app that you can use to promote your organization, products and/or services. With more than 2 billion downloads, TikTok can be a great opportunity to reach out to new or existing audiences. No matter the industry or niche, your content has the potential to succeed if done well. TikTok is quite different from the other social media platforms, so it requires a different approach.

Creating your own TikTok content



Creating your own TikTok content gives you the most freedom for creativity and allows you to build an authentic voice. You can use it to create bite-size content that gives sneak peaks of your site or shows snippets of the content you offer.

Key things to remember

- ✿ Create short, accessible, bite-sized content
- ✿ Music is critical – TikTok has an extensive library available
- ✿ Videos can be up to 10 min long, but the best performing videos are 21 - 34 seconds
- ✿ Prioritize discoverability by utilizing the hashtags and the “for you” page.
- ✿ Don’t forget to use #HistoricPlacesDays
- ✿ Add captions to your videos

Additional resources

- ✿ [How to use TikTok](#)
- ✿ [TikTok marketing strategy](#)
- ✿ [With Strategic Focus, TikTok Creates New Opportunities for Cultural Institutions to inspire Critical Thinking and Constructive Dialogue](#)



Historic Places Days VisitLists



Japanese Canadian Internment Sites: hidden history of BC

Hope, British Columbia to Kaslo, British Columbia **6 PLACES**

Japanese Canadian Internment Camps were located outside the 100 mile exclusion zone.

[View VisitList](#)



Historic Homes in Ontario

Aurora, Ontario to Oshawa, Ontario

12 PLACES

Inspired by the history of Hillary House, here are some more historic homes to visit!

[View VisitList](#)



Nine inspiring historical gardens across Canada

British Columbia to Wallace, Nova Scotia **9 PLACES**

Nine inspiring historical gardens across Canada.

[View VisitList](#)

TL;DR – VisitLists

- VisitLists connect related heritage places through a story
- You can use them as word-of-mouth advertising
- Create your own, and encourage your visitors to do the same

The [VisitList](#) feature of the Historic Places Days website allows you to connect sites participating in Historic Places Days by type, region, and many other features, in order to tell a place-based heritage story. You can use the VisitList feature to encourage your audience to visit your site, along with other related sites in your community or across Canada. Visitors can use the VisitList you create to take a virtual or in-person tour of related sites.

Visitors can also create and submit their own VisitLists to showcase the connections they've made as they explore heritage places from coast-to-coast-to-coast. VisitLists act as another form of word-of-mouth advertising. Encourage your visitors to explore visit lists that feature your site, or to create their own.

Creating a VisitList

In order to create a VisitList you must create an account on the Historic Places Days website. The places that you would like to include in your VisitList must be registered to participate in Historic Places Days.

To create a list:

- ✿ Decide on a theme and a group of connected registered sites
- ✿ Go to "My Visitlists" and "Click Here" to start creating a list
- ✿ Fill in your visit list information. You'll need:
 - VisitList Name
 - Short Summary and Description
 - Type(s) of sites included
 - Image
 - Names of the sites included
- ✿ Find the names of your included sites in the drop down menu
- ✿ We'll review your Visitlist, and it will appear online when its approved



Sample VisitList Social Media Posts

Here are some sample posts that you can use to encourage your visitors to create VisitLists featuring your site or encourage new visitors to explore your site through a VisitList.

Do you love visiting [name of your historic place]? Share your experience with others through a VisitList during #HistoricPlacesDays. www.historicplacesdays.ca/visitlists @nationaltrustca

Inspire your friends to visit [name of your historic place] and other great historic places by creating a VisitList during #HistoricPlacesDays. www.historicplacesdays.ca/visitlists @nationaltrustca

Do you want to visit or return to [name of your historic place]? Create a VisitList to tell us about your experience during #HistoricPlacesDays! www.historicplacesdays.ca/visitlists @nationaltrustca

Are you looking for a way to explore heritage places, but not feeling up for leaving home? Check out the fascinating heritage stories and sites showcased by #HistoricPlacesDays VisitLists. (Keep an eye out for yours truly!) www.historicplacesdays.ca/visitlists/ [name of your list] @nationaltrustca

