

YouTube Sale Video Guidelines

These videos should focus on clarity, movement, and correctness.

Filming tips:

- Film horizontally (landscape)
- Use good natural light (late afternoon is ideal)
- Keep the camera steady (use a tripod or stable hand)
- Avoid busy backgrounds and visual distractions
- Ensure the horse is clean, well-groomed, and neatly presented

What to include:

- Conformation Stand Up, use Photos if needed (10-20 Seconds)
- Walk (10-20 Seconds)
- Trot/Jog both direction (20-30 Seconds)
- Canter/Lope both direction (20-30 Seconds)
- Temperament: handling, leading, float load etc. (20-30 Seconds)

Length: 2-4 minutes. Keep clips smooth and un-rushed, let buyers see the horse properly. Aim for clear, concise footage. Quality over quantity is key.

Social Media Reel Guidelines

Reels are designed to create interest and excitement, not to replace the full sale video.

Best practices:

- Film vertically (portrait)
- Keep clips short and engaging (5–10 seconds per clip)
- Focus on movement, presence, and attitude
- Highlight athleticism, trainability and standout moments
- Use clean, uncluttered backgrounds
- Avoid excessive filters or heavy editing. Authenticity matters

What works well:

- Smooth lope or canter clips
- Athletic stops & turns
- Confident walk-ups or posed moments
- Natural environment clips (paddock or yard)