

# USER GUIDE

my **sky** sports



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## ABOUT MYSKYSPORTS

The new look MySkySports.com website has a range of marketing tools which have been designed by you to help your venue make money.

With our enhanced range of support tools you can:

### Schedule your social media posts **\*NEW\***

Set up your Facebook posts and schedule them in advance, so you can let everyone know about all the big events you're showing.

### Plan and promote all your fixtures in one go

With our enhanced fixture planner, you can choose sporting events from every broadcaster and build your very own live sport calendar. From there you can print your planner or use it to create social media posts or downloadable posters featuring your chosen fixtures.

### Create your own posters with fixtures from every broadcaster **\*NEW\***

Now you can create and download posters promoting fixtures from every sports broadcaster.

### Find the fixtures that matter instantly

Set your sporting preferences so we can share the latest upcoming fixtures, hints and tips that matter to your business, meaning you don't miss a money-making opportunity.



## HOW TO REGISTER

Once you've activated your Sky subscription, we'll send you an email inviting you to complete your MySkySports registration.

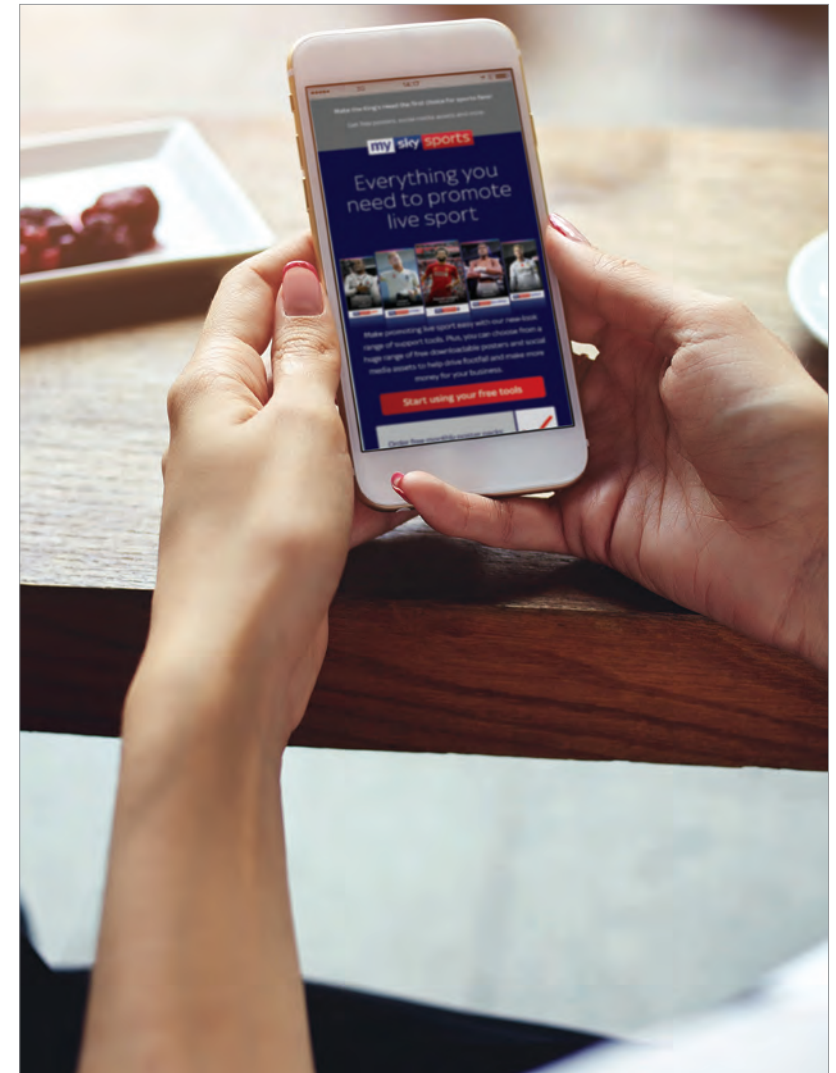
### To do this:

1. Click on the link in your **registration email**.
2. Set your password on the **sign-in page** and click submit.
3. You'll be redirected to the **login page** – first enter your email address followed by your password.
4. **You're in!** Head to the fixtures tab to start planning your live sport viewing schedule.

If you haven't received your registration email, are experiencing any issues or would like to give us some feedback, please email us at [MySkySports@sky.uk](mailto:MySkySports@sky.uk)

**Top tip:** Once you're registered on MySkySports, you can add users from the 'My Account' section.

**Top tip:** If you're using a mobile phone, you can bookmark MySkySports.com to make it easy to access from your homescreen



# MY ACCOUNT

The 'My Account' tab lets you manage your account details and set your sports preferences.

1. From the 'Manage Account' page you can select the **top right-hand** headers to:

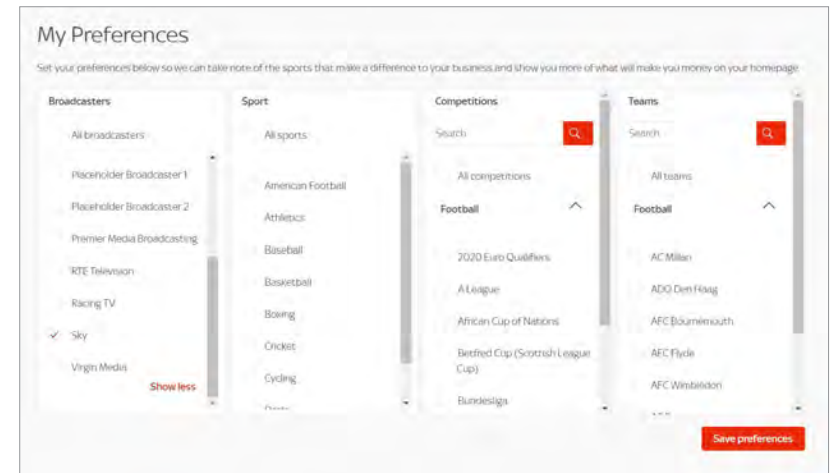
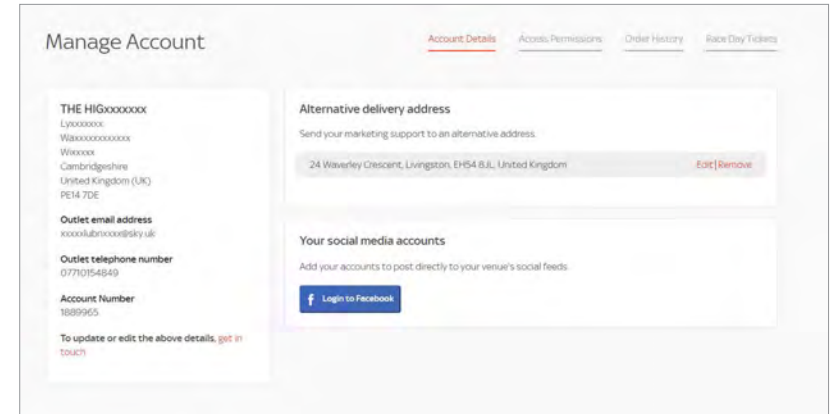
✓ **Update and edit** your account details, add an alternative delivery address and set-up your social media accounts to post directly to your venue's social feeds.

✓ **Add or remove** users for your MySkySports account and set their user functions.

✓ **View** your order history, including monthly poster packs, POS kits, create your own posters and PPV events.

2. From the 'My Preferences' page you can set your sporting preferences based on the sports, competitions, teams and broadcasters you show in your venue.

**Top tip:** Update your preferences at any time to make sure we're always showing you the events that will help you make money.



# HOME PAGE

When you log in to MySkySports you will land on your **personalised homepage**. We'll also recommend marketing tools and products to help you make more money from showing live sport.

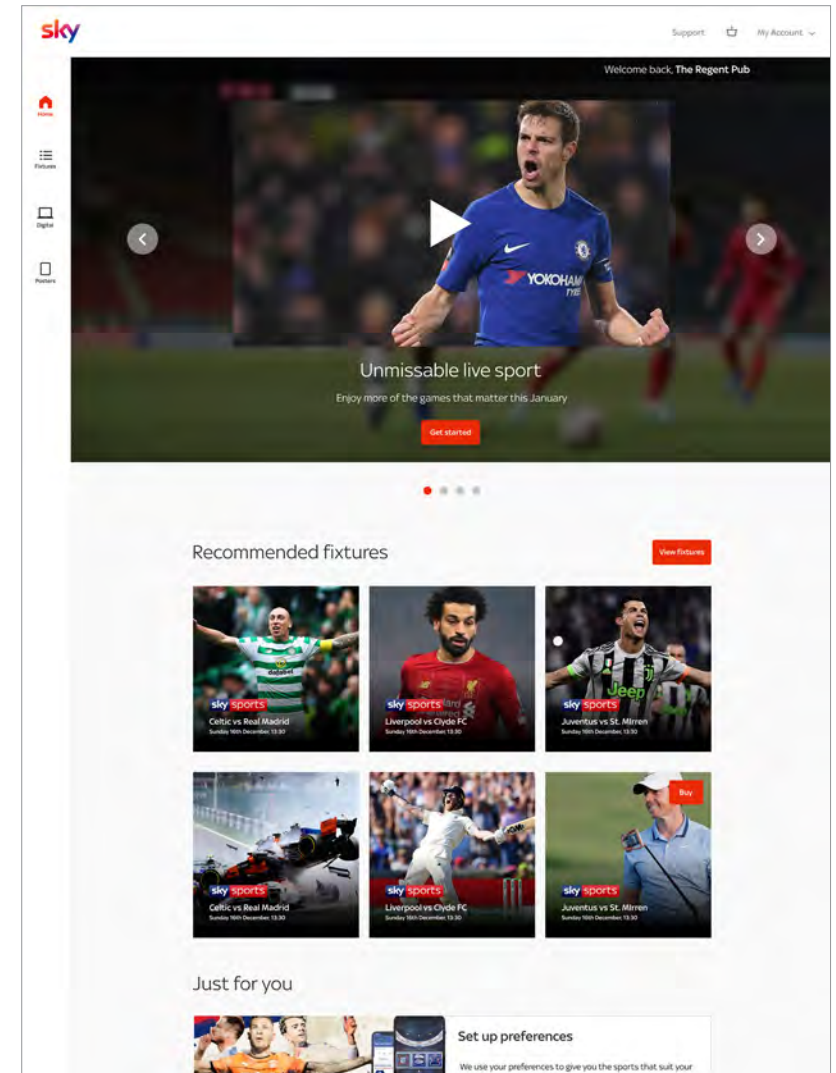
**To the left**, you'll see all of the free tools available to help you promote sport in your venue.

- ✓ Fixtures
- ✓ Social
- ✓ Posters

In the **top right-hand corner** of the page you'll see a 'My Account' tab. From here you can manage your account details, add/remove users, view your order history.

**Top tip:** We recommend beginning with the fixtures tab to start building your live sport viewing schedule. You'll then be able to access free social media assets and downloadable posters for every Sky Sports fixture you've selected.

**Top tip:** To create a shortcut to the website, please save as a bookmark from the homepage once you've logged-in.

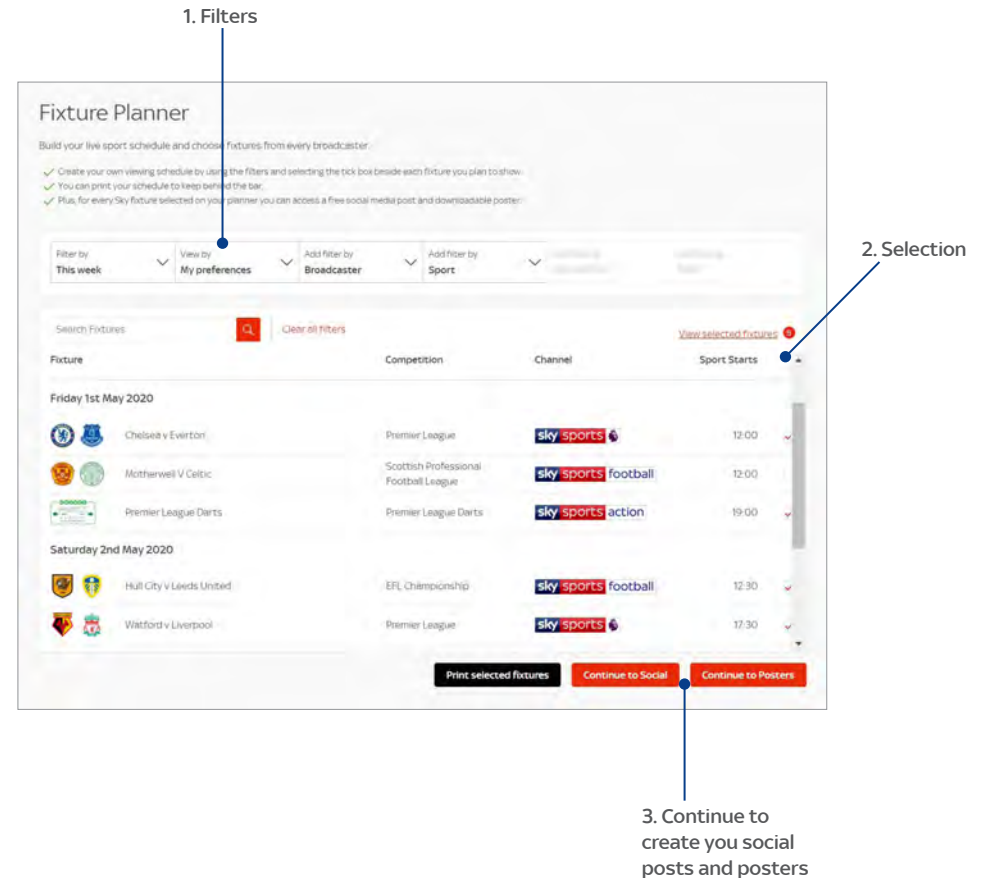


# MULTI-BROADCASTER FIXTURE PLANNER

Build your live **sport schedule** and **choose fixtures** from every broadcaster – not just Sky.

- 1. Filter** by sport, team, broadcaster or choose to see fixtures based on Sky's top picks or the preferences you've set.
- 2. Tick the boxes** of the fixtures you plan to show and print a copy of your viewing schedule to keep behind the bar.
- 3.** Now that you've built your live sport schedule, you can move to the social and poster sections of the website to create free social posts and posters using your chosen fixtures.

**Top tip:** Make sure to set your sport preferences from the 'My Account' drop down so we can show you the best events for you and your customers.

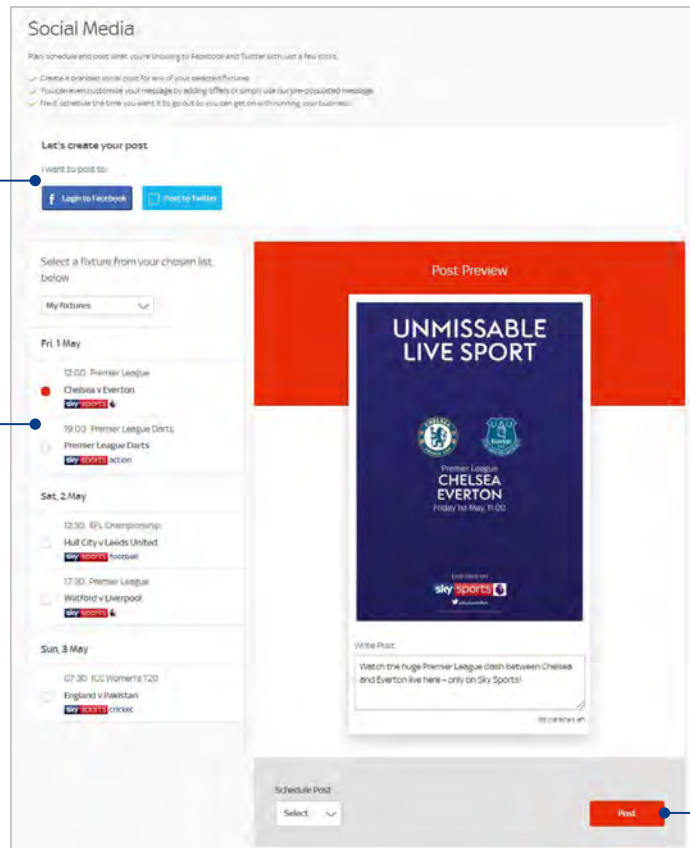




# SOCIAL MEDIA SCHEDULER

Schedule and post about the live sport you're showing in your venue with just a few clicks.

1. Choose which social media account you'd like to post to.
2. Enter your login details for that social channel to link to your account.
3. Create a branded social post for any of your selected fixtures. You can filter by:
  - ✓ The fixtures selected in your planner.
  - ✓ The sports preferences you've set.
  - ✓ Or, a selection based on Sky's top picks.



4. If you're posting to **Facebook**, you can choose to send out your post straight away or schedule a time you want it to go out. You can do this through the dropdown scheduling tabs in the 'Preview post' section.
5. If you're posting to **Twitter**, you'll be able to send your message immediately by clicking the 'Post' button in the 'Preview post' section.

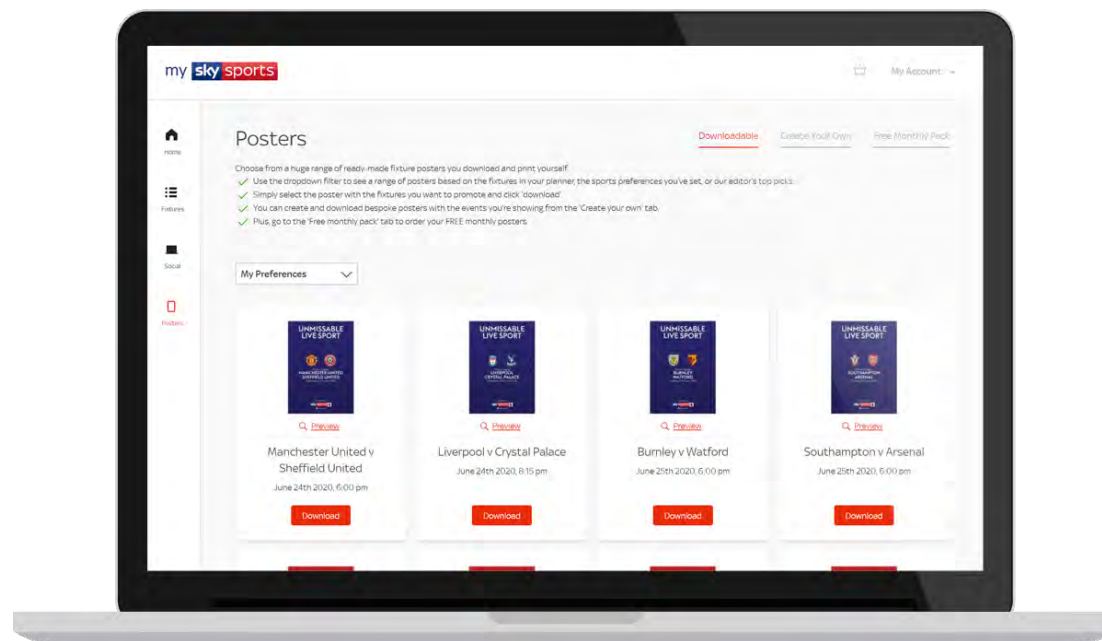
**Top tip:** You can customise your message or simply use our pre-populated message from the 'post preview' section.

## FREE FIXTURE POSTERS

From the **posters tab**, you'll find a huge range of posters to help you promote all the live sport you'll be showing in your venue:

1. **Choose** from a huge range of ready-made fixture posters you can download and print yourself.
2. Order your **FREE** monthly poster packs.
3. **Create and download** your own posters with the events you've selected from the planner.

**Top tip:** The headings at the top right-hand side of the page will guide you to the different types of posters available to you.

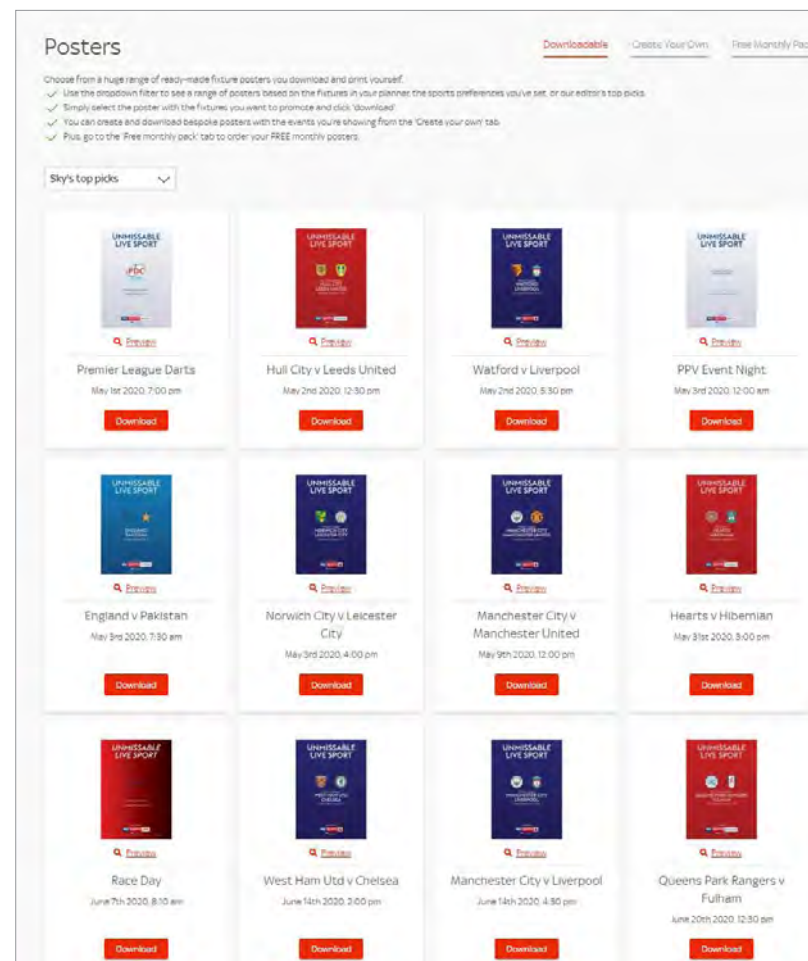


## FREE FIXTURE POSTERS – DOWNLOADABLE

Choose from a huge range of **ready-made fixture posters** you can download and print yourself.

1. When you land on the downloadable poster page you will see a **range of fixture posters** based on the events you've selected in your planner. If you haven't selected any fixtures in your planner, we will show you a range of posters based on your preferences.
2. **Select** the poster with the fixtures you want to promote and click 'download'.
3. From the **print** window, you can adjust the poster size to your required specifications, e.g. A4.

**Top tip:** You can also use the dropdown filter to see a range of posters based on the fixtures selected in your planner, the sport preferences you've set, or a selection based on Sky's top picks

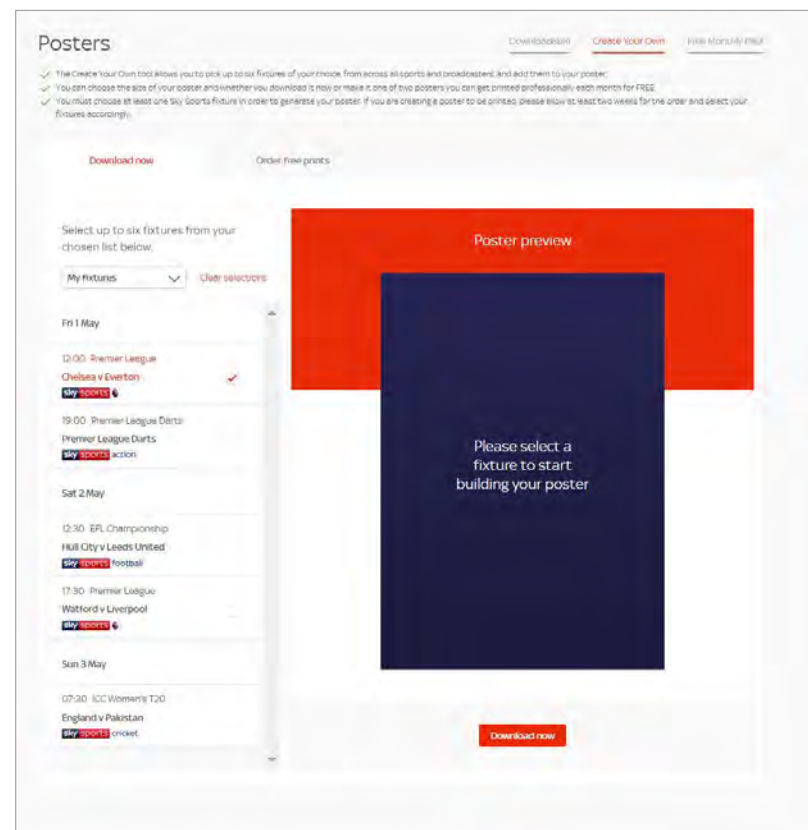


## FREE FIXTURE POSTERS – CREATE YOUR OWN

Create and download posters promoting fixtures across every sports broadcaster.

1. **Select** whether you're creating a poster to be downloaded or make it one of your two posters to be professionally printed.
2. **Pick** up to six fixtures of your choice and add them to your poster. You can filter by:
  - ✓ The fixtures selected in your planner.
  - ✓ The sports preferences you've set.
  - ✓ Or, see a selection based on Sky's top picks.
3. You must **choose** at least one Sky Sports fixture in order to generate your poster.
4. An image of your poster can be viewed from the preview window. **Select** the download or order button when you are happy with the fixtures selected.

**Top tip:** If you are creating a poster to be printed, please allow at least two weeks for the order and select your fixtures accordingly



## FREE FIXTURE POSTERS – FREE MONTHLY PACK

Order your **free monthly poster pack** to promote the events your customers will love. And, we'll send the pack straight to your door.

1. **Each month**, when the ordering window is open, you can choose a fixture poster pack to be delivered to your venue for free.
2. **Select** one of our three great packs and add it to your basket.
3. Once you've confirmed your order, head to the 'Create Your Own' tab to **claim your 2 FREE prints**.

**Top tip:** Watch for our email reminders each month so you never miss a poster ordering window.

sky

Home Fixtures Shop Posters

### Posters

Available For Download Create Your Own **Poster Packs**

Order your free monthly poster pack to promote the events your customers will love. And, we'll send the pack straight to your door.

- ✓ Choose a fixture poster pack to be delivered to your venue for free
- ✓ Select one of our three great packs and add it to your basket
- ✓ Once you've confirmed your order, head to the 'Create Your Own' tab to claim your 2 FREE prints

**Did you know**

Please note that all poster must be ordered before the deadline **28th March**  
You are also entitled to a **FREE** poster in the 'Create Your Own' section. Just order your poster packs to qualify.

**Please select a pack**

**Premier League Pack** ✓

Poster Pack for all this month's Premier League games including a selection of some of the big games

**Mixed Football Pack**

Poster Pack for all this month's football games from across all the leagues

**Mixed Sports Pack**

Poster Pack for all this month's big events. From across all the sporting competitions

**Add pack to basket**

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# NOTES

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