hudl

The Hudl Guide

Lacrosse Edition

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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.

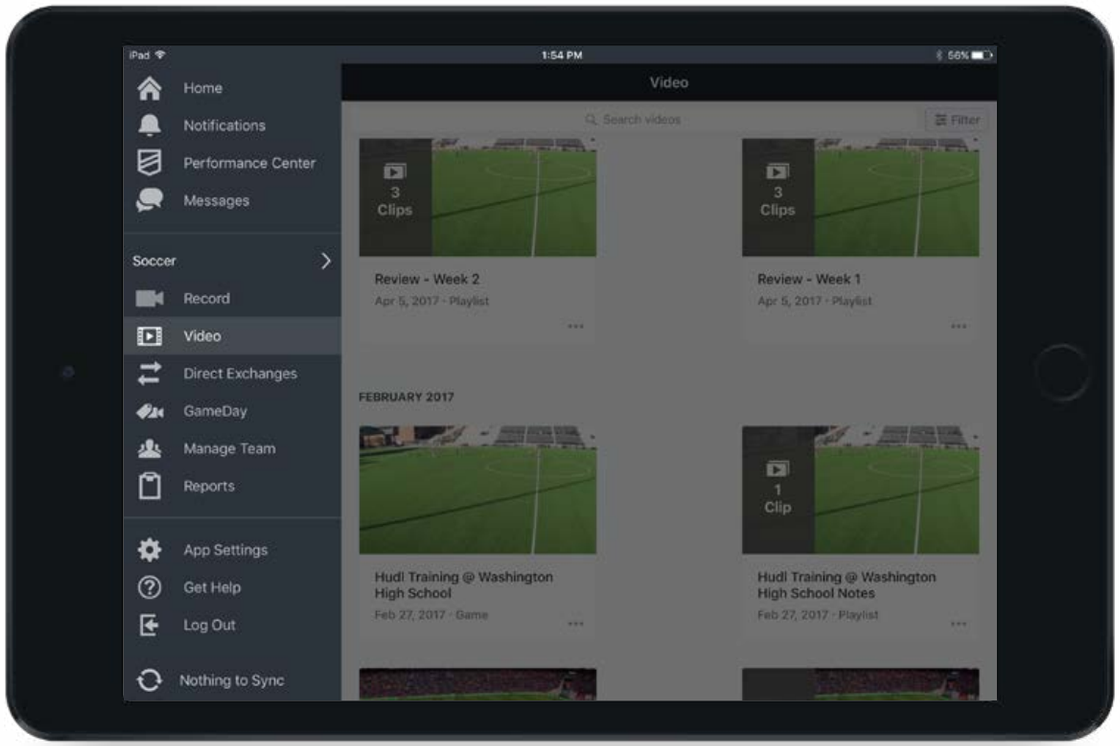
We want to hear what you have to say.

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 app has finished downloading, 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.
Exchanges	Exchange games with other teams on Hudl.
GameDay	Record video to 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—because quality video allows for quality stats from Assist.

01 **Record near the middle of the field.**

The best vantage point is a high point near the center of the field. It can be a tight squeeze, but recording from this angle gives you an opportunity to better analyze positioning. To record effectively from the sideline, have your device either far enough away to see both ends of the field or high enough to get the full field in frame.

02 **Use the tripod.**

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

03 **Record the scoreboard.**

Take quick scoreboard shots throughout the game—especially at the end of each scoring play and timeout. ou 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.

04 **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 picture is in focus. Make sure referees are always in the frame, as well.

05 **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.

06 **Only pause at timeouts.**

To keep up with the flow of the game, you'll only want to pause at timeouts or between halves. 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 camera and the quality is better overall—and quality video allows for quality analysis.

- Friends and Family
- The A.V. Club
- Student Managers
- Aspiring Athletes
- Injured Reserve

Pro Tip:
Make your videographer a part of your team. Give them a title to solidify the importance of the role. Send them some team gear and invite them to your banquet—whatever you can do to make them feel valued.

The times they are a changin'.

The phrase may have been writte in 1964, but Bob Dylan's lyrics have stood the test of time.

Over the last decade, there has been a shift in the world of sport. It's out with the old and in with the new, and the biggest change has been technology. The advancements are extensive. Apps allow you to film technique and drill work so you can make adjustments on the fly. Software links stats to video so you can dive deeper into your strongest and weakest rotations. The amount of tech being used at any given moment on the field is vast.

But what's the one common thread that ties it all together? Video.

It's in the locker room as you prep your team to take the field. It's on your iPad at home while relaxing with family, keeping tabs on who's watched your most recent upload. It's even on the bus on your way back into town after a tough road game. Video is everywhere.

Create on-field success through video analysis.

"The will to win is almost as important as the will to prepare to win."

Seemingly every coach - Vince Lombardi, Russ Rose, Dave Shoji, Bill Tierney, etc. - harps on the importance of preparation. Indeed it is the key to success. More so, it's the fundamental element in building confidence. That's a formula for winning.

But it doesn't always come easy. So how can you guide your players through a tough season where preparedness is paramount? Start with video.

"It's like an extended practice for the kids that do watch the film," said Jason Pearl, head lacrosse coach at Long Beach High School (N.Y.).

Players have learned that watching film is more than looking at the guy with the ball. It's seeing what players do to get open and recognizing how they attack certain gaps.

For as much as his players have grown, Pearl has seen himself using Hudl's tools to make it even easier for them. "I get to reach out to kids even after practice," he said. "I can message them back and forth. I get to give them feedback right away. We can put down what we need to say to them without being there."

"Between the Hudl app and website, Pearl said "I've got kids in a week watching 13 hours of film."

Bring stats to life with video.

Stats have always been a part of the game. But how coaches gather and analyze those key outputs has changed dramatically over the last few years. The process of going mobile to analyze those key data points is essential to a coaches workflow.

"With the stats we're able to reflect, 'Are we playing the way we want to play or are we off base?'" said Will Corrigan, head boys lacrosse coach at Woodinville High School (Wash.).

"After a few games I was able to say 'We possessed the ball well in this game, and we had the ball for over 60 percent of the time,' or 'Hey, we didn't do very well in this game and we were below 60, closer to 50 or even below that."

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

With his emphasis on that style of play, and using the information returned from Assist as a reference, Corrigan's players began to access the website more and more. "There's some guys who are going to watch it no matter if it's broken down or not, but I definitely think this created an uptick in guys that wanted to watch film and it made it easier for them," he said.

Once players bought in and were able to see their successes when controlling the ball, Corrigan was able to introduce more information. "We need to shoot along with having the ball that much," Corrigan explained. "It was helpful to see we're possessing the ball for 60 percent of the time but we're only shooting it 25 times, we probably need to be at 30."

It's that valuable self-scouting process that allows Corrigan and other coaches who utilize their data to makes changes before they get into an actual competition. Those findings translate to the practice field, where the most important coaching takes place.

Use video to get athletes to that a-ha moment.

The old saying goes, "practice makes perfect." But what constitutes perfect depends greatly on how well that practice is executed.

You can coach a player until you're blue in the face, but sometimes the message still doesn't resonate with your athletes. Today's youngest might not respond to old coaching methods for a number of different factors, and it can make executing coaching points to perfection a bit tricky at times.

This generation of kids responds to video, it's one way you can clearly get their attention. "My guys understand now and they're able to see what they do wrong," said Jake Murphy, head lacrosse coach at Haslett/Williamston High School (Mich.). "Not just us telling them what they're doing wrong, they can actually see it for themselves."

It's a powerful tool to help guys with their lacrosse IQ and help them understand who they are as players.

Hudl has also helped Murphy deal with the ins and outs that come with being a head coach. Game days can be hectic, so letting things slip happens. With Hudl, Murphy can go back and correct anything he might have missed.

"I'm able to see things a little bit better [afterwards], offensively and defensively," Murphy added. "Being able to correct things on the fly and not try to remember everything, it's hard to remember." Now Murphy can show his players what he's seeing on the field, and how they can improve.

It's the a-ha moment many coaches will tell you impacts the speed at which players can improve. It's not just you telling them that they're making a mistake, it's that they can recognize it on their own and adjust. That's when real development happens.

Opening the lines of communication with your athletes

We are more connected now than at any other point in human history. The ability to interact with everyone in our immediate social circle is just a couple of touchscreen taps away.

The "always connected" mentality means that you have more coaching touch points than ever before. Using the tools you have at your disposal can open up more opportunities for impactful conversations, especially with your players.

There are tons of existing apps like WhatsApp, Facebook Messenger, iMessage, etc., but to keep communication succinct and focused, utilizing tools like the Hudl app can bridge the communication gap in a platform that your athletes and coaches are already using.

Through features like our in-app messaging tools and comment threads, you can have an open conversation with your players at any moment.

Jake Murphy's players are so enthusiastic about Hudl, that Murphy sometimes

doesn't even have the chance to take a breath before his messages blow up.

"Before I could even get out of the office and get back to my house to have dinner I had guys texting me 'When is film going to be up?' and 'Why isn't it up yet?' Like, geez guys, I'm not even home yet, give me some time here," Murphy recalled.

But connectivity also means making the analysis process more efficient. The process of filming and uploading can integrate seamlessly into your existing workflow.

"I love that you can click on the stat in the report and it will show you all of the clips," Will Corrigan said. "The cerebralness of being able to use the stats in conjunction with how easy it is to look at games and watch certain possessions or certain clips and go from the stat."

As players have watched more and more video, Corrigan has seen their understanding grow as well. "It's a powerful tool to help guys with their lacrosse IQ and help them understand who they are as players," he said.

Implementing Hudl has been instrumental in streamlining the workflows of countless coaches across all sports. Quite simply, it's the all-inclusive tool that every team can utilize in the way that they deem best *for them.*

Getting off the Field and into the Classroom

Here are a few tips to make those sessions more efficient and impactful—while keeping your athletes' full attention.

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.

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 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.

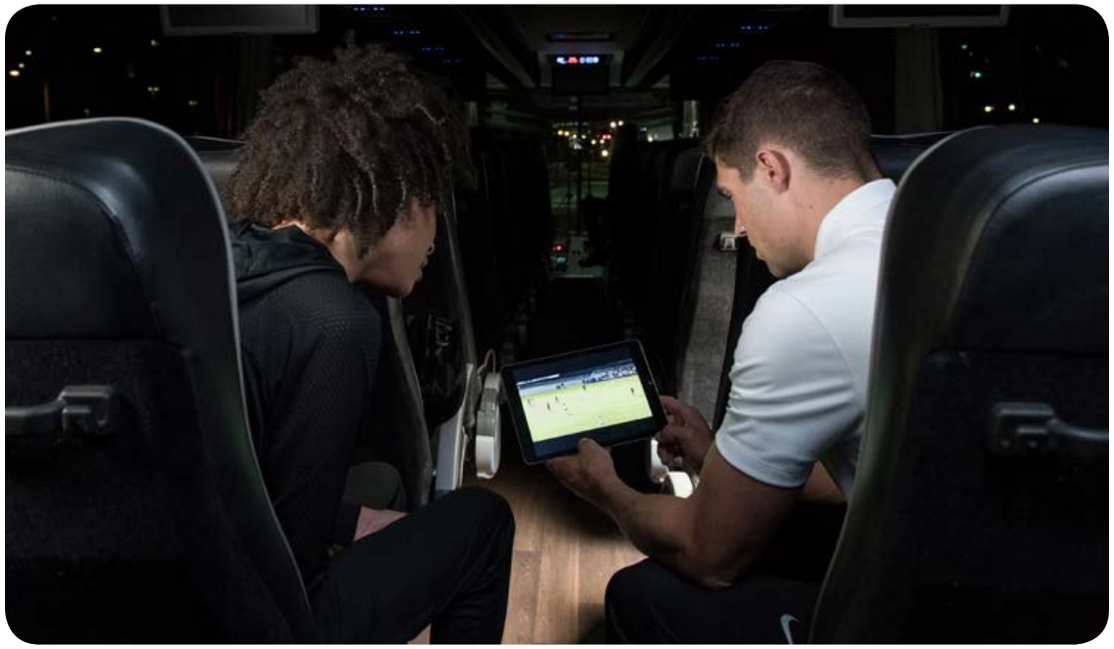
Video sessions longer than 15 or 20 minutes can have diminishing returns. At a certain point, most athletes' eyes glaze over and their minds start to wander. You could be providing valuable information, but if your players aren't listening and comprehending, it won't do you any good. Keep sessions short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

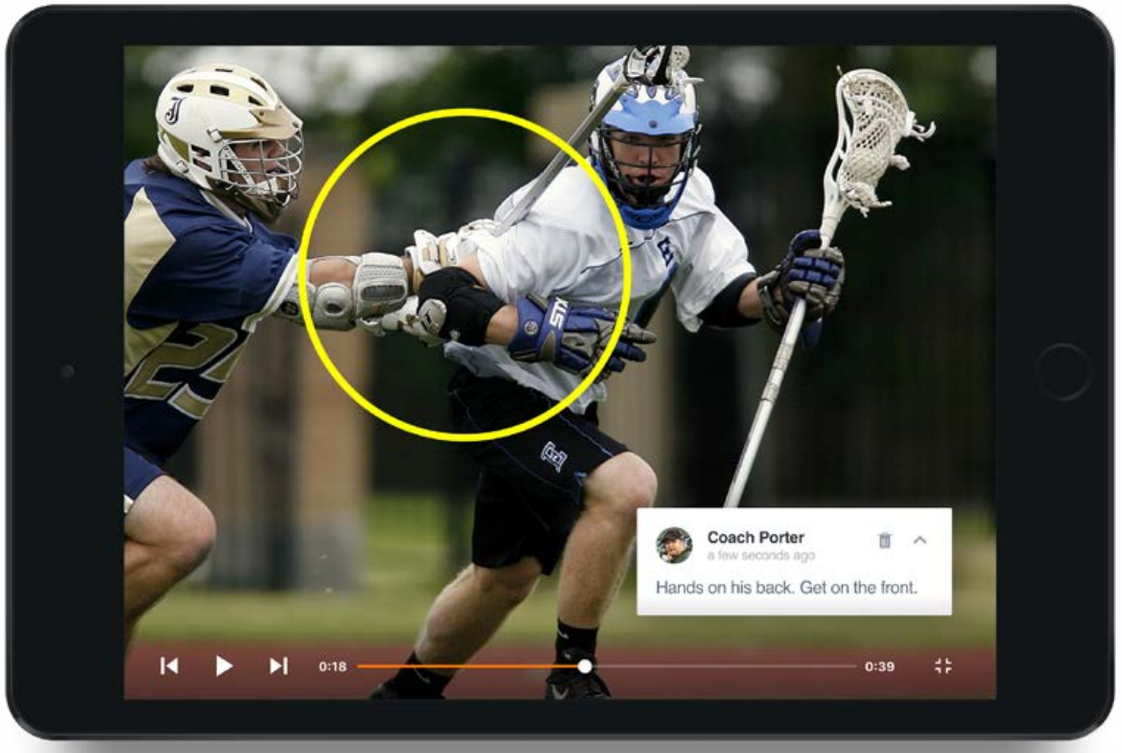
Use playlists to keep sessions focused.

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





Level Up Your Athletes with Personalized Video Plans

Watching video as a team can have a huge impact, but time is a limited resource—that's where individual review comes in.

Personalize 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 shot, add a comment on a player's stance, or point out what went well on an attack. These tools allow you to expand on things that otherwise might require a team-wide review session.

Change video sharing permissions.

With the ability to adjust who a video is shared with, you can control which videos each athlete has access to. This means you can create a playlist to share with an attacker who's struggling with their shot and add comments to pinpoint bad habits without sharing that information with the entire team.

Review from anywhere.

The beauty of video on Hudl is that it can be reviewed anytime, anywhere. Athletes aren't limited to watching video with coaches in a review session. They can log in on any device and even download games to watch offline. Create playlists for them to review from home—having faith that they will watch on their own can help build trust between every member of the team.

Remember each player is different.

No two players consume video in exactly the same way. Some will dive into the video, aggressively breaking down their own play. Others will view video as a spectator, as if they were watching a college or professional game. Tailor your comments and playlists to fit your players' tendencies. For the obsessive viewers, remind them not to overanalyze what they're seeing. You want to avoid paralysis by analysis. For the more casual observers, leave more notes and really point out the things you want to hammer home.

Tailor your comments and playlists to fit your players' tendencies.

Legendary Coaches are Legendary Motivators

Encourage your athletes to see the value of video.

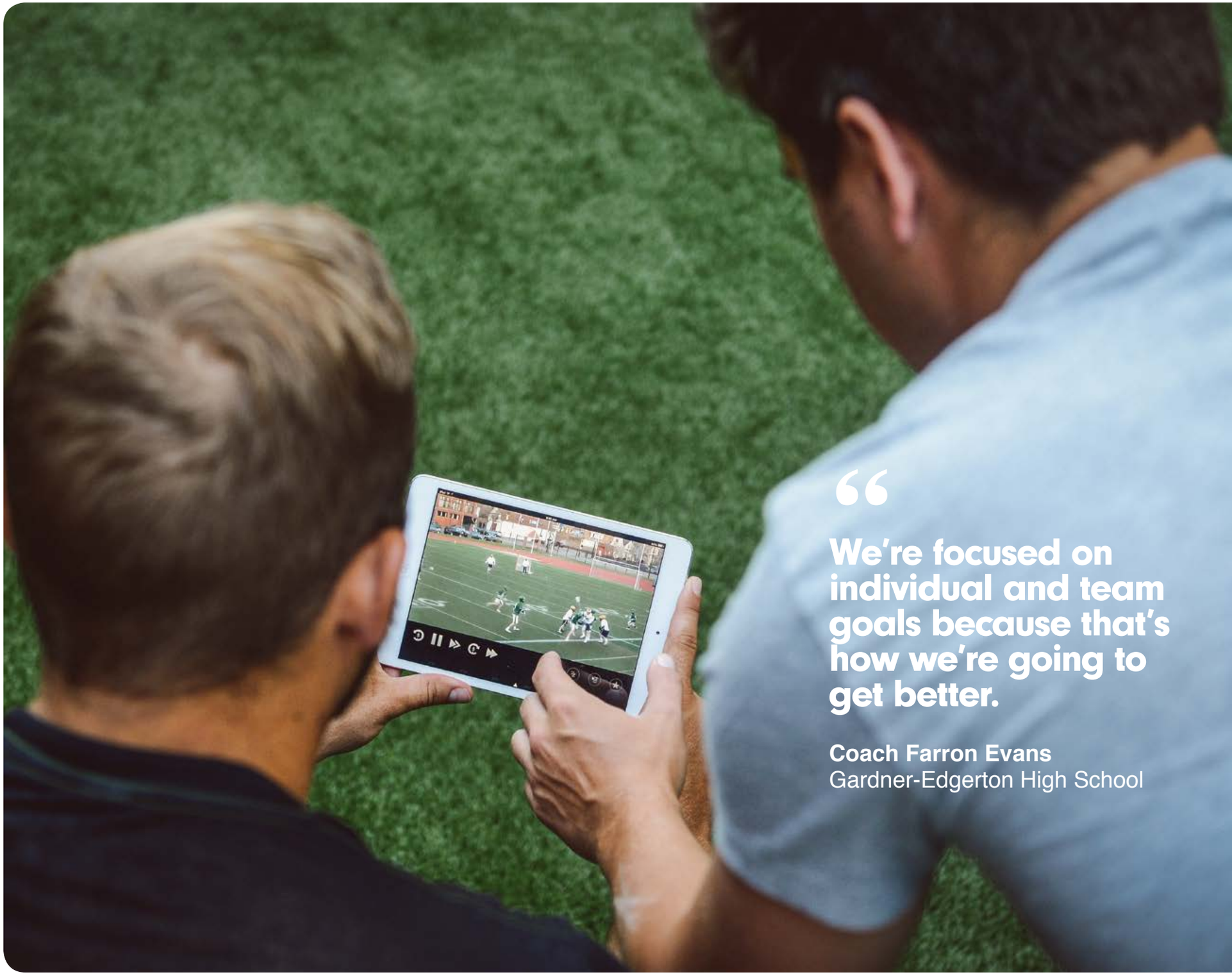
If you're a team new to using video and stats, it can be difficult to motivate athletes and help them see the value in taking time to watch video. That's where Hudl comes in. But there are a few tips to using Hudl to motivate on both the team and individual level.

Encourage them to create highlights.

Call out your athletes' accomplishments. As they watch the video, encourage them to put together highlights to share with family, friends and recruiters. Not only is this a great way to support them, it also motivates them to sit down and review the video. Highlights are a great way for athletes to promote themselves—whether they're aiming to play at the next level or just want to share big plays with friends.

Use player tracking to incentivize your athletes.

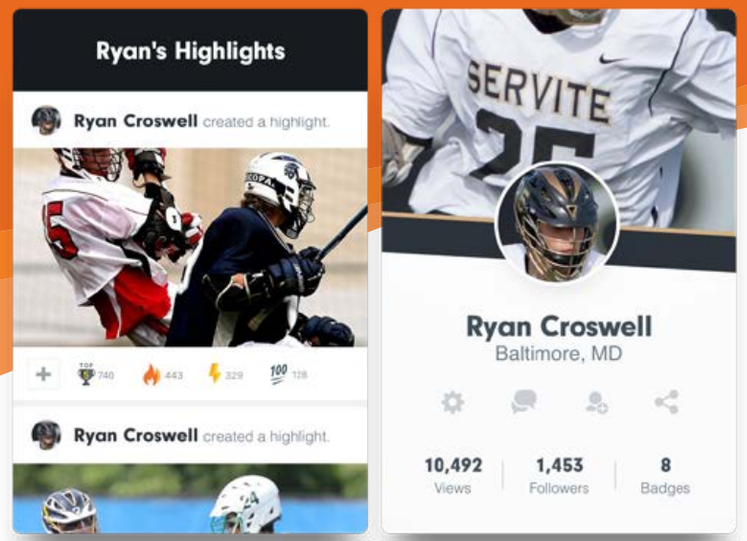
Hudl makes it easy to track which athletes watch video and for how long. Offer incentives with the knowledge that you can track who takes the time to review—it won't take long for them to realize the difference video can make.



"We're focused on individual and team goals because that's how we're going to get better.

Coach Farron Evans
Gardner-Edgerton High School

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 game-winning goals and amazing interceptions 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.

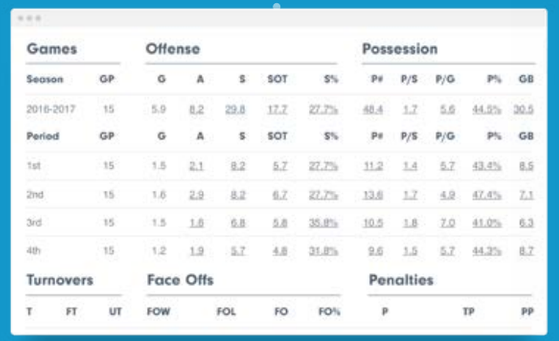
Show your team colors.

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 important factors in 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.

Dig Deeper with Reports



Stats Report

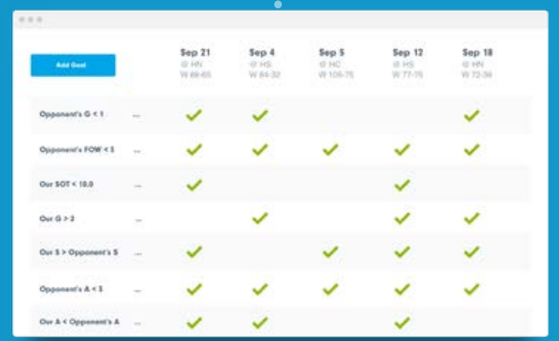
This is the go-to for your cumulative statistics. Whether you're looking for traditional numbers like shots and possessions, or digging deep with faceoff percentage, you can find key stats for your team and individual players. Every stat links directly to video, allowing your team to quickly jump to the most important moments in a game. Sort by specific games or individual athletes.

Box Score

Get a clear view of every game. This is the hub for checking individual games. The box score includes stats for both teams with an in-depth look at player stats, painting a complete picture of the contest.

Shot Chart

Study where and how to get players the ball so you can put them in the best position to succeed. All of your shooting insights can be found here. Whether you're looking for each player's hot spot or figuring out where an opponent goes cold, shot charts are the perfect way to identify a team's marksmanship. Shot charts also link directly to the video. Is your team struggling when shooting from the left side? Maybe spacing is crowded or you need to sharpen up your passing. Shot charts can help.



Goals

Determine the stats that matter most and create goals to incentivize your team. There are two types of goals that you can track on Hudl. Comparative goals enable you to directly evaluate your stats against your opponents. Simply select two stats with greater than, less than or equal to options, e.g., "our sideout % > opponent's sideout %". You can also create numerical goals around a single number or percentage, essentially judging your team against itself. Consider "service percentage > 85.0%" or "hitting percentage > + .250". Once a game is broken down by Hudl Assist, the goals report will automatically update so you can see where you succeeded or came up short.