

Canada Historic Places Day

July 4 - through August 2020



PROMOTION & SOCIAL MEDIA TOOLKIT



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ABOUT CANADA HISTORIC PLACES DAY

Canada Historic Places Day marks a summer celebration that profiles and promotes Canada's historic places from coast to coast to coast. This year, while the doors of many historic places are shut, we are encouraging Canadians to connect with their country's diverse heritage online. Running for the first time #AllSummerLong, our virtual festivities are set to kick off on July 4th and will continue through until the end of August. Thanks to this extended schedule, Canadians will have even more opportunity to get involved and stay engaged!

Hundreds of historic places will participate this year enjoying the benefits of a national advertising campaign. #HistoricPlacesDay is all about increasing visitation to historic places, virtual and otherwise. 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.

Responding to current events and important social media movements

With the COVID-19 crisis forcing the closure of historic places this year, many sites have responded with a range of new online initiatives to keep their doors virtually 'open' to visitors and continuing to serve their communities in new ways. Social media is an effective marketing tool that can be used to strengthen and build your community, create compelling conversations, and get feedback about your audience's wants and needs. In these unprecedented times, it is important to listen to your audience and be open to change.

Additionally, the world is experiencing an increased public expectation for social change. Recent events have catalysed a conversation, and a subsequent call for action, regarding diversity and inclusion – and heritage sites and organizations have an opportunity and a responsibility to be part of this change. Amplifying the voices and sharing in the stories of people who have been historically underrepresented communities, is only a first step towards improving equality. It has never been more essential for us to put people first. And not just some people, but everyone.



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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:

- ✚ Add your event to our website
- ✚ Arrange community media opportunities
- ✚ Create a Facebook event
- ✚ Good old-fashioned advertising
- ✚ Engage with social media followers

✚ Add your event to our website:

Have you already registered for Canada Historic Places Day? Make sure that you RSVP to this year's celebration by signing into your account on our website (<https://www.historicplacesday.ca>) and clicking "OPT-IN TO 2020." Once that step is complete, you can add an event by following the prompts and filling out our form. Make sure to include details such as where visitors can register for the event and specify whether this will be taking place virtually or in-person, depending on your local public health guidelines.

✚ 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 for Canada Historic Places Day be sure to mention that in your email or phone call to the editor.



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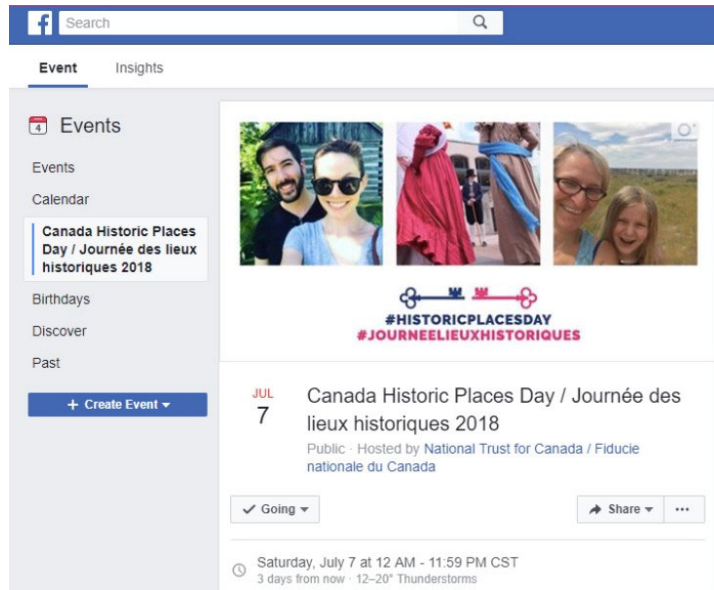
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✿ Create a Facebook event:

An easy way to advertise for 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 neighbours 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 <https://www.historicplacesday.ca>. You can print the posters and use them as you see fit.

✿ Engage with social media followers:

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



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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 / Fiducie nationale du Canada
- ✿ Instagram: @nationaltrustca / @fiducienatca
- ✿ LinkedIn : 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 | ✿ #AllSummerLong |
| ✿ #historicplaces | ✿ #cdnheritage |
| ✿ #cdnhistory | ✿ #canadianheritage |
| ✿ #visitanddiscover | ✿ #everyplaceastory |
| ✿ #canadianhistory | ✿ #celebratehistory |



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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:

- ❖ Thousands of Canadians will celebrate #HistoricPlacesDay by virtually visiting historic places around the country #AllSummerLong. Join us in celebrating online. Learn more at historicplacesday.ca! @nationaltrustca
- ❖ Save the date – #HistoricPlacesDay launches July 4, and runs #AllSummerLong! Join us as we celebrate Canada's history with historic places across the country. There are also lots of cool prizes to win! Learn more at historicplacesday.ca! @nationaltrustca
- ❖ This year, visit us virtually and learn about our country's rich and diverse history throughout Canada #HistoricPlacesDay, now running #AllSummerLong! We're joining the celebration online... will you? Find out more about this great event at historicplacesday.ca!
- ❖ Join us as #AllSummerLong as we celebrate our country's rich and diverse history. Get creative with a virtual selfie and post it on Twitter, Facebook or Instagram with the hashtag #HistoricPlacesDay before July 31 for a chance to win \$1,000! Learn more at historicplacesday.ca
- ❖ Do you have a fond memory of visiting [name of your historic place]? Submit a photo and a blurb describing your experience with us for #HistoricPlacesDay by July 31 for a chance to win awesome prizes, like a @VIA_Rail travel voucher! Learn more at historicplacesday.ca

Facebook/ Instagram:

- ❖ Thousands of Canadians will celebrate Canada #HistoricPlacesDay by virtually visiting historic places around the country #AllSummerLong. We've joined the celebration as an official participating historic place. Join us for fun with the whole family. Learn more at historicplacesday.ca!



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- ✿ Save the date! July 4 is the launch of Canada #HistoricPlacesDay, a virtual celebration devoted to learning about Canada's rich and diverse history that's running #AllSummerLong. Tons of historic places are participating across the country, including us! Oh, did we mention – there are contests and giveaways with awesome prizes! Learn more at historicplacesday.ca!
- ✿ This year, visit us virtually and learn about our country's rich and diverse history throughout Canada #HistoricPlacesDay, now running #AllSummerLong! We're joining the celebration online... will you? Find out more about this great event at historicplacesday.ca!
- ✿ Join us as #AllSummerLong as we celebrate our country's rich and diverse history for Canada #HistoricPlacesDay. Get creative with a virtual selfie and post it on Twitter, Facebook or Instagram with the hashtag #HistoricPlacesDay before July 31 for a chance to win \$1,000! Learn more at historicplacesday.ca
- ✿ Do you have a fond memory of visiting [name of your historic place]? Submit a photo and a blurb describing your experience with us for Canada #HistoricPlacesDay by July 31 for a chance to win awesome prizes, like a @VIA_Rail travel voucher! Learn more at historicplacesday.ca



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