

# The New Sport System Landscape: Understanding the Interrelationships between Governance, Brand, and Social Media in Non-Profit Sport Organizations (NSOs)

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## INTRODUCTION

NSOs have faced significant challenges over the past few years, from the enactment of the Canada Not-for-profit Corporations Act, to new technologies and COVID-19.

We examined the Canadian NSO landscape and focused on three key issues for NSOs: governance, branding, and social media.

## RESEARCH PROCESS AND PURPOSE

Phase 1: Online landscape study of NSOs

Phase 2: In-depth interviews with NSOs

Phase 3: Workshop and webinar to assist NSOs in aligning and maximizing their governance, brand, and social media practices.

## WORKSHOP AND WEBINAR DETAILS



**Workshop** Feb. 10<sup>th</sup>, 2020  
17 Participants  
13 NSOs



Brainstormed challenges, assets, and action points for each issues



Created a draft report sent to all study participants



**Webinar** May 20<sup>th</sup>, 2020  
Reviewed report and discussed current issues (COVID-19)

## KEY RESULTS: NSO Challenges, Assets, & Points of Action

	Challenges	Assets	Action Points
<b>Governance</b>	<ol style="list-style-type: none"> <li>1. Systemic issues</li> <li>2. <b>Capacity</b></li> <li>3. Board-related issues</li> </ol>	<ol style="list-style-type: none"> <li>1. Human resources</li> <li>2. Knowledge and training</li> <li>3. Processes and procedures</li> </ol>	<ol style="list-style-type: none"> <li>1. Create a governance compendium</li> <li>2. Create an NSO network</li> <li>3. Align the sport system</li> </ol>
<b>Brand</b>	<ol style="list-style-type: none"> <li>1. <b>Capacity</b> (resources)</li> <li>2. Branding beyond the logo</li> <li>3. <b>Stakeholder</b> buy-in</li> </ol>	<ol style="list-style-type: none"> <li>1. Brand document</li> <li>2. Brand budget</li> <li>3. COC assistance</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop a brand architecture</li> <li>2. Develop a brand governance strategy</li> <li>3. Co-create the brand with key <b>stakeholders</b></li> </ol>
<b>Social Media</b>	<ol style="list-style-type: none"> <li>1. <b>Capacity</b></li> <li>2. Message control</li> <li>3. Metrics/evaluation</li> </ol>	<ol style="list-style-type: none"> <li>1. Strategic insights</li> <li>2. <b>Stakeholder</b> relationships</li> <li>3. Internal capabilities</li> </ol>	<ol style="list-style-type: none"> <li>1. Embed social media in marketing plans</li> <li>2. Develop goals/objectives</li> <li>3. Segment content</li> </ol>

## TAKEAWAYS AND CONCLUSIONS

- 1 It all comes back to governance, capacity, and alignment (internally and externally)
- 2 COVID-19: Opportunity to make governance, branding, and social media changes
- 3 Small and non-Sport Canada-funded NSOs were quite creative in addressing governance, branding, and social media-related challenges given their lower capacity

## FOLLOW-UP

Full workshop report here: <https://bit.ly/33FLDrI>

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## WORKSHOP PARTNERS