

Each year, we like to share our favorite tips around team communication, live-streaming your team's games for friends and family, and taking advantage of social media.

We've compiled a long list here - this is a lengthy email but filled with great info for your team!

### **Designate a “Team Media Specialist”**

Certainly, this could be more than one person, and often times, a coach takes this responsibility. But we've seen it being beneficial having one person responsible for leading communication via social media, filming games, etc. It may be something for your team to consider as well.

### **Find a consistent tool for team communication – and stick with it...**

There are no shortage of tools for intra-team communication. These include:

- A text message thread using everyone's phone number
- GroupMe
- WhatsApp
- Facebook Messenger
- The built-in Chat function in SportsEngine

Whatever you decide works best, it's wise to try to stick to that tool, so team communications all stay in one place.

### **...but do consider a team Facebook Group**

Facebook remains the social media tool of choice for many, and creating a Facebook Group for your team has a number of built-in benefits:

- You can invite friends and family who wouldn't be a part of everyday team communication but definitely want to follow the team and be kept up-to-date on team schedules and results
- Easy platform for Livestreaming games (more on that in a bit)
- It's a great way for all parents to share pictures other parents, friends, and family members may want to see.

To create a Team page on Facebook (we've found this is easiest to do on the desktop version, as opposed to the mobile app):

- 1) From the Facebook homepage, select “Groups” from the left-hand column
- 2) From the next page, select “Create New Group” from the column on the left
- 3) Name your Group (recommended to use a convention like “Chaska Boys 6B (2024-25)” or something along those lines – to differentiate it from other groups that have been made previously for previous seasons
- 4) Choose Privacy (BE SURE to set it up as a private group – since names and photos of minors will be posted)
- 5) Invite other parents on your team who are on Facebook to join the group
- 6) Hit “Create”
- 7) From there you can set the Page photo and adjust other settings.

Members should be able to invite others to the group. You can also set it up where people can search for your group, find it, and request access (we like this setting as you'll have control of who is let into the group)

### **Send us pictures of your team!!**

Whenever your team "places" at a tournament (whether that means Champion, Consolation Champ, or anything in between), please send us a team photo. We will promote your team's accomplishments on our Facebook and Instagram pages!

### **LIVESTREAMING GAMES**

We receive numerous requests each year on best practices around recording and livestreaming games. While we love to see as much "in-the-gym" support for our teams as possible, we know that busy schedules and proximity to the gym get in the way.

Livestreaming games is a great way for friends, family, and fans to follow your team if they can't be there in person. Not to mention, it's a great way to archive games for coaches to review with their players, and for parents to use for end-of-year highlight videos for their players!

Here are some methods we'd recommend (we're assuming you are using a smartphone to do the filming, of course):

#### **First – designate 1-2 Team Filmers... or more!**

Have at least two parents who can alternate doing the lion's share of the filming. Be sure to have a backup or two as well. Or – have each family take responsibility for filming one tournament to spread things out even more!

#### **Second - Find a solid tripod compatible with a smartphone**

Tripods are REALLY nice to have, as it gets really tiring trying to hold a phone steady for an hour (up to three times a day).

#### **Livestream via Facebook – your personal feed (not really recommended)**

Many parents simply livestream their kids' games using the "Live Video" function when they Create a post on their personal feed on Facebook.

While this is certainly the easiest way to start a video, we don't necessarily recommend it as it will be broadcast to every single one of your Facebook followers, as opposed to an intended audience

#### **Livestream via Facebook – your Team page**

This is probably the most widely used method and what we'd recommend. That way, the team videos can only be viewed by members of your page, ensuring privacy, and not cluttering all your contacts' Facebook feed.

To Film a game: Go to your team page, create a new post, select the option for “Live Video”, be sure your phone is rotated to landscape (horizontal) orientation, and select “Go Live” – and you are all set!

If you are filming via this method, be sure to mention the score often, or video the scoreboard, so those watching can keep up.

### **Livestream via YouTube(?)**

We’re guessing very few of us meet the requirements to stream on YouTube, but if you happen to have this capability, YouTube is a widely used application and easy to access. Go for it! But just know – anyone who subscribes to your channel or anyone who has a link can see the stream.

## **LIVESTREAMING TOOLS WE LIKE TO USE**

### **GameChanger**

GameChanger has become a preferred app for many teams as it has a great combination of functionality and ease of use while still being able to reach an audience of family and friends (who can also use the app to watch games).

It’s also the best app for creating individual highlight videos at the end of the year, as it automatically captures highlights for each individual player – compiling videos becomes much easier!

However, GameChanger is **MUCH** more complex to use and requires two parents with the app – one to film, and one to keep score.

For those willing to do the extra work, it’s a much more complete app with great features. If you are interested in a tutorial on how it all works, please reach out to us at [caybba@yahoo.com](mailto:caybba@yahoo.com).

### **SportCam**

SportCam is an application that allows you to have a scoreboard overlay on your Facebook livestreams, which is really nice for those watching at home.

SportCam is an app you can get from the Apple and Google stores. There’s a paid version that allows functionality you will probably want (the free version is pretty stripped down and doesn’t allow for team naming, which is confusing when you are watching back). We’d recommend splitting the cost of the app amongst the team.

In order to use SportCam with Facebook, you have to set it up as an approved app on your team page. To do this:

- 1) From your Team's Facebook page, select "Group Settings" from the column on the left
- 2) Scroll down to the very bottom to the "Manage Advanced Settings" section, and click on the pencil icon next to "Apps"
- 3) Select "Add Apps" and search for "SportCam by Rankedin" – it's a yellow and red icon
- 4) Select "Add App" – and you should be all set

To film a game using the app:

- 1) From the front page, select "Create a New Live Stream" and then select +Stream New Match from the next screen
- 2) Select the sport you are filming from the next screen and hit Next
- 3) Name the two teams and designate a color for each (if you have that functionality) and hit "Next"
- 4) Select the platform you'll be filming on (for 99% of us, that would be Facebook) and hit Next
- 5) Select "Stream to a Group" which will typically launch a pop-up to have you log in via "facebook.com" – hit continue and "Open" in Facebook (you'll have to log in if you aren't... or hit continue)
- 6) Find the name of your Facebook team page and hit "OK" which will take you back to the previous screen
- 7) Be sure to include a description ("Chaska vs Opponent") and then hit "Continue With Facebook"
- 8) From there you will see the game console. This is where you will update the score of the game and control the filming of the game.
- 9) To start filming, simply hit the "start" red button in the lower left-hand corner. And you are off and running! (it's worth noting that if you hit the red button once you've started, the app will ask you if you are done filming – if you quit at this point, you'll have to launch a new game)

### **SeasonCast – NOT recommended in 2024-25**

This is an app many teams have used in the past, however, last year there were all kinds of issues with the app, and customer support was non-existent. Looking at App Store reviews, it appears this has not changed. We'd recommend being very cautious if you look into this app for this year.

### **QUESTIONS ON ANY OF THIS STUFF?**

Please reach out to us at [caybba@yahoo.com](mailto:caybba@yahoo.com) – we'll try and answer what we can!

Good luck to all teams this season!