

# HISTORIC PLACES DAYS

## JOURNÉES DES LIEUX PATRIMONIAUX

JULY | JUILLET  
11-20, 2025

PROMOTIONAL  
TOOLKIT

TROUSSE À OUTILS  
POUR LA PROMOTION

Kings Landing, Prince William, NB

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Kings Landing

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

#HISTORICPLACESDAYS  
#JOURNEESLIEUXPATRIMONIAUX

HISTORICPLACESDAYS.CA  
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Canada

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Canada

<b>INTRODUCTION .....</b>	<b>2</b>
<b>ABOUT HISTORIC PLACES DAYS .....</b>	<b>2</b>
<b>PURPOSE OF THIS TOOL KIT.....</b>	<b>2</b>
<b>HISTORIC PLACES DAYS AND RECONCILIATION, DIVERSITY, AND INCLUSION.....</b>	<b>2</b>
<b>GETTING STARTED WITH HISTORIC PLACES DAYS.....</b>	<b>3</b>
<b>GETTING STARTED .....</b>	<b>3</b>
<b>REGISTER FOR HISTORIC PLACES DAYS .....</b>	<b>3</b>
<b>ALL PLACES MAPS.....</b>	<b>4</b>
<b>PROMOTE YOUR EVENTS .....</b>	<b>5</b>
<b>COMMUNITY PROMOTION .....</b>	<b>6</b>
<b>ENGAGE WITH LOCAL MEDIA.....</b>	<b>6</b>
<b>LEVERAGE YOUR COMMUNITY NETWORKS .....</b>	<b>6</b>
<b>SOCIAL MEDIA TOOLKIT.....</b>	<b>7</b>
<b>SOCIAL MEDIA .....</b>	<b>7</b>
<b>CONNECT WITH THE NATIONAL TRUST FOR CANADA.....</b>	<b>8</b>
<b>CONNECT WITH HISTORIC PLACES DAYS PARTNERS AND SPONSORS.....</b>	<b>8</b>
<b>USE THE HISTORIC PLACES DAYS LOGO .....</b>	<b>8</b>
<b>USE HASHTAGS .....</b>	<b>8</b>
<b>AVAILABLE RESOURCES AND GRAPHICS FOR SOCIAL MEDIA.....</b>	<b>9</b>
<b>SAMPLE SOCIAL MEDIA POSTS .....</b>	<b>9</b>
<b>NEW FOR HISTORIC PLACES DAYS 2025:.....</b>	<b>11</b>
<b>2025 THEME: MAKERS FROM COAST-TO-COAST-TO-COAST: HONOURING ARTS, CRAFTS AND STORYTELLING .....</b>	<b>11</b>
<b>HISTORIC PLACES DAYS VISITLISTS .....</b>	<b>12</b>
<b>CREATING A VISITLIST .....</b>	<b>12</b>
<b>SAMPLE VISITLIST SOCIAL MEDIA POSTS.....</b>	<b>13</b>
<b>CONTESTS.....</b>	<b>14</b>
<b>#HISTORICPLACESDAYS PHOTO CONTEST .....</b>	<b>14</b>
<b>#CANADIANVISITLIST CONTEST .....</b>	<b>14</b>
<b>CONTESTS.....</b>	<b>15</b>



## Introduction

### About Historic Places Days

Historic Places Days is a week-long event that profiles and promotes historic places from coast to coast to coast within Canada. This year Historic Places Days will take place from **July 11-20, 2025**.

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.

We encourage each site 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

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

It is important that historic sites and cultural organizations respond meaningfully to the ever-changing social climate. We encourage sites participating in Historic Places Days to use this event to draw attention to programs focused on reconciliation, diversity, and inclusion, that highlight untold or lost stories, or uplift voices from equity seeking community members.

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.



## Getting Started with Historic Places Days



### Getting Started

1. Create an account
2. Register your site
3. Returning? Click “opt-in to 2025”
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 your site on the [Historic Places Days website](#). Once you are registered, 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

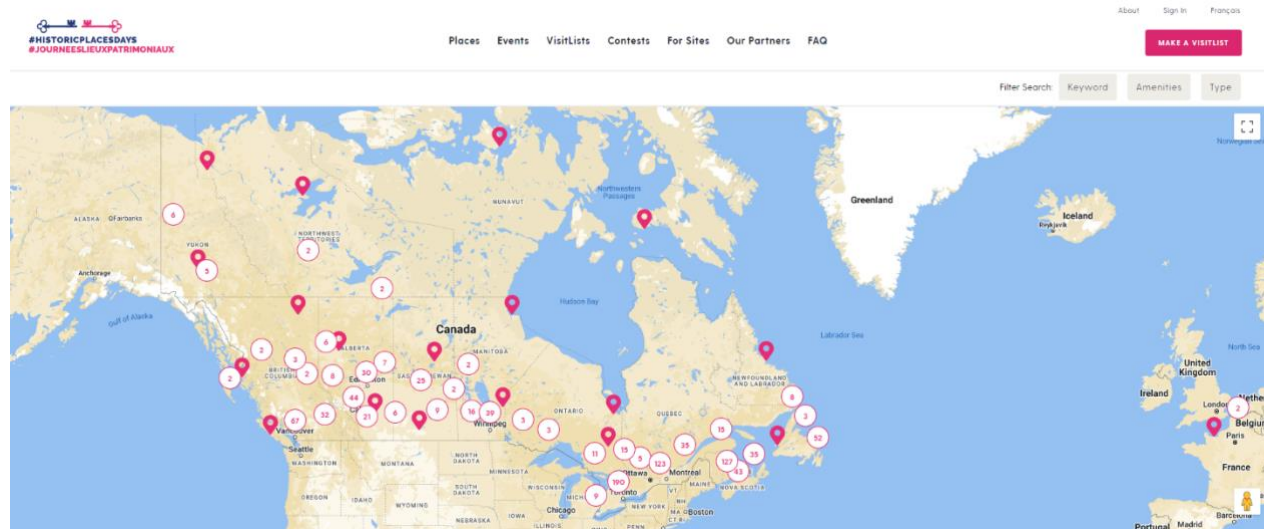




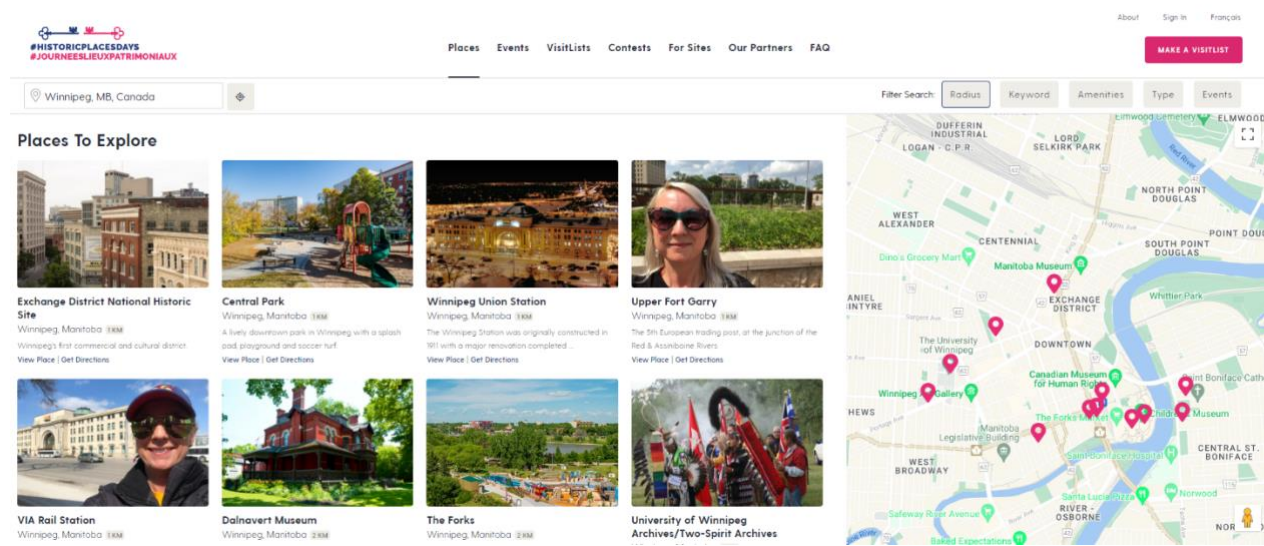
## Returning Participating Sites

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 2025"**

## All Places Maps



Included on our website is a feature called the "All Places Map". This interactive map consolidates all participating Historic Places Days locations in one convenient place. This enables you to explore various historic places seamlessly, while also simplifying the process of discovering hidden gems in remote areas, ensuring sites are now more accessible than ever before.



All you have to do is register your site to be included as a listing on the map. It's also a great way to see participating historical sites in the area that may be interested in partnering with programming and promotion.

## 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 place 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 it is approved



## Community Promotion



Photo: Dr. Sun Yat-Sen, Classical Chinese Garden

### 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, online event listing platforms or local event directory websites, and printed 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 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 Toolkit



### Social Media

- Connect with the Trust using @nationaltrustca
- Use #HistoricPlacesDays for all your Historic Places Days content.
- Promote the Historic Places Days VisitList contest; you could win \$2,500
- Use #CanadianVisitList for VisitList contest content
- Promote the Historic Places Days photo contest; you could win \$500!
- Show some love to @ParksCanada
- We've provided you with graphics and templates for social media
- This year's theme is Makers from coast-to-coast-to-coast: Honouring Arts, Crafts, and Storytelling
- We don't use X or TikTok, but you can! Please still use #HistoricPlacesDays

Social media platforms like X (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 VisitList and photo contests, which gives all participating sites the chance to win \$2,500 and/or one of two \$500 prizes.





## Connect With the National Trust for Canada

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

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. Where relevant, be sure to tag **Parks Canada**.

Parks Canada Handles

Twitter: [@ParksCanada](#)

Facebook: [@ParksCanada](#)

Instagram: [@Parks.Canada](#)

## 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, allow you to connect into those social media conversations, and help social media algorithms get content to the right audiences. Use the following hashtags to stay a part of the conversation, make connections, and gain extra attention during Historic Places Days.

### #HistoricPlacesDays

#CanadianVisitList

#ParksCanada

#EveryPlaceAStory

#ExploreCanada

#HistoricPlaces

#CanadianHistory

#CdnHeritage

#CdnHistory

#CelebrateHistory



## Available Resources and Graphics for Social Media

As part of our toolkit, we have supplied you with several promotional graphics ready to upload directly to social media included in a [Google Drive folder](#). You can also find other graphic resources and a copy of this tool kit in that same folder.

If you would like personalized graphics for your site's special events or promotion, you can access our [Facebook](#) and [Instagram](#) templates on Canva. If you've never used Canva before and you'd like to give it a try here is a quick [introduction video](#).

## Sample Social Media Posts

Feel free to use these sample 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 whose photo you share**. There are many online graphic design websites you can use to create photos and other promotional graphics.

### General

Thousands of visitors will celebrate #HistoricPlacesDays by visiting historic sites around the country from July 11-20, 2025. Join us in celebrating online and in-person. Learn more today! [www.historicplacesdays.ca](http://www.historicplacesdays.ca) @nationaltrustca

Visit us virtually or in-person and learn about our rich and diverse history through #HistoricPlacesDays, now running from July 11-20! We're joining the event... will you? Find out more today. [www.historicplacesdays.ca](http://www.historicplacesdays.ca) @nationaltrustca

### Save the date

Mark your calendars! July 11 – 20 is #HistoricPlacesDays, an online and in-person event devoted to learning about our rich and diverse history. Tons of historic places are participating across the country in this event, including us. And there's are contests with awesome prizes too! Learn more today. [www.historicplacesdays.ca](http://www.historicplacesdays.ca) @nationaltrustca



### *Participation Announcement*

Thousands of visitors will enjoy #HistoricPlacesDays by visiting historic places across the country from July 11-20. We're excited to be participating this year. Join us for fun and discovery during Historic Places Days! [www.historicplacesdays.ca/contests](http://www.historicplacesdays.ca/contests) @nationaltrustca

### *Historic Places Days Photo Contest*

Join us as we discover our rich and diverse history through #HistoricPlacesDays. Get creative with a selfie or photo and post it on Facebook or Instagram with the hashtag #HistoricPlacesDays from July 11- 20 for a chance to win \$500! Enter the contest today. [www.historicplacesdays.ca/contests](http://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 20 for a chance to win awesome prizes! [www.historicplacesdays.ca/contests](http://www.historicplacesdays.ca/contests) @nationaltrustca



## New for Historic Places Days 2025:

### 2025 Theme: Makers from Coast-to-Coast-to-Coast: Honouring Arts, Crafts and Storytelling

Historic Places Days is a vibrant celebration of the stories, crafts, and artistry that connect us to our past. Across Canada, historic places are built by the skilled hands and shaped by the creative minds that came before us—through intricate woodwork, stone masonry, textile weaving, and Indigenous traditional crafts like beadwork, quillwork, and woodworking. These art forms, alongside oral histories, music, and visual storytelling are more than just creative expressions; they are living traditions, preserving knowledge, culture, and identity.

Today, makers and artisans continue to breathe new life into these historic places and the time-honored skills that sustain them, blending traditional techniques with modern materials and fresh designs. Exploring historic places through the lens of craftsmanship and creativity allows us to not only admire their beauty but also celebrate the enduring legacies that continue to inspire and evolve.

Ways you might engage with this theme....

#### *Registering your Historic Place*

Does your site have an interesting connection to the arts? You can highlight this in your site's description or in the fun fact section. This might include focusing on sculptures, artworks, or literary connections your site might have.

#### *Hosting events at your historic place*

Does your site host or plan to host events related to this year's themes? Listing them on HPD is a great way to get the word out! Events might include paint nights, outdoor concerts, dance events and more!

#### *Engaging on Social Media*

Engaging with this year's theme on social media is a great way to get more buzz. Below are some prompts to inspire your posts.

- Post a video highlighting notable artworks or sculptures at your site
- Share stories and legends about your site
- Post a quiz about your site's connection to Canadian artists, writers and storytellers
- Host an online arts showcase





- Post a video sharing your favourite story about your historic site
- Highlight your tour guides who share stories with visitors every day
- Post a virtual tour of your site's story and artwork
- Highlight local craftsmanship and architecture at your site

## 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](#)

### VisitLists

- VisitLists connect related heritage places through a story
- You can use them as word-of-mouth advertising
- Create your own, and

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.

This year each time your site is included in a VisitList you will be entered into a draw for a chance to win \$2500.

## 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 VisitList 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](http://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](http://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](http://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/](http://www.historicplacesdays.ca/visitlists/) [name of your list] @nationaltrustca

### *Historic Places Days #CanadianVisitList Contest*

The #HistoricPlacesDays VisitList Contest starts June 25, 2025! Show your support for [enter your place name] by including us in your #CanadianVisitList. Every visit list mention is a chance for us to win 2.5K, and you could win \$500. Create your VisitList today! [www.historicplacesdays.ca/visitlists](http://www.historicplacesdays.ca/visitlists)



## Contests

### #HistoricPlacesDays Photo Contest

Share Historic Places Days Stories with the Photo Contest!

From July 11 to July 20, 2025, we're encouraging Canadians to share the story of their visit to registered historical sites on socials. By Posting a photo or video of themselves at a registered historic site, participants can enter to win exciting prizes! The National Trust is offering two grand prizes of \$1000 – awarding \$500 to the contestant and \$500 to the historical site featured in their post. We will also be awarding additional prizes throughout Historic Places Days! These exciting additional prizes include 7 Canada's History subscriptions, 7 National Trust memberships, and more still to be announced. Participants can enter the contest every day by using a different photo, digital selfie, or short video.

To enter the contest:

1. Post an original photo or short video on your Instagram or Facebook with #HistoricPlacesDays and #HPDContest2025
2. Tag the historic place
3. Tag and follow @nationaltrustca

Participants can also gain an extra entry by sharing National Trust's posts about the photo/video contest on their social media account, tag @nationaltrustca and their favourite historic place.

### #CanadianVisitList Contest

Get Ready to Explore, Share, and Win!

From June 25th until July 20nd, we are inviting Canadians to create personal #CanadianVisitList highlighting the sites they love and the sites they can't wait to visit! This year the National Trust is offering a Grand Prize of \$3000 - awarding \$500 to the winning contestant and \$2,500 to the winning historic site. This contest only allows one entry per contestant; however, every time a site is listed in a VisitList between June 25 and July 20, 2025 it gets entered into a draw for the grand prize. The more a site is listed, the better its odds are of winning! These separate grand prize draws will take place on July 22, 2025. For a site to be eligible to win, they must be registered for this year's Historic Places Days celebration as a participating historic place; the site must have created its own listing on the HPD website; and the site must be open to the public.



To enter the contest:

1. Create an original VisitList highlighting 5 registered historical sites across Canada.
2. Include the hashtag #CanadianVisitList in the VisitList title.
3. Add an original photo as the VisitList header and a 100-word description of your Visitlist.
4. Post it on our HPD website.

Participants can gain an extra entry by sharing their photo and VisitList on social media using the hashtags #CanadianVisitList and #HistoricPlacesDays.

