

Social Media Toolkit - Welcome!

Thank you for supporting the "Sports Performance Analytics" series!

In this toolkit, you will find messaging from the "Sports Performance Analytics" series landing page, the series logo, downloads to promotional videos, a shortened link to the series description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Series Description

Sports analytics has emerged as a field of research with increasing popularity propelled, in part, by the real-world success illustrated by the best-selling book and motion picture, Moneyball. Analysis of team and player performance data has continued to revolutionize the sports industry on the field, court, and ice as well as in living rooms among fantasy sports players and online sports gambling.

Drawing from real data sets in Major League Baseball (MLB), the National Basketball Association (NBA), the National Hockey League (NHL), the English Premier League (EPL-soccer), and the Indian Premier League (IPL-cricket), you'll learn how to construct predictive models to anticipate team and player performance. You'll also replicate the success of Moneyball using real statistical models, use the Linear Probability Model (LPM) to anticipate categorical outcomes variables in sports contests, explore how teams collect and organize an athlete's performance data with wearable technologies, and how to apply machine learning in a sports analytics context.

This introduction to the field of sports analytics is designed for sports managers, coaches, physical therapists, as well as sports fans who want to understand the science behind athlete performance and game prediction. New Python programmers and data analysts who are looking for a fun and practical way to apply their Python, statistics, or predictive modeling skills will enjoy exploring courses in this series.

Series Image



Click on the image to download.

Social Media Toolkit - Media Assets

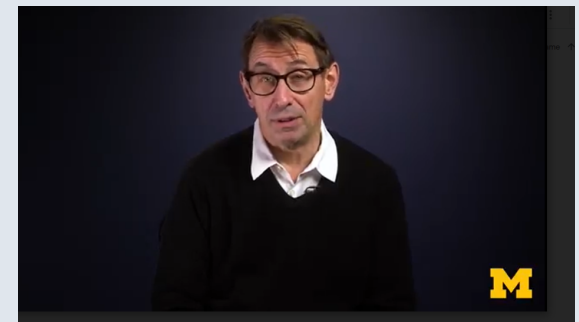
Social Image



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Video Files

Moneyball Video



YouTube Link: <https://youtu.be/Mnnxd-6nBek>

Promo Video



YouTube Link: <https://youtu.be/YgYhSlgdqCo>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/DEzpG>

Recommended Hashtags:

#sportanalytics

#moneyball

#python

Join Stefan Szymanski, PhD from the University of Michigan School of Kinesiology to learn how to use statistical models to anticipate team and player performance in the “Sports Performance Analytics” series.

Get started now at <https://myumi.ch/DEzpG>.

Recommended Content: Social Image

A little money with a comprehensive strategy can go a long way.

Learn about “Moneyball,” the success story of the Oakland A’s, with Stefan Szymanski, PhD from the University of Michigan School of Kinesiology. This is a foundational step for athletic performance and game prediction analysis in the “Sports Performance Analytics” series.

Get started now at <https://myumi.ch/DEzpG>.

Recommended Content: Moneyball Video

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Interested in learning more about the world of sports?

Join experts from the University of Michigan's School of Kinesiology and School of Information as they discuss the world of athletic performance and game prediction in the "Sports Performance Analytics" series.

Get started now at <https://myumi.ch/DEzpG>.

Recommended Content: Promo Video

Which athletes will take home a gold medal in the 2021 Olympics?

In "Sports Performance Analytics," learners use real data from athletes to generate models for winning predictions.

Get started now at <https://myumi.ch/DEzpG>.

Recommended Content: Promo Video or Social Image

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