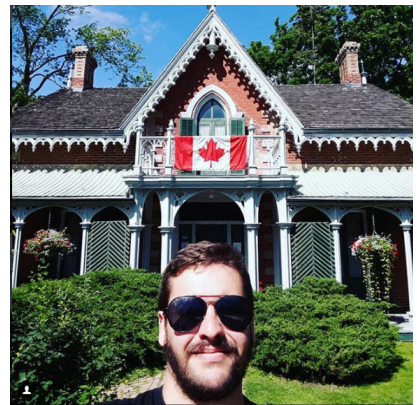


# Canada Historic Places Day

July 7, 2018



## MEDIA SUCCESS KIT

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

# ABOUT CANADA HISTORIC PLACES DAY

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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.

## COMMUNICATING ABOUT CANADA HISTORIC PLACES DAY

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The aim of Canada Historic Places Day is to get Canadians out and discovering cultural, Indigenous, and social history through historic places across the country.

Historic places are special. They help us learn about history in a way that reading a textbook or sitting in a classroom can't.

When communicating about Canada Historic Places Day, it's important to share why you believe your historic place is important and what the celebration means to you! That is the first step in engaging the public. This year, our tagline is "Every place, a story." We believe that each historic place in Canada has a story to be shared and Canada Historic Places Day gives you an opportunity to share that story.



# SUCCESS CHECKLIST

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Here are easy ways to let the public know about  
Canada Historic Places Day 2018!

- ☒ Arrange community media opportunities
- ☒ Create a Facebook event
- ☒ Engage with social media followers
- ☒ Good old fashioned advertising

## ☒ Arrange community media opportunities

Do you have a local newspaper, radio station or television station? Those are all media outlets that can potentially help you get the word out about your participation in Canada Historic Places Day.

If you're not sure who to contact, start with the Managing or Assignment Editor of a media outlet. These are the people who assign stories to reporters and decide what the paper will publish or air. Most outlets list full contact information for their staff on their websites.

If you are hosting an event on Canada Historic Places Day be sure to mention that in your email or phone call to the editor.

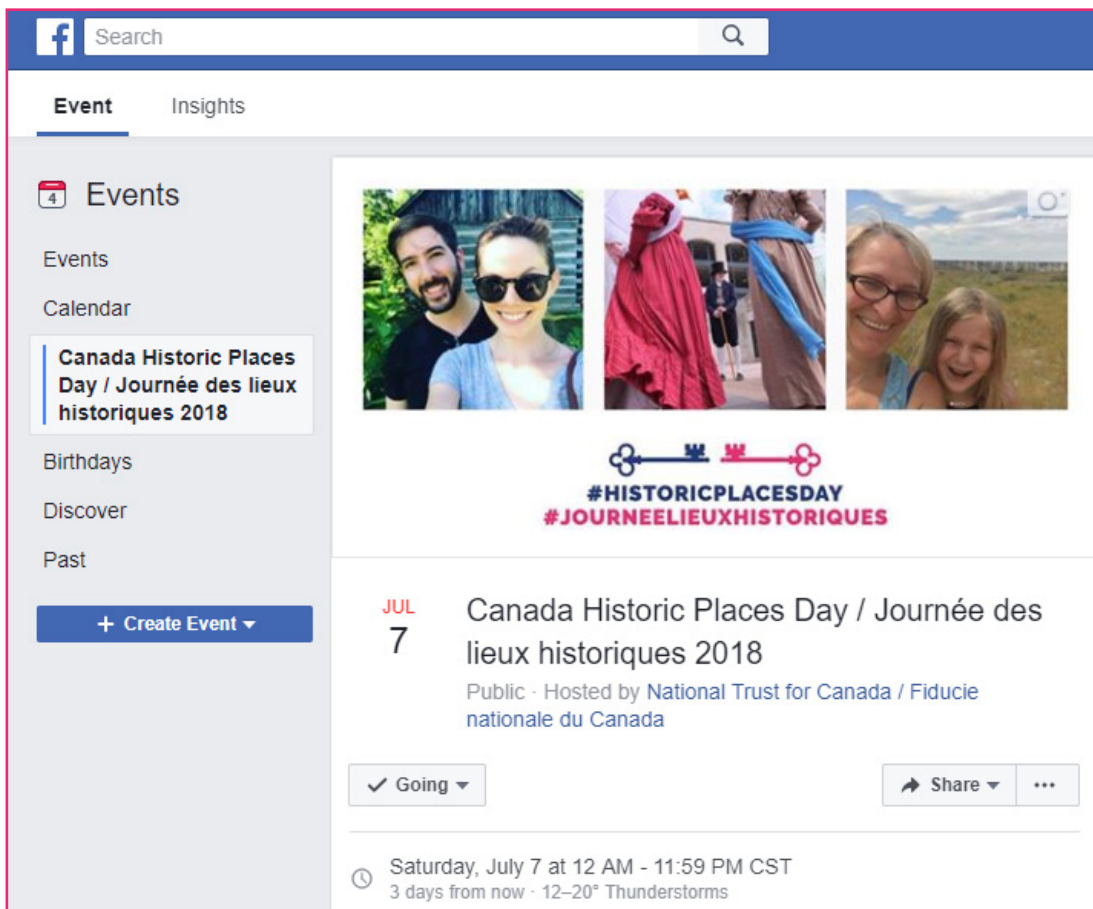


## Create a Facebook event

An easy way to advertise Canada Historic Places Day is to create a Facebook event. You can do this if you have a Facebook company page for your historic site.

Find the “Events” tab on your page. After clicking on the tab, click on “Create Event” to add information about your event. When you are finished, Facebook will post the event to your page so the public can see it.

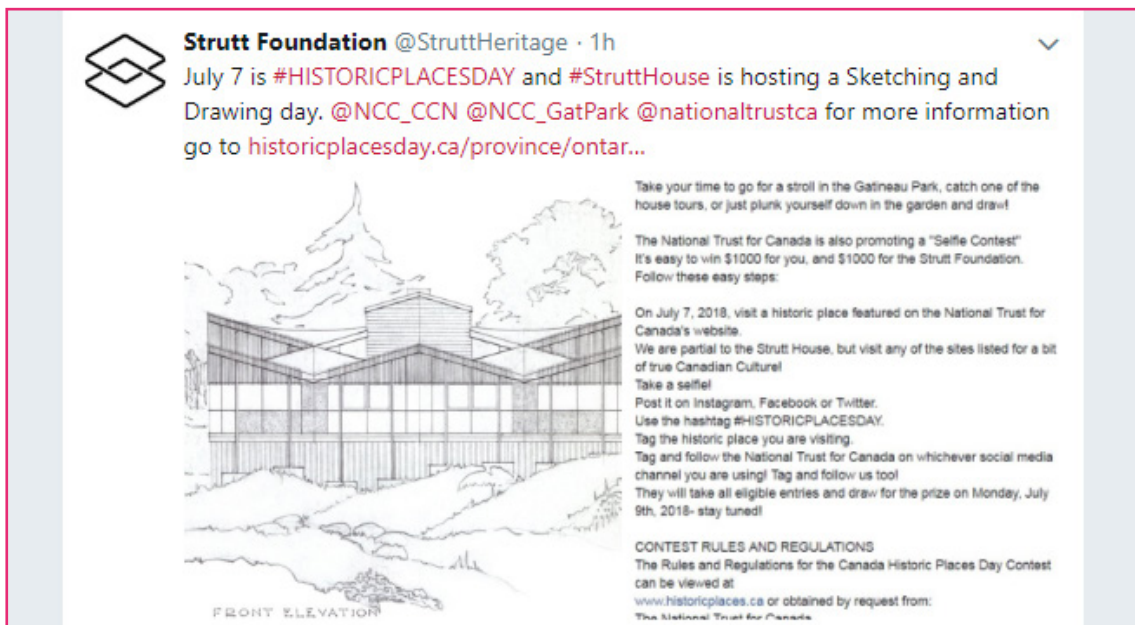
Members of the public who see your event can even RSVP on the Facebook event page you’ve created.



The screenshot shows a Facebook interface with a search bar at the top. Below the search bar, there are tabs for "Event" and "Insights". On the left sidebar, under the "Events" section, there is a list of categories: "Events", "Calendar", "Canada Historic Places Day / Journée des lieux historiques 2018" (highlighted), "Birthdays", "Discover", and "Past". Below this list is a blue button that says "+ Create Event". The main content area displays a featured event for "Canada Historic Places Day / Journée des lieux historiques 2018" on July 7. The event is public and hosted by the National Trust for Canada / Fiducie nationale du Canada. It includes a date and time: "Saturday, July 7 at 12 AM - 11:59 PM CST" and a weather forecast: "3 days from now · 12–20° Thunderstorms". There are also buttons for "Going", "Share", and a menu icon.

## ✓ Engage with social media followers

We created a detailed Social Media Toolkit designed for those participating in Canada Historic Places Day. It can be found on our Resources tab here: [historicplacesday.ca/tools-resources/](https://historicplacesday.ca/tools-resources/)



## ✓ 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 neighbors about Canada Historic Places Day 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 Day posters on our Resources tab here: [historicplacesday.ca/tools-resources/](https://historicplacesday.ca/tools-resources/)

You can print the posters and use them as you see fit.

