



# The Hudl Guide

**Volleyball 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.

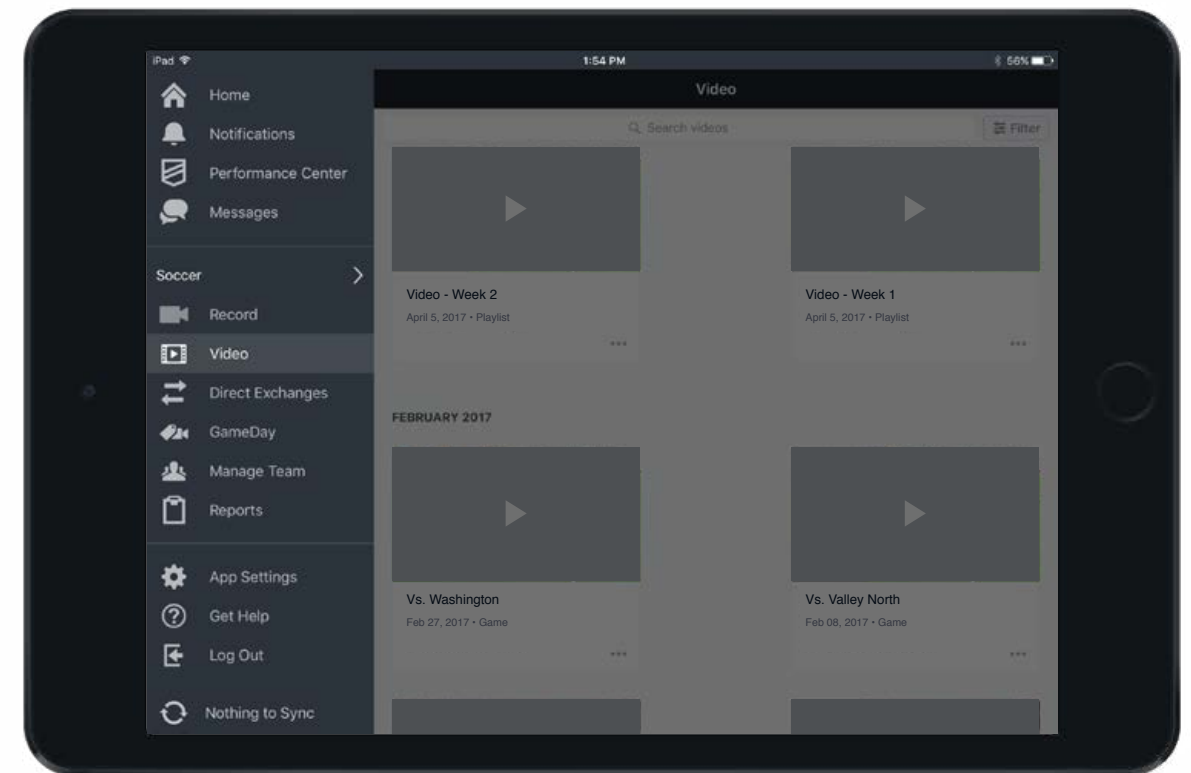
### **We want to hear what you have to say.**

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 download is complete, tap **OPEN**.
5. Log in with your Hudl email and password.
6. Start recording your match 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 matches for review.

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

**Direct Exchanges** Exchange matches 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. And if you use Hudl Assist to break down your matches, it also ensures the stats provided by our analysts are accurate.

[Learn more at hudl.com/assist.](https://hudl.com/assist)



## Record behind your side of the net.

The best vantage point is behind the end line on your side of the net. It can be a tight squeeze, but recording from this angle gives you an opportunity to better analyze positioning. To record effectively from the end line, have your device either far enough away to see both deep corners or high enough to get the full court in frame.

## Use a tripod.

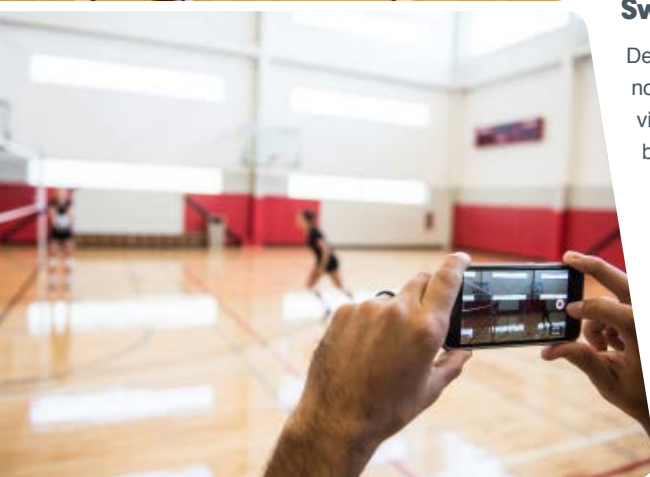
No one wants to watch shaky video, and the height of a tripod can help you reach that ideal vantage point, especially in a smaller gym.

## Switch sides between sets.

Despite the initial inconvenience, you want to see your players, not the net. Switching sides with your team guarantees a great view. The provided setup should be quick and easy to move between sets.

## Record the scoreboard.

Take quick scoreboard shots throughout the match, especially at the end of each set. 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.

If you want to track player stats, jersey numbers are important. Angle your camera to capture jersey numbers and make sure your camera is focused. Keep the referee in the frame, as well, so you can capture their signals throughout the game.

## 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 match, you'll only want to pause at timeouts or between sets. Even if there is a call in question, keep recording so you (and our analysts) can catch the outcome.



## 5 Candidates to Record your Matches

It's important to get your matches 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.



**01 Friends and Family**

**02 The AV Club**

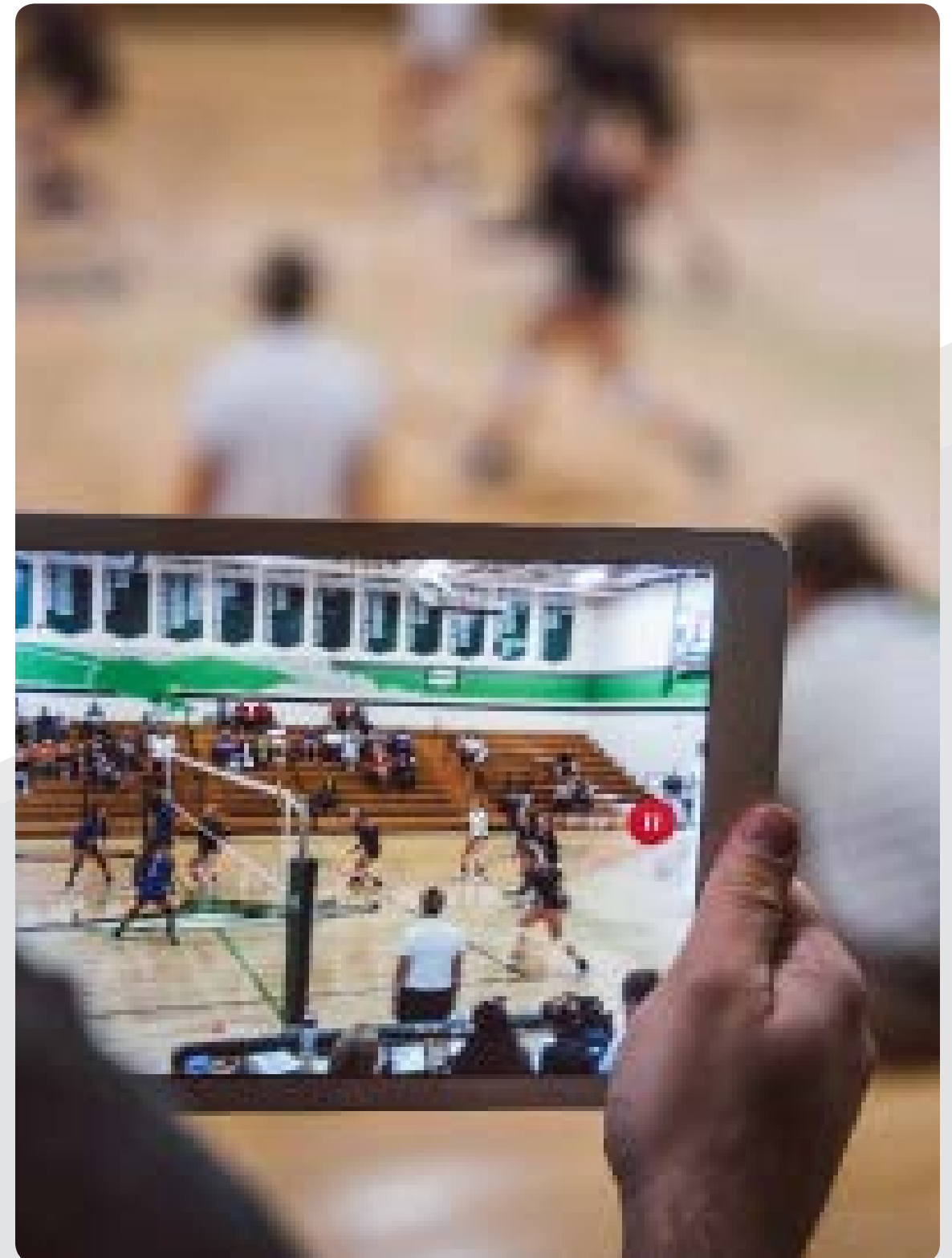
**03 Student Managers**

**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.





# The times they are a changin’.

**The phrase may have been written 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 court 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 court. 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 match. Video is everywhere.

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

## Create on-court 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, John Cook—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 players through a tough season where preparedness is paramount? Start with video.

“I haven’t met anyone who watches as much video as we do,” said Rick Tune, head coach at Punahou School in Hawaii. Tune and the Buffanblu just won their sixth-straight state championship in arguably the most competitive high school league in the country.

Their dedication to the process is what separates them from the competition. They embrace preparation at every stage of the build-up to a big match.

“It’s hours of film review,” added Tune. “Hudl allows me to break it down into little chunks, so if there is something I really want to focus in on, like all of rotation one’s attacks, I have the video and data to do that very easily.”

Video analysis is paramount for their players’ development, and that translates to on-court success. “For different position groups, they have different cues for different things - the middle blocker is getting into the mindset of the opposing setter and vice versa as an example - and the game hinges on those things,” said Tune. “The best players can see the play developing, and they can execute a counter strategy. The quicker they can understand and see that, the better we are.”

## 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 coach’s workflow.

Zoe Bell, head girls’ volleyball coach at Ardrey Kell High School, has always stressed the importance of data with her team. “It’s just that now it’s linked up to the video,” Bell said. “If I have a kid coming in and I want to show them ‘your hitting percentage was negative,’ we can go in and see what happened in that match. It’s easier to show them.”

Aggregating that information and distributing it to the team is at the core of what Hudl does. Like Bell said, when it’s all linked to video, you can take that information and have a direct impact on how your team performs. “I look at our rotations, our serve receive passing, I look at it all,” said Bell. “I like it broken down by rotations, because it tells me which rotations we’re not performing well at and where we need to make a change.”

Let’s say a specific rotation isn’t performing the way you’d like it to. How do you approach adjusting that rotation to get players where you need them to be? “Maybe I flip-flop some people, maybe I switch my outside hitters, maybe it’s who I have side-by-side, or make a complete change onto the other,” added Bell. “Maybe we’re not passing well in that rotation and that’s causing us to lose points and so maybe I have to change that. It tells me where I need to start sometimes.”

It’s that valuable self-scouting process that allows Bell and other coaches who utilize their data to make changes before an actual competition. Those findings translate to the practice court, where the most important coaching takes place.



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

As the old saying goes, “practice makes perfect.” But what constitutes perfect depends greatly on how well that practice is executed.

**“Hudl allows me to break it down into little chunks, so if there is something I really want to focus in on, like all of rotation one’s attacks, I have the video and data to do that very easily.”**

You can coach a player until you’re blue in the face, but sometimes the message just won’t resonate with your athletes. Today’s youth might not respond to old coaching methods for a number of different factors, and it can make executing coaching points to perfection tricky.

This generation responds to video—it’s one way you can clearly get their attention. Michael Adams, the 2008 New Jersey High School Coach of the Year and head coach at West Windsor-Plainsboro South High School, uses video extensively. “Our players clearly learn that way,” said Adams. “Using a tool [video] that they communicate with has made life way more efficient.”

Adams uses tools like Hudl and Hudl Technique to help his players make key adjustments at practice. “We’ve been able to video stuff at practice and tag the players in it so they can go back and look at it and see, skill-wise,” said Adams. “They can actually see what’s happening and not just hear it.”

Talking specifically about serve receive, one player has been extremely receptive to the feedback provided by coaches through video. Quite simply, it’s their most efficient form of education. “One of our best players, who’s being recruited Division I, her biggest thing is that her base is not wide,” said Adams. “So she struggles at times.”

Finally, she said, ‘Oh gosh, I did it again.’ Now she knows because she saw it happen multiple times in the video, in game video and Hudl Technique. She’s breaking bad habits on her own now. We don’t even have to tell her now because of video.”

That’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 few taps away.

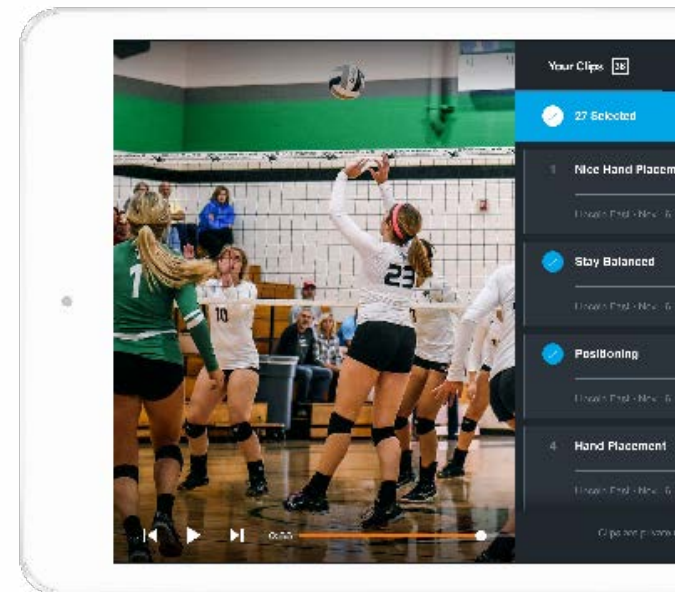
The “always connected” mentality means that you have more coaching touchpoints than ever before. Using the tools at your disposal can open up more opportunities for impactful conversations, especially with your players.

There are tons of existing apps like WhatsApp, Facebook Messenger and iMessage, 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 and comment threads, you can have an open conversation with your players at any moment.

“It’s been cool to have dialogue through Hudl with them on some technique stuff because they’re young,” Matt Marrujo said. The head coach at Servite High School has seen the enhanced communication make a difference in his players’ on-court development. “We have two setters who use it extensively,” Marrujo added. “Those two have improved a lot technically, going from watching their own film, giving us feedback on what they’re doing, what they want to work on going forward.”

But connectivity also means making the analysis process more efficient. The process of filming and uploading can integrate seamlessly into your existing workflow. Leslie Coltrain, assistant coach at Tomball High School (Texas), said that the ability to film and upload using the Hudl app “revolutionized [their] workflow.”



From there, adding in deeper analysis is simple. “The ease of sharing game film makes scouting and game planning more efficient,” added Coltrain. “The ability to telestrate and share clips with our team as well, and monitor their activity on the app, have made both coaches and players more accountable.”

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 whatever way they deem best.

# 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.

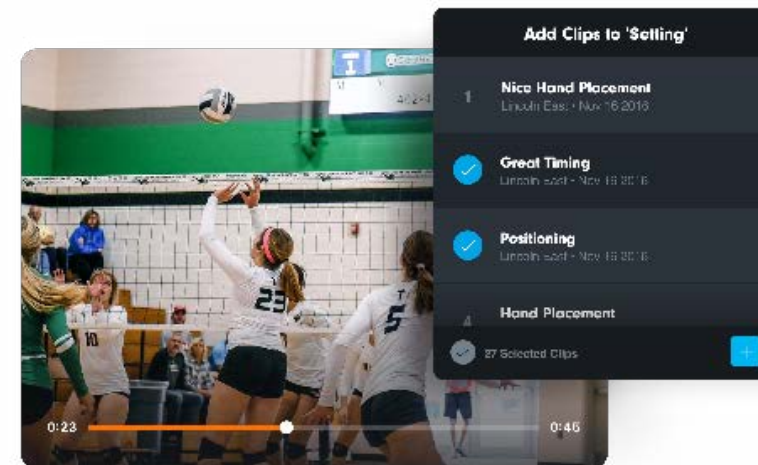
Let players and coaches know what you'll address beforehand. You can even send them pre-work in the form of playlists. Filter by rotation, player, set and match to pinpoint exactly what needs work. If they know the topic, they can come to the meeting prepared with ideas of their own. The more focused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







## 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.

### Personalized 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 serve, add a comment on a player's stance for their block, 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 a hitter who's struggling to line up for attacks 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 matches 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 match. 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 point out the things you want to hammer home.

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

# Legendary Coaches Are Legendary Motivators



Serve			
S Pct	SA	SE	ATT
88.5%	104	143	1,243
S Pct	SA	SE	ATT
89.0%	26	36	271
90.3%	29	33	382
85.9%	33	48	284
89.3%	14	19	201
87.3%	2	7	105
Attack			
K	E	TA	PCT
552	298	2,185	+116
K	E	TA	PCT

**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.

**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.

**Create goals for your season.**

Measurable goals can provide great incentive and motivation for your team. The goals report on Hudl makes it easy to track and follow up on both team and individual milestones throughout the season. Looking for a rallying cry? Find the stats that matter to your team and add them on Hudl.

**Use player tracking to incentivize 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.

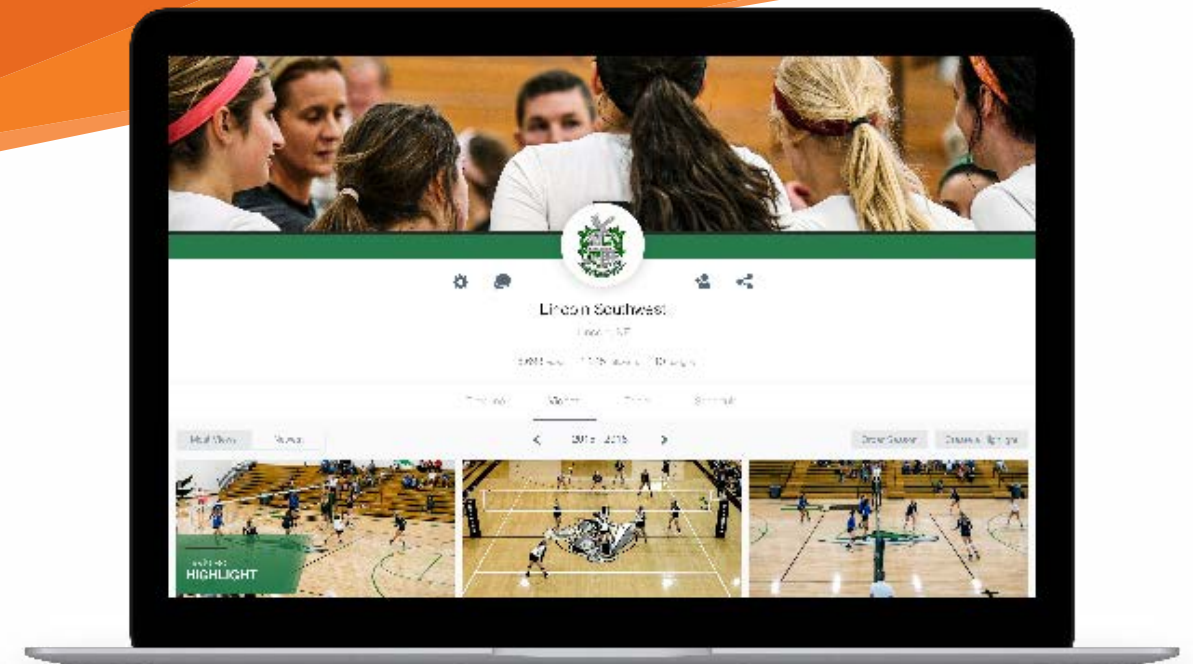
All team highlights will live on the team profile, right alongside your season schedule and a roster with links to each athlete's individual profile. It's everything you need to show off your team.

### Get your team hyped.

Highlight videos are a great way to pump up your athletes. Create a highlight from your last match 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 match. 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 match's best moments by creating a season highlight. Compile game-winning kills, serves 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 match 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.

# Serving Up the Numbers

Team and player stats tracked with Hudl Assist

## Rotational Analysis

Points Won  
Points Lost  
Service Winning %  
Side-Out %

## Serves

Aces  
Service Errors  
Service Attempts  
Service Rating  
Service %

## Serve Receive

Serve Receive Attempts  
Serve Receive Errors  
Serve Receive Rating

## Hitting

Kills  
Hitting Errors  
Hitting Attempts  
Hitting %

## Blocks

Block Solos  
Block Assists  
Block Totals

## Assists

Assists  
Assist Attempts

## Digs

Digs

## Free Ball

Free Ball Sent  
Free Ball Received

## Violations

Violations  
Ball Handling Errors

# A deeper look at stats from Hudl Assist

## Service Winning %

The percent of time the serving team wins the point.  
 $\frac{\text{Service points won}}{\text{Total serves}}$

## Side-Out %

The percent of time the receiving team wins the point.  
 $\frac{\text{Receiving points won}}{\text{Total opponent serves}}$

## Service Rating

The average rating for all serves.  
0 = Service error  
1 = Perfect pass  
2 = Good pass  
3 = Poor pass or overpass  
4 = Ace

## Serve Receive Rating

The average rating for all serve-receives.  
0 = Service reception error  
1 = Poor pass or overpass  
2 = Good pass  
3 = Perfect pass

## Service %

Measures a player's ability to serve the ball in play.  
 $\frac{\text{Total serves} - \text{Serve errors}}{\text{Total serves}}$

## Hitting %

Measures a player's hitting efficiency.  
 $\frac{\text{Kills} - \text{Errors}}{\text{Total attempts}}$

## Block Solos

The count of blocks by a single player resulting in a point for the blocking team. That player must be the only player attempting to block the ball.

## Block Assists

The count of blocks by 2-3 players resulting in a point for the blocking team. Each player receives a block assist, even if only one player makes contact with the ball.

## Violations

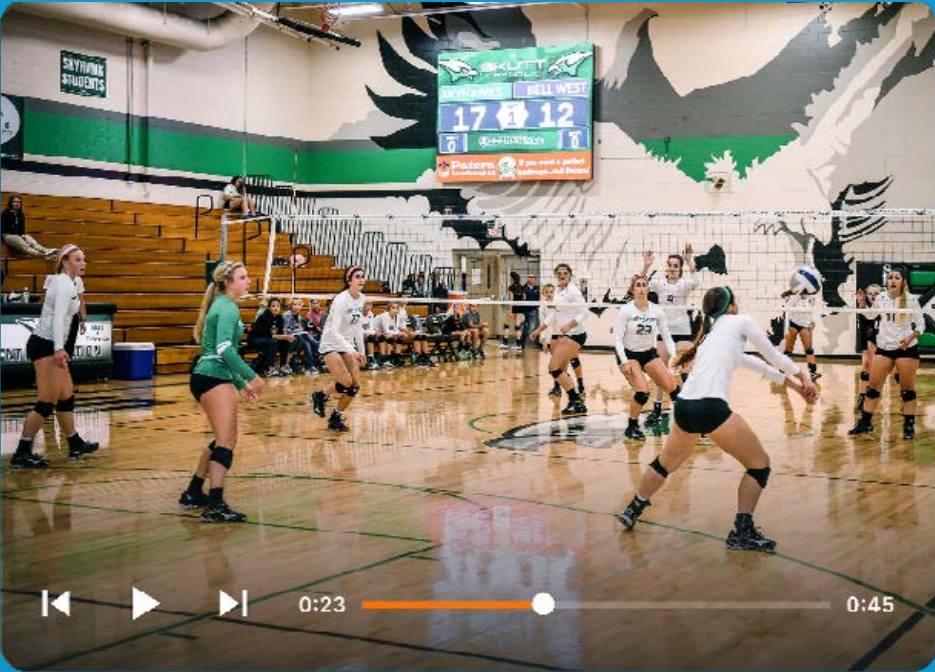
The count of illegal actions call by the official such as foot fault, in the net, or player out of rotation.

## Ball Handling Error

The count of attempted sets resulting in an illegal action called by the official such as double contact or lift.

# Dig Deeper with Reports

Learn more about the reports you receive from Hudl Assist.



Matches		Side-Out				Serve			
Matches	MP	SR W	SR L	SO%		Ace	S Err	S Att	S Rtg
2016-2017	9	27	10	67.8%		8.7	6.9	60.7	1.60
By Rotation		MP	SR W	SR L	SO%	Ace	S Err	S Att	S Rtg
1	9	6	2	71.8%		1.8	1.1	10.2	1.27
2	9	5	1	79.3%		1.8	1.23	13.2	1.73
3	9	5	8	60.6%		2.1	1.7	13.3	1.93
Assist		Serve Receive				Hitting			
Assist	A ATT	SR Err	Sr Att	SR Rtg		Kill	H Err	H Att	HK
29.2	80.0	6.1	62.0	1.69		32.1	11.0	83.8	=0.392

## Stats Report

This is the go-to for your cumulative statistics. Whether you’re looking for traditional numbers like kills and aces, or digging deep with hitting percentage and pass efficiency, 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 match. Sort by specific matches, periods or individual athletes.

Set Stats				Team Stats			
	1	2	3				
Springfield	25	25	25	3	Hitting %	+0.320	+0.103
Thunder	17	19	18	0	Serve %	87.9%	93.9%
Player Stats							
Name	H%	SR Rtg	Blk	S%	Ace	Digs	
#1 Alex Mabry	+0.200	0.80	0.00	50.0%	0	3	
#2 Brandi Arnold	+0.251	1.00	0.50	80.0%	2	7	
#4 Emma Hulsey	-	1.20	0.00	75.0%	0	6	
#7 Alex Ward	+0.250	1.70	0.50	84.4%	1	5	

## Box Score

Get a clear view of every match. 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.



## Trends

The trends report is a visual representation of the highs and lows for each stat over the course of a season. You can track performance match by match and see how you stack up against opponents. It’s a great in-season tool to determine whether certain adjustments are working or need to be improved. Is your hitting percentage increasing because of a change in your rotation? The trends report makes finding answers easier than ever.

\*Trends are only available to volleyball teams with a Gold or Platinum subscription.

	Sep 21	Sep 4	Sep 5	Sep 12	Sep 18	Sep 21	Sep 27
Our Side Out % > 45%	✓	✓	✓	✓	✓	✓	✓
Our Hitting % > 1.300	✓	✓	✓	✓	✓	✓	✓
Our Serving % > 45%	✓	✓	✓	✓	✓	✓	✓
Opponent's Passing Rating < 7.50	✓	✓	✓	✓	✓	✓	✓
Our Passing Rating > = .300	✓	✓	✓	✓	✓	✓	✓
Our Digs > 83	✓	✓	✓	✓	✓	✓	✓
Our Blocks > 1	✓	✓	✓	✓	✓	✓	✓

## 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 match is broken down by Hudl Assist, the goals report will automatically update so you can see where you succeeded or came up short.

