



# The Hudl Guide

**Soccer 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.

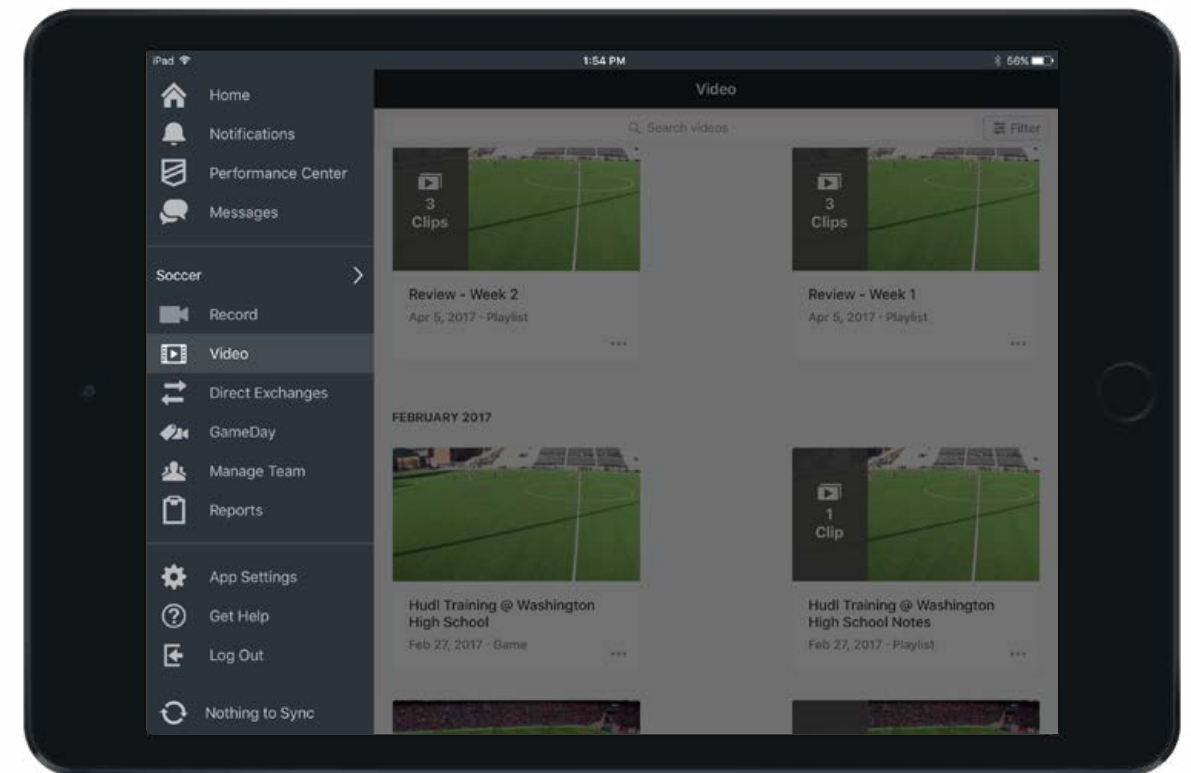
### **We want to hear what you have to say.**

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.

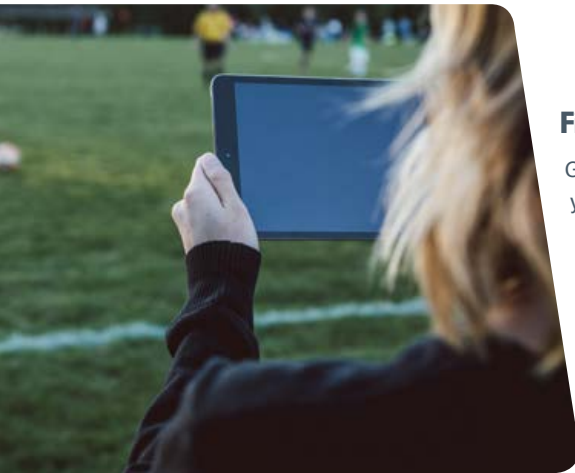
**Get Help** Check out our Help Center or contact Support.



# 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)



## Find the best vantage point.

Get the highest angle possible for the best view of the field. This allows you to view shape and see how phases of play develop. If a high angle isn't possible, do your best to set up where others won't walk in front of the camera. Regardless of your elevation, record on the sideline near the middle of the field.

## Use a tripod.

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

## Record the scoreboard.

Take quick scoreboard shots throughout the match—especially at the end of each quarter. This will help you or our analysts tag stats after the match. You can even try to include the scoreboard in your shot to make it easier to follow along.



## 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 match.

## Go easy on the zoom.

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



## Only pause at halftime.

To keep up with the flow of the match, you'll only want to pause 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 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 iPad and the quality is better overall—and quality video allows for quality analysis.



**01 Friends and Family**

**02 The AV Club**

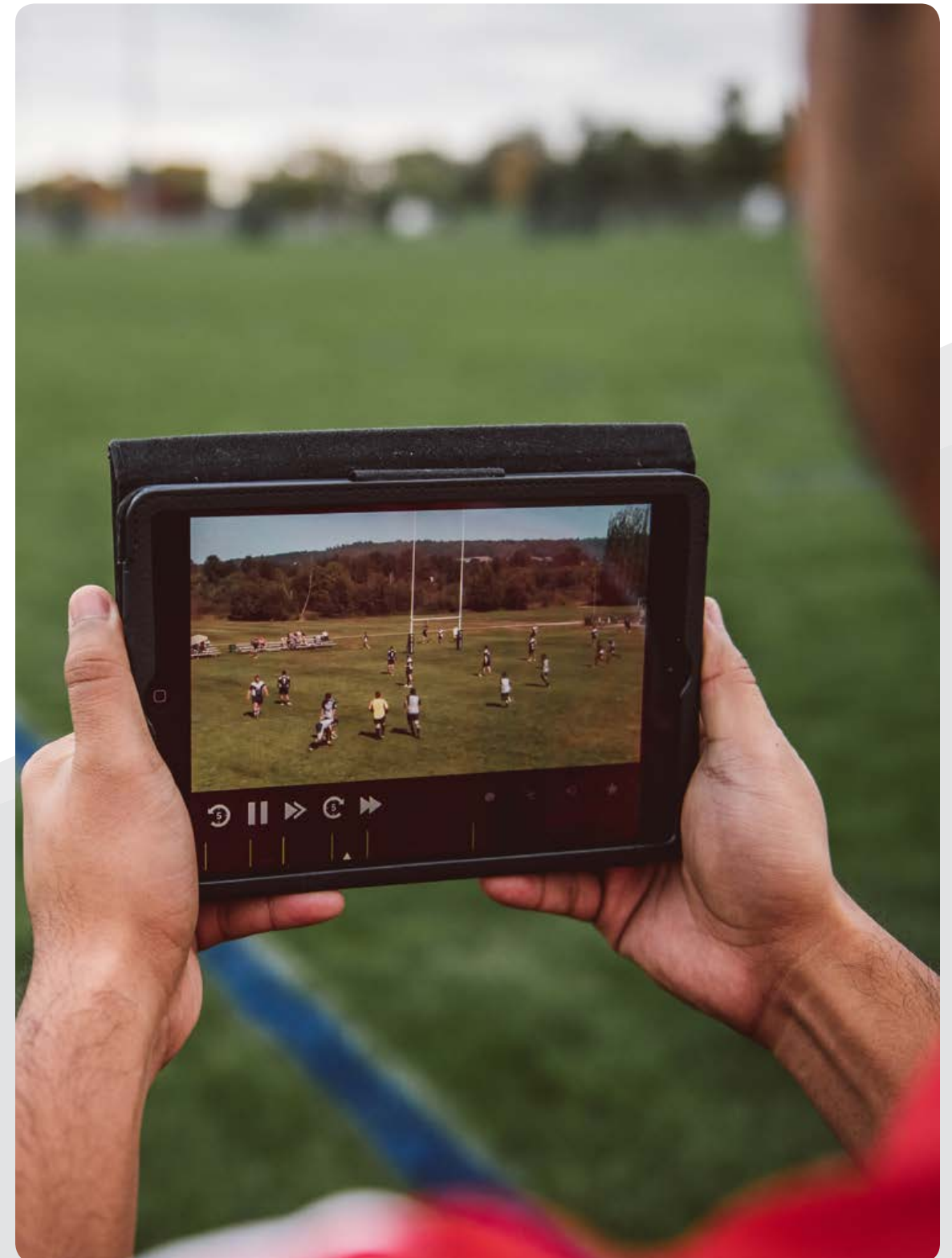
**03 Student Managers**

**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.







# Give Your Team the Advantage with Video

## Video doesn't lie.

There are some images that you'll never forget. They're so ingrained they'll always be remembered, no matter what.

Then there are those that slip away. As coaches, this seems to happen more often than not. With so many responsibilities and duties, things can slip through the cracks.

There are 11 players on the field and keeping track of all of them live is impossible. That's where video comes in. Video gives coaches the ability to go back and see everything. With video, coaches can objectively see what went well and what improvements need to be made.

**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-field success through video analysis

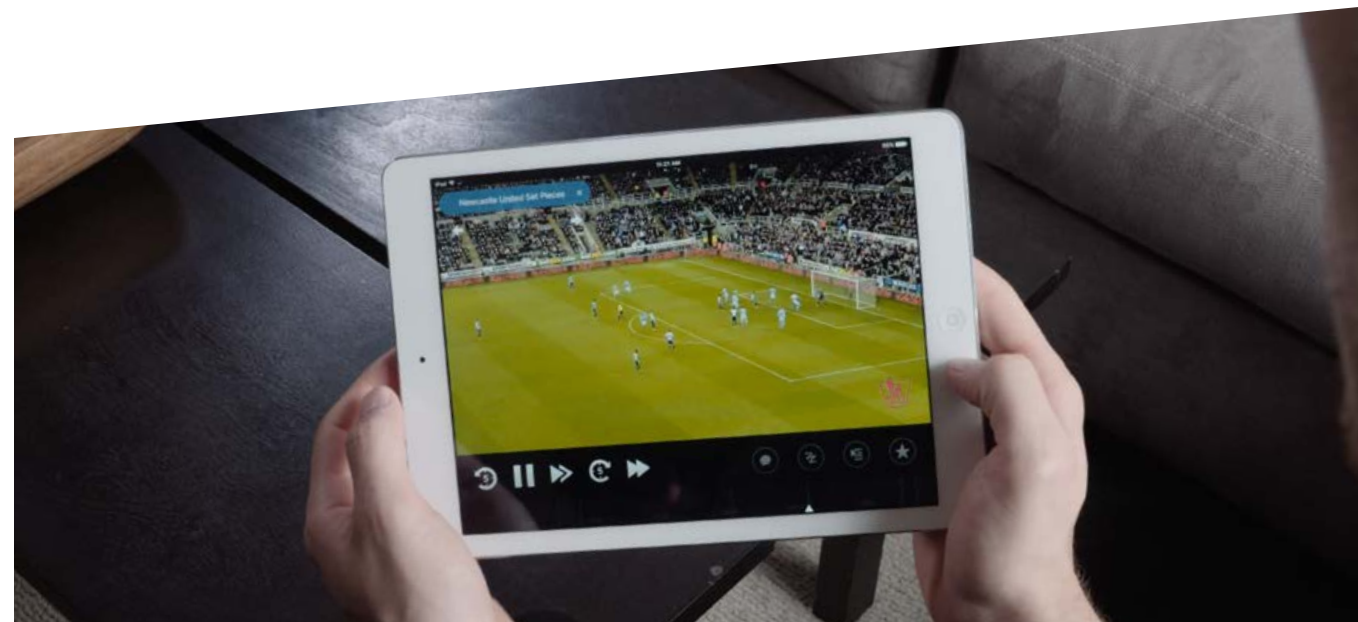
Soccer matches are at least 90 minutes, give or take some stoppage time. Expecting coaches and players to remember every detail is impractical. Video allows coaches to adjust that lofty expectation.

Coaches can review the match once things have calmed down, then provide an objective analysis to their team. The ability to reference specific moments from matches provides teaching opportunities for coaches. Not only can players improve their skill level, but coaches can improve their ability to facilitate positive conversations.

These conversations, along with data, allow you to get the most out of your team. Provide specific moments in matches to allow players to see their movements from a different perspective. After video review, players can begin to improve individually and as part of the team.

Chris Knowles, the first-team manager at Hartpury College, uses video to enable his players to make objective observations about their performance. "We really pushed them [this year] to identify areas that they can improve themselves," Knowles said.

These opportunities aren't available to teams that don't utilize video. Without it, coaches would need to remember every player's movements for entire matches. Players wouldn't be able to view themselves or have effective communication with their coaches about specific moments. It all starts with video.





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

Video is a powerful tool. Just like any tool, it needs to be used effectively. You wouldn't use a hammer to screw in a nail. You wouldn't use a thermometer to stir a drink. Each tool has a specific use, just like video.

## Development can only happen if everyone is committed and has all the available information.

To effectively use video, it must be integrated into your workflow. Too many coaches show video right before a match and hope it all soaks in. Thanks to Hudl, there are more effective ways to incorporate video into your routine. Practice time is hallowed ground for coaches. It's used to work directly with players to prepare for upcoming matches or correct ailments from previous matches. It may seem like a lot, but 10-15 minutes of video review before practice can focus athletes and prepare them for what they will be working on that day.

Video gives a visual answer to the question "Why?" Players no longer need an explanation to work on a certain defensive alignment against a corner kick. With your video session before practice, players will see the importance of the day's drills.

In preparation for matches, you can do more than click play. Create playlists that focus on specific groups to foster discussion and drive improvement.

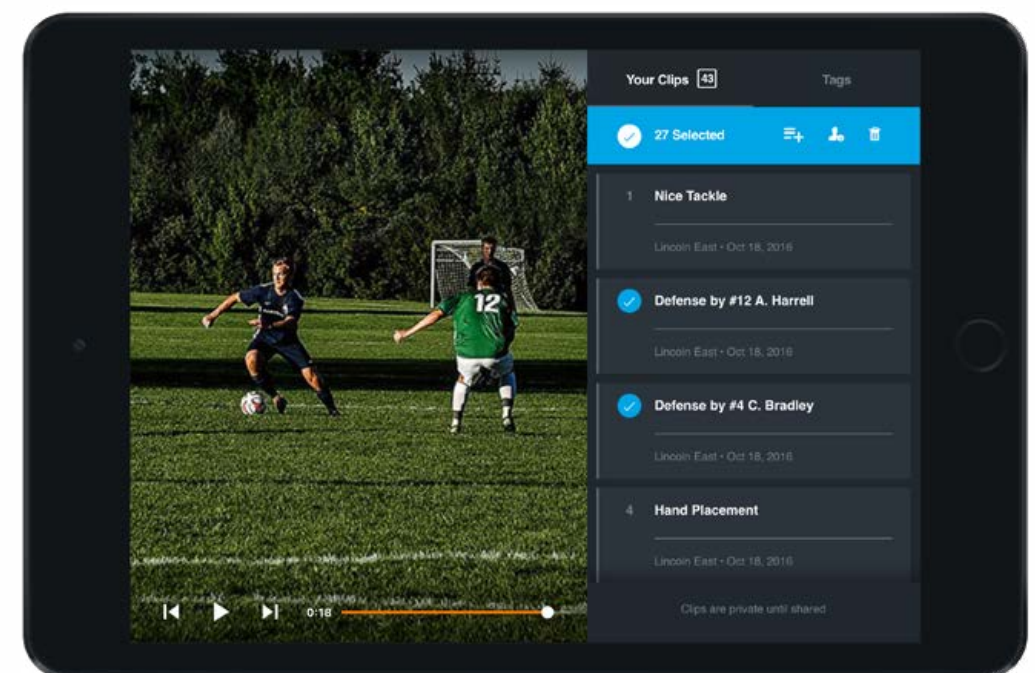
Development can only happen if everyone is committed and has all the available information. Playlists are essential to take a full match and break it down to viewable chunks. Players can review what you need them to see, and you can track which players have watched the playlists.

"We monitor it so we know who [has] logged on, we know how long they've been on for," said Mike Harris of Portsmouth FC. "From our point of view, it just gives us a really good indication of who really wants to be a professional footballer, and who is willing to put in the work to do that."

With Hudl, scouting opponents has never been easier. Being able to exchange video allows coaches to see matches without having to drive across the state to get it. Hudl's reports page allows you to link video to stats. Now, you and your athletes can see stats in action to prepare for what you're up against. With the stats broken down by player, time or overall data, coaches can prepare for opponents as never before.

### Opening the lines of communication with your athletes

Video is vital, but there are other Hudl features to help coaches engage their team. 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 message. You're also able to see who read the message, and who didn't, in case a player claims they didn't see it.



The messaging tool is also helpful for one-on-one communication. "I can send them a message and say, 'I want to have a chat with you about your clips.' And that kid will come down, whether it's lunch time or after school, and just go through those clips," said Daniel Trollope, sports administrator at the Southport School.

With the Hudl app, those conversations and review sessions can happen anywhere. Coaches and athletes can watch video, read messages or view reports at any time. Development is truly in their own hands.

Eliminate the need to track all 11 players on the field and remember every aspect of the match. Focus on coaching with the option to review what you might have missed after the match.

# Getting off the Field 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.

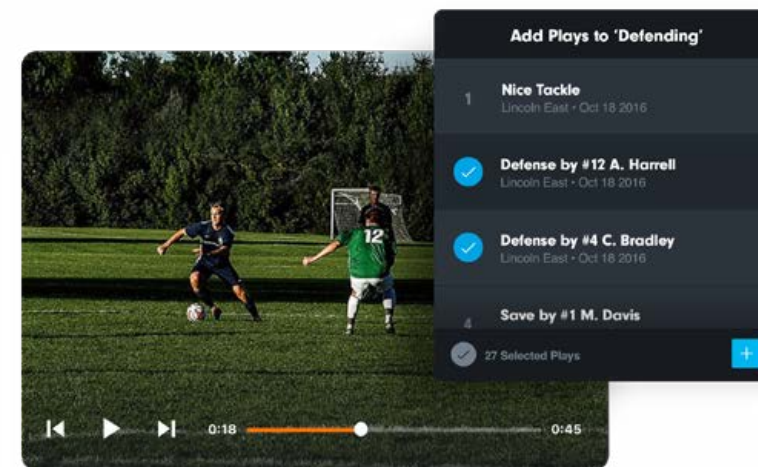
Let players and coaches know what you'll address beforehand. You can even send them pre-work in the form of playlists. Filter by attacks, set pieces, possessions and custom tags to pinpoint exactly what needs work. If they know the topic, they can come to the meeting prepared with ideas of their own. 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.

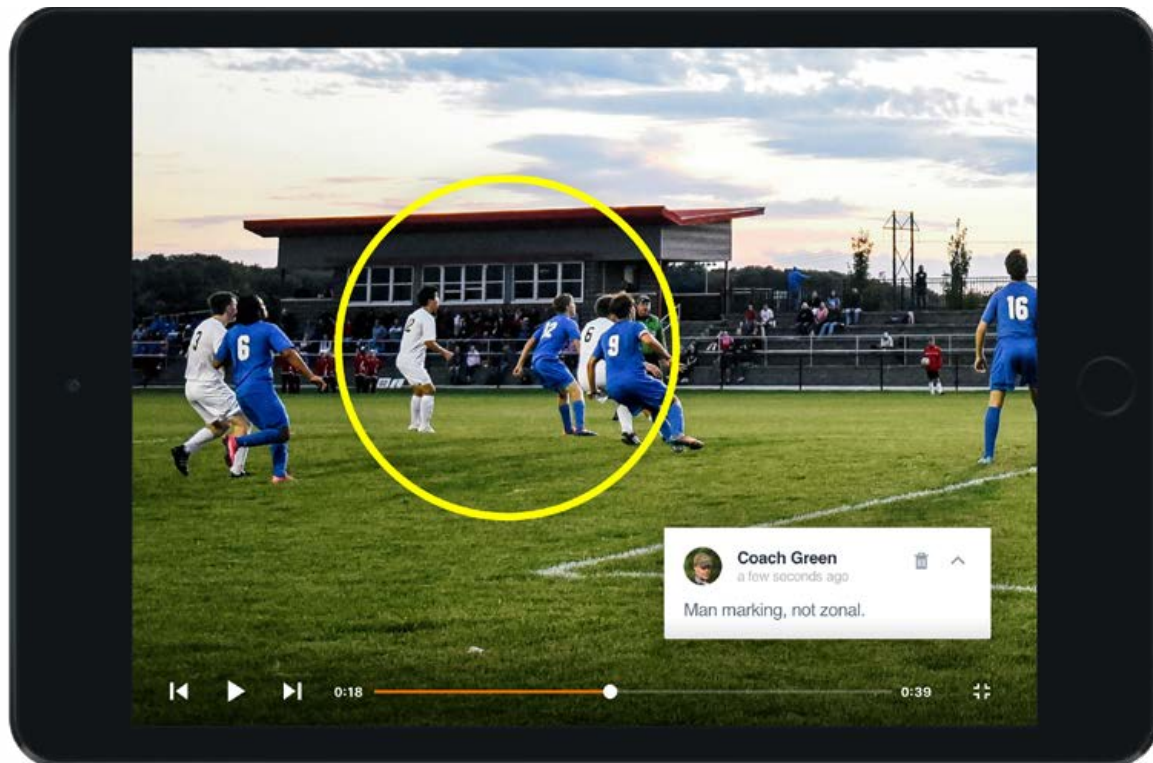
Be strategic with the clips you use to get athletes' attention. Use filters to sift through the stats and find the best teaching moments from your video. Create playlists based on those filters, team goals and individual performance.

## 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.







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

## 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 an attack or add a comment on a player's technique for their shot. 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 striker 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 really point out the things you want to hammer home.



# Legendary Coaches Are Legendary Motivators



Set Pieces		Possession	
CK	FK	P%	P#
3.4	7.1	56.1	83.2
CK	FK	P%	P#
1.6	3.5	56.7	42.5
1.8	3.6	55.4	40.7
0	0	-	-
0	0	-	-
CK	FK	P%	P#
.4	1.3	50.8	15.5
.2	.6	58.7	10.6
.3	1.2	58.9	8.6
.5	.7	57.9	8.5

**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.**

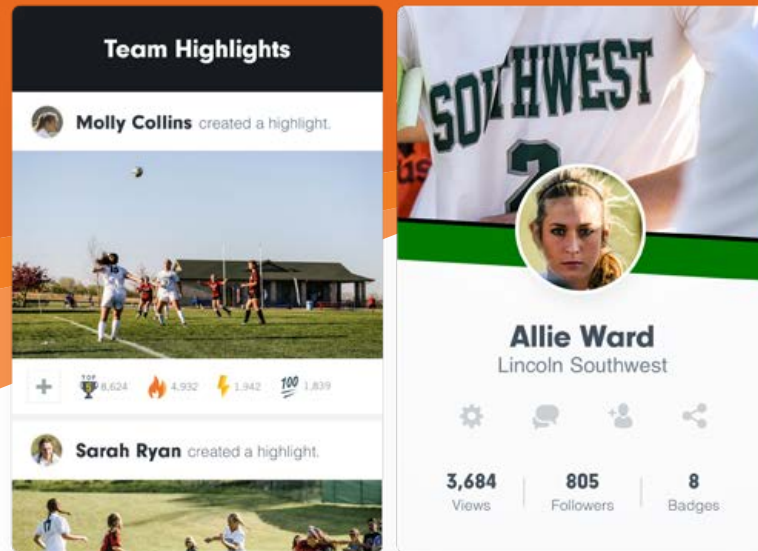
Hudl makes it easy to track which athletes watch video and for how long. Offer incentives with the knowledge that you can track who takes the time to review—it won't take long for them to realize the difference video can make.



“  
**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.

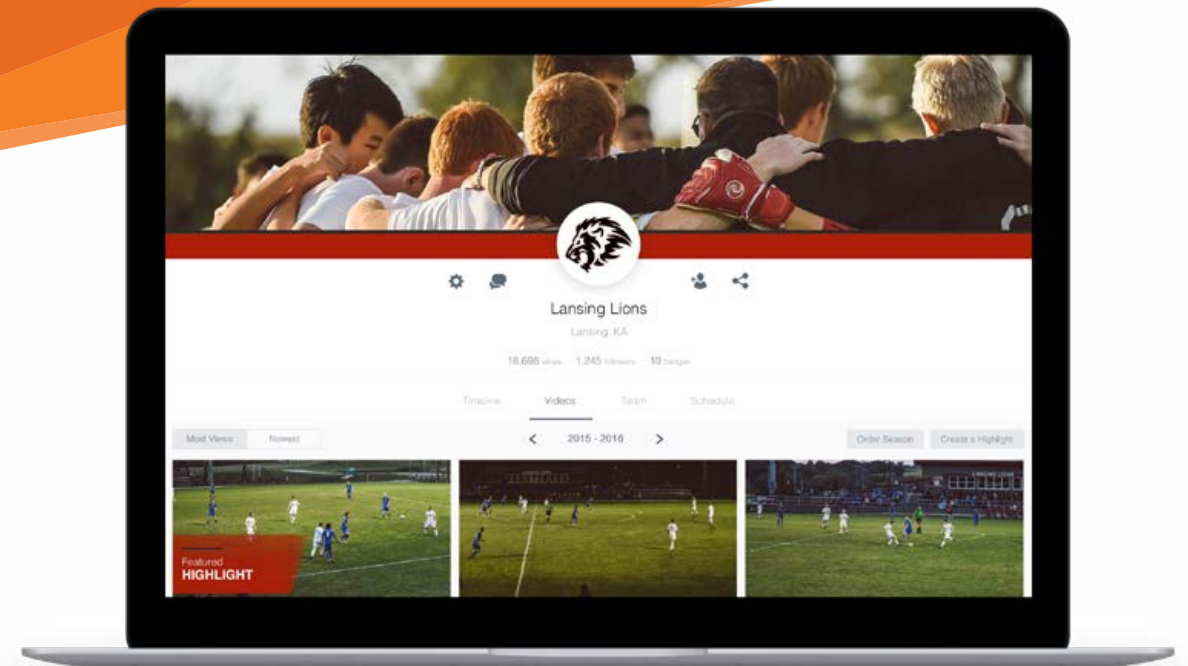
All team highlights will live on the team profile, right alongside your season schedule and a roster with links to each athlete's individual profile. It's everything you need to show off your team.

### 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.

# Soccer Stats

Learn more about the statistics you receive from Hudl Assist.

## Assist (A)

A contribution made by a player that helps score a goal.

## Corner (CK)

A direct free kick from a corner of the field, awarded to the attacking team after the ball goes out of bounds across the goal line by a defender.

## Foul

An infringement in the laws of the match.

## Free Kick (FK)

An unimpeded kick resulting from a foul or penalty committed by an opponent.

## Goal Kick (GK)

A direct free kick awarded to the defending team when the ball goes out of play by crossing the goal line, without a defender touching the ball.

## Offside

An infringement that occurs when a player is in the attacking half of the field and nearer the goal line than either the ball or the next-to-last opponent, at the instant the ball is touched or played by a teammate.

## Out of Play

The ball leaves the field by entirely crossing a goal line or sideline, including when a goal is scored. Play is stopped by the referee when a foul has been committed, a player is seriously injured or the ball becomes defective.

## Penalty Kick

An unimpeded kick awarded to a team resulting from a foul or penalty committed by the opponent within the penalty area.

## Possession

When the ball is in complete control of a specific team.

## Restart

Calculated when the ball goes from out of play to either team's possession.

## Shot

An attempt that is taken with the intent of scoring and is directed toward the goal.

## Throw-In

The act of throwing the ball from the sideline to restart play after the ball was out of play.

## Transition

Calculated when the ball changes from one team's possession to the other team's possession.

## Possessions per Shot (P/S)

The number of possessions it takes to attempt a shot.

## Attacking Transitions (AttT)

The count of how many how many times a team regained possession of the ball.

## Possessions per Goal (P/G)

The number of possessions it takes to score a goal.

## Clean Sheets (CS)

The total number of matches played where no goals were conceded.

## Shooting Percentage (SOT%)

The percentage of shots that were on target.

## Shots on Target (SOT)

The number of shots on the goal.

## Shots to Goal (S/G)

The number of attempted shots it takes to score a goal.

## Time of Possession per Shot (PT/S)

How many minutes of possession it takes to attempt a shot.

## Time of Possession per Goal (PT/G)

How many minutes of possession it takes to score a goal.



# Dig Deeper with Reports

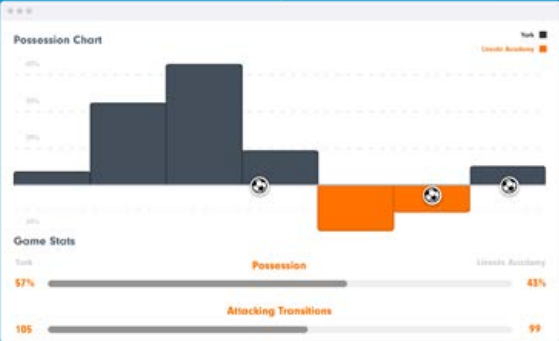
Learn more about the reports you receive from Hudl Assist.



Matches		Attacking				Set Pieces		Poss.	
Season	MP	G	SH	SH-G	AssT	CK	FK	P%	P#
2016-2017	10	1.8	10.5	7.5	65.9	3.4	7.1	56.1	83.2
By Half	MP	G	SH	SH-G	AssT	CK	FK	P%	P#
1st Half	10	1.0	5.4	5.4	23.5	1.6	3.5	56.7	82.5
2nd Half	10	.8	5.1	12.8	22.4	1.8	3.6	55.4	80.7
OT1	10	0	0	0	0	0	0	0	0
OT2	10	0	0	0	0	0	0	0	0
By Minutes	MP	G	SH	SH-G	AssT	CK	FK	P%	P#
0-10	17	.8	1.6	4.0	6.3	.4	1.3	50.8	15.5

## Stats Report

This is the go-to for your cumulative statistics. Whether you’re looking for traditional numbers like goals and assists, or digging deep with time of possession per goal, 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 or individual athletes.



## Box Score

Get a clear view of every match. This is the hub for checking individual matches. 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 helpful in-season tool to determine whether certain adjustments are working or need to be improved. Is your shooting percentage increasing because of a change in your lineup? The trends report makes finding answers easier than ever.

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

	Sep 31 @ HN W 68-65	Sep 4 @ HS W 84-32	Sep 5 @ HC W 105-75	Sep 12 @ HS W 77-76	Sep 18 @ HN W 72-56
Opponent's G < 1	✓	✓			✓
Opponent's CK < 5	✓	✓	✓	✓	✓
Our P/S < 16.0	✓			✓	
Our G > 3		✓		✓	✓
Our S > Opponent's S	✓		✓	✓	✓
Opponent's CK < 5	✓	✓	✓	✓	✓
Our P < Opponent's P	✓	✓		✓	

## Goals

Determine the stats that matter most and create goals based on them to incentivize your team. There are two types of goals to track on Hudl. Comparative goals enable you to directly evaluate your stats against your opponent’s. Simply select two stats with greater than, less than or equal to options, e.g., “our possession % > opponent’s possession %”. You can also create numerical goals around a single number or percentage, essentially judging your team against itself. Consider “shooting 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.

