Backyard Breaks x ClipHouse
Account Creation Guide

How to set up Backyard Breaks clip pages before posting.

Start Here
If you already have a Backyard Breaks clip/highlight account, use that account first. Do not create a new account unless you need one.

1. Account Requirement

- Use a dedicated Backyard Breaks clip page. Do not post campaign submissions from your personal account.
- The account should look like a clean Backyard Breaks highlights/fan page, not a random repost account.
- If your existing Backyard Breaks account has posting history and looks clean, use it.
- New accounts should be set up fully before the first post: handle, profile photo, bio, and link.

2. Username / Naming Conventions

Naming Goal
The name should clearly tell viewers this page is for Backyard Breaks clips, pulls, highlights, or moments.

Preferred Format	Examples
backyardbreaks_[word]	backyardbreaks_pulls / backyardbreaks_moments / backyardbreaks_hits
backyardbreaks[modifier]	backyardbreaksclips / backyardbreakshighlights / backyardbreaksreels
bbreaks_[word]	bbreaks_pulls / bbreaks_hits / bbreaks_moments
backyard_[word]	backyard_pulls / backyard_hits / backyard_moments

Do Not Use

- Personal names as the main handle.
- Random meme handles with no Backyard Breaks connection.
- Handles that make the page look like a different card brand.
- Handles using another agency, unrelated business, or unrelated creator name.

3. Profile Picture

- Use a logo provided in the folder below.
- Do not use a personal photo, a custom image, another brand logo, or an unrelated sports card image.

Profile Picture Options —> Backyard Break Profile Pictures

4. Bio Requirements

Bio Goal

The bio should make the account feel official/credible enough to drive people to the live stream, while keeping the CTA simple.

Bio Option	Copy/Paste
Option 1	Backyard Breaks highlights 🏆 Watch the next break live 👇 https://linktr.ee/backyardbreaks?utm_source=linktree_profile_share&ltsid=aad84592-a519-4572-8af3-e048ebf5ff6c
Option 2	Best Backyard Breaks pulls daily Live stream below 👇 https://linktr.ee/backyardbreaks?utm_source=linktree_profile_share&ltsid=aad84592-a519-4572-8af3-e048ebf5ff6c
Option 3	Crazy Backyard Breaks hits + reactions Watch live on Whatnot 👇 https://linktr.ee/backyardbreaks?utm_source=linktree_profile_share&ltsid=aad84592-a519-4572-8af3-e048ebf5ff6c
Option 4	Backyard Breaks moments, pulls, and 1/1s Catch the next break live 👇 https://linktr.ee/backyardbreaks?utm_source=linktree_profile_share&ltsid=aad84592-a519-4572-8af3-e048ebf5ff6c

5. Link in Bio

- The link in bio must always point to the Backyard Breaks live stream or approved Backyard Breaks destination.
- This is the most important conversion element on the profile. Every viewer who clicks is a potential buyer in a break.
- Do not link to your personal page, another creator, another store, a linktree you control, or an unrelated site.
- If you are unsure which link to use, ask your campaign manager before posting.

6. US Targeting Rules

- This campaign is built for US awareness and US stream traffic.
- Set account language, captions, hashtags, posting times, and references for a US audience.
- Post during US-friendly windows when possible: afternoon/evening Eastern Time usually gives the content a better chance to reach active buyers.
- Use US sports context when relevant: NBA, NFL, MLB, WNBA, college hoops, and major American player names.
- Do not write captions as if the audience already knows the hobby. Explain the value with price and rarity.

7. Platform Setup Checklist

- TikTok account created or existing Backyard Breaks account selected.
- Instagram account created or existing Backyard Breaks account selected.

- YouTube Shorts account/channel created or existing Backyard Breaks account selected.
- Handle references Backyard Breaks, pulls, clips, highlights, moments, or breaks.
- Profile picture is the official Backyard Breaks logo.
- Bio uses an approved format.
- Link in bio points to the approved live stream destination.
- Account is ready before clips are submitted to Whop.

8. First Post Rule

Do This Before Posting

Make the account look complete first. Empty profile + first post + no bio link looks low-quality and can hurt trust. Set up the account, then post your strongest value-led clip first.