

True Sport Lives Here New Brunswick Social Media Toolkit

This toolkit for social media and graphics is designed to help you live and share your commitment to True Sport with your team, club, association or at home! It contains more than 300 ready-to-use graphics and templates tailored for athletes, coaches, officials, parents, and volunteers. We invite you to use these graphics on your social media platforms to share True Sport with your community. [Click here to download all the social media graphics from ShareFile.](#)

True Sport Resources

In addition to sharing your commitment by using the social media graphics and templates, below are links to several True Sport resources to help you to bring True Sport to life!

All audiences

- [True Sport social media tiles](#)
- [True Sport Principles in Action infographics](#)

Athletes

- [True Sport Lives Here: Teams infographic](#)
- [The True Sport Team video and social media graphics](#)

Coaches

- [Values-Based Coaching: A True Sport Approach \(e-learning course\)](#)
- [True Sport Lives Here: Coaches infographic](#)
- [The Responsible Coaching Movement \(RCM\)](#)
 - [RCM Toolkit and Templates](#)
 - [RCM Brand Guidelines](#)

Parents

- [The Ride Home](#)
- [True Sport Tips for Parents](#)
- [True Sport Lives Here: Parents infographic](#)

Officials

- No Ref No Game
 - To personalize the No Ref No Game graphics with your own logo, follow these simple steps in [Canva](#). There are two sizes available for your use:
 - [1600 x 900px](#)
 - [1080 x 1080px](#)

- Open the Canva design. Log in or create a free account.
 - Upload your logo from your computer, then add your logo to the design.
 - Drag and drop your uploaded logo to replace the right Sport NB logo. Resize and adjust your logo as desired.
 - Save, then download by clicking the download button at the top right of the screen. Select your preferred file type (PNG is recommended for high-quality images). Click download.
- [True Sport Lives Here: Officials infographic](#)

Volunteers

- [True Sport Principles in Action infographic](#)



Thank you for championing True Sport, your support is instrumental, together we can make sport safe for everyone.

Questions?

If you have any questions about the messaging or visual aspects, email the CCES True Sport team at info@truesport.ca.

About True Sport

The Canadian Centre for Ethics in Sport (CCES) is a network leader for values-based sport. True Sport as the approach to values-based sport is designed to give people, communities, and organizations the means to leverage the benefits of good sport, from a platform of shared values and principles. The CCES believes that activating the True Sport Principles, on and off the field of play, will contribute to a positive shift in Canadian sport culture. Learn more at www.truesport.ca

About Sport New Brunswick

Sport New Brunswick (Sport NB) is a non-profit organization dedicated to the development and promotion of the amateur sport community in New Brunswick. It is a federation that consists of over 70 provincial sport organizations (PSOs) and other sport related organizations.

True Sport Social Media Content: Examples

See the following ideas to inspire your True Sport social media content:

Example 1: Join True Sport

By committing to the True Sport Principles and becoming a True Sport member, you join other Canadians who believe that good sport can make a great difference. Join today to promote a values-based approach to sport!

#TrueSportTuesday
#TSLHNB
#TrueSport
#ValuesInSport
#TrueSportMoments
@truesportpurnb



Example 2: True Sport awards and recognition

Are you looking for a way to celebrate True Sport within your team, club, or organization? Consider presenting a True Sport Award to recognize True Sport moments and those who exemplify the True Sport Principles! To learn more, click [here!](#)

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Example 3: Promote the True Sport Principles in Action

What does the True Sport principle Give Back look like in action? Behavioral indicators of someone who lives this principle include initiating and supporting positive community contributions. Consider how you might be able to Give Back to your sport organization, and volunteer today!

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