

SOCIAL MEDIA FOR COACHES

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THE MODERN COACH

- As coaches, our first responsibility is to our players.
- Our players think and act differently than we did as kids, they are “growing up digital.”
- Technology offers news/innovative ways to do things.
- Social media is a tool, the means to an end, not the end itself.

TODAY'S PLAN

5 STEPS FOR SUCCESS
REAL WORLD EXAMPLES
THINGS TO KEEP IN MIND
CHALLENGES
DISCUSSION



WHAT IS SOCIAL MEDIA

- Ask the audience to give us examples of social media (Facebook, YouTube, Twitter, FourSquare, MySpace).
- Point to make: It's all about “engagement” – Listening, learning, talking, sharing... Not push marketing.

5 STEPS FOR SUCCESS



#1

ESTABLISH YOUR GOALS

- Identify what you want to accomplish
- Set SMART goals (Specific, measurable, attainable, realistic, time-oriented)
- Recognize outcome goals vs. process goals
- Use an example of a goal. For example:
 - Win a conference championship = outcome goal
 - Process goal = Recruit 5 national-team players in the next 2 years to win a conference championship.



#2

DEFINE YOUR AUDIENCE

- Who is your audience?
- Where do you find them?
- Consider demographics like gender, ethnicity, age, tech savvy, etc.



#3

SELECT YOUR TOOLS

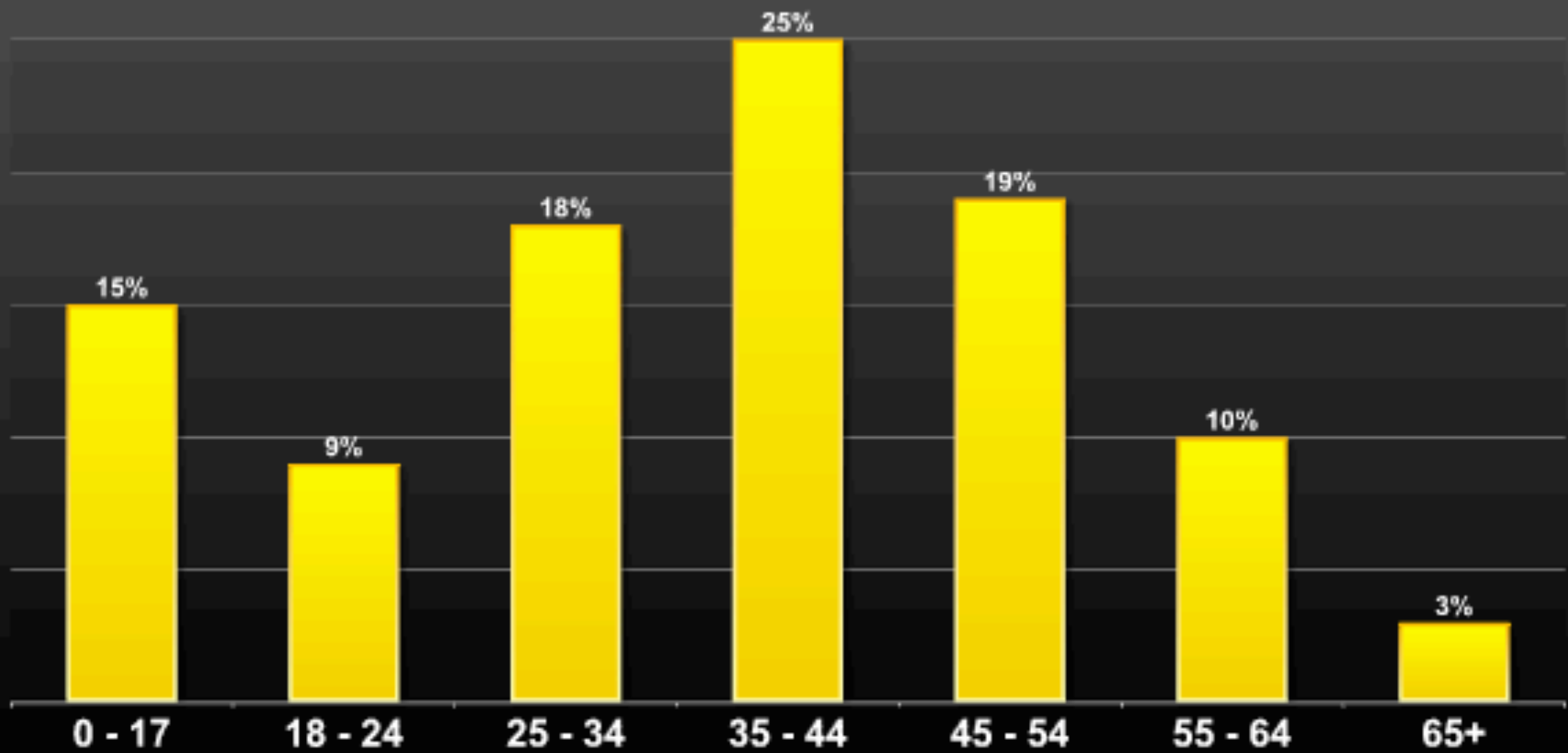
F A C E B O O K

You're doing it wrong.

- Different demographic groups will use unique forums.
- As coaches, we can't do it all so use your time wisely.

Average age distribution across social network sites

United States

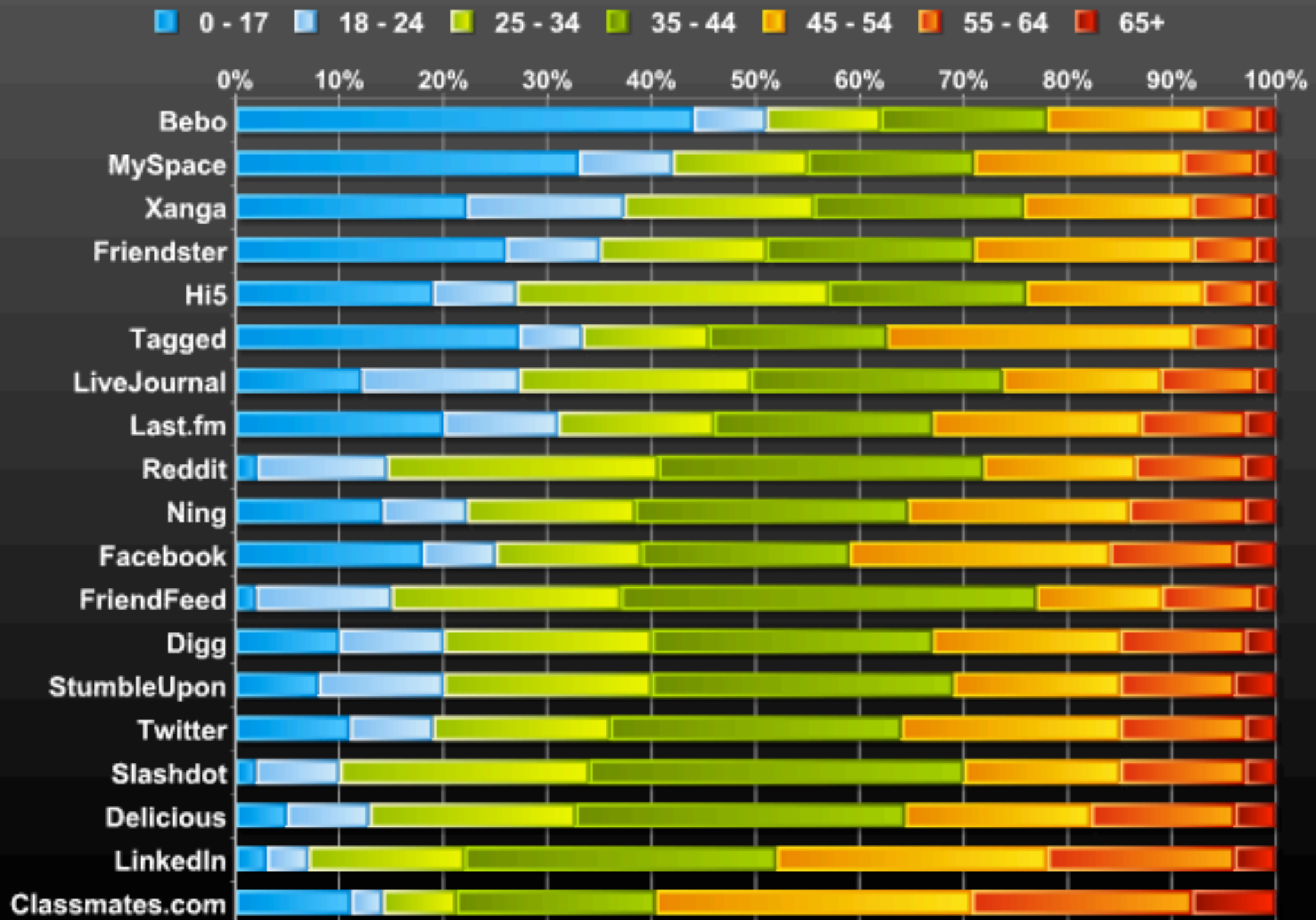


Data source: Google Ad Planner (United States demographics data)

www.pingdom.com

Age distribution on social network sites

United States, data sorted by average age per site, youngest at the top



Data source: Google Ad Planner (United States demographics data)

www.pingdom.com



#4 CREATE CONTENT AND ENGAGE

- Use content that's native to your audience (video for YouTube, photos for Flickr)
- Recognize and tap into your strengths as a coach.
- Take advantage of the resources at your disposal like assistant coaches or game film.



- Websites do not live in vacuums.
- Create a coordinated approach for a good user experience.
- Create a content distribution plan across platforms.
- Example: If you're recruiting during the month of January, you might blog about the cities you're visiting, post photos of your travels on Facebook, check into restaurants you're eating at on FourSquare, post updates about the weather and field conditions on Twitter and upload a video from your trip onto YouTube.

REAL WORLD EXAMPLES



WOMEN'S PROFESSIONAL SOCCER

Amanda's example of her time working at WPS.



BUFFALO FUTSAL


Ryan's example of his time building Buffalo Futsal.



UNIVERSITY OF UTAH

Amanda's example of her work at University of Utah.

THINGS TO KEEP IN MIND

A dynamic action shot from a soccer match. In the foreground, Johan Cruyff, wearing an orange Netherlands jersey, is dribbling a white and black soccer ball with his right foot. He is looking down at the ball. To his left, a player in a light blue Argentina jersey is challenging him, leaning forward with his arms outstretched. The background is a blurred stadium filled with spectators. A white advertising banner with the word "KASE" is visible behind the players.

“SOCCER IS SIMPLE, BUT
IT IS DIFFICULT TO PLAY SIMPLE.”
JOHAN CRUYFF

– It’s easy to set up social media accounts/sites, but success takes planning

A human skeleton is shown in a dynamic, almost dancing pose against a background of blue, vertically pleated curtains. The skeleton's right arm is extended upwards and to the left, with the hand open. Its left arm is bent at the elbow, with the hand near its head. The pelvis is tilted, and the legs are slightly apart. The overall lighting is dramatic, with the skeleton appearing as a bright white figure against the darker blue background.

BETRANSSPARENT

- People on social media are smart.
- Honesty is the best policy.



LEARN THE NCAA RULES

- The NCAA focuses less on the media itself, and more about how it affects people and schools. Generally, they seek to protect the student-athlete and maintain equality in recruiting.
- You CANNOT speak publicly about or with potential recruits.
- You CAN send DMs and private messages following the same rules as email.
- Visit [NCAA.org](https://www.ncaa.org) for more or see your compliance officer



CHILD PRIVACY

- Think about the players you’re coaching.
- Your actions can/will have an impact on your athletes.
- Consult parents before season about what they’re comfortable with.
- Ryan’s YMCA example.



SET EXPECTATIONS

- Hold a preseason meeting with your players and dedicate time to public communication, including traditional (newspapers, TV) and non-traditional (social media, blogs, online) media.
- Everything you say is public.
- Everything you say is forever.
- Your employers/coach/teammates/parents/friends may be listening.
- Impact on college recruiting and getting a job in the future.

A full-page background image of soccer player Jozy Altidore in action. He is wearing a white US national team jersey with the number 17, dark blue shorts, and white socks with "USA" written on them. He is running on a green field. The image is slightly blurred to convey motion.

“APOLOGIZE TO ALL OF YOU.
I SHOWED UP LATE, MADE
A BIG MISTAKE. I’M VERY SORRY.”
JOZY ALTIDORE

- Jozy showed up late and was replaced on the roster.
- He wasn’t fined for being late, but for his Tweet.



“AND THEY CALL HIM ONE
OF THE BEST REFEREES.
THAT’S A JOKE.” RYAN BABEL

- Liverpool lost to Manchester United and tweeted a photo of the Ref in a Manchester United kit along with this statement.
- Funny follow-up: After he was fined, he then posted “Twitter Jail” on his profile.

CHALLENGES



LIMITED TECHNICAL KNOWLEDGE

27

AMANDA

Challenge: Regardless of experience, education, sport, success, etc., many coaches lack the hardware and software expertise for podcasts, videos or social profile pages.

Example 1: Facebook Fan Page vs Facebook Profile page.

Example 2: YouTube videos with no video camera, or editing skills.

Solution: Athletic Department Education Sessions – Coaches, student-athletes, PR folks, etc.



AMANDA

Challenge: Social media takes time, energy and honest enthusiasm. Recruiting, traveling, games, practice, lifting, family, friends, etc. make that limited. We find ourselves doing the same things over and over again without asking if it works or not.

Solution: Measure Success. Record quantitative metrics that tie into our goals, and qualitative metrics like comment length and engagement, discussion topics, etc.



FEAR OF EXPOSURE

29

AMANDA

Challenge: Not interesting enough, don't want to reveal personal secrets, exposure to media

Solution: Content Calendars with monthly themes, excel spreadsheets are great

1. ESTABLISH YOUR GOALS

2. DEFINE YOUR AUDIENCE

3. SELECT YOUR TOOLS

4. CREATE CONTENT AND ENGAGE

5. COORDINATE THE OVERALL
EXPERIENCE