

# HISTORIC PLACES DAYS

## JOURNÉES DES LIEUX PATRIMONIAUX

JULY | JUILLET  
11-25, 2026

PROMOTIONAL  
TOOLKIT

TROUSSE À OUTILS  
POUR LA PROMOTION

Kings Landing, Prince William, NB

Photo credit / crédit photo:  
Kings Landing

### EVERY PLACE, A STORY

### À CHAQUE LIEU, SON HISTOIRE

#HISTORICPLACESDAYS  
#JOURNEESLIEUXPATRIMONIAUX

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Canada

**INTRODUCTION..... 2**  
**ABOUT HISTORIC PLACES DAYS ..... 2**  
**PURPOSE OF THIS TOOL KIT ..... 2**  
**SUPPORTING RECONCILIATION AND INCLUSIVE STORYTELLING ..... 2**

**GETTING STARTED WITH HISTORIC PLACES DAYS..... 3**

**GETTING STARTED..... 3**  
**REGISTER FOR HISTORIC PLACES DAYS ..... 3**  
**ALL PLACES MAPS..... 5**  
**PROMOTE YOUR EVENTS ..... 5**

**COMMUNITY PROMOTION ..... 6**

**ENGAGE WITH LOCAL MEDIA ..... 6**  
**LEVERAGE YOUR COMMUNITY NETWORKS ..... 7**

**SOCIAL MEDIA TOOLKIT ..... 7**

**SOCIAL MEDIA..... 7**  
**CONNECT WITH THE NATIONAL TRUST FOR CANADA..... 8**  
**CONNECT WITH HISTORIC PLACES DAYS PARTNERS AND SPONSORS ..... 8**  
**USE THE HISTORIC PLACES DAYS LOGO..... 8**  
**USE HASHTAGS ..... 9**  
**AVAILABLE RESOURCES AND GRAPHICS FOR SOCIAL MEDIA..... 9**  
**SAMPLE SOCIAL MEDIA POSTS ..... 9**

**NEW FOR HISTORIC PLACES DAYS 2026:..... 11**

**2026 THEME: COMMUNICATION THROUGH PLACE AND TIME..... 11**

**HISTORIC PLACES DAYS VISITLISTS ..... 12**

**CREATING A VISITLIST ..... 13**  
**SAMPLE VISITLIST SOCIAL MEDIA POSTS ..... 13**

**CONTESTS..... 14**

**#HPDPHOTOCONTEST..... 14**

**RESOURCES – RECONCILIATION, DIVERSITY, EQUITY & INCLUSION: ..... 15**

## Introduction

### About Historic Places Days

Historic Places Days is a two 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 11-25, 2026**.

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 engage with others through the Historic Places Days platform and campaign. This includes connecting other historic sites, visiting members of the public, and folks exploring Historic Places Days virtually.

### Supporting Reconciliation and Inclusive Storytelling

As historic sites across the country come together to welcome visitors and share stories about the places and people who shaped Canada, it is important that we highlight the untold stories, diverse perspectives, and lived experiences that have too often been overlooked in our shared history.

We encourage sites participating in Historic Places Days to use this event to draw attention to existing programs focused on Reconciliation, as well as Diversity, Equity and Inclusion and to reflect on how these principles can be further integrated into the stories they share and the communities they engage.

We recognize that this work cannot be accomplished through a single event or initiative. Meaningful steps towards Reconciliation and Inclusion requires an ongoing commitment

to building relationships, fostering trust, and working collaboratively with communities over time. To support sites in beginning or continuing this journey, we have included resources in this year's toolkit that can help organizations explore more inclusive approaches to storytelling, strengthen community connections, and lay the foundation for the partnerships needed to make this work meaningful and sustainable. As leaders and stewards of Canada's heritage, we all share a responsibility to ensure that the stories we tell reflect the full diversity of the people and communities that have shaped our past and continue to shape our future.

\*New for 2026! Resources for Reconciliation, Diversity, Equity and Inclusion available on page 15.

## Getting Started with Historic Places Days



### Getting Started

1. Create an account
2. Register your site
3. Returning? Click “opt-in to 2026”
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 opportunities to promote events running at your site during Historic Places Days, and throughout the year.

We have new accessibility features on our website that allow you to change the parameters of your page, including fonts, contrast, size, etc. We also ask that you provide photo credits for any images you upload.

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.

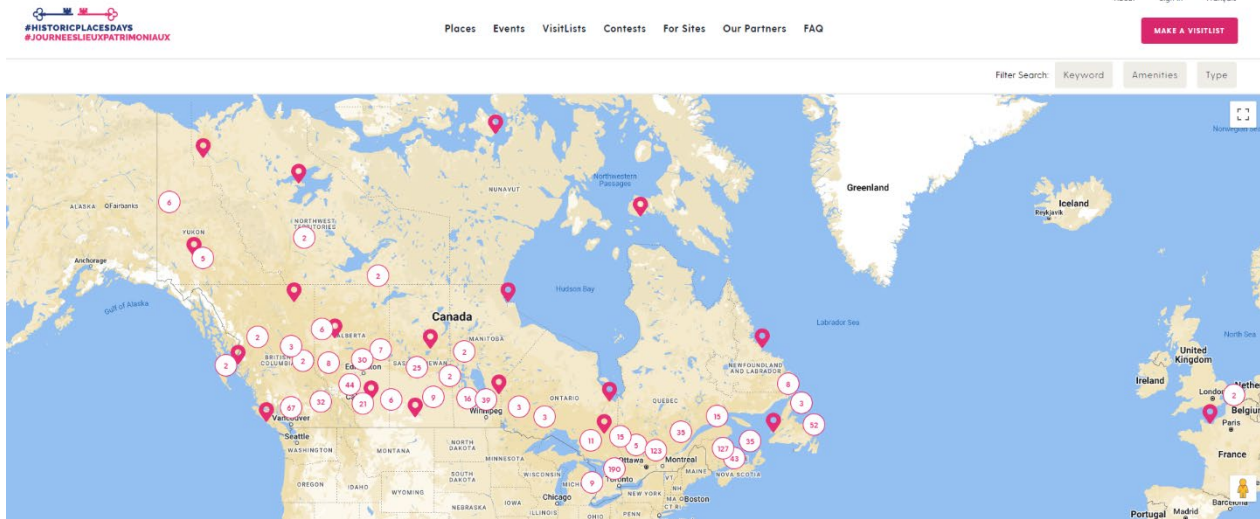
To register:

- 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

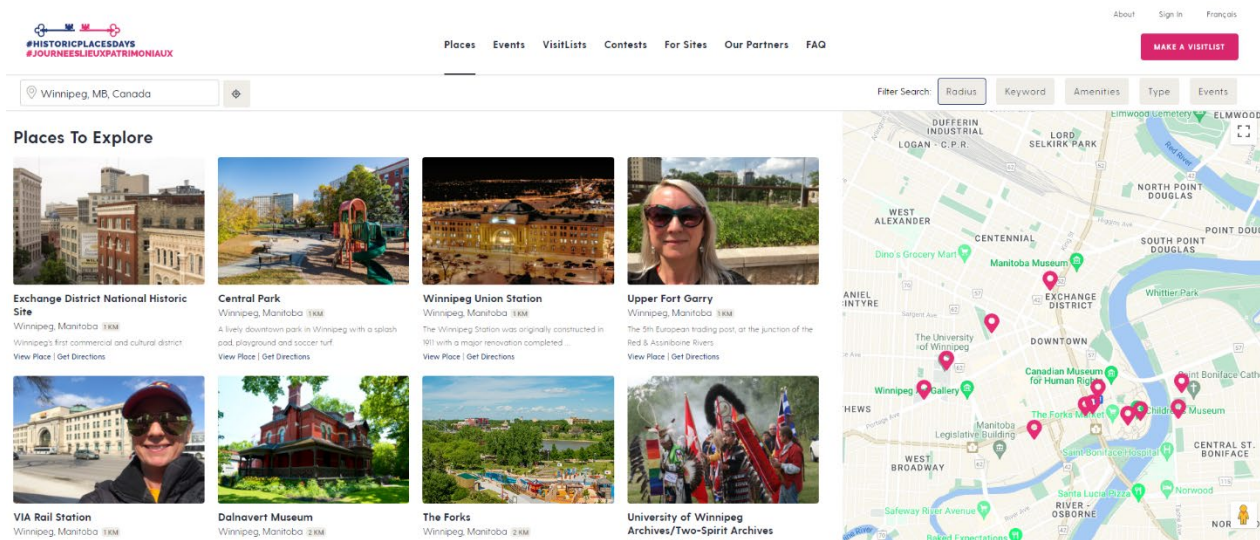
### Returning Participating Sites

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 2026**"

## 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 program 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.
- Enter the Historic Places Days photo contest; you could win \$1,000 for yourself and \$1,000 for the historic site you photograph!
- Show some love to @ParksCanada
- We've provided you with graphics and templates for social media
- This year's theme is Communication Through Place and Time
- We don't use X or TikTok, but you can! Please still use #HistoricPlacesDays

Social media platforms like 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 contests, 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 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.



**#JOURNEESLIEUXPATRIMONIAUX**  
**#HISTORICPLACESDAYS**

## 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	#HistoricPlaces
#ParksCanada	#CanadianHistory
#EveryPlaceAStory	#CdnHeritage
#ExploreCanada	#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. 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 11-25, 2026. 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 11-25! 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 – 25 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 11-25. 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- 19 for a chance to win up to \$1,000! 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 19 for a chance to win awesome prizes! [www.historicplacesdays.ca/contests](http://www.historicplacesdays.ca/contests) @nationaltrustca

## New for Historic Places Days 2026:

### 2026 Theme: Communication Through Place and Time

Historic Places Days is a vibrant celebration of the stories, ideas, skills, and knowledge shared across generations. Across Canada, historic places have made these connections possible. From oral traditions, crafts, and handwritten letters to telegraphs, telephones, and digital media, places have always been at the heart of how we communicate. This year's theme also marks the 150<sup>th</sup> anniversary of the first telephone call, patented in Canada by Alexander Graham Bell, an invention that transformed how distance and time shape human connection. Together, these stories remind us that historic places are not just where history happened, but where conversations – past, present, and future – unfold.

Today, these historic places continue to shape how we communicate through storytelling. Exploring historic places through the lens of communication and connection 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 communication, storytelling, or community building? You can highlight this in your site's description or fun fact section. This might include stories about notable speakers, newspapers, telephones, post offices, schools, gathering places, oral traditions, or other ways people connected and shared information at your historic place.

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

Does your site host or plan to host events related to this year's theme? Listing them on HPD is a great way to get the word out! Events might include storytelling sessions, oral history workshops, letter-writing activities, guided heritage walks, community conversations, genealogy events, lectures, or exhibits exploring how people communicated throughout history.

#### *Engaging on Social Media*

Engaging with this year's theme on social media is a great way to connect with new audiences. Below are some prompts to inspire your posts:

- Post a video sharing how people communicated at your site throughout its history.
- Highlight an important letter, document, newspaper, or archival record connected to your site.

- Share stories, legends, or oral histories associated with your historic place.
- Post a quiz about communication methods used at your site or in your community's past.
- Share a "then and now" comparison showing how communication has changed over time.
- Highlight the people who help tell your site's stories today, including guides, interpreters, volunteers, and knowledge keepers.
- Post a virtual tour focusing on spaces where people gathered, learned, exchanged ideas, or built community.
- Share visitor memories and stories about their connection to your site.
- Highlight Indigenous, cultural, or community traditions that have passed knowledge from generation to generation.
- Showcase historic technologies connected to communication, such as telephones, telegraphs, radios, printing presses, or postal services.
- Invite followers to share their favourite memory, story, or connection to your historic place.
- Share a behind-the-scenes look at how your organization preserves and shares stories for future generations.

## 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, 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

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

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

## Contests

### #HPDPhotoContest

From July 11 to July 19, 2026, the National Trust for Canada invites Canadians to take part in the “**Every Place Communicates a Story**” photo contest as part of Historic Places Days. Participants are encouraged to visit registered historic sites across Canada and share a photo on Facebook or Instagram that captures the story being communicated through their lens.

Each submission should include a narrative that reflects the site’s history, culture, memory, nature, or a personal moment of connection, highlighting what the place means through the photographer’s perspective.

The contest closes on July 19, 2026. On July 20, National Trust staff will review eligible entries, and a jury will select 25 finalists, who will then be entered into a random draw to determine the prize winners. The draw will take place on July 25, 2026. All 25 finalists will be featured in a photo mosaic on the Historic Places Days website.

One grand prize winner will receive \$1,000 for the photographer and \$1,000 for the historic site featured in the winning entry, with the site’s portion directed to a related non-profit, charitable, or Indigenous organization. Additional prizes include three \$500 cash prizes, seven Parks Canada Discovery Passes, seven Canada’s History magazine 1-year subscriptions, and seven National Trust for Canada 1-year memberships.

To enter the contest:

1. Post your photo on Instagram or Facebook using #HPDPhotoContest and #HistoricPlacesDays
2. Tag and follow @nationaltrustca
3. Tag the historic place (if applicable)
4. If you heard about the contest through an influencer or creator, tag them too
5. In your caption, share the story your photo tells
6. Check the Historic Places Days map to see if your site is registered – or register for free. If you are registering a historic site yourself, please include a history of the site in the site description.
7. Entries that do not complete all requirements may be deemed ineligible.

Entries that do not complete all requirements may be deemed ineligible.

## Resources – Reconciliation, Diversity, Equity & Inclusion:

### Reconciliation & Indigenous Engagement

Resources focused on Indigenous collaboration, ethical engagement, repatriation, and Indigenous-led approaches in heritage work.

- [Moved to Action: Resources - CMA | Canadian Museums Association](#)
- [Best Practices and Lessons Learned in Indigenous Engagement - IPCA Knowledge Basket](#)
- [Safeguarding ICH in Canada](#)
- [Repatriation Resources – MAS](#)
- [Indigenous Languages in Canada – Booklet - Canadian Language Museum](#)

### Diversity, Equity & Inclusion

Resources supporting inclusive practice, accessibility, and equity-focused approaches in museums and heritage institutions.

- [Resource Kit: Diversity and Inclusion in Historic Places \(2023\)](#)
- [Inclusion 2025: A Practitioner’s Guide to Inclusive Museums – OMA Resource Hub](#)
- [Tools and Resources - BCMA](#)
- [EDI Resources - Fonds de recherche du Québec - FRQ](#)
- [Equity Diversity & Inclusion Toolbox - ELAN](#)

If you know of any resources from your province/territory or local community that are not included on this list, please send them to us at [historicplacesdays@nationaltrustcanada.ca](mailto:historicplacesdays@nationaltrustcanada.ca) and we will add them to our toolkit.