



ATHLETE'S MEDIA GUIDELINES



THINGS TO REMEMBER

Media can serve as a useful tool to **promote yourself** and **the sport**, but without a plan in place, media can be a distraction while preparing for a competition.

You are encouraged to speak with your personal coach and **head coach** on establishing your media plan during the event.

Always remember that when competing at a national or international event you, **as an athlete**, are a brand and represent yourself, Canoe Kayak Canada, Team Canada but also your:

Team - Coach - Sport - Club - Hometown - Country

And everyone that support you in any way.

DURING AN INTERVIEW

Cherish the opportunity

Enjoy speaking about your sport and about you

Relax and be yourself

Stay friendly and show your brand, show *who you are*

Listen, pause respond

Take your time and remember you can always ask questions or reformulation to clarify media questions

Know your key messages

What are your values, your vision of the sport, why do you do this and what do you love about it

Try to stay positive at all times

Media can sometimes use negative statements in a way that is not always relevant - be careful of what you say

Refer to experts

You can always refer the question to an expert if you are not comfortable with the subject matter

"Off the Record" does not exist

Remember media can always quote you on things you say, the *off record* questions aren't really a thing

Stay away from "No Comment"

Try to always have something to say when media talk to you. If you don't know what to say, try bringing the conversation around something positive

BUILDING YOUR ATHLETE BRAND

Let **CKC** help you create the story of **your sport, your team** and **building your athlete brand**.

Start by thinking about your answers to a few simple questions: **Who are you? What's unique about you? What characterizes and defines you as an athlete? What should every Canadian know about you?**

Remember that **everything you post on social media** build your story.

ON SOCIAL MEDIA

Here are a few tips to help you tell your story and manage your social media when representing CKC :

Post in the first person

Tell your story, tell us more about your experience and write in storytelling mode.

Always assume someone is watching

It could be a fan, members of your club, young kids, your coaches, CKC staff and partners or your personal sponsors and potential sponsors.

Always think about this before posting something on social media. Your posts reach way more people than you can even imagine.

Engage with @CanoeKayakCAN @TeamCanada

We will share your stories and repost your content. By engaging with us, you will get more visibility and you will get media's attention.

Engage with your sponsors and CKC partners

You might have big or small sponsors and partners. Don't forget about them!

If you are wearing @apogee.sports or @zizuoptics, make sure to tag them in your posts. Part of our partnerships with them include posting about them!

OPPORTUNITIES WITH CKC

After you've finished competing, there will be various opportunities to extend your social media reach with:

@CanoeKayakCAN

@CBC.Sports

@TeamCanada

@Apogee.Sports

You can use your social media to connect with the public by doing CKC Instagram Takeovers, Live Video Interviews to the CKC Facebook Page and posts through the different CKC channels.

FOR MORE INFORMATION AND TIPS

Feel free to connect with **Joannie Verret**, Canoe Kayak Canada's Communications Coordinator.

She will be able to help you and/or guide you on how to work with media during the competition. She can also connect you with local media, or get in touch with your local media/agent for more opportunities.

Contact her at jverret@canoekayak.ca if you are interested in any opportunities with CKC.



#WEPADDLE IT'S #WHOWEARE