



**A Little Bird Told Me:
How (and why) to talk about
heritage conservation
on the Internet**

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**Heritage Canada Foundation
National Summit 2012**

Disclaimer #1

- Opinions are mine alone
- Not speaking for my employer
- Really

Disclaimer #2

- Twitter, Facebook, Google, etc. are private companies aiming to make a profit—they are not public services or even utilities like the telephone
- So these ways of communicating may not be around forever, or they might not work the same way next year
- That said...

Why I went to Buffalo



Tools for learning and talking about cultural heritage

- PowerPoint
- Email
- The World Wide Web in general
- Google (search, maps, Street View)
- Facebook (issue-specific pages)
- Twitter
- Smartphones

Twitter and...elected officials



Tony Clement
@TonyclementCPC



I love Big Bird! RT @mebuell Democracy at work, folks. Our politicians are approachable, across all parties. Case in point? @tonyclementcpc

← Reply ↻ Retweet ★ Favorite

7
RETWEETS

2
FAVORITES



10:07 PM - 3 Oct 12 · Embed this Tweet



Glen Murray
@Glen4TC



@Guled91 So let's spend the time we have together working on solutions within the financial realities of students & gov'ts.

← Reply ↻ Retweet ★ Favorite

9:36 AM - 7 Oct 12 · Embed this Tweet



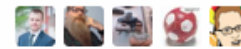
Naheed Nenshi ✓
@nenshi



Thanks for all the suggestions so far on budget and business plan assumptions! Please join the conversation at Calgary.ca/ourfuture #yyc

← Reply ↻ Retweet ★ Favorite

6
RETWEETS



2:31 PM - 13 Jun 12 · Embed this Tweet

Twitter and...the Media

 **kady o'malley**
@kady 

Look! I am doing my best to wrest parliamentary democracy from the quicksand of partisan irrelevancy!
tinyurl.com/9thtt4w

 Reply  Retweet  Favorite

1
FAVORITE



1:32 PM - 9 Oct 12 · Embed this Tweet

 **chantal hébert**
@ChantalHbert 


Édifiant RT @danlebla: Le site @jsource offre liste de 101 personnes en journalisme au Canada sur Twitter. Absence quasi-complète de francos

 Reply  Retweet  Favorite

20
RETWEETS



3:05 PM - 10 Oct 12 · Embed this Tweet

 **Andrew Coyne**
@acoyme 

"Canada can no longer rely on simply hewing wood and drawing water to compete." God forbid. Also, France should stop being bottlers of wine.

 Reply  Retweet  Favorite

4
RETWEETS

4
FAVORITES



11:47 AM - 5 Oct 12 · Embed this Tweet

Twitter and...resistance

#manifencours



#Occupy

#OWS


#Egypt




#Tunisia

#ArabSpring

Tweets to tell stories

 **War of 1812 RealTime**
@1812_Real_Time



Brock anticipates an imminent American invasion from across the Niagara R. and orders the assembly of militia units in the Niagara region.

4 RETWEETS 

5:20 PM - 12 Oct 12 · Embed this Tweet

 **TorontoRailwayMuseum**
@TORailwayMuseum



Oct 11, 1993: the final passenger train departs from @CanadianPacific's Windsor Station in Montreal, ending 104 years of service. 1/7

1:00 PM - 11 Oct 12 · Embed this Tweet

 **TitanicVoyage**
@TitanicRealTime



#bandmaster Gentlemen, the end I fear is fast approaching, what to play next... Nearer My God To Thee I think.

933 RETWEETS 166 FAVORITES 

6:11 PM - 14 Apr 12 · Embed this Tweet

 **WW2 Tweets from 1940** @RealTimeWWII


UK battleship HMS Revenge - a relic of the Great War - & 7 destroyers are bombarding the French port of Cherbourg. pic.twitter.com/P3ExKdJx


   

11 Oct



42 RETWEETS 10 FAVORITES 

1:40 PM - 11 Oct 12 from Cherbourg-Octeville, Manche · Details 

 **Toronto's First PO**
@TOs1stPO



OTD 1832, the York Typographical Society formed. Led 1st strike in N America, invented Labour Day, oldest labour org in Canada. #TOHistory

1 RETWEET 

7:52 AM - 12 Oct 12 · Embed this Tweet

Tweeting as advocacy



Save Prentice
@SavePrentice



NU's huge vacant lot across from Prentice could remain so til 2021. There is time/space for a solution. #SavePrentice
pic.twitter.com/N1jSmep2

Reply Retweet Favorite

Research and Reuse Are Possible

Northwestern's massive vacant lot across the street from Prentice could remain vacant until 2021. There is time (and space) for a solution that preserves Prentice.



Landmark Historic Prentice!
www.saveprentice.org/emailpetition



1:23 PM - 8 Oct 12 · Embed this Tweet

Flag media



FLLW Foundation
@FLLWFoundation



Planning commission meeting to #savewrightthouse is tonight, 6pm, City Council Chambers, 200 W. Jefferson St., Phoenix, AZ. #FrankLloydWright

Reply Retweet Favorite



4:46 PM - 9 Oct 12 from Scottsdale, AZ · Embed this Tweet



PresGreenLab
@PresGreenLab



An important thing to know about retrofitting historic windows: Consider their value. bit.ly/QQCcJB #greenwindows #greenpreservation

Reply Retweet Favorite



10:13 AM - 9 Oct 12 · Embed this Tweet

Monthly #builtheritage chat

Question 1: Do the words/terms preservation pros use make them seem unwelcoming or exclusive? Why?



A1: In any field, jargon can be overwhelming. A few minutes for beginners can make a difference.
#builtheritage

 Preservation in Pink

9 days ago



A1: I think our field needs professionals, so a professional lexicon isn't automatically a negative.
#builtheritage

 Tatum Taylor

9 days ago




A1) However, jargon should not be confused with terms that professionals use to accurately do their work.
#builtheritage

 Rashiq Fataar

9 days ago



A1 I was on TV yesterday trying to explain the value of a row of buildings on King St in Toronto and didn't have the words. #builtheritage

 Lloyd Alter

9 days ago

So where do 140 characters
get you?



@wanderu