Sports Path Research on Blogging for Coaches

February 2013

Last month we encourage soccer coaches to become publishers and start blogging!

We asked:

1. Why would you like to start a blog?
   Your most common responses were:

- To encourage my players and parents to view English Premier Soccer players and games.
- To help my players understand what they need to do on their own time.
- To inspire other coaches to become more curious about coach development and player development.
- To open up for debate and discussions about development in football.
- To give coaches information and knowledge about what is going on in football from a coach perspective

2. How do your players (or coaches) access football knowledge information via the web?

The most common responses were:

- You Tube
- Facebook
- Twitter
- Exchange of email

3. The respondents who did already blog for their players claimed to post material on average 2- 3 times per week. The type of material posted was classified as:
   - Text
   - Pictures with text
   - Videos
   - Session Plans
   - Feedback Reports

4. For those who did not already blog the biggest perceived problems in starting a blog were as follows :
   - Finding a Simple Low price or Free Template
   - Promoting the Blog