Technology to Use in Your Coaching

Prepared for sports coach UK by

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Social Media in Sport

This report aims to identify a number of different uses of technology within coaching and the tools that can be used to do this. This report will look at different software, websites, smart phone applications and video games to assist the coach in their every day job. This report is not an endless list of ways to use technologies but some suggestions and links to different tools to help you use technology more.

Technology for coaches can be broken down into 3 categories; administration, analysis and coaching and learning.

Administration

Administration can be a long task for coaches and for volunteers and often takes up a large amount of their time. Communication between an athlete and a coach is important, both in general terms and to communicate information to athletes. Marketing is another area which the volunteer coach is often required to undertake, in order to ensure that there is a constant supply of athletes, the coach will need to ensure the club is advertised well to potential members. Tracking the progress of players is again important. Keeping track of the number of goals a player has scored or whether an athlete has achieved their goals is essential to a smoothly run team. Planning is yet another essential part of the coach's role, sessions and competitions need to be planned out well in order to gain the best results.

COMMUNICATION	
Name: Teamer	
Cost: Free	
Where you can get it from: www.teamer.net	
Positives: A free service to communicate by text and email with your members. Private pages can be created to ensure security. You can add members easily from a spread sheet so you do not have to type in everyone's details. Opposition team can also be notified through this system, saving you time and money. Members can reply via text or email which is updated on an easy to use organiser for you. The app can be downloaded onto any iPhone to also get all your stats at any time.	
Negatives: More advanced use is chargeable, at the moment this service is not integrated into any other methods of communication. Multiple parents emails or contact numbers cannot be stored under one name.	

Name: Pitchero

Cost: Free

Where you can get it from: www.pitchero.com

Positives: An easy way of creating a professional looking website. Through the website you can sort members into teams or groups and send out information to members individually or in groups. Additional extras such as texts and a club shop are available too. The website gives you a secure area to post information only suitable for your members.

Negatives: The website does not link in with social media platforms and texts and club shop are additional extras which require payment.

Name: OnSport

Cost: Free

Where you can get it from: www.onsport.com

Positives: The website service has the potential for NGBs and clubs to communicate much easier. It allows members to update their details when required and club officials to contact members easily. As well as providing a professional looking website for the club communication tools help to provide a good service. You can integrate your website with your club's facebook account.

Negatives: There is no functionality to contact members via text or have a club shop etc.

Name: Group Spaces

Cost: Free

Where you can get it from:
www.groupspaces.com

Positives: An easy to use way of organising a sports club, you have privacy to add information that only your members can see. You can synchronise your Facebook account with your website so that events are created through both at the same time. You can take money via the website for membership fees and a club shop through the website which means less hassle for club officials. Admin can be done through the website with online membership forms and it is free for up to 250 members.

Negatives: If you want more storage or more members you will have to update your account which does cost. It is not as easy to contact certain teams or groups, however it is possible.

Name: Facebook

Cost: Free

Where you can get it from: www.facebook.com

Positives: It is one of the biggest social networks and can be used for promoting your club and contacting members easily. Information you send out is likely to be seen. If you use a group you can limit access to the page for security purposes. You can target your advertising through the website which, although you will have to pay, is much more cost effective.

Negatives: You cannot do as much on a Facebook page as you could on one of the above websites, it will serve more as a basic communication tool on the internet and for advertising purposes.

Name: Twitter

Cost: Free

Where you can get it from: www.twitter.com

Positives: Twitter is free and easy to use.

Negatives: The only function of twitter is to communicate with club members through the website and allow non-members to follow your club's news.

TRACKING

Name: Spreadsheets

Cost: Free on most computers

Where you can get it from: Excel/Numbers

Positives: Spreadsheets are available on most computers and allow information on members to be stored. They allow coaches to keep track of statistics for each player throughout the year and monitor progress.

Negatives: They require regular updating after competitions once the coach has arrived home. Unless uploaded to a website they are not easily shared. Depending on the depth of the information needed from the spreadsheet depends on how much knowledge is needed to create one.

Name: Runkeeper	
Cost: Free	
Where you can get it from: iTunes, Android Market	

Positives: Keeps track of your athlete's runs and shares it via social media. Runkeeper can calculate the speed, distance and calories of each run.

Negatives: A smart phone is required for this to work and information will be shared with all friends on social media not just the coach. This app only covers runs and therefore not applicable to all sports.

Name: iMapMyRun	
Cost: Free	
Where you can get it from: iTunes, Android Market	

Positives: You can link up with Facebook, Twitter, Google and more accounts to share your information.

Negatives: A smart phone is required for this to work. iMapMyRun is only suitable for running and therefore will not be applicable to all sports.

Name: Nexercise	
Cost: Free	
Where you can get it from: iTunes	

Positives: Nexercise can be connected to your Facebook to allow your members to share their training with you via Facebook. Nexercise allows you to track all exercise from intense sports to housework. It will help you keep track of what your members are doing so you can plan training appropriately.

Negatives: It is not possible to share the information with just you as a coach, if a member uses this their training will be shared with all friends on their facebook. A smart phone is required for this application to work. Currently only on the iphone however coming to android users soon.

Name: Group Games

Cost: 69p

Where you can get it from: iTunes, Android Market

Positives: Useful list of mini games from ice breakers to team building games. Easy to use and games can be shared.

Negatives: Only a few games to chose from at the moment but with the potential to increase the number of games.

Name: Sport Session Planner

Cost: £35 (£25 for young coaches)

Where you can get it from:
www.sportsessionplanner.com

Positives: Create professional looking 3D session plans easily using the web based software. Sessions can be saved and stored for later use as well as being shared. Young coaches (under 18) also get cheaper access.

Negatives: This site is currently only for football sessions and no free trial to individuals.

Name: Sport Plan

Cost: Free

Where you can get it from: www.sportplan.com

Positives: Get session ideas and videos for your sport. Includes a range of sports including athletics, badminton, basketball, cricket, football, golf and more. The sport plan animator allows you to create animations of your session plans. Sessions are broken down into age groups to help you chose an appropriate session for your members.

Negatives: Not all sports are included on the website. If you want to include all sports and the ability to design sessions you will need to pay extra.

Name: Game Planner	
Cost: £30	
Where you can get it from: www.gameplanner.co.uk	

Positives: Game planner allows coaches of rugby, football, hockey and gaelic football to create professional looking session plans. iGameplanner is currently in the testing phase however it looks to have great potential to create and share sessions for a number of sports. The gold version which will be released later will assist with the administration of the club .

Negatives: Only available for certain sports, not yet fully released however a trial version is available.

Analysis

Analysis of a performer is required in order to provide feedback and see further improvement. Analysis can take place from the coach's observation through to using sophisticated software. Tactics, techniques and physical fitness are all methods that are often tested and analysed by coaches.

TECHNIQUE AND TACTICAL ANALYSIS

Name: Camera	
Cost: Varies	
Where you can get it from: Retail stores	

Positives: A digital camera will allow you to take both photos and videos. Both can help with promotion of your club, increasing the motivation of players and for analysis purposes. Cameras are very easy to get hold of and can even be found on many mobile phones.

Negatives: Videos cannot be slowed down or tagged therefore limited amount of analysis can be done with them. If a camera is not available they can be quite costly to buy.

Name: Longomatch	
Cost: Free	
Where you can get it from: www.longomatch.org	
Positives: A free piece of notational analysis software which is easy to use and provides the opportunity for live analysis.	
Negatives: Longomatch does not provide as many options as paid software.	

Name: Dartfish	
Cost: Varies across levels	
Where you can get it from: www.dartfish.com	
Positives: A range of software packages means all levels of sports clubs can benefit from notational analysis.	
Negatives: Only available on windows computers. Very costly for an amateur club. Training for Dartfish or previous use is recommended for the full software.	

Name: Sportscode	
Cost: Varies depending on level	
Where you can get it from: www.sportstec.com	
Positives: A range of products mean that there is a piece of software for most levels ranging from the basic app through to the full software package to provide notation analysis.	
Negatives: Only available on mac computers. Very costly for an amateur club. Training for SportsCode required. iCoda must be linked with Coda on a mac to work.	

Name: Coachbuddy	
Cost: Free/ £3.99	
Where you can get it from: iTunes	

Positives: Gives lots of useful information such as successful and unsuccessful passes, shots and headers etc. It is easy to use to track where on the pitch certain events occur.

Negatives: The free version is limited in what it can do and therefore the £3.99 version is required to get good information from it. The app is only for football coaches and can be difficult to coach and use at the same time. Currently only for iphone users although an android version is coming soon.

Name: Sportscam	
Cost: Free	
Where you can get it from: iTunes	

Positives: Slow motion playback of videos and analysis of videos through overlaying of videos and drawing. Videos can be shared via Facebook, Youtube or email.

Negatives: Only available on iphone.

Name: Kinovea	
Cost: Free	
Where you can get it from: www.kinovea.org	

Positives: Free software for technique analysis. Video clips can be played side by side and be drawn on. Easy to use and looks professional.

Negatives: Only available for windows computers.

Name: Coaches Eye	
Cost: £2.99	
Where you can get it from: iTunes	

Positives: Slow down your athlete's techniques and draw on the video to help analyse the technique. The app is very easy to use. You can convert the video so it can be sent in a message, email or uploaded to youtube.

Negatives: Can't do quite as much as you could do on computer software

Name: Coach Plus **Cost:** £1.99 **Where you can get it from:** iTunes	

Positives: You can compare techniques to professional athletes in your sport and overlay images. It is easy to use and record videos and looks professional.

Negatives: Only available for specific sports (netball, cricket, swimming, golf, tennis, football, basketball and baseball)

FITNESS TESTING

Name: 12 Minute Run **Cost:** 69p **Where you can get it from:** iTunes	

Positives: Easy to use version of the 12 minute cooper run with norm data for the test. You can log in with runkeeper to compare data.

Negatives: Cannot track individual athletes.

Name: Bleep Test Pro **Cost:** £1.49 **Where you can get it from:** iTunes	

Positives: Both versions of the bleep test can be used and multiple athletes scores can be saved. VO2 max and MET scores can be calculated. Many additional functions compared to free versions of the bleep test app. Easy to use.

Negatives: Speakers required due to most phone speakers not being loud enough. Costly compared to free versions.

Name: Yo Yo Test	
Cost: £1.99	
Where you can get it from: iTunes	
Positives: Easy to use version of the yo-yo test with 4 different version to chose from. VO2 max and METs values calculated with multiple athletes scores saved. Easy to use app.	
Negatives: Speakers required due to most phone speakers not being loud enough. Costly compared to free versions.	

Name: iSplit	
Cost: 69p	
Where you can get it from: iTunes	
Positives: Easy to use stop watch for recording multiple athlete's times. Tutorials provided and graphs can be produced easily.	
Negatives: No export function	

Coaching and Learning

Coaching and learning refers to the development of skills for the athlete. This may range from learning the rules of the game to developing an understanding of tactics and techniques. This section may also include tools that will assist the coach during the session. Stop watches have not been included in this section as most smart phones now come with stopwatches.

Name: Sports Rules	
Cost: 69p	
Where you can get it from: iTunes, Android Market	
Positives: Easy to use and useful for coaching a new sport or for new athletes to the sport.	
Negatives: Only covers 18 sports with the rules being brief.	

Name: Sports Injury Clinic

Cost: £1.99

Where you can get it from: iTunes

Positives: Gives symptoms and treatment methods for a number of regular sports injuries. Very easy to use.

Negatives: Cannot provide individual advice and therefore a medical professional's opinion should always been sought.

Name: WADA

Cost: Free

Where you can get it from: iTunes

Positives: Includes the WADA prohibited list for easy reference. Updated annually.

Negatives: Does not cover all medication etc that could affect an athlete.

Name: The Attendance App

Cost: Free

Where you can get it from: iTunes, Android Market

Positives: Very easy to use register system, has the functionality to import names and export data.

Negatives: Import and export functions must be unlocked for 69p.