



HOW CAN SOCIAL MEDIA WORK FOR YOU?

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Insight #1 - WHAT WE ALREADY KNOW

- People involved in sport are passionate, energetic, “can-do” types. Social media can fuel this passion.
- Sport is perpetually challenged to ‘do more with less’ – social media can boost impact and connection at relatively low cost.
- Social media can be used very effectively when marketing events.

Insight # 2 - ENVIRONMENTAL SCAN 2010 – “Trends and Issues in Canada and in Sport” Policy Research Group, Department of Canadian Heritage

- Demographic trend to an older population - this is a group with the fastest rate of uptake in social media.
- Increasing ethnic diversity in our population (now 20 percent), giving rise to challenges to engage them.
- Canadians working more and volunteering less – social media can help us to recruit, retain, renew, re-energize people
- 24/7 connected world is creating new expectations of interaction in sport (between coaches and athletes, organizations and members, leagues and teams etc.)
- People are getting information in new ways – less TV, print media, radio, more internet-based media. E-mail use is in rapid decline.

- Technology going mobile - web sites need to be reconfigured to work with mobile devices.
- Evolving learning styles – kids learn through social gaming – social media can be a teaching tool for physical literacy.
- Funders are paying attention to improving governance, new federal legislation that is more ‘member friendly’ – social media can assist in member communication, consultation and engagement.
- Participation in organized sport is declining – sport organizations need to compete with other distractions, placing an onus on improved communications, publicity and promotion.
- Sport is recognized as powerful tool of social integration and social development – potentially a good fit with social media.
- Financial challenges – the high cost of high performance and hosting draws resources from sport development. Social media is a vital piece of the marketing, sponsorship and revenue generation puzzle.
- Embracing LTAD/CS4L will require a seismic shift in attitudes by administrators, coaches, parents ... the entire ‘system’. Social media can help with this paradigm change.

Insight # 3 – COMMON RISKS FACING NSOs (Risk Management Pilot Project – 20 NSOs)

- Lack of personnel capacity (coaches, officials, volunteers, administrators) to meet demand – also known as a lack of HQPs (Highly Qualified Persons).
- Lack of alumni engagement and succession planning
- Lack of capacity at all levels, especially in clubs, to implement LTAD
- Weak/inefficient communications
- Risks to reputation from complaint/dispute/scandal in the media
- Lack of overall capacity to take advantage of emerging opportunities
- Inability to create the ‘culture’ to achieve vision and mission