

Keeping Sports Coverage Fresh with Social Media & Sports Betting

Friday, April 26, 2024

A dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, creating a triangular shape in the lower half of the slide.

Social Media



Social Media Basics

Twitter is a *WILD* place now. It sucks. Be Careful!

Double Check:

- Spellings
- Follower counts
- Other, old posts
- Profile and header photos
- Sanity

Don't get "Ballsacked"

← **Ballsack Sports** ✓
68K posts

 **Ellis**
@e11isBK

Who needs Shams and Woj when you've
Ballsack Sports?

    **Follow**

Ballsack Sports ✓
@BallsackSports

Parody/Satire • established 2021 • Featured Worldwide • IG: BallsackSportsHQ •
Sack Family IG: BallsackSport

 Akron, OH  Joined June 2021

25.1K Following **271.4K** Followers

 Followed by Josiah Johnson, Grant Peterson, and 21 others you follow

Posts Replies Media Likes

“Ballsack Sports” and other parody accounts exist to trick everyone. Don’t get fooled.

Embed and include in *everything*

Include Social Media Posts in Everything

People want to see it, not read it. Show them!

This is an easy way to elevate your content.

ESPN rarely embeds social media posts into their articles. It drives me crazy.

Basic Rules:

If you talk about a social media post, include it.

If you can find video of what you're talking about, include it.

Be Smart.

When Not To Include:

No Deaths (outside of tribute posts)

No Arrests

No Major Injuries

If there is no news value

No “Major Injuries”

What is a “major injury?” There are no set rules here.

OK Injuries:

- Zion Williamson’s hamstring injury
- Aaron Judge’s toe injury at Dodger Stadium fence

A “**minor injury**” that ESPN shows replay of is fine to use.

Remember, people want to **see** how athletes got hurt. Don’t just tell them.

Bad Injuries:

- Paul George or Kevin Ware’s broken leg
- Damar Hamlin’s dying hit

A “**major injury**” that ESPN does not show the replay of should not be used.

If you are grossed out, or your mom would be freaked out, don’t include.

You can always link out to a gruesome post with a warning.

Zion Williamson's hamstring injury

- A basic injury story in addition to a “traditional” game story
- Includes Twitter video of the injury and Zion's reaction
- People want to see how he got hurt, not read about it

[Yahoo Sports Article](#)

yahoo/sports

NBA play-in: Zion Williamson's 40-point night halted by leg injury in Pelicans loss vs. Lakers



Jack Baer

Staff writer

Tue, Apr 16, 2024 · 2 min read



150



Zion Williamson's injury issues reappeared in the Pelicans' NBA play-in tournament loss. (Photo by Jonathan Bachman/Getty Images)

Zion Williamson was having one of the best nights of his career in the NBA play-in tournament. It ended badly, and not just because the [New Orleans Pelicans](#) lost.

Damar Hamlin's cardiac arrest

- This is a “major injury” story
- Don't include a replay of what happened
- Instead, look for other embed opportunities

[Yahoo Sports Article](#)

yahoo/sports

Bills S Damar Hamlin has cardiac arrest on field, NFL suspends game vs. Bengals



Frank Schwab

NFL writer

Tue, Apr 18, 2023 · 5 min read



12.2k



Update as of 12:45 p.m. ET Tuesday, April 18: [Bills GM says Damar Hamlin is fully cleared for activity and working out](#)

Finding and creating stories from social media posts

Finding and creating stories from social media

These can be:

- Shorter, “main story” content
- Supplemental stories to go with more traditional coverage
- A window into a story you weren’t going to cover otherwise

Iowa cheerleader loses his pants mid-stunt

- A perfect example of a “stupid” moment that went viral on social media
- Pairs great with normal Iowa-WMU game coverage

[Des Moines Register Article](#)

IOWA FOOTBALL

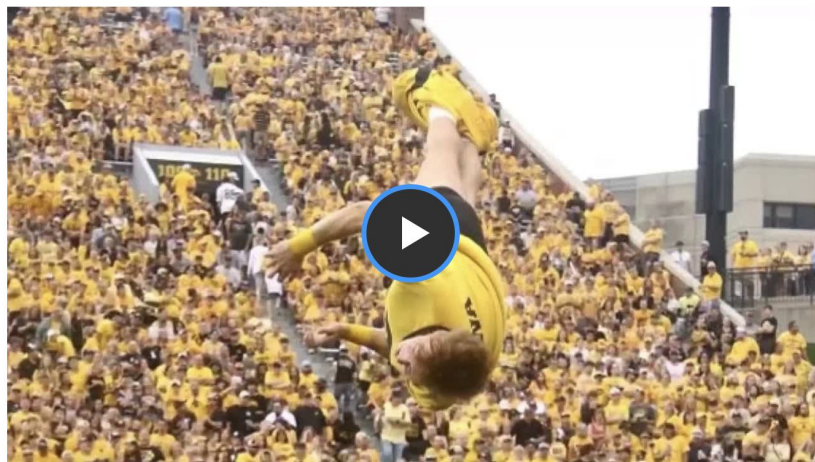
Iowa cheerleader who lost his pants mid-stunt: 'I'm glad it was on video'



Jay Stahl

Des Moines Register

Published 10:53 a.m. CT Sept. 26, 2023 | Updated 4:28 p.m. CT Sept. 26, 2023



A sea of fans watched as members of the University of Iowa cheerleading squad flipped over end zone turf.

During Iowa's [home game](#) against [Western Michigan](#) on Sept. 16 at Kinnick Stadium, the cheer squad flipped and tumbled for around 70,000 fans. Austin Beam, a 19-year-old Ankeny native, was midway through completing a stunt when something unexpected happened.

Iowa cheerleader loses his pants mid-stunt

- This came 10 days after it happened. That's way too late.
- This didn't include a social embed of the incident.

IOWA FOOTBALL

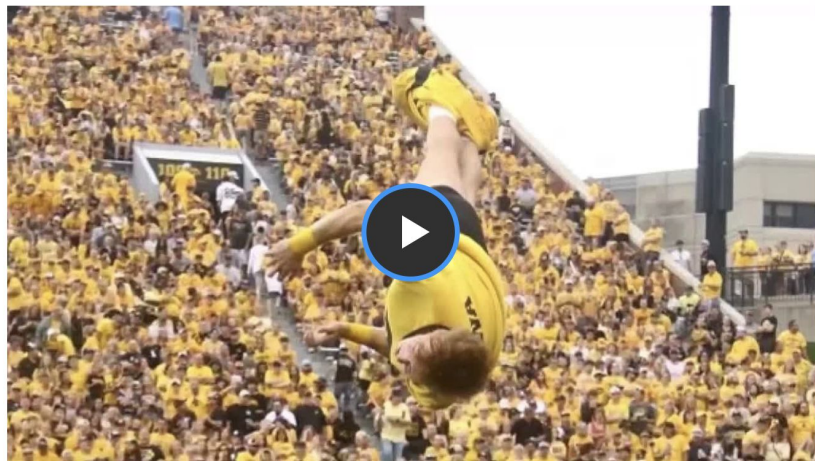
Iowa cheerleader who lost his pants mid-stunt: 'I'm glad it was on video'



Jay Stahl

Des Moines Register

Published 10:53 a.m. CT Sept. 26, 2023 | Updated 4:28 p.m. CT Sept. 26, 2023



A sea of fans watched as members of the University of Iowa cheerleading squad flipped over end zone turf.

During Iowa's [home game against Western Michigan](#) on Sept. 16 at Kinnick Stadium, the cheer squad flipped and tumbled for around 70,000 fans. Austin Beam, a 19-year-old Ankeny native, was midway through completing a stunt when something unexpected happened.

Frank Kaminsky & Ashley Brewer's wedding

- I *hated* writing this story, but it did so well. Weddings tend to do that.
- This post was very short and simple. It was focused around their Instagram posts of the wedding. That's it.
- Find any loose connection and run with it.

[Yahoo Sports Article](#)

yahoo/sports

Former Badgers star Frank Kaminsky, former ESPN anchor Ashley Brewer get married in Mexico



Ryan Young

Staff writer

Tue, Jul 11, 2023 · 1 min read



567



Former ESPN anchor Ashley Brewer and NBA free agent [Frank Kaminsky](#) were married last weekend in Mexico. (Kirby Lee/USA Today)

Former Wisconsin Badgers basketball star Frank Kaminsky and former ESPN anchor Ashley Brewer officially tied the knot last weekend.

Caitlin Clark's Instagram Photo

This article was based off a Caitlin Clark post on Instagram where she was on a boat with her boyfriend.

There's no news value here.

Engagements & Weddings = Good

Relationships = Bad

[Des Moines Register Article](#)

IOWA WOMEN'S BASKETBALL

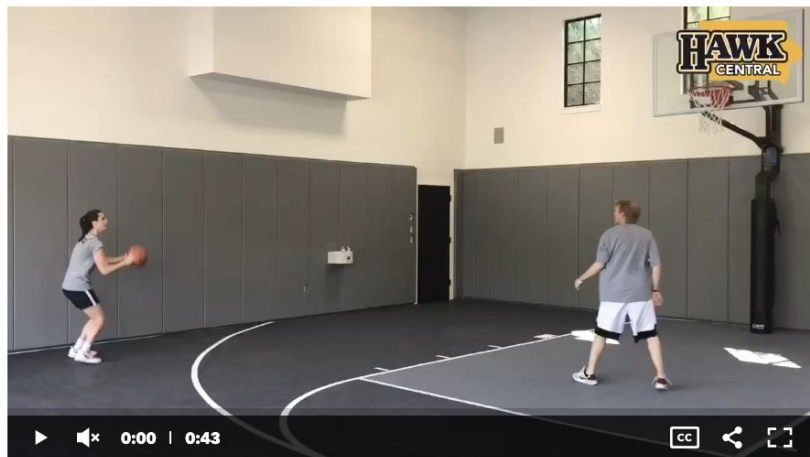
Two Iowa Hawkeye basketball stars are heating up Instagram with a cozy photo together



Jay Stahl

Des Moines Register

Published 7:30 p.m. CT Aug. 22, 2023



Caitlin Clark drains 10 straight 3-pointers during summer workout

Iowa superstar Caitlin Clark wound up making 233 of 300 shots during her workout on May 25. She is entering her senior year of college.

Is it a match made in heaven? Or at least a match made between Hawkeye basketball stars?

Josh Hart's travel to 3-pointer over Jrue Holiday

- This was the perfect way into a game we wouldn't normally cover
- Very short, based almost completely on a single play.

[Yahoo Sports Article](#)

yahoo/sports

Josh Hart turns would-be travel into unreal 3-pointer at Jrue Holiday's expense



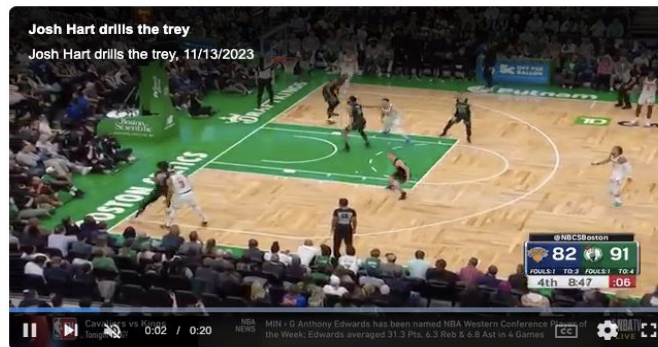
Jason Owens

Staff writer

Tue, Nov 14, 2023, 4:55 AM PST · 1 min read



1



This has to be a first.

Josh Hart turned a would-be turnover into three points for the [New York Knicks](#) on Monday thanks to a savvy combination of awareness and execution. With the shot clock winding down in the third quarter against the [Boston Celtics](#), Hart received a pass in the corner from [Jalen Brunson](#).

He thought he had space to get up a shot. But one of the league's best perimeter defenders had other ideas. Celtics guard [Jrue Holiday](#) closed in as Hart set his shot in motion. Hart was in the air with nowhere to go, but he didn't give up on the play. Instead of allowing Holiday to block his shot, Hart pulled back, then bounced the ball off Holiday's back before landing.

NFL Commissioner's back injury

- I wrote this last night, such a simple addition to traditional NFL Draft coverage.
- Short and sweet, broken up every few paragraphs.

[Yahoo Sports Article](#)

NFL Draft: Commissioner Roger Goodell recovering from back surgery, draft hugs reportedly in question



Ryan Young

Staff writer

Thu, Apr 25, 2024, 4:29 PM
EDT · 2 min read



27



DRAFT
LIVE

WATCH LIVE THURSDAY APRIL 25TH AT 8PM ET

2024 NFL DRAFT - FIRST ROUND

1. Chicago Bears

2. Washington Comman

yahoo!
sports

Roger Goodell will be at the [NFL Draft](#) on Thursday, but it might not be business as usual for the commissioner.

If the athlete posts, run with it

C.J. McCollum's lung injury

- This was a “traditional” and serious injury story.
- McCollum then made light of it, which was a perfect **easy** addition.

[Yahoo Sports Article](#)



The image is a screenshot of a tweet from the account 'Basketball Forever' (@bballforever_). The tweet text reads: 'BREAKING: CJ McCollum has been diagnosed with a collapsed lung.' Below the text is a large image of C.J. McCollum in a dark blue basketball jersey with 'ibotta' and '6' visible. He is looking upwards with his hand on his chest. The image has the text 'BREAKING COLLAPSED RIGHT LUNG' overlaid in large white and orange letters. The tweet is dated '2:15 PM · Nov 5, 2023' and has 167.9K likes, a reply icon, and a copy link icon. A 'Read 1.4K replies' button is at the bottom.

CJ McCollum ✓
@CJMcCollum · Follow

This is an insane pic to post with the news 😂

Basketball Forever ✓ @bballforever_
BREAKING: CJ McCollum has been diagnosed with a collapsed lung.

BREAKING
COLLAPSED
RIGHT LUNG

2:15 PM · Nov 5, 2023

♥ 167.9K 🗨 Reply 🔗 Copy link

Read 1.4K replies

Dick Vitale's cancer battle

- This was a “traditional” and serious story.
- Vitale provided updates himself, and people want to hear from the subject.
- Includes two main tweets, that's it.

[Yahoo Sports Article](#)

yahoo/sports

Dick Vitale announces his vocal cord cancer ‘is gone,’ but will delay his return to ESPN this season

Dick Vitale has been diagnosed with cancer three times in as many years, most recently in his vocal cords



Ryan Young

Staff writer

Mon, Nov 13, 2023, 3:15 PM PST · 2 min read



59



Dick Vitale announced Monday his vocal cord cancer “is gone,” but he won't be returning to ESPN just yet. (Mitchell Layton/Getty Images) (Mitchell Layton via Getty Images)

Headlines & SEO



Headlines & SEO

This is so important with online-focused content.

Do **not** use “newspaper headlines.”

It is OK to go long with a headline. Our character **suggestion** is 110, but we go over all the time.

Use **FULL NAMES** early.

Refresh! Give your story a second life.

Jimbo Fisher fired at Texas A&M

This headline sucks.

Was he fired? Did he leave? When?

It's hard to Google, and it's very limited.

This would be **perfect** for a newspaper.

[Yahoo Sports Article](#)

yahoo/sports

Jimbo Fisher out at Texas A&M



Ross Dellenger

Senior College Football Reporter

Mon, Nov 13, 2023, 5:07 AM PST · 3 min read



826



Texas A&M is firing coach Jimbo Fisher.

School officials are expected to inform the coach Sunday morning of his dismissal, sources with knowledge of the decision tell Yahoo Sports.

High-level university officials met earlier this week and were expected to meet again Sunday as they considered a dismissal of Fisher. The set of meetings pointed toward the imminent decision on Fisher, who has eight years

Jimbo Fisher fired at Texas A&M

Jimbo Fisher fired at Texas A&M after 6 seasons, to get record buyout

That headline tells the whole story, gets more Googleable ammo in there, and is still under 110 characters.

yahoo/sports

Jimbo Fisher out at Texas A&M



Ross Dellenger

Senior College Football Reporter

Mon, Nov 13, 2023, 5:07 AM PST · 3 min read



826



Texas A&M is firing coach Jimbo Fisher.

School officials are expected to inform the coach Sunday morning of his dismissal, sources with knowledge of the decision tell Yahoo Sports.

High-level university officials met earlier this week and were expected to meet again Sunday as they considered a dismissal of Fisher. The set of meetings pointed toward the imminent decision on Fisher, who has eight years

WNBA Draft: Caitlin Clark selected No. 1

For big events, lead with the event name
and a colon.

WNBA Draft: Iowa star Caitlin Clark
selected No. 1 overall by Indiana Fever

This has both the event and the athlete
in the first few words.

[Yahoo Sports Article](#)

WNBA Draft: Iowa star Caitlin Clark selected No. 1 overall by Indiana Fever

The two-time national player of the year is already one of the biggest names in the WNBA, and she hasn't played a single game yet



Ryan Young

Staff writer

Mon, Apr 15, 2024 · 5 min read



1.4k



What's been expected for months is now official: Caitlin Clark is headed to the [Indiana Fever](#)

Sports Betting



Sports Betting Basics

Sports Betting is here to stay. It's only going to get bigger.

It's **everywhere** now. On ESPN, on game broadcasts, on every sports podcast you listen to. Everywhere.

This is such an **easy** way to connect to mild or even non-sports fans. My mom is the perfect example.

It's legal here in New York. So **embrace it!**

Sports Betting Basics

It's not complicated. You need just 3 things:

- The Spread
- The Over/Under
- Bad Beats

Pick one sportsbook and stick with it every time.

We use [BetMGM](#) through a partnership at Yahoo, but it truly doesn't matter which book you use. Just be consistent.

Understanding Spreads

This is the front line of sports betting. It's the first thing everybody looks at.

For example:

Los Angeles Clippers at Dallas Mavericks | Friday, April 26

Dallas is listed as a **4.5-point** favorite, or **-4.5**.

That means that BetMGM thinks the Mavericks should win by more than 4.5 points.

If you take this bet and the Mavericks win by 5 or more points, you win. If they win by less than five points, or lose to the Clippers, you lose.

If you take the Clippers at +4.5, that means the Clippers can lose the game by four points or less, and you still win the bet.

Understanding the Moneyline

The “Moneyline” is simple. You’re picking who is going to win the game straight up.

For example:

Los Angeles Clippers at Dallas Mavericks | Friday, April 26

Mavericks ML (-190), Clippers ML (+155)

If you take the Mavericks on the moneyline and they win the game, you win your bet. It’s that simple.

Understanding the Over/Under

The Over/Under is the combined points scored in the game.

For example:

Los Angeles Clippers at Dallas Mavericks | Friday, April 26

Over/Under set at 209.5 points

If you take the **Over** and the Mavericks and Clippers combine to score 210 points or more, you win the bet.

Understanding the odds

The odds will change constantly, but it's very simple to understand.

Always listed in parentheses behind the bet, this is how much you will win if the bet hits in relation to \$100.

For example:

Los Angeles Clippers at Dallas Mavericks | Friday, April 26

Mavericks ML (-190), Clippers ML (+155)

If you take the Mavericks moneyline and you win, you would need to wager \$190 to profit \$100.

If you take the Clippers moneyline and you win, you would profit \$155 if you wagered \$100.

What does this look like?

4/26/24 • 5:10 PM • ESPN



Clippers



Mavericks

Game 3: Series tied 1-1

Build Parlay

Spread	Total	Money
+4.5 -110	O 209.5 -105	+155
-4.5 -110	U 209.5 -115	-190

All Wagers

As of Wednesday afternoon. For updated lines, [click here](#).

How to integrate sports betting?

Integrating Sports Betting

First, start **including odds** into every post that you can.

For example, on a Mavericks-Clippers story before Game 3:

The Mavericks **opened** as a 4.5-point favorite over the Clippers on BetMGM.

Or

The Mavericks were listed as a 2.5-point favorite over the Clippers on BetMGM **as of Friday morning**.

Even if readers aren't betting themselves, this is a very easy way to see who is favored to win the game.

Extreme spreads or Over/Unders

This is an easy gambling story that can supplement traditional coverage.

Look at the headline.

This is short and sweet, and a very easy way to cover a sport from a betting angle.

[Yahoo Sports Article](#)

yahoo/sports

College football betting, odds: The Iowa vs. Rutgers over/under should set a record

Iowa totals have been absurdly low in 2023, and this is the lowest one yet



Nick Bromberg

College football and motorsports
writer

Wed, Nov 8, 2023, 12:13 PM
PST · 1 min read



11



Future odds

It's never too early to look ahead.

This is a simple way for fans, whether they gamble or not, to understand who is favored to win.

[Yahoo Sports Article](#)

yahoo/sports

Masters betting: Scottie Scheffler is the overwhelming favorite to win his second green jacket



Nick Bromberg

College football and motorsports writer

Tue, Apr 9, 2024 · 3 min read



Would you take Scottie Scheffler or the field at the Masters?

Future odds

It's never too early to look ahead.

This is a simple way for fans, whether they gamble or not, to understand who is favored to win.

2024 Masters favorites

- Scottie Scheffler (+400)
- Rory McIlroy (+1100)
- Jon Rahm (+1200)
- Xander Schauffele (+1400)
- Brooks Koepka (+2000)
- Hideki Matsuyama (+2000)
- Jordan Spieth (+2200)
- Joaquin Niemann (+2800)
- Ludvig Aberg (+2800)
- Wyndham Clark (+3000)
- Bryson DeChambeau (+3300)

Injury changes

This is a very easy way to supplement injury or traditional stories.

When odds change drastically for any reason, run with it.

[Yahoo Sports Article](#)

yahoo/sports

NFL betting, odds: Jets' Super Bowl odds skyrocket after confirmation of Aaron Rodgers' Achilles injury



Nick Bromberg

College football and motorsports writer

Tue, Sep 12, 2023 · 2 min read



22



The [New York Jets'](#) Super Bowl odds are now much longer following [Aaron Rodgers'](#) Achilles injury.

Bad Beats

“Bad Beats” make for great supplemental content. Think of Scott Van Pelt’s SportsCenter segment.

A “bad beat” is any late-game score, turnover, fumble or activity that drastically changes who wins the game from a betting perspective.

This is not a last-second victory by a team, but instead a late field goal in a game that didn’t impact the win, but instead flipped who wins on the spread or the over/under.

Bad Beats

Gonzaga was up by 6 with 0.7 seconds left. The game was over.

TCU then hit a 3-pointer at the buzzer.

Gonzaga closed at -4.5.

The last shot suddenly allowed TCU +4.5 betters to win, but didn't change the outcome of the game.

[Yahoo Sports Article](#)

yahoo/sports

March Madness bracket betting winners and losers: Oh that brutal Gonzaga-TCU bad beat



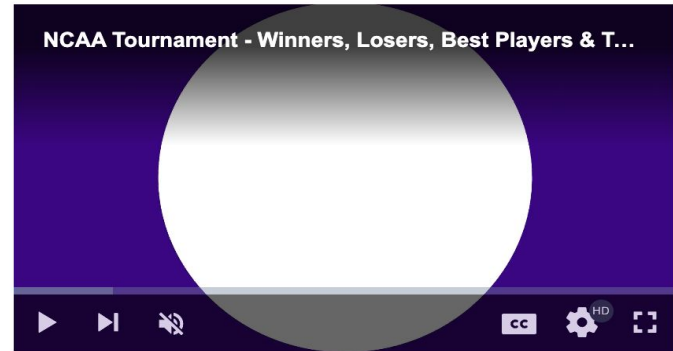
Frank Schwab

NFL writer

Mon, Mar 20, 2023 · 6 min read



37



It's hard to say what happened in the final 0.7 seconds of the weekend's NCAA tournament action was the worst betting beat in March Madness history. But it's up there.

When to avoid betting content/integration

Like with embedding social media posts, be smart.

Do not include:

- Deaths
- Arrests
- Minor or Major Injuries
- Sensitive Content