



# NAIL YOUR SOCIALS

## WITH THE PERFECT BACKGROUND EVEN WHEN YOU ARE ON THE MOVE

### GRAB SHOTS OF YOUR PERFECT LOCATIONS SO YOU CAN ALWAYS POST UP CHATS FROM WHEREVER YOU ARE

Having a decent background location will add credibility to your talking head videos, but most of us don't live in a picture perfect setting.

Don't worry, here is how to turn any number of places into pro-looking backgrounds for your video content on socials.

### THINK ABOUT WHAT WORKS FOR YOU

#### » EXPERTS OR COACHES

If you are an instructor or selling equestrian expertise or services, you may find a yard setting is a perfect location where viewers would expect to see you.

#### » SELLING PRODUCTS

If you are selling products, customers would have trust setting you in a shop, at a trade fair or large event.

#### » RIDERS

If you are a rider and on the move, it would not be surprising to see you at an event or in a lorry park.

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## THINK ABOUT WHAT WORKS FOR YOU

### » VETS OR PHYSIOS

Take your background shot in a more clinical location if you are going to be talking about more medical or scientific options.

### » INFLUENCERS

Take a great shot at a big event like Badminton or Hickstead or Windsor Horse Show, and use that as your background which can help with credibility.

Or you can just pick one simple generic background that won't raise any eyebrows or detract from your chat.

## BEFORE YOU TAKE YOUR SHOT

» Your background does not have to be perfect at all. We are using blur to fix this

» Remember you are taking a STILL shot, not video

» You need to hold your phone and shoot VERTICAL, not LANDSCAPE

» Check your phone can shoot a still in portrait mode which blurs the background

If your phone does not offer you portrait mode, download the YouCam Perfect app which will do it for you

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## LET'S GO!

1. Frame up and take a stills shot, NOT video of your chosen location
2. Make sure you have saved the pic in your phone's camera roll
3. Go into Instagram and press the + button
4. Choose Reel from the choices offered at the bottom of the screen
5. Go to the options listed down the left hand side of your screen
6. Pick the one that says "green screen" and frame up
7. Put yourself in the middle of the shot
8. At the bottom of the screen, press "change background". You will see it says "Scenes" on the left and the on the right it will say "Gallery" if you are on Android or "Camera roll" if you are on an iPhone
9. Pic one of your blurred location shots to appear behind you
10. Record your chat with a perfect background wherever you are

Want more help to get you going with video?



You can get access to my [Equine Video Pro Course](#), grab all my free tips or use my done for you services and one on one support services so you can use video to grow your business.