



AUGUST 2019 - RUTHLESS TECH TRAINING

Intro: Hi, please write questions down to ask at end of each session or at end of presentation, or if just a specific question to your team, please email me afterwards. Please don't give long specific/player examples, we don't have the time.

I started running the local team page for our team about a year and a half ago, then Bustos asked me to build the site when she saw what I did, when our team disbanded about 6 months ago, I stayed on and still work with Bustos and AK on a contract basis for most all the tech. I am the Webmaster for SportsEngine, the Main Admin for SportsRecruits and I also run the Ruthless Instagram Account.

I do charge for my time, so when you reach out, please know if it's more than a quick question, you (your team) is on the clock, I don't want to discourage you just inform you. Lets jump in.





I. New Teams

- a. Need Email from Bustos, or an email from coach with Bustos in CC
 - i. recruiting@socalruthless.com
- b. I need the Team Name (coaches last name), Location (city or area), Age, Level (Ruthless/Futures), unless Bustos approves - we don't have Black, Gold, Elite in Team Names. Also need all Coach contact information including Assistant Coaches and Admins and their information, so I can add all of them at once. If you send me 10 emails this is not efficient. (... I'll make a form and put-on coaches portal page)
 - i. SoCal_Ruthless_Smith_16U
 - ii. NorthTexas_Ruthless_Wilson_14U
 - iii. GoldCoast_Ruthless_Mills_18U
- c. I will create a shell for each team
 1. 10-12's will get Team Webpage on SportsEngine, IG Badge
 2. 14-18's will get Team Webpage on SportsEngine, SportsRecruits, IG Badge
 - ii. It is the Team Admins Responsibility to Build out the Team Webpage, I will give instructions on this as needed.
 - iii. Player's build out their SportsRecruits Page
- d. NUMBER OF TEAM COACHES/ADMIS NEEDED: (TAKES A TRIBE!!) this aint Rec
 - i. Ideally your team should have a minimum of 3 team Admins
 1. **Coach** (will have access and overview, shouldn't have to run Tech, s/he should run practice and games)
 - a. Asst Coach 1
 - b. Asst Coach 2
 2. **Web Tech** (SportsEngine/Website/IG/FB/SR/GC)
 3. **Recruiting Coordinator** (Works on keeping on top of pages and makes sure they are up to date)
 - a. Talks to college coaches at tournaments and actively calls them, BIG JOB!!
 - b. Coaches can make calls too, but hard to meet at games
 4. Team Parent (coordinates schedules, SR App, oranges for half time)
 5. **Videographer** (records ALL Games, edits and uploads to SR)
 - a. <https://lynkspyder.com/>
 - b. <https://gopro.com/en/us/shop/cameras>
 - c. <https://www.amazon.com/EasyAcc-Monster-20000mAh-External-Portable/dp/B013QG7HAA>
 - d. <https://www.lowes.com/pd/AWP-23-cu-in-Ballistic-Nylon-Tool-Pouch/3399898>
 6. GameChanger (could be Web Tech)
 7. ScoreKeeper (Hard Book)
 8. Periscope-Free (streams games live for family who can't make it, back up 480 video footage)
 - a. Mevo (expensive, but seems cool, haven't used yet) streams and records 1080p





II. 🌀 SportsEngine (this is our webpage ruthlessoftball.org)

🌀 We are always updating and adding material, quick tour, admin coaches pages, team pages

Each **coach/player** MUST register, if they don't, we don't know who they are, we can't add to sites including (Wilson), basically they don't exist. I get lots of requests about players that aren't registered.

- a. 🌀 1st Create a SportsEngine Account
 - i. You can have one or two logins, Player/Parent, but need at least one that will be shared
- b. 2nd Register for a team (follow instructions, including areas that say Player vs. Parent info)
- c. Download SE Scheduler/Calendar from your phone (did you know SE has this app, it works like TeamSnap)
- d. 🌀 Team Pages: show template and show completed page
 - i. This helps your team recruit players, which team would you contact?
 1. We routinely direct inquiries to team pages, if they aren't up then they will contact another team.
 - ii. 🌀 Show how to quickly set up Containers / Elements (Tech Admin does this)

III. 🌀 SportsRecruits (This is a tool)

- This is our recruiting platform, this allows girls to select the schools they are interested in and reach them and email them. Use this as a tool, you need to supplement this with calls, camps and follow up, you can not rely on this only.
 - You can use NCSA or another site, but coaches and Ruthless can't view, we get a screaming deal on this and for the price nothing compares. So you are on your own
- a. Once, and only when, a player has registered I can add them to SR, they are in charge of setting up their own page with all information and video
 - i. **Players DO NOT REGISTER FOR SPORTSRECRUITS!! We/I add them only.**
 - ii. I need to be informed when a new 14, 16 or 18 player has registered and I will set them up, Coaches or Admins should inform me.
 - b. SR allows Bustos, Admins and Coaches to monitor each player and see where they are at with their recruiting efforts and help/guide/prod them to do more.
 - i. 🌀 See Activity for each player
 - c. SportsRecruits Allows for Videographer to upload games (takes a long time!!)
 - i. 🌀 This give Players access to edit their own plays and add to their page
 - ii. This feature is only accessible from a Players page Under Video
 - iii. And Admin can also upload plays via FrontPage and assign videos to a player
 - iv. SportsRecruit Secret: Have parents be very very involved with SR. Have them help and even send out emails for their players. This allows parents to help. Once a coach shows interest then the player and get more involved.
 1. Emails should go out a minimum of one time per month to all college coaches, before each tournament in Summer with Schedule, and After if there are great plays to inform them about.
 - v. 🌀 Be sure to have alerts on!!





I know this isn't tech but ties into SportsRecruits and the Root of why we're here

IV. Recruiting Basics:

- a. Be familiar with NCAA Rules(DI, DII, DIII), NAIA Rules
- b. Players: What are you going after:
 - i. Just want to go to college period doesn't matter where
 - ii. Going to College to play softball (highest level you can)
 - iii. Going to College for a degree and education (don't worry about team level)
 1. With this info, focus your recruiting efforts.
- c. Have SportsRecruits (use it)
 - i. Have good video on page!
 1. 🎯 Clean and focused. Show example
 - ii. Complete page with all details (Stats and Transcripts)
 - iii. Know where kids are at level wise and guide
 1. Most kids won't play at UCLA, nice to have wish list (Stretch) but go after schools at ability level (Fit Schools)
 - iv. Know what years coaches are looking for at what level
 1. Ex) D1 2020's are mostly done, DIII now finishing up 20's
 - a. Most school onto 21's and 22, 21's can be contact 9/1
 2. What positions does the school need? If you find out they need 21 OF, no reason to contact if you're a 21 MI or 20 P.
 - v. Practice with your kids how to speak to coaches, intro and know what they want to study and a bit about themselves.
 - vi. HUGE RECRUITING TIP! CALL COACHES AND LEAVE MESSAGES, they probably won't call back but it's a lost art with this age so that activity is noticed. This is very hard for kids today, so those that do stand out. Write and Use a script

V. Communication with Tarin

- a. Email works best, for "Work Requests" Cc. Bustos
 - i. recruiting@socalruthless.com (goes to just me, Tarin)
 - ii. webmaster@socalruthless.com (goes to Crystl, AK & Tarin)
- b. Text is okay for quick tech related questions that don't need work
 - i. 626.222.9768 – Tarin's Cell
- c. VIP Messenger/IG is okay for general questions, but not work requests
- d. I do not accept any requests from parents, only coaches and admins, please don't have a new person or multiple people send a request for you, do it yourself, too many teams and coaches and it's hard to track





VI. Removing a team/player

- a. Removing a team is a request only from Bustos
 - i. She calls and I pull the plug
 - ii. I don't field questions from coaches or parents on that team at this point
- b. If a team is moving/merging/taken over by another coach I need a written request with all the details, sometimes we can move a team, sometimes its best to create a new team.
 - i. If players are moving teams within the org, they will get a new player page, can't move a page over (SE limitation)
- c. An admin **can not remove a player**, just because you delete from webpage doesn't delete player or record or items on back end 🚫

VII. 🚫 Athlete Instagram: (Followed by coaches, Bustos, AK, Colleges, teammates)

Using IG was sort of a beta test last year, it has taken off and we have 100's of kids now, and it looks great when they have the Ruthless IG Profile Ring with their photo in it.

- a. Each player is encouraged to have an "dedicated player IG account" this allows them to post softball only related information, it allows Ruthless Staff and Coaches to monitor progress outside the field.
- b. This IG is not about followers, this is about Softball!!!!!!
- c. It allows the players to tag, follow and make themselves available to College Coaches and directs college coaches to see that profile over a personal IG
 - i. 🚫 Ruthless Player IG account should be "open" (not private)
 - ii. Should have players full name and graduation year and team
 - iii. Should have IG profile pict
 1. .png imange on ruthless site
 2. I can create a custom IG image, but there is a small fee, this is the one time a parent can contact me and I'll bill direct
 - iv. I encourage parents to also have access and to help with posts and for the younger ones allows them to monitor.
- d. Personal IG accounts for the girls should be Private and recommend to not use their full name, this is both for safety and so any personal information girls post that shouldn't be posted is not found by college coaches that could be looking.





- VIII. 📌 Team Instagram** (Followed by Coaches, Bustos, AK, Colleges, Teammates)
- a. Team admin creates when team forms, get me IG name!
 - i. Same name as team: ex) Texas_Ruthless_Smith_16U
 - b. Team should have an IG profile pict
 - i. I can create a custom IG image, when we set up your team
 1. .png image also on Ruthless site
 - c. This should be created and maintained by one or more team Admins, NOT Coaches, coaches can/should have access, but takes too much time and can be done during games and practices if run by someone else.
 - i. Apps I recommend for IG:
 1. Snapseed (for editing photos)
 2. Salt (for adding logos, android)
 3. InShot (for editing videos)
- IX. 📌 Facebook**
- a. Each team Admin should run a Facebook, this is attached to Team Webpage, and is followed by parents and family more than IG is
 - i. When on IG, you can add FB team, and copy all IG posts to FB
 - b. If you don't want a Team FB, you can link Main Ruthless FB URL to your page.
- X. 📌 Twitter:**
- a. This is a fairly recent discovery, if your player has a Player Twitter Account (same setup as IG) then SportsRecruits allows you to tie the Twitter to your SR page.
 - b. If you have an IG account, you can copy (cc) twitter with all posts you make on IG
 - c. Thus when an athlete creates and IG post, it copies Twitter and then when you email a college coach from SR, they can see up to date posts, on your Twitter.
 - i. My daughter actually has a line after her name that says: "For my most recent plays and highlights please visit my twitter page"
- XI. Timelines:**
- a. Generally, I can get to most requests within the week
 - b. Urgent, If you need it more urgent, drop me a call and follow up with email and I'll add it to my calendar.
- XII. Payments** (when I charge a fee)
- a. Whenever someone reaches out to me, I bill that team
 - i. This includes phone calls and email request
 - b. I bill Crystl each month and she will bill you
 - c. I charge \$80 an hour and I bill by the minute for the work I do for you
 - d. Things like Flyers, I bill flat because I have templates, but that is without a lot of customization
 - e. I can do custom work, on Images, Video, Team Pages as needed and can bill you direct if you have a specific need.





I know that's a ton, but there is a lot that goes on behind the scenes.

Thanks, and reach out to me with questions.

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