

Kyle Abell — Social Media Coordinator Intro | 2-Minute Video Script

Speaker: Kyle Abell, Social Media Coordinator **Runtime:** ~2:00 (≈280–300 spoken words) **Tone:** Warm, energetic, genuine — speak like you're talking to a mate, not reading a press release **Format:** Selfie-style, handheld, vertical (9:16) for Instagram Reels / TikTok / Facebook Reels — with a 16:9 export for the website

0:00 – 0:10 | Hook

- Open at the club rooms or on the boundary at Widdop Crescent, jumper or club polo on.
- Straight to camera, no preamble: *"G'day Roos — I'm Kyle Abell, and I'm the new bloke behind the camera."*
- Quick smash cut of 2–3 club shots (logo, oval, last week's training) to set the vibe.

0:10 – 0:35 | Who I Am

- Name, age, and the short version of your MKFC connection — [how long you've been around the club / who brought you in / your favourite memory at the club].
- One line about life outside footy — [what you study / where you work / what you do on weekends].
- Keep it human: a quick laugh, a self-deprecating line, anything that lands as *you*.

0:35 – 1:05 | Why I Took the Role

- Be honest about the why: love of the club, wanting to give back, the chance to learn video and content, whatever's true for you.
- Acknowledge the people who've held it together so far — committee, volunteers, the players who send in their own clips.
- One sentence on what the club means to you in 2026 — the sixtieth year is a good hook to lean on.

1:05 – 1:35 | What You'll See From Me

- Tell people exactly what to expect on the socials:
 - Match day recaps and goals of the round
 - Behind-the-scenes from training, the rooms, and the bar
 - Player spotlights — seniors, reserves, and women's
 - Sponsor shout-outs and event promos
 - The occasional cooked moment that probably shouldn't make the cut
- Name the channels: **Facebook, Instagram, and the website at mkfc.org.au.**

1:35 – 1:55 | Call to Action

- Ask the Kangaroo family to help you out:
 - Follow and tag **@moorabbinkangaroos** (or current handle) in your posts
 - DM photos, clips, and stories — *"if you've got footage, send it through, I'll get it up"*
 - Tell you what you're missing — players, volunteers, supporters, juniors' parents

- Quick mention: sponsors and businesses who want to be featured can reach out directly.

1:55 – 2:00 | Sign-Off

- Back to camera, one clean line: *"Let's make this the loudest year the Roos have ever had. Go Kangas."*
 - End card: MKFC logo, www.mkfc.org.au, social handles, "Kyle Abell — Social Media Coordinator".
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Production Notes

- **Kit:** Phone on a small tripod or gimbal, lapel mic if available (phone audio in a noisy club room won't cut it). Shoot in 4K so a vertical and a horizontal crop can both be pulled from one take.
- **B-roll to grab the same day:** club rooms, scoreboard, jumper on a hook, a player lacing boots, the run-through banner if there is one.
- **Lower-third:** "Kyle Abell — Social Media Coordinator, Moorabbin Kangaroos FC" on first appearance.
- **Music:** Light upbeat bed under the B-roll sections; drop it out under direct-to-camera lines so the voice carries.
- **Captions:** Burn in captions for socials — most viewers watch muted.

Personalisation Checklist (fill in before shooting)

1. How did you first end up at MKFC, and who brought you in?
2. One specific memory at the club that made you want to stick around.
3. What do you do outside footy — work, study, hobbies?
4. The Instagram / Facebook / TikTok handles you want called out on screen. "Moorabbin Kangas"
5. One thing the club does well that you reckon more people should see.