



# BUILDING YOUR STORY

UNDERSTANDING AND NAVIGATING SOCIAL MEDIA AS A TEAM CANADA ATHLETE

2021



# OBJECTIVE

**TO EMPOWER ALL TEAM CANADA ATHLETES TO MAKE THE BEST POSSIBLE USE  
OF SOCIAL MEDIA ACCOUNTS AND TELL THE STORY OF THEIR SPORTS, THEIR  
TEAMS, THEIR JOURNEYS, AND THEMSELVES**



# AGENDA

- THE STARTING BLOCKS
- BEST PRACTICES
- BLACKOUT PRACTICES DURING MAJOR GAMES
- NOTIFICATION MANAGEMENT
- HOW TEAM CANADA CAN HELP
- WATCH OUTS





# THE STARTING BLOCKS

# WE'RE CURRENTLY CRAVING CONNECTION



**SOCIAL MEDIA USE HAS SURGED SINCE COVID-19**



**61%  
INCREASE IN  
OVERALL  
ENGAGEMENT**



**23% MORE  
DAILY USERS  
THAN A YEAR  
AGO**



**50% INCREASE  
IN MESSAGING IN  
COUNTRIES HIT  
HARDEST BY  
VIRUS**



**20% INCREASE  
IN OVERALL  
POSTING FROM  
BUSINESSES/  
BRANDS**



# IMPLICATION

**SOCIAL MEDIA REMAINS A POWERFUL MEDIUM FOR ATHLETES TO:**

- **DISTRIBUTE AND RECEIVE NEWS**
- **MONETIZE THEIR PERSONAL BRANDS WITH BRANDS AND SPONSORS**
- **INTERACT WITH PEERS, SHARE OPINIONS, THOUGHTS, AND FEELINGS**
- **ENGAGING IN TOPICAL DISCUSSIONS WITH FANS**

# EVOLVING TO YOUR PERSONAL BRAND



## PERSONAL BRAND

- Provides deeper insight into your story and passions
- Communicates transferrable skills to business/life challenges
- Strong personal brand connects with audiences who are not necessarily 'fans' of your sport


## ATHLETE BRAND

- Focus primarily on stats and performance
- Superficial level of depth and purpose
- limited or zero strategy
- Not sustainable long-term

# TELLING THE STORY OF YOU

THE CORE QUESTIONS THAT WILL HELP YOU DEFINE YOUR PERSONAL BRAND



- 
- WHAT IS MY PURPOSE?
  - WHAT IS MY UNIQUE STORY/OFFERING?
  - WHO AM I TRYING TO ENGAGE WITH?
  - WHAT OPPORTUNITIES AM I TRYING TO ATTRACT?
  - IS MY BRAND SUSTAINABLE LONG TERM AND OUTSIDE OF SPORTS?



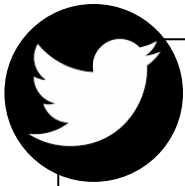


# BEST PRACTICES

# BEST PRACTICES



1. HAVE A PLAN
2. CHOOSE WHICH NETWORKS TO USE
3. MAINTAIN THE USERNAME
4. ESTABLISH YOUR SOCIAL MEDIA VOICE AND TONE
5. KEEP YOUR CADENCE CONSISTENT
6. LEARN EVERYTHING YOU CAN ABOUT YOUR AUDIENCE
7. PAY ATTENTION TO YOUR PEERS
8. MONITOR YOUR MENTIONS
9. STAY INTERESTED IN YOUR INDUSTRY
10. KNOW YOUR PLATFORM BASICS

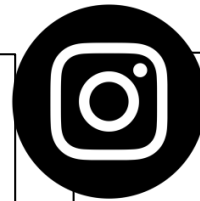


### **Twitter Summary**

- “Microblogging” service on which users post and interact with “Tweets”
- Ideal format for timely content, making it a great source for news & customer service

#### **Best practices**

- Make those 280 characters count
- Maximize engagement with Polls, GIFs, live video
- Bilingual athletes: Tweet the same content in both languages



### **Instagram Summary**

- Photo & video-sharing social networking service owned by Facebook
- Huge international popularity, making it great for brands/influencers
- Was the fastest growing platform. Now it's TikTok

#### **Best practices**

- Have a cohesive look & feel for a stronger brand
- Maximize engagement with Stories, IG Live
- Set a business profile for metrics + Stories links



### **Facebook Summary**

- Most established channel with greatest reach and user base
- Usage among teens have dropped in favor of YouTube, Instagram and Snapchat

#### **Best practices**

- Set a public page for yourself
- Post more videos and lengthier blog-type posts
- Engage with your community
- Consider use of features like Live and Stories

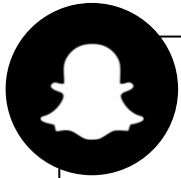


### **YouTube Summary**

- Online video sharing platform
- Remains second-most used social platform by Canadians behind Facebook

#### **Best practices**

- Vlog entries to connect with your fans
- Aim for longer-form, higher-quality video
- Training videos and B-Roll media can use
- Leverage tools to practice your narrative and be comfortable on camera



### **Snapchat Summary**

- Multimedia messaging app
- Has seen a huge resurgence since late-2018
- Users can create ephemeral low-fi content, or switch to "Discover" for more professionally produced publisher content

### **Best practices**

- Create videos over images when possible
- Use tools like Memories, masks & filters
- Surprise your fans with Snap backs



### **TikTok Summary**

- Video-sharing social networking service
- Used to create short dance, lip-sync, comedy or talent videos.
- Humour is at the center of the app
- Most-downloaded app on the App Store in 2018 & 2019

### **Best practices**

- Show-off your athletic abilities and skills
- Take people behind the scenes of your training
- Let your creative/weird/musical side show here





# BLACKOUT PRACTICES



# BLACKOUT PRACTICES DURING GAMES



- OFTEN SET BY NSO PRIOR TO MAJOR GAMES SO ATHLETES CAN FOCUS ON FINAL PREP
- COULD BE DAYS, WEEKS, OR EVEN MONTHS DEPENDING ON NSO, ATHLETES, AND THEIR SCHEDULES
- HAND OFF ACCOUNT MANAGEMENT DURING COMPETITION WINDOWS
- CONSIDER SCHEDULING POSTS OR DISTANCE FROM SOCIAL MEDIA ENTIRELY

# BLACKOUT PRACTICES DURING GAMES



ALTERNATIVE ACCOUNT MANAGEMENT

ALTERNATIVE CONTENT CREATION

DRIVING TUNE IN

SPONSOR RECOGNITION



# NOTIFICATION MANAGEMENT

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- AS PART OF YOUR SOCIAL MEDIA PLAN,  
DETERMINE AN APPROACH TO NOTIFICATIONS
- WHAT NOTIFICATIONS ARE MOST VALUABLE TO  
YOU?
- MAKE TIME TO REVIEW NOTIFICATIONS
- HAND OFF MANAGEMENT DURING COMPETITION
- KEEP YOUR FANS INFORMED IF GOING DARK





# HOW TEAM CANADA CAN HELP



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## **SOCIAL BEST PRACTICES & COACHING**

- LINKS TO DECKS & RESOURCES
- TAILORED WEBINARS FOR YOUR TEAM'S SOCIAL MEDIA NEEDS

## **TEAM CANADA & SOCIAL PLATFORM PARTNERS**

- VERIFICATION FOR OLYMPIANS & TROUBLESHOOTING (IMPERSONATION OR HACKED ACCOUNTS)

## **CREATING CONTENT TOGETHER**

- AMPLIFY YOUR CONTENT BY SHARING IT ON OUR OFFICIAL CHANNELS
- FEATURE YOU IN OUR NATIVELY POSTED UGC (EX. IG TAKEOVERS & BLOG POSTS)

## **OPPORTUNITIES WITH TEAM CANADA PARTNERS**

- TEAM CANADA WILL BE SEEKING OPPORTUNITIES WITH OUR MARKETING PARTNERS TO PRODUCE EXCITING AND COMPELLING CONTENT AROUND YOUR JOURNEY



# WATCH OUTS

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1. THE INTERNET IS FOREVER
2. DIRECT MESSAGES AREN'T PRIVATE
3. DON'T REPOST THE SAME CONTENT ACROSS CHANNELS
4. DON'T OVER POST ON CHANNELS
5. CREDITING CREATORS
6. USE OF PROFANITY OR DEROGATORY LANGUAGE
7. GETTING POLITICAL/CONTROVERSIAL
8. CRITICIZING SPONSORS
9. THE INTERNET IS *FOREVER*



# LET'S CONNECT!



TEAMCANADA



@TEAMCANADA



@TEAMCANADA / @ÉQUIPE\_CANADA



@TEAM-CANADA



OLYMPIC.CA / OLYMPIQUE.CA



OLYMPICCLUB.CA / CLUBOLYMPIQUE.CA



**THANK YOU  
MERCI**