

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



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PROJECT PURPOSE

To understand the **interrelationships** between **governance**, **brand**, and **social media** in Canadian non-profit sport organizations, specifically NSOs*

RESEARCH OBJECTIVES

- 1 Understand NSOs' current **governance** structures, processes, and dynamics;
- 2 Understand how **brand** governance fits within NSOs' overall governance;
- 3 Understand the role of **social media** in NSOs' brand governance; and
- 4 Assist NSOs in aligning and maximizing their governance, brand and social media practices through a participant workshop and webinar

RESULTS

- 1 Capacity issues remain across the system. More BoD* skills and NSO resourcing are needed. Capacity needs to be at all organizational levels: scale is a driver of capacity.



- 2 NSOs struggle to move from the operational aspects of branding to governing their brands.



- 3 NSOs struggle to monetize and realize governance opportunities afforded to them by social media.



METHODS

SAMPLE
22 Sport Canada-funded NSOs

DATA COLLECTION
45 Semi-structured interviews with an executive staff members and a board member

DATA ANALYSIS
Documents (e.g., strategic plans, annual reports, policies, and financial statements)

DATA ANALYSIS
Content analysis following the Gioia methodology (Gioia, Corley, & Hamilton, 2013)

DISCUSSION AND CONCLUSION

Good governance, branding, and social media are recognized as important. **But:**

Increased stakeholder demands, continued reliance on government funding, capacity issues, and sport misalignment remain as critical challenges. **Therefore:**

Need to share best practices and align/maximize efficiencies 1) at all levels in a sport, and 2) across sports and the whole sport system.



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*BoD = Board of Directors; NSOs = National Sport Organizations; PSOs = Provincial Sport Organizations; LSOs = Local Sport Organizations

Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking qualitative rigor in inductive research: Notes on the Gioia methodology. *Organizational Research Methods, 16*(1), 15–31. doi: 10.1177/1094428112452151