

Canada Historic Places Day

July 7, 2018



SOCIAL MEDIA TOOL KIT

How to use social media to promote your site
and Canada Historic Places Day



Parks
Canada

Parcs
Canada

ABOUT CANADA HISTORIC PLACES DAY

July 7 is Canada Historic Places Day: a national celebration that encourages Canadians to visit historic places.

The National Trust for Canada, in collaboration with Parks Canada created this initiative to increase your visitation through celebration.

WHY USE SOCIAL MEDIA FOR THE DAY?

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 Day 2018.
- Share key details of Canada Historic Places Day such as the official website (historicplacesday.ca), your website, your address, and the hours during which you'll be open for Canada Historic Places Day.
- Advertise the selfie contest (details at historicplacesday.ca).

Use these hashtags to increase visibility of your content:

- #HistoricPlacesDay
- #cdnheritage
- #cdnhistory
- #visitanddiscover
- #canadianhistory
- #historicplaces
- #heritage
- #canadianheritage
- #everyplaceastory
- #celebratehistory



SAMPLE TWEETS

Use these tweets to promote your site's participation in Canada Historic Places Day, or come up with your own!

- On July 7, thousands of Canadians will celebrate #HistoricPlacesDay by visiting historic places around the country. Join the celebration at [historic site]. Learn more at historicplacesday.ca! @nationaltrustca
- Save the date – July 7 is Canada #HistoricPlacesDay! Join us as we celebrate Canada's rich and diverse history with historic places across the country. There are also lots of cool prizes to win! Learn more at historicplacesday.ca! @nationaltrustca
- Visit us and learn about Canada's rich and diverse history on Canada #HistoricPlacesDay on July 7! We're joining the celebration... will you? Find out more about this great event at historicplacesday.ca! @nationaltrustca
- Today is Canada Historic Places Day! Join us as we celebrate Canada's rich and diverse history. Take a selfie here and post it on Twitter, Facebook or Instagram with the hashtag #HistoricPlacesDay for a chance to win \$! Learn more at historicplacesday.ca @nationaltrustca

CONNECT WITH US

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

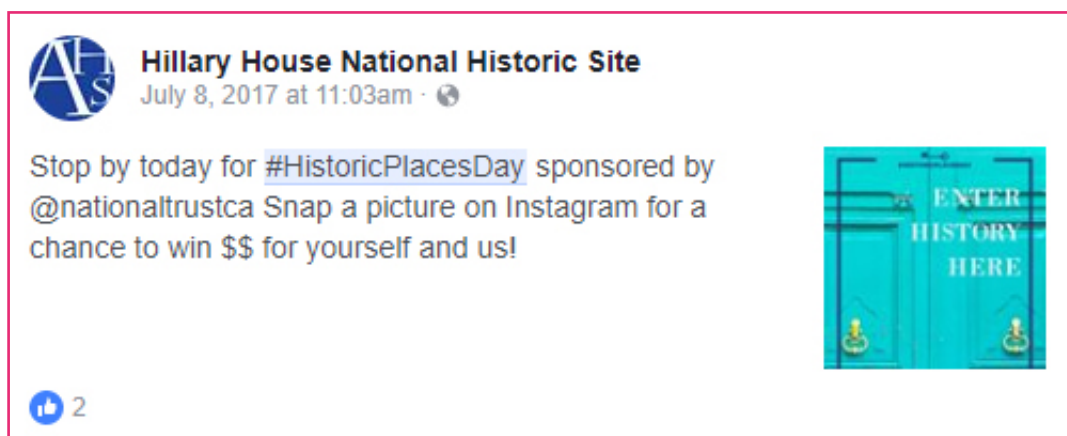
- Twitter: @nationaltrustca / @fiducienatca
- Facebook: National Trust for Canada – @NationalTrustCanada
- Instagram: @nationaltrustca / @fiducienatca



SAMPLE FACEBOOK/INSTAGRAM POSTS

Need some inspiration? Feel free to use these sample Facebook and Instagram posts to promote your participation in Canada Historic Places Day. Don't forget to use great pictures too!

- On July 7, thousands of Canadians will celebrate Canada #HistoricPlacesDay by visiting historic places around the country. We've joined the celebration as an official participating historic place. Join us for fun for the whole family. Learn more at historicplacesday.ca!
- Save the date! July 7 is Canada #HistoricPlacesDay, a day devoted to celebrating and learning about Canada's rich and diverse history. Tons of historic places across the country are participating, including us! Stop by and celebrate with us! Oh, did we mention – there's a selfie contest where you can win \$1,000! Learn more at historicplacesday.ca!
- Visit us and learn about Canada's rich and diverse history on Canada #HistoricPlacesDay on July 7! We're joining the celebration... will you? Find out more about this great event at historicplacesday.ca!
- Today is Canada #HistoricPlacesDay! Join us as we celebrate Canada's rich and diverse history. Take a selfie here and post it on Twitter, Facebook or Instagram with the hashtag #HistoricPlacesDay for a chance to win \$1,000! Learn more at historicplacesday.ca



Canada Historic Places Day got some great exposure online in 2017

- Online advertising impressions: **1,016,014**

 **Catherine McKenna** ✓
July 8, 2017 at 1:16pm · 🌐

Happy 🇨🇦 [#HistoricPlacesDay](#)! Connect with Canada's rich history at a Parks Canada site near you! 🍁
Joyeuse [#JournéeLieuxHistoriques](#) 🇨🇦! Découvrez l'histoire du Canada dans un lieu de Parcs Canada près de chez vous!



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3 Comments 3 Shares

 **National Trust for Canada** @nationaltrustca · 26 Jun 2017 ✓

Whether on the road or on a staycation, there's history to be explored on July 8. Visit a [#HistoricPlacesDay](#) site! goo.gl/uIFTB1



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