



Digital Communication
The Best School-Safe Communication Built for Sports

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Communication - What Is It?

It is the act of giving, receiving, and sharing information.

Talking

Writing

Listening

Reading



Types of Communication

- Verbal
- Non-Verbal
- Visual
- Written

In the form of signs, symbols, and behavior.



SAY THE COLOR, NOT THE WORD

RED YELLOW BLUE GREEN YELLOW RED

GREEN BLUE GREEN RED BLUE YELLOW

YELLOW GREEN RED BLUE YELLOW BLUE RED

GREEN YELLOW GREEN RED BLUE RED GREEN

BLUE GREEN GREEN YELLOW



Purpose of Communication



INFORM



INSPIRE



PERSUADE



EXPRESS EMOTIONS



INVESTIGATE



THIS AIN'T IT FOLKS...

Florida softball coach arrested for allegedly stalking and exploiting underage players

Officials claimed the suspect would allegedly meet the victim under the guise of providing private softball lessons. He was also accused of sending inappropriate messages to the victim on social media platforms.

Arkansas wrestling coach charged with sexual assault

[The victim]...told investigators **nude photographs were exchanged between the two via Snapchat.** She said the relationship began during the preseason when she received a phone call from [the suspect] and asked, "if they could **talk on something that the messages would disappear**" and began chatting on Snapchat. The conversations were "normal" at first, then after a week they **"began turning sexual."**

Former OC cheer coach charged with molesting 6 girls, some as young as 11

"Pedophiles will never stop **stalking and grooming** their prey unless they are stopped. [These are] not predators hiding in the shadows...they were **hiding in plain sight**, thinking they [will] never be caught because they [are] **trusted as a coach.**"

-Orange County District Attorney's Office



TELL ME
**GOOD
NEWS**



Coach Communication

- Communication is essential
- Numerous choices in the market
- Multiple functions
- Budget



**Fewer Platforms to
Increase Productivity
Work Smarter, Not Harder**



sportsYou

Safely & Effectively Connecting an Athletic Department

sportsYou[®]



*Digital Communication is happening
between coaches, athletes, parents &
others, EVERY day throughout an Athletic
Department.*



What is the cost of NOT streamlining?

- Missed info for parents, players, coaches, athletic trainers, etc.
- Delayed information downstream
- Deleted/ignored emails
- Unchecked websites, Twitter, etc.
- Liability of texting**
- Coaching transitions & continued communication
- Lack of transparency & accountability
- Deleted messages unavailable to AD/Superintendent
- Inconsistency across teams & schools
- Messy legal processes
- Missed branding opportunities for your department

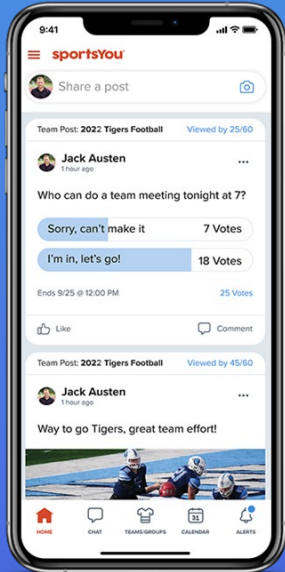


Safety Features

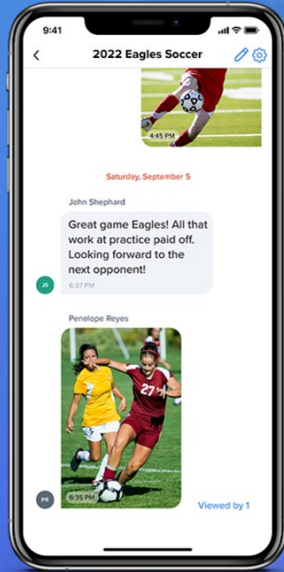
- sportsYou is completely school-safe
- sportsYou does not sell individual student data
- Data is encrypted and stored in the US
- Districts can access all communication history for up to seven years
- sportsYou is a 100% US owned and operated company



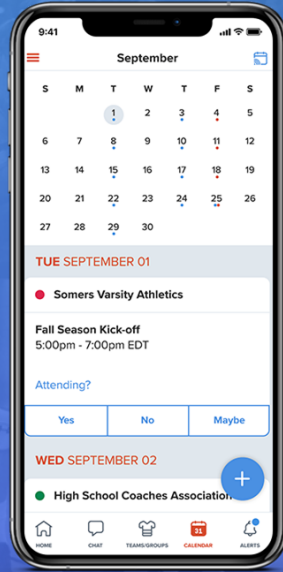
sportsYou Core Features



TEAMS + GROUPS



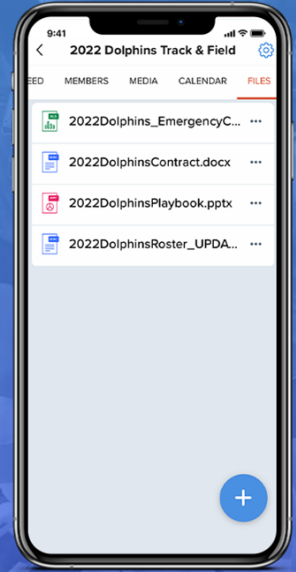
CHAT



CALENDAR



MEDIA

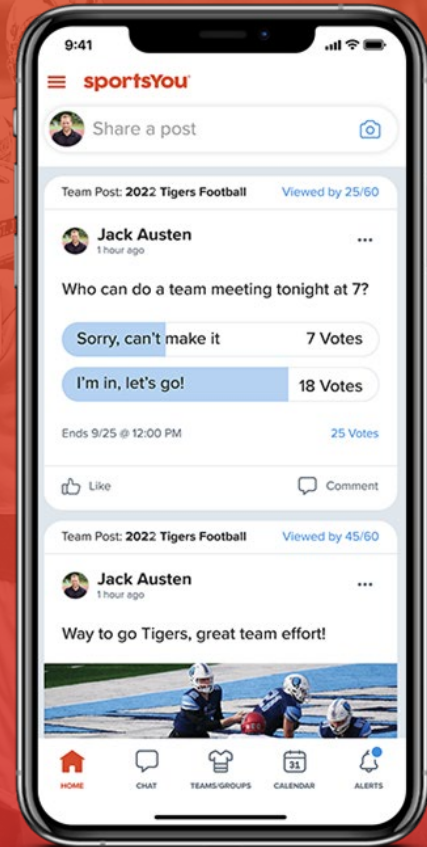


FILES



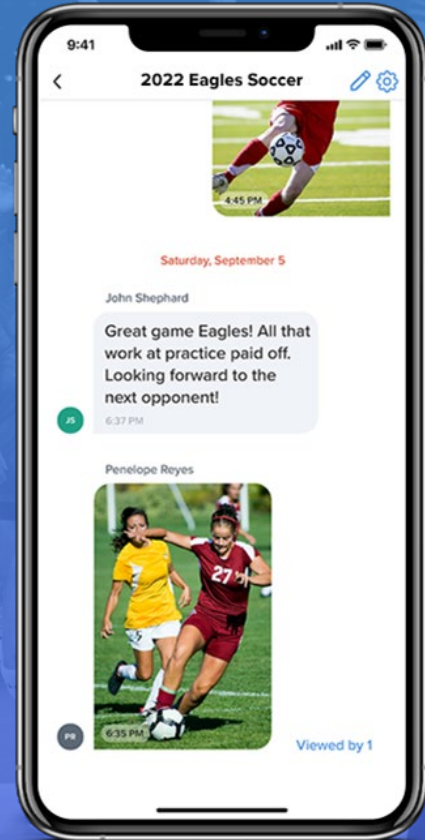
TEAMS + GROUPS

Create a team or group in seconds!
No limits on how many members or
teams you can add.



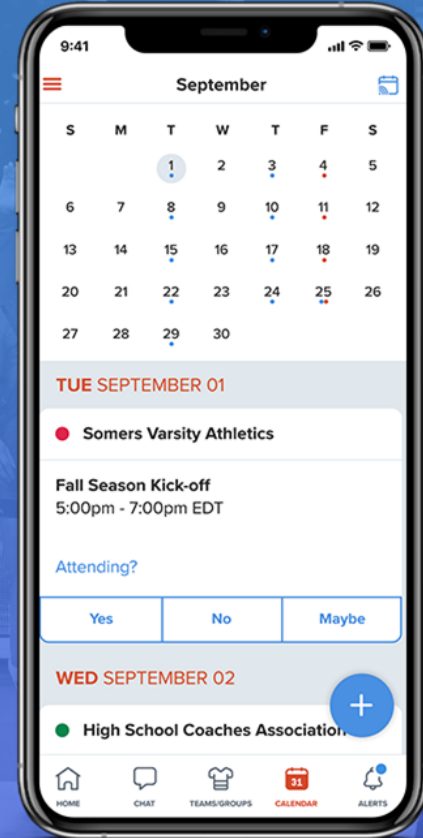
CHAT

Clear communication with an entire team or selected groups. Avoid a cluttered reply-all with our one-way chat feature.



CALENDAR

Keep everyone on the same page with last minute changes. Easily update schedules, share event locations with Google Maps integration and set reminders ahead of time.



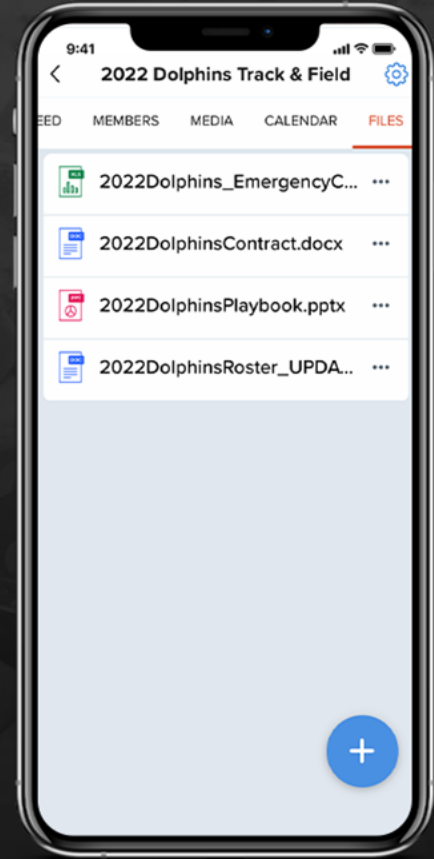
MEDIA

Capture your favorite memories with our unlimited photo + video storage. Give a Member the sY “Photographer” role and share albums for every event with your whole team.



FILES

Easily store Files on your sports You account to share on a Team/Group Feed or via Chat.



*sportsYou streamlines communication
throughout your Athletic Department. Every
stakeholder, empowered to SAFELY &
effectively connect coaches, players and
families on a FREE, customized platform.*



Easy to get started .



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Take your communication & coaching to the next level

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