



TWITTER TALK

WITH MICHAEL LYNCH

ALL BLUE HEADINGS ARE HYPERLINKED.

Newsletter

"I started the Newsletter as a way to highlight things that our basketball program was doing and the accomplishments of our players. As I got more comfortable creating the newsletter, I've started to add more of my own thoughts into. It's a fun exercise."

Team Website

"I basically just wanted to create something that highlighted what our program was doing.

- Stats, video clips, team history, rosters, etc."

"Over the years I've added stuff...

- YouTube account linked
- Archived games films &
- Added the Coaches Corner as well"

Promoting Your Program

"I'm certainly not the only doing this! I just think it's important to recognize the work your guys put in.

- They're in school all day
- They're doing homework after
- Then practice for 2 hours"

"These guys just love the game - and it's worth recognizing."

Coaches Corner Section on Website

"Two years ago I had the chance to write a few blog posts for @FastmodelSports that I really enjoyed doing. I wanted to expand on that - so that was where the Coaches Corner idea started.

Essentially it became a place where I could create posts of my own."

"I also wanted a place where I could store older copies of the Newsletter - so that was another piece of it.

Typical Posts:

- Deep dives or studies
- Concepts we employ
- Other interesting info I find

It's a good way to get my thoughts on paper."

Resource Organizer

"I wanted to create something to organize my thoughts. All this info is available - and it can get lost easily."

[Click here](#) to view a sample that Coach Lynch is using himself.

Add One, Subtract One

"This probably goes without saying but we can't do it all. Numerous clinicians have echoed this - and filtering is something I've personally discussed with @RadiusAthletics for years.

- Only the best Stuff can make it..."