

Regeneration Works

Six Steps to Telling Your Heritage Story

Wednesday, October 20, 2020

The audio is muted. The webinar will begin shortly.

www.regenerationworks.ca





The National Trust for Canada,
a national charity that leads and
inspires action for **places that matter.**

We offer training, tools and support to help
communities bring heritage to life.

Learn more: nationaltrustcanada.ca



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Today's Agenda

Step 1: Get ready to tell your story.

Step 2: Think about how you will use your story.

Step 3: Explore your untold stories.

Step 4: Craft the right messages for the right audiences.

Step 5: Tell your story.

Step 6: Use media / social media to tell your story.

And a bonus: Free/low cost resources for dressing up your story.

Step 1: Get ready to tell your story.

Why do you need a story?

- **To engage people.**
- **To inspire people.**
- **To compel people.**
- **To educate people.**
- **To include more people.**



The average human attention span:

We see or hear about 105,000 words each day.

- That's 23 words per second.
- Or 34 gigabytes of information – every day.
- Enough to overload a laptop within one week.

The average human attention span is 8 seconds.

“This whole idea of an attention span is, I think, a misnomer. People have an infinite attention span if you are entertaining them.”

Jerry Seinfeld

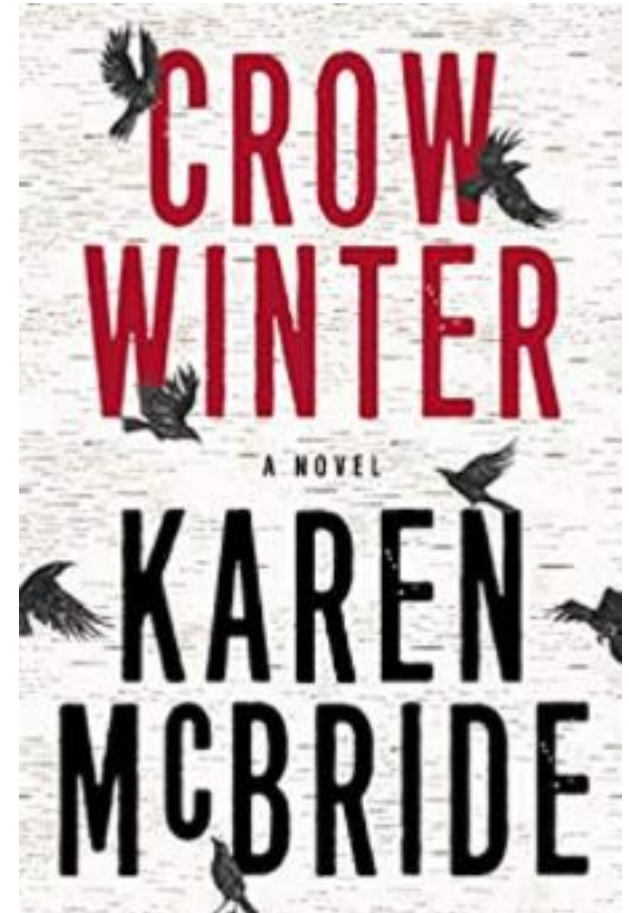


What should your story do for you?

Engage people – get them past that 8 seconds.

“I always thought it would be Raven.

The one who finally decided it was time to teach me.”



2 Stories about Campbell House.



Duthie's Point Heritage Site, New Richmond, QC.

Campbell House – Story #1.



Campbell House – Story #2.



Story #1 OR Story #2?



Step 2: Think about how you will use your story.

- Engaging your audience
- Communications/promotional materials.
- Website/Social media.
- Sponsorship/ donor opportunities.
- Create new community partnerships
- Include more people



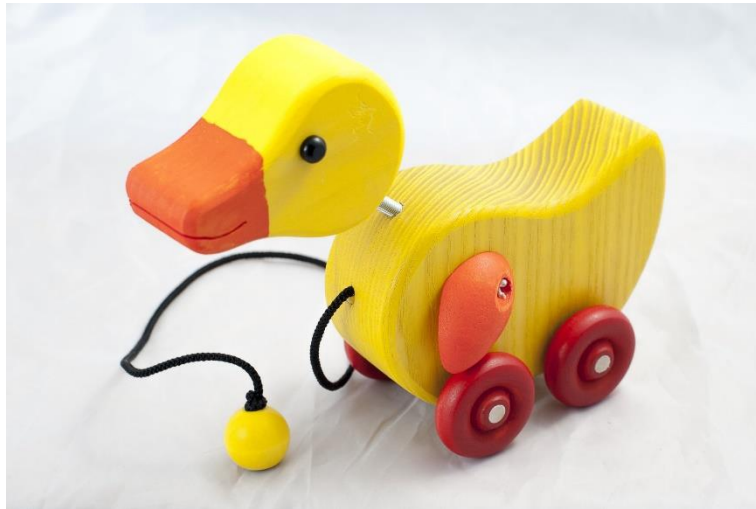
Push/Pull of Storytelling

Push

- Inform

Pull

- Engage/Compel



Use your story in your call to action:

- What do you want your audience to do?
- If your story leaves them asking “*How can I help?*”.....

Be sure to tell them how!



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**Green's Harbour
painted a story of
what their harbour
would look like
without the church.**

**What a great way to
help supporters
understand what's at
stake.**

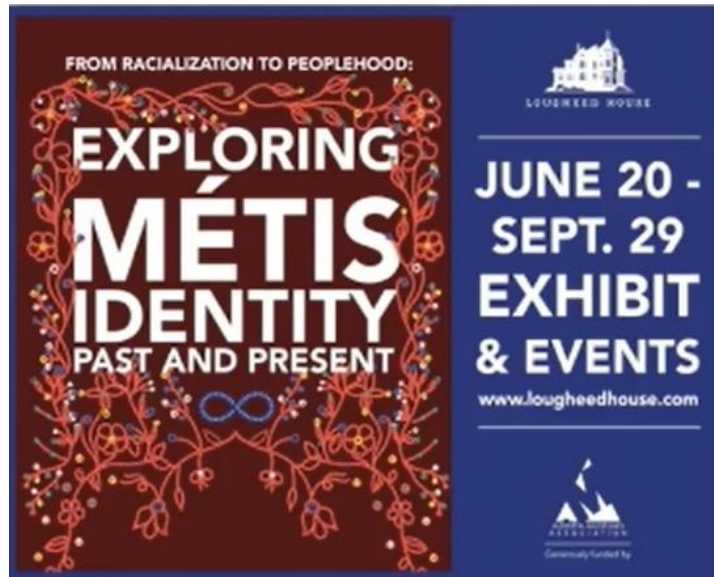
This is what the harbour would look like without the church.



Step 3: Explore your untold stories

- Are there more stories to tell?
- Are there different perspectives on your historic place?
- Have you been telling the same story?
- Explore your stories with your community

Examples from Lougheed House



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Historical significance belonging to the past. Its footprints have created its future.

Our ancestors' footprints have lead us together into the 2022 Re-enactment of Indigenous Doukhobor Paths.

Join us July 2/2022, at 11 am and be a part of the ceremony of history.

The early Doukhobor settlers, were without a horse and 12 women were pulling the plow. Indigenous people seeing this, under threat of arrest, brought them a horse in the night.

This authenticity of humanity is the true strength.

We come together in honoring our ancestors through the sharing of our heritage.

Come home to history. Indigenous Doukhobor Paths.



Step 4: Craft the right messages for the right audiences:

- Know your audience.
- Who are you talking to?
- Are you keeping **THEIR** interest?



Audience segments who love historic places.



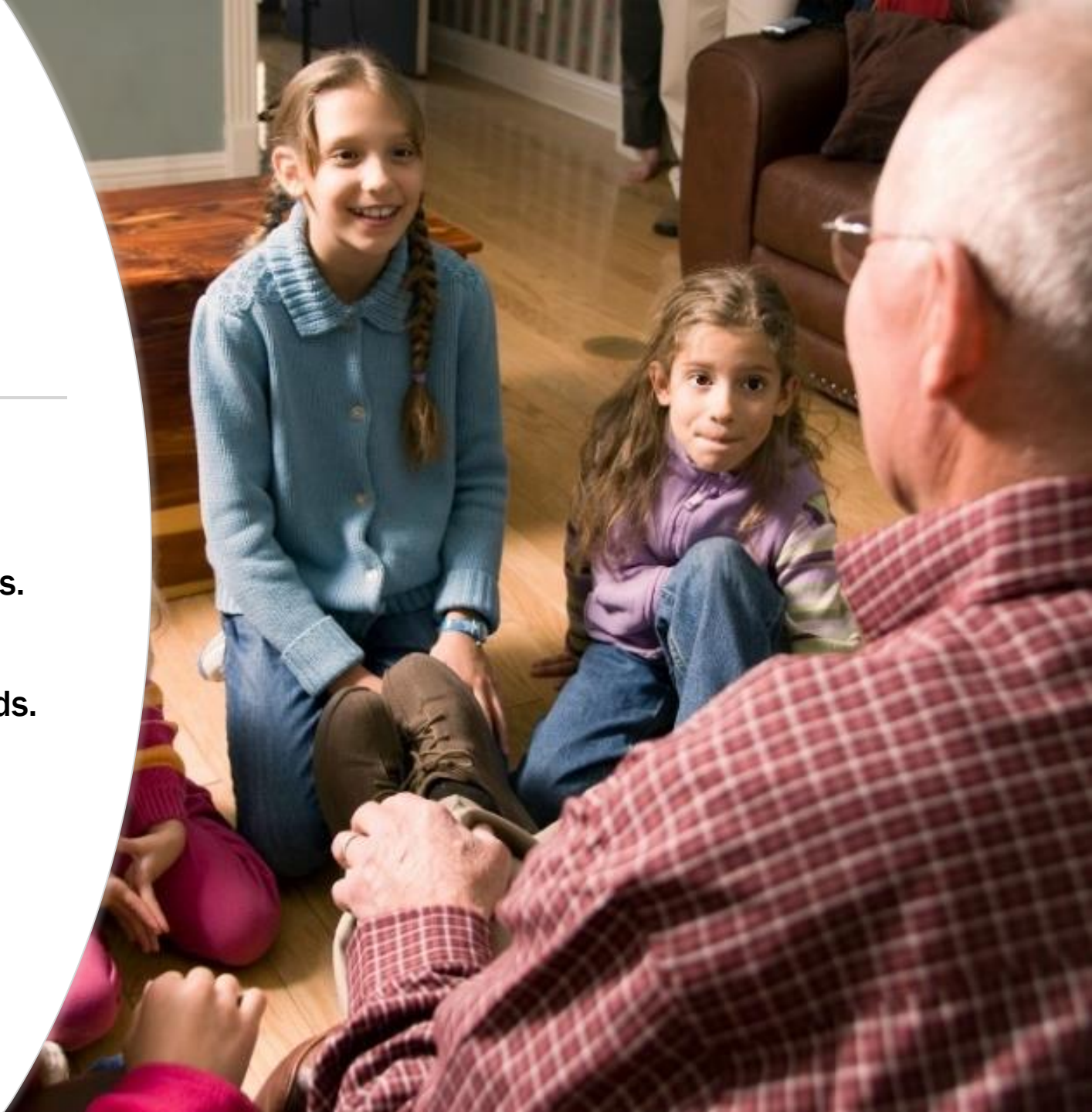
Step 5: Tell your story.

**Be creative.
Be fearless.
Be inclusive.**



Who are your story tellers?

- Champions.
- Community leaders.
- Partners.
- Social Media friends.
- Untold Storytellers



Champions.



Community Leaders.



Florenceville-Bristol Tourism

July 3 · 🌐

Happening tomorrow! Watch Mayor Karl Curtis and many others get dunked tomorrow! Event starts at 1pm, the dunking starts at 2:30! [#NationalHistoricPlacesDay!](#) [Shogomoc Railway Site](#)

Shogomoc Railway Site

July 3 · 🌐

Thanks to the [Florenceville-Bristol Fire Department](#) for filling the dunk tank for tomorrow's [#NationalHistoricPlacesDay](#) event!! The fun starts at 1pm, Dunking starts at 2:30pm! Live music, cupcakes, fun games, obstacle course and lots more. See you here at the Shogomoc Railway Site!



17

1 Comment 4 Shares



Partners.



Culture Days @CultureDays · Aug 11

Culture Days' National Executive Director, Aubrey Reeves, recently shared her **#HistoricPlacesDay** VisitList with [@nationaltrustca](#). Explore three historic places across the country that are bringing history to life in very different and exciting ways!



Bringing History to Life - Historic Places Day
Aubrey Reeves, National Executive Director of Culture Days
favourite places.
[historicplacesday.ca](#)



4

14



CanadianEncyclopedia @CdnEncyclopedia · Jul 31

.@nationaltrustca invites you to **#virtuallyvisit** historic places around Canada, like the Historic Joy Kogawa House, for **#HistoricPlacesDays**. Learn more about the renowned poet, novelist, and activist in our article:



[thecanadianencyclopedia.ca](#)

Joy Kogawa

Joy Nozomi Kogawa (née Nakayama), CM, OBC, poet, novelist, activist (born 6 June 1935 in Vancouver, BC). Joy Kogawa is one of the most ...



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Union Station (Winnipeg)



viarailcanada Did you know that our Winnipeg Union Station was designed by the same firm of New York's Grand Central Terminal fame? Built in 1911 in the Beaux-Arts style of architecture, it was designated a national historic site of Canada in 1976. It also happens to be certified for its sustainability by @bomacanada. Who says you can't have both beauty and function? This summer, discover more Canadian heritage sites in your own hometown by visiting [HistoricPlacesDay.ca](#). Get exploring! **#HistoricPlacesDay** [@nationaltrustca](#)
///
Saviez-vous que notre gare Union de Winnipeg a été conçue par la même entreprise renommée du Grand Central Terminal de New York?



Liked by [nationaltrustca](#) and 678 others

AUGUST 10

Add a comment...

Post



Social Media friends.



Edward B. Dodd @EdwardBDodd · Jul 14

For [#HistoricPlacesDay](#) I took a virtual selfie onstage at the Winter Garden Theatre in Toronto (and even dressed for the occasion 🤵)! The Elgin and Winter Garden theatres are also part of the Ontario Heritage Trust's digital [#DoorsOpenOntario](#) this year! doorsopenontario.on.ca/en/pages/digit...



Ontario Heritage Trust



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Downtown Winnipeg



therusticnomad Captured this historic corner of the city showcasing its architectural diversity and beautiful art scene! 📸 #ExploreMB #Winnipeg #YourManitoba #YourCanada #ExploreCanada #ExchangeDistrict #HistoricPlacesDay

22w



293 likes

JULY 6



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Presenter of untold stories

- No Historic Place has only one story



**Greenbank House,
Glasgow Scotland**

Canadian sites have diverse stories.
Partner with groups who want to tell theirs.

Lang Pioneer Village, Peterborough County ON



Aabamnigaan: Looking Ahead

*The story of Nogojiwanong, now known as Peterborough County,
from the 1800s and into the present*

Step 6: Tell your story in pictures.

- **Human beings process visuals 60,000 times faster than text.**
- **Tweets with images earn up to 18% more clicks, 89% more favorites, and 150% more retweets**
- **Average length of a website visit is 15 seconds.**

Use photos that:

- Feature people.
- Show people in action.
- Appeal to people's natural sense of curiosity.





Ferryland Lighthouse

“Ferryland Lighthouse is one of the first Canadian historic places that I visited when I came to Canada three years ago. I took the photo of the sunrise at Ferryland Lighthouse on the morning of Tibb's Eve.

My best friend Robert Tilley, a true Newfoundlander, was standing beside the lighthouse in this photo.” – Ting ting Chen

Tell your story in video:

- Website visitors spend **100%** more time on pages with videos.
- Just using the word “*video*” in an email subject line boosts open rates by **19%** and clickthrough rates by **65%**.

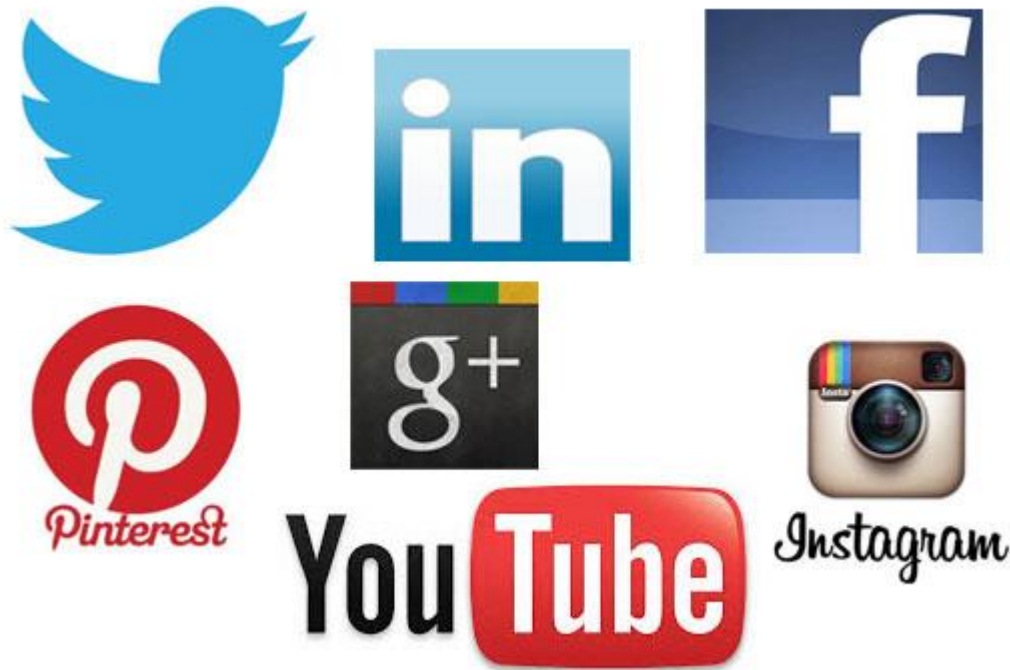
Sources: eyeQ, HubSpot

When making video remember to:

- Keep it short – 60 seconds.
- Keep it focused.
- Keep it entertaining.
- Include a clear call to action.



Use social media to tell your story.



Why use social media?

- Easy to **reach** your audience in the comfort of their home.
- **Share** success stories of the work you do.
- **Engage and connect** with your supporters.
- Drive **traffic** to your website, blog, donation page, etc.

3.8 billion people use social media!

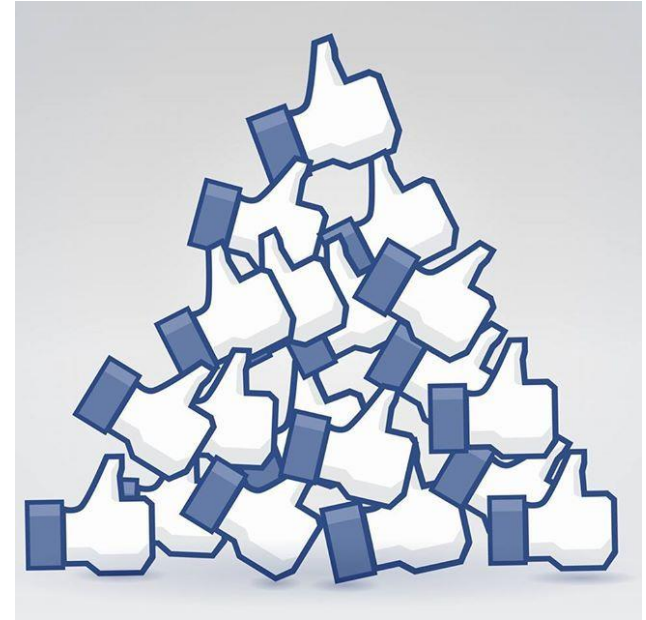


Tweet your questions: **@nationaltrustca**

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Facebook

- 2.5 billion monthly active users!
- Create a professional page
- Use images and videos
- Create and share events



Tweet your questions: [@nationaltrustca](https://twitter.com/nationaltrustca)



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Twitter

- News, current affairs and trends.
- Limit of 280 characters.
- Use relevant **#Hashtags**
- Mentioning **@people**
- Tweet often and repeatedly.



Buxton National Historic Site and Museum @Buxton_Mus... · Jul 27 · ...

ITS GIVEAWAY TIME!

Like, retweet, and follow us for entry!

Winner will be announced on Emancipation day.

[#giveaway](#) [#prize](#) [#contest](#) [#RETWEEET](#) [#follow](#) [#museumarchive](#)
[#EmancipationDay](#) [#cdnhistory](#) [#historicplacesdays](#)



15 12



Fort Edmonton Park @FortEdPark · Oct 15

We'd love to shout-out our incredible [#DARKyeg](#) sponsors. 🎃

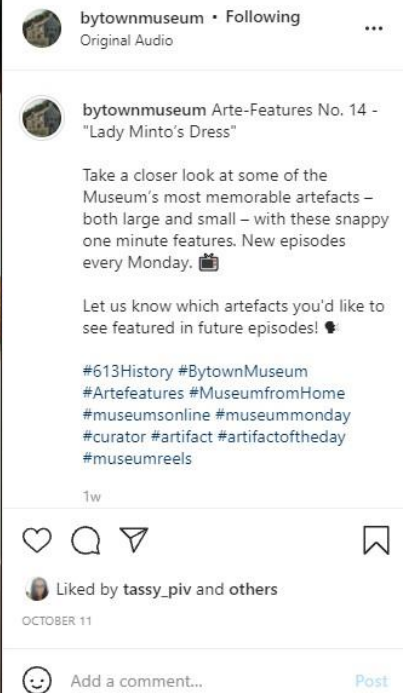
Thank you to [@alley_kat_beer](#) [@RigHandSpirits](#) [@RiverCityEvents](#)
[@HeroRentalsInc](#) [@TasteOfEdm](#) [@ElitePromoMark](#), Integrity Waste
Solutions, Driving Force, Myshack Group and Valued Professional
Products Ltd.



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Instagram

- Visual and artistic platform.
- 1 billion monthly active users, major audience is 18-35 y/o.
- Include hashtags to get more views.
- Use Instagram stories to show the “behind the scenes”.



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craigdarrochcastle • Follow
Craigdarroch Castle



craigdarrochcastle Welcome to Craigdarroch Castle, a beautiful museum to visit in any weather, but especially amongst the fog. Beautiful photo courtesy of @ajia_akagi ❤️🔥

#craigdarrochcastle #thecastle
#canadascastle #history #heritage
#explorebc #yyj #victorian #victoriana
#culturedoesnotstop #visitvictoria
#heritagehouse

48w



petconnections Sidney 🙏🙏🍀🍀



48w · 1 like · Reply



hamptonhouseandcottage



Liked by gervaislissillour and others

NOVEMBER 14, 2020



Add a comment...

Post



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A close-up photograph of two hands holding a white, cloud-shaped speech bubble against a bright blue background. The speech bubble contains the text "share your story" in a bold, blue, sans-serif font. The hands are positioned at the top left and right edges of the bubble, with fingers visible holding it.

**share
your
story**

How to choose your social media channel.

- Social media may be free but it takes time.
- Choose which social media channel works for your audience.
- Where is your audience
- Perfect opportunity for partnerships and volunteers



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“Dress up” your story with free or low cost resources:

- YouTube: www.youtube.com
- HootSuite: www.hootsuite.com
- Canva: www.canva.com
- PowerPoint: www.office.com
- Pixabay, Unsplash

Canada
HISTORIC PLACES
DAYS 2021

by the numbers

WWW.HISTORICPLACESDAYS.CA

2M CANADIANS REACHED

419 SELFIES TAKEN

579 SITES REGISTERED

\$10,750 WORTH OF PRIZES

Fiducie nationale du Canada National Trust for Canada

National Trust for Canada Fiducie nationale du Canada

JOIN US IN CELEBRATING THE 2021 CORNERSTONE AWARD RECIPIENTS!

JOIGNEZ-VOUS À NOUS POUR CÉLÉBRER LES LAURÉATS 2021 DES PRIX CORNERSTONE

Wanuskewin Heritage Park

The longest active archeological site in Canada, Wanuskewin is proof of over 6,400 years of year-round habitation. It holds the northern-most known medicine wheel, two bison jumps, and 19 known historical excavation sites.

Wanuskewin est le site archéologique actif le plus ancien au Canada. Il présente la preuve d'une occupation à longueur d'année il y a plus de 6400 ans. On y a trouvé la roue médicinale la plus au nord que l'on connaisse, deux précipices à bisons, et il y a 19 sites de fouilles historiques.

Wanuskewin Heritage Park

Parc patrimonial Wanuskewin

Saskatchewan ecclesiastical

Webinar:

Six Steps to Telling Your Heritage Story

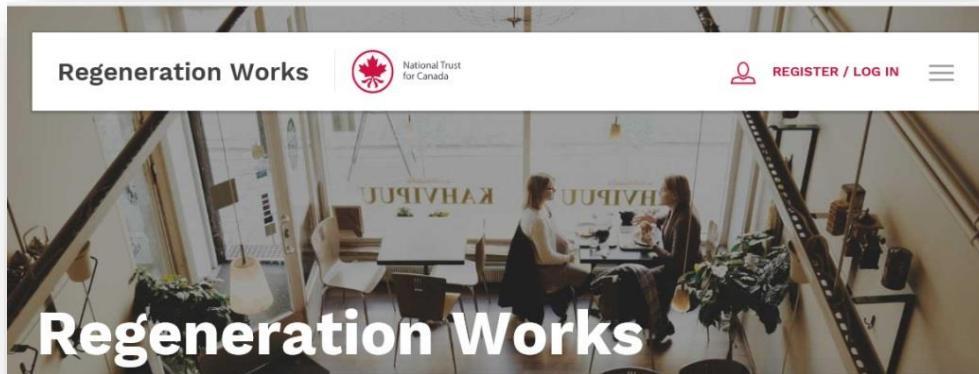
OCTOBER 20 12:15 PM ET

regenerationworks.ca/events

Open Forum

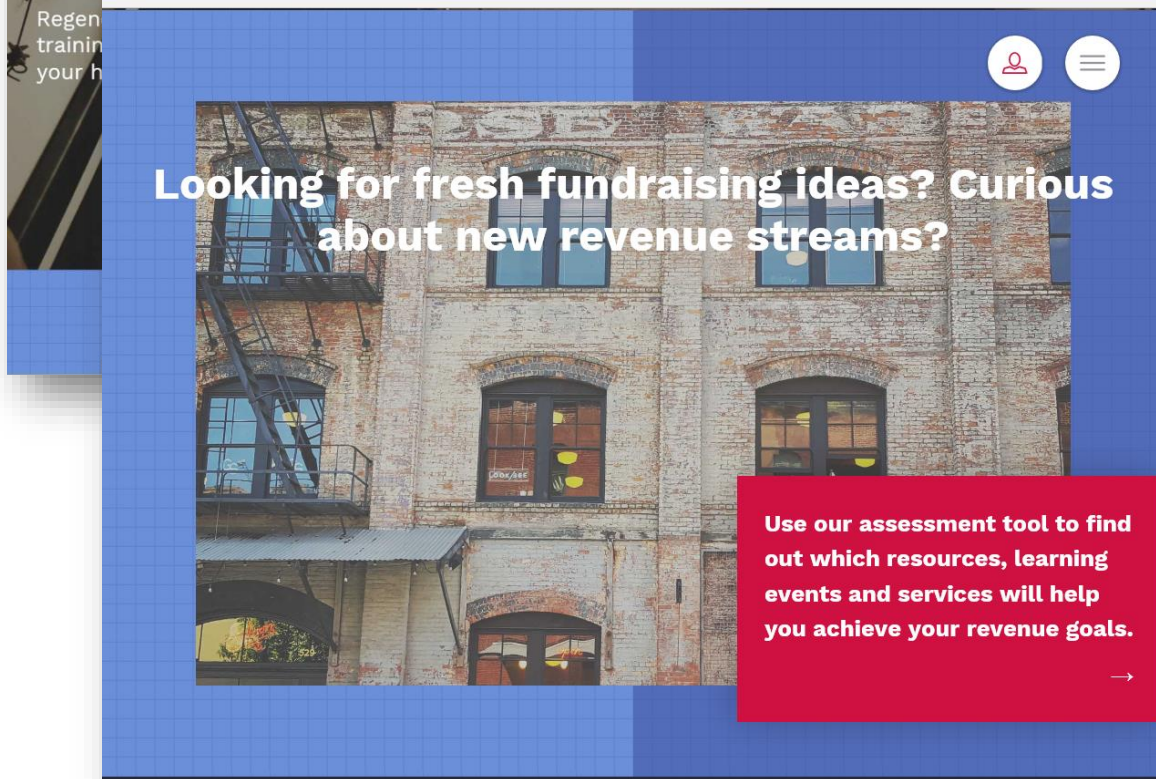
Any questions?

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Dive in and learn something new.

Tip sheets, case studies and blogs.



Latest toolkit: Shared Stewardship for Historic Places
www.regenerationworks.ca

Regeneration Works

nationaltrustcanada.ca/join

Our members strengthen the national voice of the heritage movement and demonstrate that historic places matter.



Become a member of the National Trust for Canada today and enjoy a 30% discount using the **NEWMEMBER** code.



National Trust members' magazine, *Locale*



Discounts on the National Trust Conference



Free access to heritage destinations in Canada and abroad

Discounts available for students, families, and non-profit organizations.



National Trust
for Canada

Open Forum

Any questions?

Key takeaways:

- Use stories to engage, inspire and compel.
- Your story tellers are in your organization and in your community.
- Explore with your community your untold stories.
- Tailor stories to your audiences.
- Photos and videos bring your story to life.
- Social media is a great way to tell and spread your story.

Regeneration Works

Thank you!

www.regenerationworks.ca

