

THE NEW SPORT SYSTEM LANDSCAPE: Understanding the interrelationships between governance, brand, and social media in non-profit sport organizations

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WHAT WE DID

- Our research focused on the interrelationships between governance, brand, and social media to examine how national sport organizations (NSOs) can better manage their operations and enhance their effectiveness.
- We surveyed Sport Canada-funded NSOs, interviewed NSO executives and board members, and analyzed organizational documents (such as strategic plans and annual reports) to identify patterns and themes in NSO practices.

WHAT WE FOUND

- NSOs operate under 1 of 4 archetypes with distinct governance and decision-making processes: board-led, executive-led, professional, or corporate. Understanding your organization's archetype can help tailor governance strategies to fit its specific needs.
- NSOs recognize branding as crucial for identity and revenue, but limited resources often hinder their branding efforts. Social media is seen primarily as a marketing tool, rather than a strategic asset for governance and engagement.
- NSOs often struggle with capacity issues and stakeholder demands. Some have addressed these challenges by outsourcing key roles and projects. Effective performance requires transparency and strategic use of branding and social media.

WHAT YOU NEED TO KNOW

- There is no one-size-fits-all approach for NSOs. **Policies and funding should be customized to fit the specific needs of different NSO archetypes.**
- Policymakers can help NSOs to develop their brand governance by **offering tools to help set goals, define key performance indicators, and engage in social-media analytics.**
- For more detailed insights and resources, check out the study's workshop report and toolbox available on [the University of Ottawa's website](#).

