



The Hudl Guide

Basketball Edition

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The background consists of several overlapping geometric shapes in different shades of blue. A large, light blue shape covers the top left and extends towards the center. Below it, a darker blue shape covers the bottom left and extends towards the center. On the right side, there are more overlapping shapes in various shades of blue, creating a layered effect. The overall composition is modern and abstract.

**Welcome
to Hudl.**



Let's get started.

We're excited you've chosen our products as your go-to for video and stats. Those things are important to your team, so they're important to us as well.

Here's what you can expect from Hudl—not just as a product, but as a team.

We're dedicated to your success.

The people building our software and supporting the coaches who use it are in it for the long haul.

You're part of our family.

When we say “we're a family,” we aren't just referring to the internal Hudl team. It applies to our coaches, athletes, recruiters, analysts and fans, too. So you can bet we're all in on ensuring your experience exceeds expectations on a regular basis.

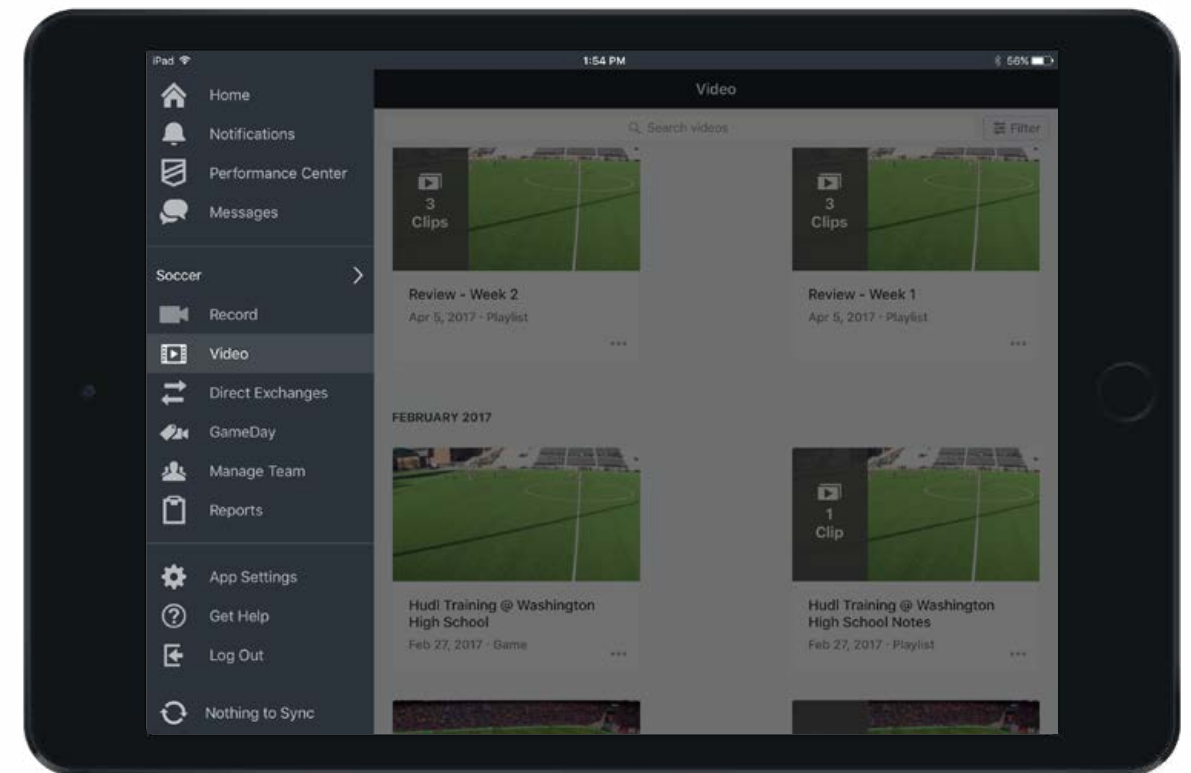
We want to hear what you have to say.

Not only do we want to make an amazing product and support your team as you use it, we truly value your input along the way—that's why we set up the Hudl Forum. It's an online community where you can chat with other coaches and tell our team what you want from the product. We promise we'll hear you out. Feel free to hit us up anytime with questions and feedback.

Download the Hudl app

1. Go to the App Store  on your iPad.
2. Search for Hudl  and tap **GET**.
3. Tap **INSTALL**. If asked, enter your Apple ID password.
4. Once the download is complete, tap **OPEN**.
5. Log in with your Hudl email and password.
6. Start recording your game or add your roster.

Hudl App Tour



Home Follow account activity and see top highlights in your area.

Messages Send messages to individual athletes, custom groups or the entire team.

Record Easily record clips from practice or full games for review.

Video Watch video, add comments and drawings, or tag highlights.

Direct Exchanges Exchange games with other teams on Hudl.

GameDay Record video or tag a specific event on your schedule or add new events.

Manage Team Edit your roster and coaches.

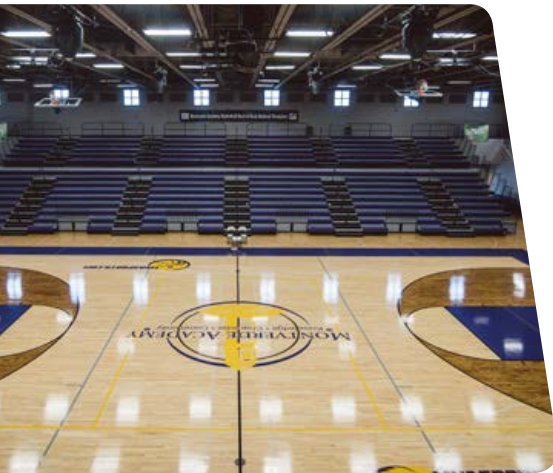
Reports Access stat reports, box scores and season goals.

App Settings Manage your notifications and upload settings.

Get Help Check out our Help Center or contact Support.

Best Practices for Recording

Honing the perfect setup will leave you with video that’s not only easier to watch, but more beneficial to your team. It also ensures the stats provided by Hudl Assist analysts are 100 percent accurate.



Record at mid-court.

The best vantage point is at mid-court. From that angle, the iPad will only have to rotate slightly depending on which half of the court the ball is on.

Use the tripod.

No one wants to watch shaky video, and the height of the tripod can help you reach that ideal vantage point, especially in a smaller gym.

Record the scoreboard.

Take quick scoreboard shots throughout the game, especially at the end of each quarter. You can also try to include the scoreboard in your shot to make it easier to follow along. This will help both our analysts as they tag and you as you review.



Capture jersey numbers and referee signals.

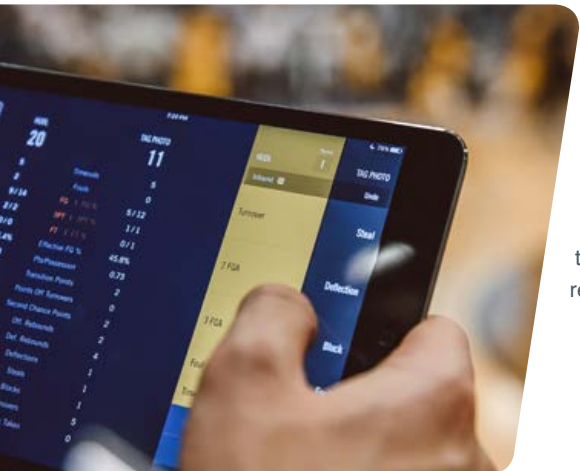
Jersey numbers are important if you want player stats tracked through Hudl Assist. Angle your camera to capture jersey numbers and make sure the iPad is focused. Make sure referees are always in the frame, as well.

Go easy on the zoom.

Stay far enough away to get both teams without zooming in and out too often. Starting with a good vantage point will save you from overusing the zoom function.

Only pause at timeouts.

To keep up with the flow of the game, you’ll only want to pause at timeouts or between quarters. Even if there is a call in question, keep recording so you (and our analysts) can catch the outcome.



5 Candidates to Record your Games

It's important to get your games recorded well, but that doesn't mean it's a job reserved for a tech expert. If a person is comfortable with the basic recording controls, they'll be able to record the video you need. That being said, it's important to remember that consistency is key. You want to have the same person, or same group of people, recording the action. That way the stoppage is consistent, the recorder gets a good feel for when to move the iPad and the quality is better overall—and quality video allows for quality analysis.



01 Friends and Family

02 The AV Club

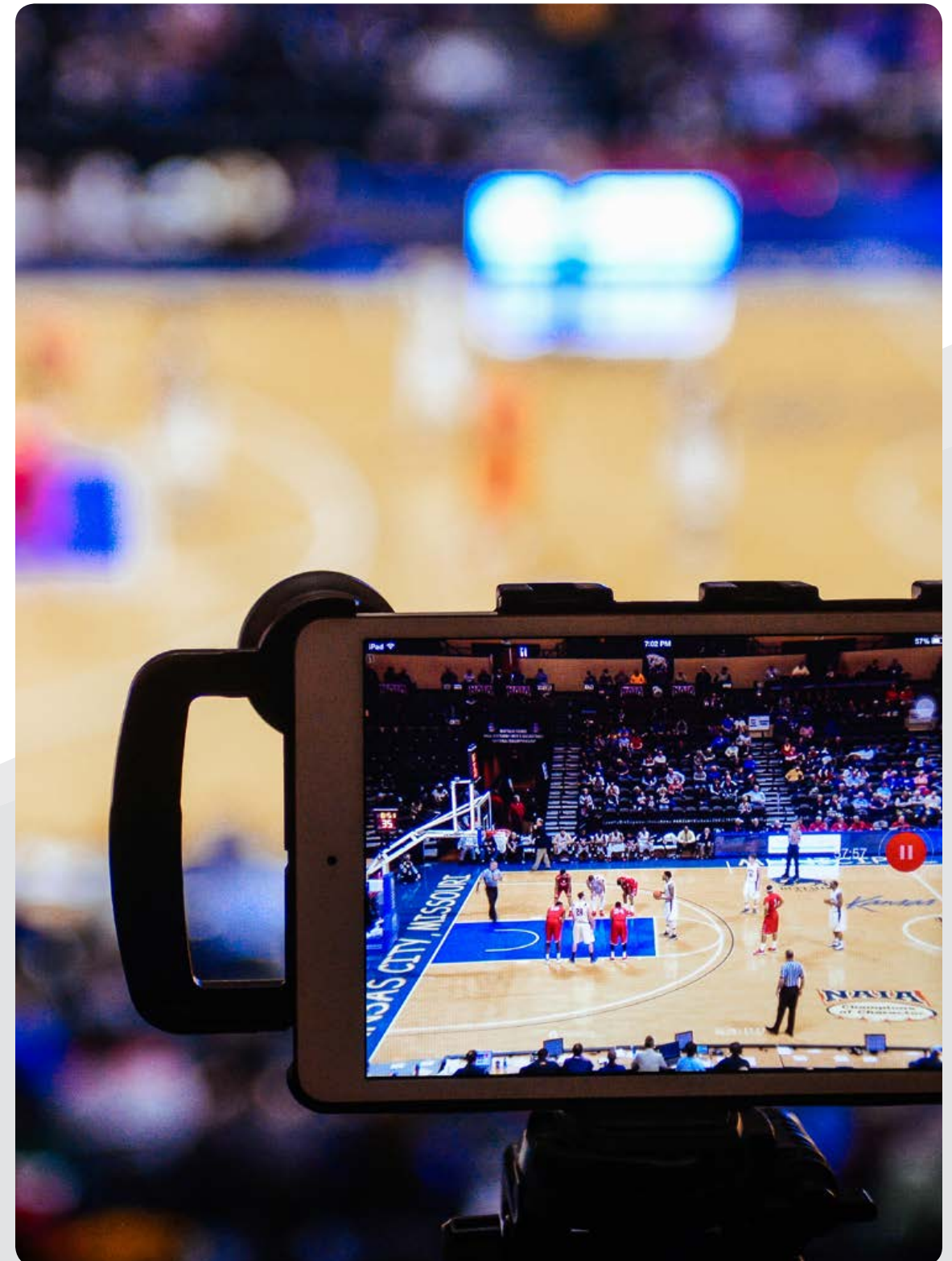
03 Student Managers

04 Aspiring Athletes

05 Injured Reserve

Pro Tip:

Make your videographer feel like a part of the team. Give them a title to help solidify the importance of their role, send them some team gear and invite them to your banquet—whatever you can do to make them feel valued.





Video and Stats All in One

Basketball is a sport that continually innovates to find ways to improve. The three-point line was introduced at the high school level in the 1980s. Many states have adopted a shot clock as a way to increase the tempo of play.

Yet, one innovation that's available to all coaches and teams still hasn't been used to its full advantage: video.

Coaches have traditionally used video to watch games of their own team, or teams coming up. While there's nothing wrong with that, coaches can go further to harness the full power of video, thanks to advancements in cameras, internet and mobile devices.

Winning doesn't come easy. How can you guide your players through a tough season where preparedness is paramount? Start with video.

Recording in the Hudl app has opened up the possibilities for coaches. In the past, video had to be recorded with a camera, then connected to a computer to view or download. With advancements in technology, a coach can record a clip of practice with their phone and review it with their team in that same session.

Preparing for a team that presses? Record your team running your press break against the scout team. As you sub on and off, have players watch the previous possession. You're providing an instant visual so players can process and improve. After practice, you can upload the film to Hudl to provide in-depth feedback with drawings and comments.

This also works with individual athletes. Record a specific technique to correct on the fly and track improvement. If a player's follow through on a free throw is off, or the footwork needs to improve on a post move, video shows them exactly what needs work.

Florida Future coach Michael Giusto told us video emphasizes the small things that can lead to big things. "It's great to just teach off of, too. It gives you a visual. A lot of times when you're talking to them and they'll look you in the eyes and say, 'Yeah coach, I get it,' but they don't really get it. Now you can physically show them. You can show them those little specifics through the film. We can point out so much."

When it comes to games, Hudl offers not only video, but the ability to match stats to that video. On a team level, coaches can evaluate offensive sets, defensive lineups and in-bound plays to continually improve their team. By linking stats to video, coaches are giving life to numbers.

Christian Selich, head girls' basketball coach at Millington HS (Mich.), told us he uses the shot chart and accompanying video to see where his players have trouble shooting, and to watch their lead up to the shot. "I use a lot of the shot charts to prove to our girls how we can score more points if we take more shots in the paint compared to shooting from the outside. I have a certain 3-point shooter right now who is shooting well from each wing spot but not from the corners. I'll go through that with her and say, 'How is your shot different from the wing spot? Is there something we can correct?' It's nice to be able to have that and connect it right to the video as well."

Coaches can find specific clips with one click thanks to Hudl's filters. You can make the playlist as specific or general as you need. With another click, coaches can share that playlist with individuals or groups, ensuring everyone sees the video they need.

“[Players] will look you in the eyes and say, ‘Yeah coach, I get it,’ but they don’t really get it. Now you can physically show them.”

For individuals, video can be filtered to find specific moments. Players can see their own progress and set goals for themselves. Point guards can see their assists or turnovers and post players can see their fouls or rebounds.

By tagging opponent videos, coaches can see essential clips to prepare for an upcoming opponent. Seeing a box score sometimes isn't enough. A player could be averaging 20 points a game, but how do they get those points? Guarding a three-point shooter is much different than defending a guard that likes to drive and attack the hoop.

Hudl gives coaches the opportunity to prepare a scouting report that's more than a piece of paper. Your players can actually see their opponent to give your team an advantage.

The trends report is another tool coaches can use to prepare for an upcoming opponent. By having stats for multiple games, coaches can see trends that reflect how teams have performed over the course of the season. It's easy to get trapped in the notion that a team is only shooting 38% from the field. But with trends, you can see if it's been consistent throughout the season or if they started slow only to gain momentum in the last few games.

Hudl also allows you to take the game home. In a world where every player has a phone, communication can still be a pain for coaches. Hudl's messaging tool offers the ability for coaches and athletes to communicate through the app. Practice canceled? Send a quick message to everyone on the team instead of organizing a group text. You're also able to see who did or didn't read a message, in case a player claims they never saw it.



Coaches and athletes have the ability to download the app to any mobile device, allowing them to watch video, read messages or check out reports at any time. Their development is truly in their own hands.

As much innovation as basketball has had, Hudl has done its part to keep up. By linking stats to video, coaches and players have the ability to see numbers in action. Coaches no longer have to rely on just telling a player something, they have the video to back it up—and the app makes information accessible anywhere by anyone.

The ball's in your court.

Getting off the Court and into the Classroom

Whether you review with your team regularly or only as a coaching staff, Hudl's tools make it easy to add video sessions to your workflow. Below are a few tips to make those sessions more efficient and impactful—and keep your athletes' full attention.



Invite the right people.

Video review sessions work best when they're focused. Keeping the group small will allow you or an assistant to communicate on a more personal level, and the message is more likely to sink in when targeting a select group of individuals.

Make the purpose clear.

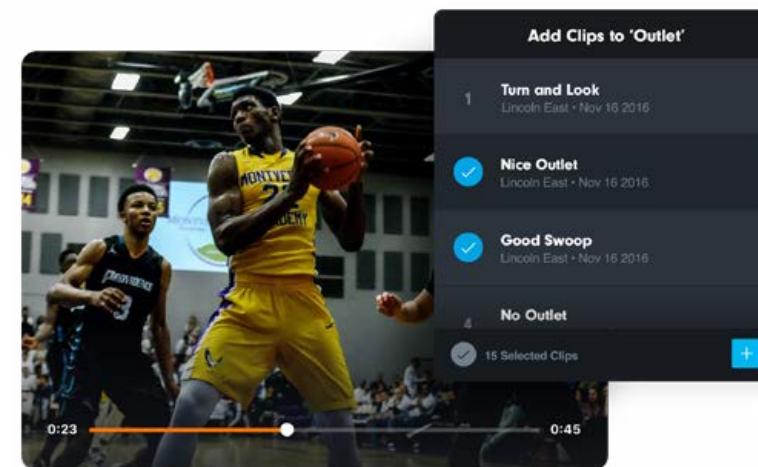
Let players and coaches know what you'll address beforehand. You can even send them pre-work in the form of playlists. Filter by lineup, player, quarter and game to pinpoint exactly what needs work. If they know the topic, they can come to the meeting prepared with ideas of their own. The more focused the purpose of the meeting, the more locked in everyone will be.

Schedule video sessions before practice.

It's best to schedule video sessions before practice so you can immediately put what you've watched into action. Watching video can help players see exactly what they're doing wrong and adjust. Plus your team's chances of retaining what you teach greatly increase when they can instantly act on it.

Keep team sessions short.

Video sessions longer than 15 or 20 minutes can have diminishing returns. At a certain point, most athletes' eyes glaze over and their mind wanders to other things. You could be providing valuable information, but if your players aren't listening and comprehending, it won't do you any good. Keep sessions short to maximize their impact.



Use playlists to keep sessions focused.

Be strategic with the clips you use to get athletes' attention. Use filters to sift through the stats and find the best teaching moments from your video. Create playlists based on those filters, team goals and individual performance.

Ask questions to keep players engaged.

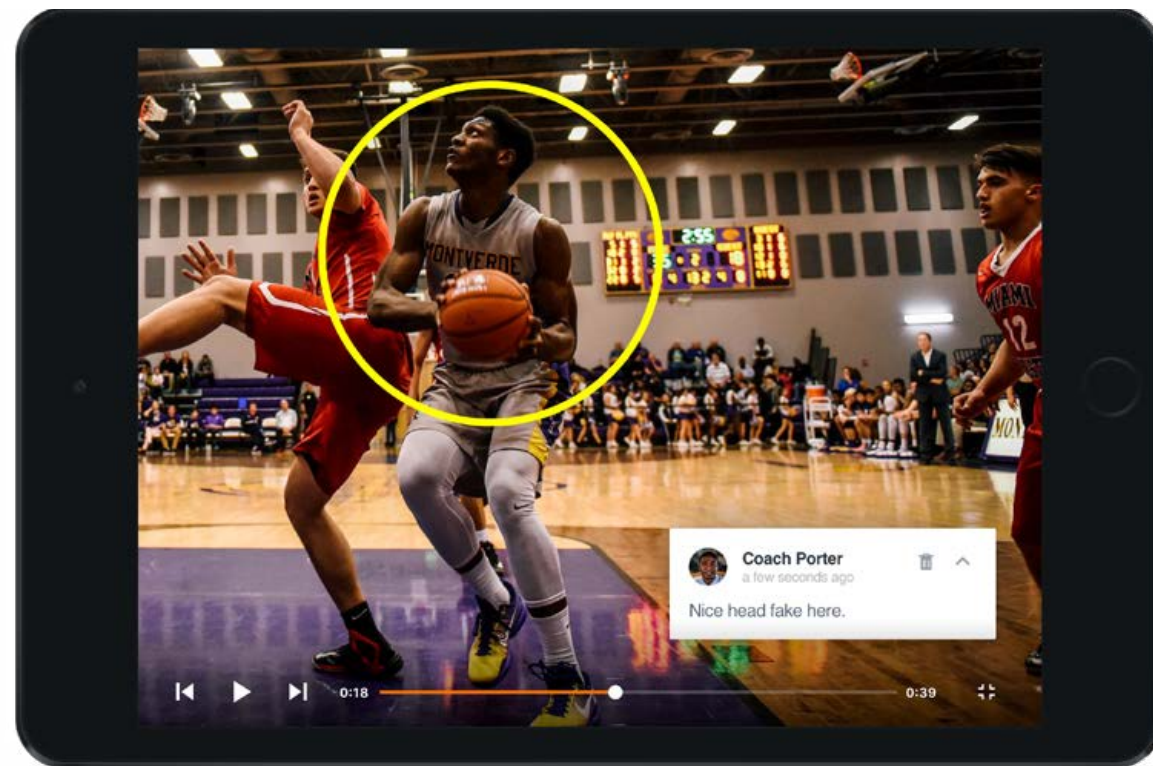
Ask questions both during and after the video session to make sure the players are paying attention and grasping the concepts being discussed.





Tools to Motivate Your Team

Coaches continually strive for ways to motivate and push their players. Instead of relying on rewards for accomplishing tasks, use the tools Hudl offers to get your players diving for loose balls.



Goals Report

Setting the standard for your team is critical to its success. With Hudl's goals page, coaches can track which games met those goals and which fell short. Goals can be added and removed as the season progresses to adjust to your team's play.

Comments and Drawings

You can tell athletes exactly how to improve by adding comments and drawings for them to review on their own. Draw lines to show what went wrong with a screen, add a comment on where to be for the inbound, or call out squaring up for the shot. These tools allow you to expand on things that otherwise might require a team-wide review session.

Player Activity Tracking

Hudl makes it easy to track which athletes watch video and for how long. Offer incentives with the knowledge that you can track who takes the time to review—it won't take long for them to realize the difference video can make.

Put Your Team in the Spotlight



Show off with a team profile.

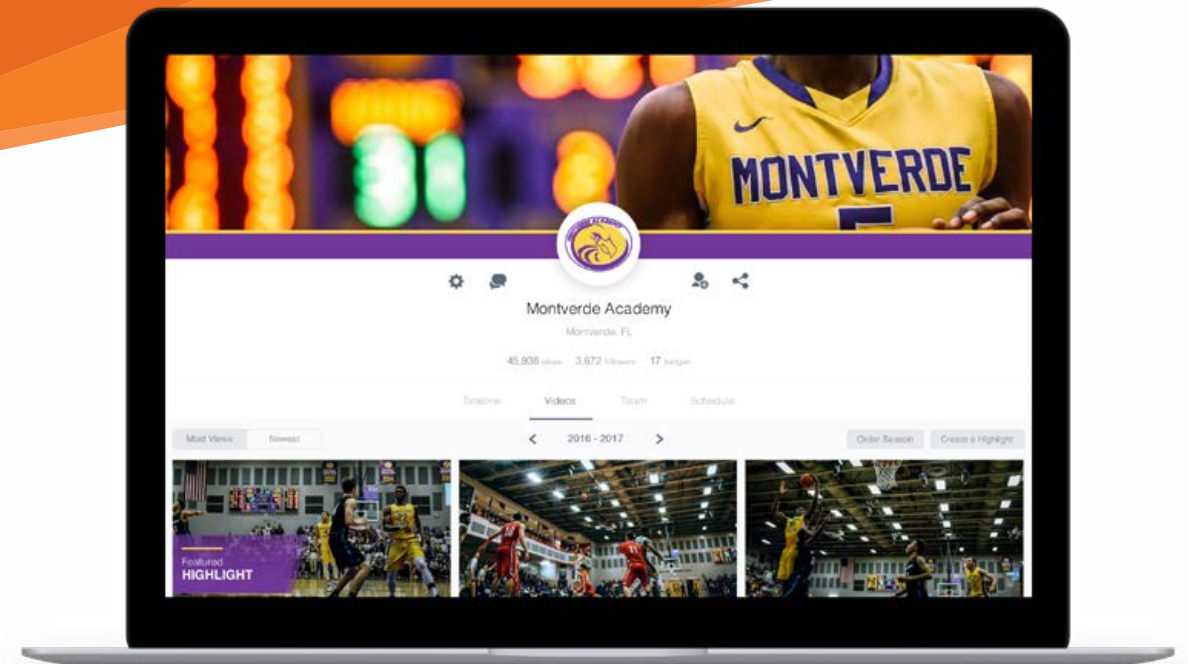
All team highlights will live on the team profile, right alongside your season schedule and a roster with links to each athlete's individual profile. It's everything you need to show off your team.

Get your team hyped.

Highlight videos are a great way to pump up your athletes. Create a highlight from your last game to view as a team, either in practice or right before the game. With the focus on what they've done well, they'll have a new level of confidence going into the game. You can also share the highlight with the whole school via social media for added support from family, friends and fans. With spot shadows, photos and the right kind of music, you'll have no trouble rallying everyone for a win.

Celebrate the season.

Take time to remember each game's best moments by creating a season highlight. Compile the best steals, game-winning shots and amazing blocks to share on social media. You can even add team photos or slides with season stats and athlete awards—whatever information is most important to your team and its fans.



Show your team colors.

Customize your profile to your team. Start by adding your school or club logo as the team profile picture. Not only does it display at the top of your page, but on every team highlight as well. Once that's saved, include a tagline to share your team's philosophy with fans. We've seen quotes, hashtags, links to Twitter accounts, you name it. Whatever your team stands for, use that text to fill people in.

Lead by example.

The team profile includes links to your athletes' individual profiles, and it's just as important for those to stay updated. Current information, statistics and their top plays from each game are all key to getting noticed. Motivate them to take advantage of the tools built exclusively for athletes after every game. And don't forget—the more you show off your team profile, the more attention your athletes will get.

Stats and Reports

There are numbers to quantify nearly every aspect of the game, and coaches use these insights to glean any edge that can help their team. But with so many new stats popping up, it can be easy to get lost in a wave of numbers. How is the Value Point System calculated? What are the Four Factors? Why does plus-minus matter? This section goes over all of them so you can prepare for your upcoming season.

The Value Point System

A statistic that factors in a number of traditional counting stats to produce a well-rounded indication of overall performance. VPS provides an all-encompassing look at how players and teams perform by weighing their positive contributions against the negative. A VPS of 1 is considered average, while anything north of 2 is elite. Unlike counting stats, VPS isn't affected by minutes. It takes into account how valuable a player or lineup is when on the court.

VPS

=

Points + REB + 2 * (AST + CHG + STL + BLK)

FT Misses + 2 * (Misses + FOUL + TO)

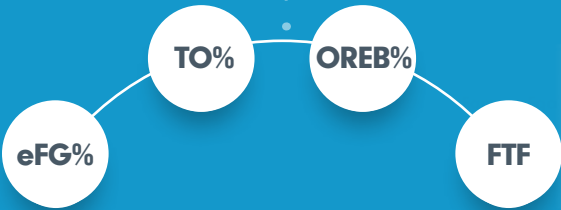
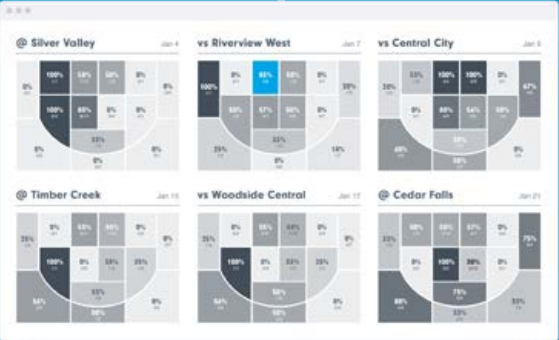
Lineups	Four Factors				Shooting	
Lineup	eFG%	TO%	OREB%	DREB%	FGM	FGA
#1 J.Y./#3 K.T./#4 I.C./#23 T.C./#30 M.B.	50.0	0.0	0.0	100.0	1	2
#1 J.Y./#3 K.T./#4 I.C./#23 T.C./#30 M.B.	26.2	12.8	100.0	100.0	15	21
#1 J.Y./#3 K.T./#4 I.C./#23 T.C./#30 M.B.	64.3	37.5	100.0	100.0	4	7
#1 J.Y./#3 K.T./#4 I.C./#23 T.C./#30 M.B.	50.0	22.2	100.0	100.0	4	9
#1 J.Y./#3 K.T./#4 I.C./#23 T.C./#30 M.B.	41.7	0.0	100.0	100.0	2	6
#1 J.Y./#3 K.T./#4 I.C./#23 T.C./#30 M.B.	66.7	25.0	0.0	100.0	2	3
#1 J.Y./#3 K.T./#4 I.C./#23 T.C./#30 M.B.	63.6	18.0	100.0	0.0	43	71
#1 J.Y./#3 K.T./#4 I.C./#23 T.C./#30 M.B.	75.0	0.0	100.0	100.0	1	2
#1 J.Y./#3 K.T./#4 I.C./#23 T.C./#30 M.B.	69.0	22.7	100.0	54.9	7	11

Lineup Data

Lineup data helps coaches realize their most effective combinations. It's also useful in determining rotations for certain situations. If a stop is needed late in the game, it would be wise to employ the lineup with the strongest defensive numbers.

Shot Charts

This interactive graphic shows how often players or teams shoot from designated areas and how accurate they are from those spots. When connected with video, shot charts not only show where a player is surging/struggling, but also why. Calling up the video allows coaches to truly decipher where their team, or their opponent, has the most success.



FG%	OREB	DREB	REB	AST	BLK	PF	+/-
66.1	3.9	8.9	12.8	1.2	2.6	3.0	5.4
44.0	1.2	7.0	8.1	11.2	0.5	2.7	5.2

The Four Factors

In his 2004 book *Basketball on Paper*, Dean Oliver unveiled the Four Factors: accurate shooting, strong rebounding, being turnover-averse, and getting to the free-throw line—four key traits he believes help to define winning teams. He then created statistics to show teams how they're doing in these areas. Effective field goal percentage takes the added value of a three-pointer into account, while turnover percentage, offensive rebound percentage and free-throw factor adjust traditional stats for pace of play. Accounting for pace is very important in today's game. The stats sheets of a walk-it-up team versus one that lives on fast breaks will look very different, but these numbers take that out of the equation. And while field goal percentage is useful, there's no reason to value a three-pointer and two-pointer the same.

Plus-Minus

This statistic monitors how the score changed when a player or lineup was on the floor. The higher the plus-minus, the better the team played with that player in action. Plus-minus exposes empty stats. If a player put up 20 points but his team was outscored by 15 with him on the court, he probably didn't have a very effective game. Plus-minus helps prop up the value of those who don't stuff the stat sheet, such as rugged defenders or hustlers. It's also an ideal way to find your most effective lineups. If a certain group is routinely outscoring the opposition when they're on the court together, maybe that unit deserves more playing time.

