

Canada Historic Places Day

July 6, 2019



PROMOTION & SOCIAL MEDIA TOOLKIT

ABOUT CANADA HISTORIC PLACES DAY

July 6 is Canada Historic Places Day: a one-day summer celebration that profiles Canada's historic places from coast to coast. More than 500 historic places will participate this year enjoying the benefits of a national advertising campaign. #HistoricPlacesDay is all about increasing visitation to historic places. Not only does it enrich the lives of visitors young and old, it opens the door to discovering new places. We hope that towns and cities embrace #HistoricPlacesDay and coordinate efforts to tie events together that will enhance the experience of visitors.



1) PROMOTION TOOLKIT

Historic places are special. They help us truly immerse ourselves in Canada's history. 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. 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.

Checklist:

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

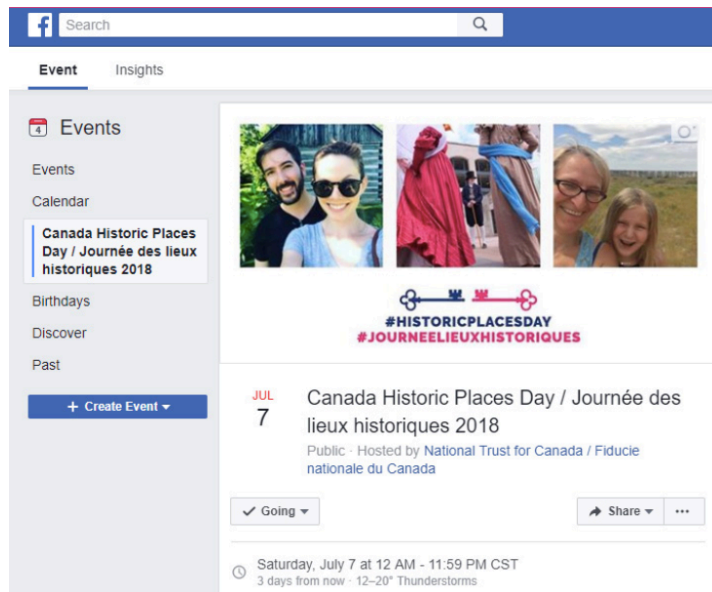
✦ Arrange community media opportunities:

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.



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

✿ **Engage with social media followers:**

Use the following tools to help you promote your historic place on Instagram, Twitter and Facebook.



2) SOCIAL MEDIA TOOLKIT

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, and share key details such as the official website (historicplacesday.ca), your website, your address, and your hours during which you'll be open for Canada Historic Places Day. It's also a great way to advertise the selfie contest (details at historicplacesday.ca).

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 retweet and share your posts!

- ✿ Twitter: @nationaltrustca / @fiducienatca
- ✿ Facebook: National Trust for Canada
- ✿ Instagram: @nationaltrustcan / @fiducienatca
- ✿ LinkedIn : Fiducie nationale du Canada / National Trust for Canada

Use Official Logos

Our logos are available for download to overlay onto your social media posts on our Tools and Resources page.



Use these hashtags to increase visibility of your content:

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



Sample Messages

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

Twitter:

- ✿ On July 6, thousands of Canadians will celebrate #HistoricPlacesDay by visiting historic places around the country. Join the celebration at [historicsite]. Learn more at historicplacesday.ca! @nationaltrustca
- ✿ Save the date – July 6 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 6! 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

Facebook/ Instagram:

- ✿ On July 6, 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 6 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 6! 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