

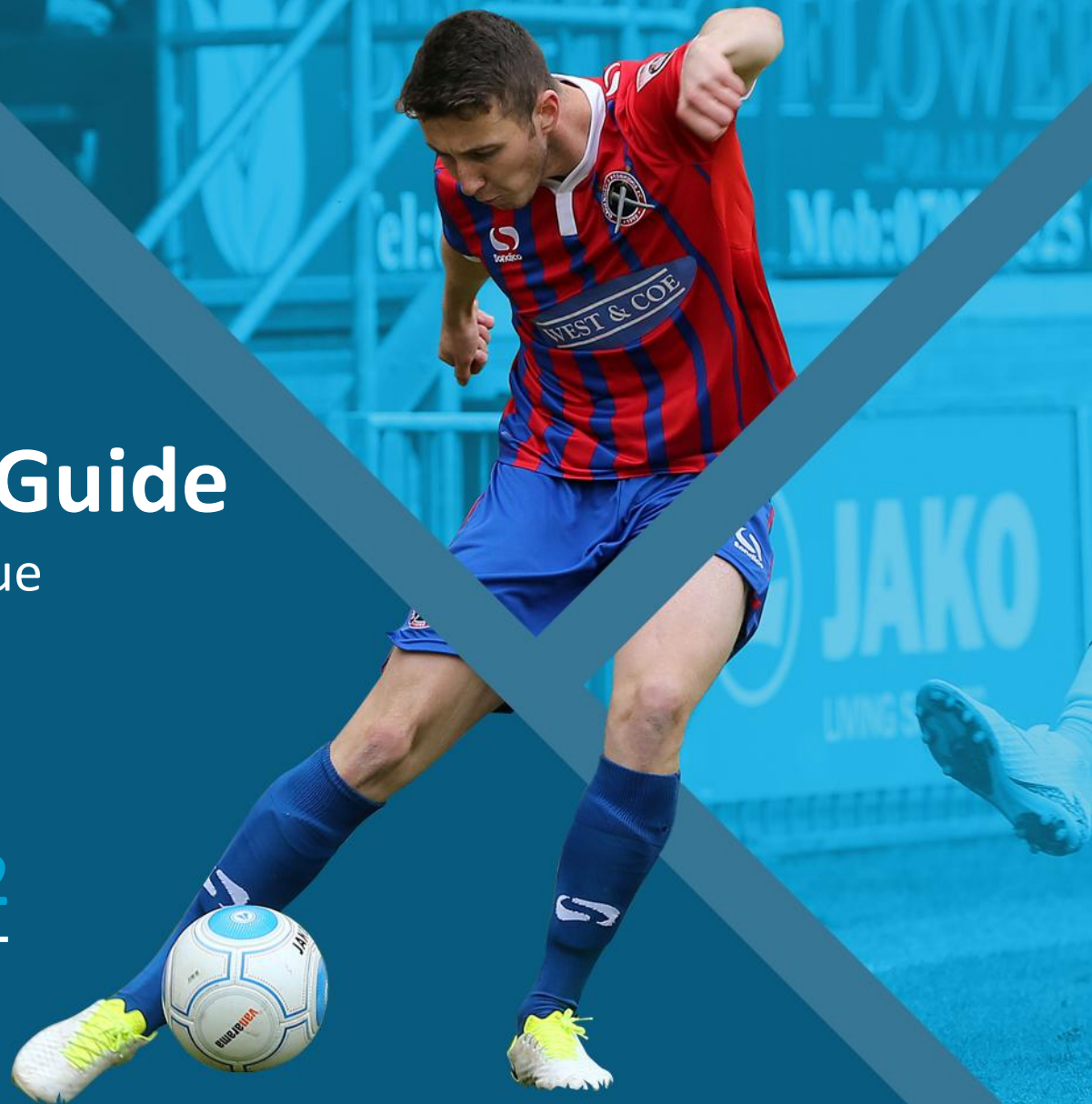
2017/18 Media Guide

The National Football League

Pitchero

Scout7

July 2017 - Version 2



Contents



1. Staff and Contacts
2. Media Channels
3. Editorial Submission
4. Scout7
5. Video Player
6. Team Selection and Live Scores
7. Club Website

1. Staff & Contacts



League Office

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Operations Manager

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Editor Web and Social Media

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Pitchero Office

General Sales & Support

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Scout 7

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Key Account Manager

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Andy Cooper

PR and Communications

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2. Media Channels

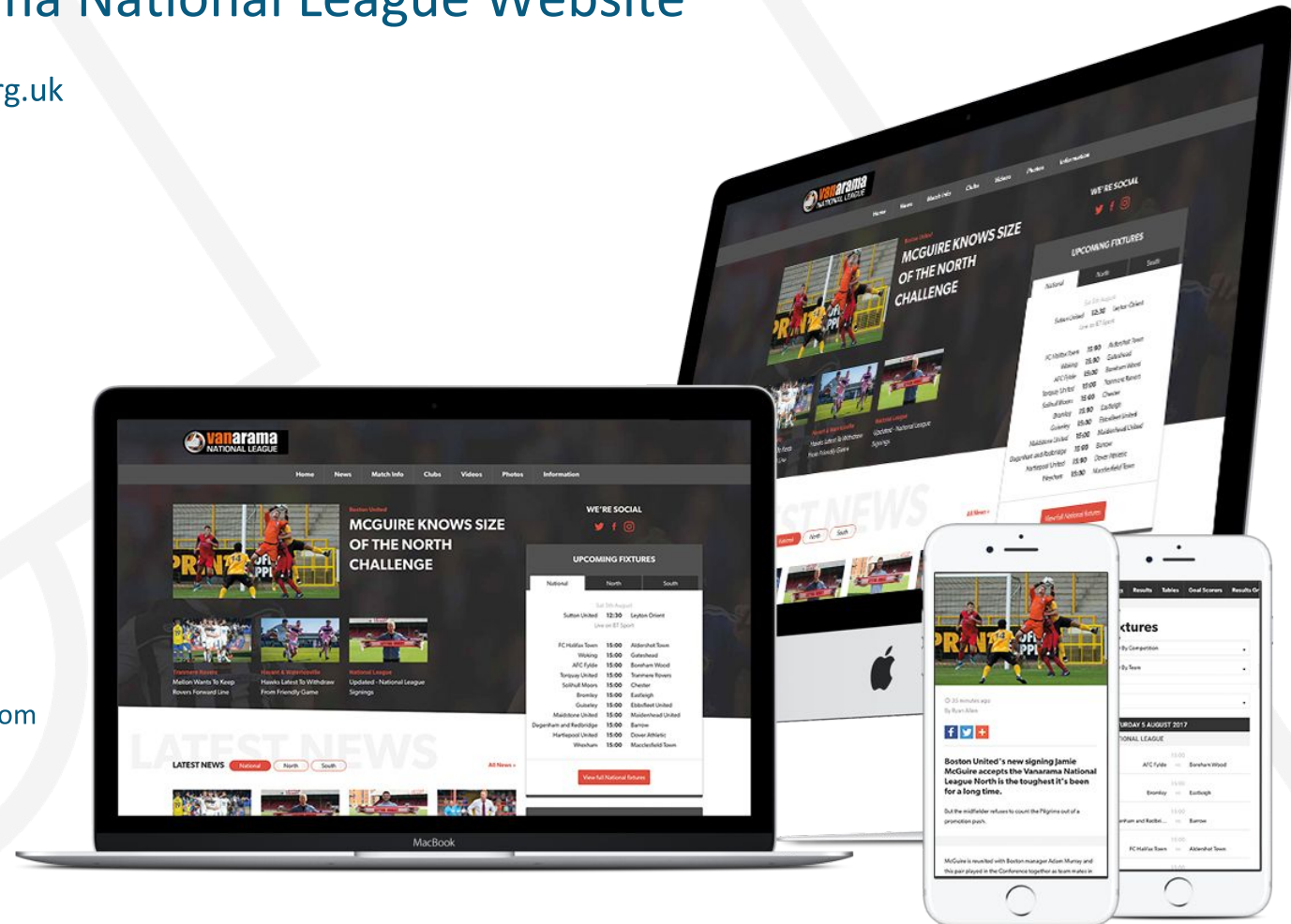


The official Vanarama National League Website

- www.thenationalleague.org.uk
- New design and features
- All new editorial team
- Major focus
 - Match videos
 - Live updates
 - Video interviews
 - Social media

Key Contact:

Sam Elliot: nationalleague@pitchero.com



2. Media Channels



Social Media

- New team running all social media channels
- All clubs are requested to follow and support
- **IMPORTANT:** *All club and league officials work together across social media with one united positive voice.*
- Share, retweet and like league and club content. Return the favour and help support all channels.

Key Contact: Sam Elliot: nationalleague@pitchero.com



Twitter

[@TheNationalLge](https://twitter.com/TheNationalLge)

Live updates, breaking news,
the best goals, repost club
tweets.

33k followers



Facebook

[/TheNationalLge](https://www.facebook.com/TheNationalLge)

Roundups, latest news
articles, match videos
and interviews.

1.5k likes



Instagram

[/TheNationalLge](https://www.instagram.com/TheNationalLge)

The best photos, matchday
experience, match videos
and interviews.

310 followers

3. Editorial Submission



All club content is welcomed and encouraged.

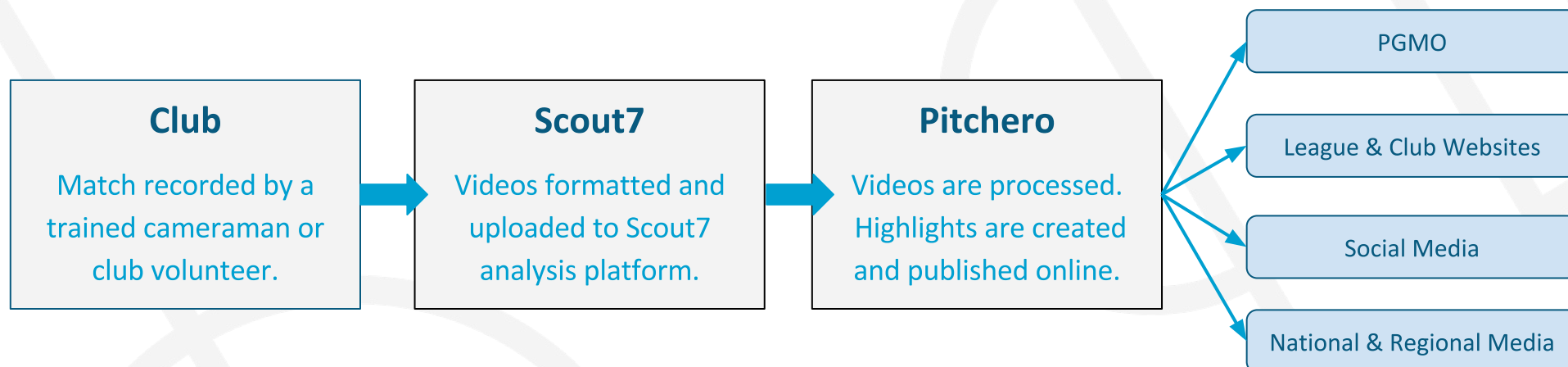
- Please send: Club press releases, stories and club video.
- Include:
 - Hi-res imagery
 - Quotes
 - Link to club article and social media post
 - Credits and author details
- Send all content to: nationalleague@pitchero.com
- Stories will be shared with social media. Please share/retweet/like.

4. Scout7



The League has formed a partnership with Pitchero and Scout7. The goals of the partnership are:

- Support clubs in the videoing of all league games.
- Upload full length videos of all league games to the Scout 7 platform.
- Provide coaches and players analysis staff with access to the Scout 7 platform.
- Create edited and branded highlight clips for club websites, the league website and social media.



5. Match Highlights Players



Mandated to all clubs - This request is NOT optional.

During August, Pitchero will provide all clubs with a match highlights video player. The video player will use Brightcove award winning technology.

- The video player must be positioned:
 - On the club homepage
 - Within the main body of the content
 - Within reach of the page fold
- The video player will show:
 - Club related match highlights
 - Highlights from the division
 - Highlights from the league - *'Top 10 goals of the week'*

Key Contact Joe Smith: j.smith@pitchero.com

6. Team Selection & Live Scores



Not Mandated - This request is optional.

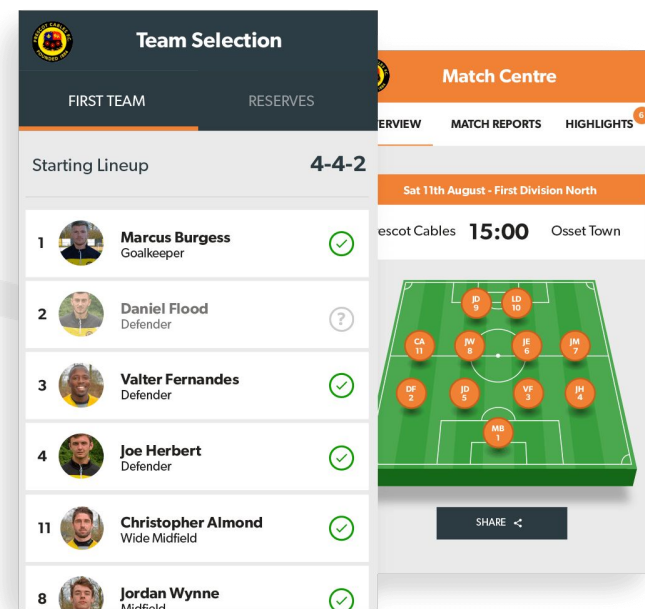
- All clubs have access to the **Pitchero Manager App**. Within the App, all league fixtures and player profiles are pre loaded from the official league website.

- **Clubs are requested to:**

- Enter the team selection prior to kick off
- Update match events as they happen
- Submit a final score

- All information will be posted in real time on the league website and club websites using Pitchero. Plus, provided the app is synced to the club Twitter and Facebook account, updates will be automatically pushed to social media.

Key Contact Joe Smith - j.smith@pitchero.com



Download the App Now!

Search 'Pitchero Manager'

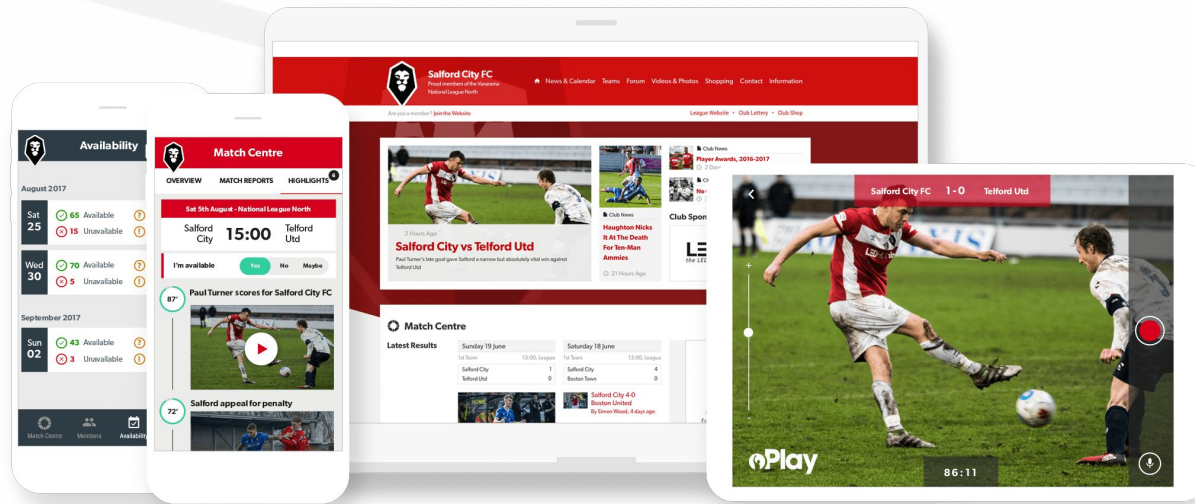


7. Club Website



Not Mandated - This request is optional.

- The league strongly recommend all clubs review the Pitchero Club Website offering. The award winning service is already used by 12 National League clubs, is fully synced with the league website and includes free hosting and support.



- Synced to the official league website
- Build and design provided by Pitchero
- Packed with stunning, easy to use features
- Ultimate package from only £80pm
- No banner advertising
- Online within 3 days

Key Contact: Ben Dannatt - ben@pitchero.com / 01132 92 60 70