



How to use HoofTrail

A quick guide to every feature — thirteen short sections.
hooftrail.com · the social media platform for horses and their fans

Everything HoofTrail can do, explained as simply as possible. Read it top to bottom, or jump straight to the bit you need.

1

Sign in — no password needed

Enter your email and we'll send a one-time code. No password to remember, and you'll stay signed in for 7 days.

2

Set up your profile

Add a photo, a short bio, and your location. Choose who can see it: everyone, members only, or just you.

3

Create a horse profile

Give your horse its own page — name, breed, age, colour, photos. It's separate from your own profile, with its own visibility settings.

4

Post & build an activity trail

Share text, photos, videos, or a gallery — as yourself or as one of your horses. Every post adds to a lasting, dated trail of their life.

5

Follow & become a fan

Follow any horse to see their posts in your feed. Reach 100 fans and a horse earns celebrity status on HoofTrail.

6

Get discovered

Once you're logged in, we suggest horses you're not following yet — weighted toward the ones already doing well, so popularity compounds.

7

Like & comment

React to any post with a like or love, and leave a comment to cheer someone (or some horse) on.

8

Search

Find horses by name, breed, category, or country from the search page — no account needed to browse public profiles.

9

Share a post

Tap the share icon on any post to send its link anywhere, or copy it straight to your clipboard.

10

Sell or transfer a horse

Selling or rehoming? Transfer the profile — history, fans, and all — to the new owner. Both sides confirm by email before it's final.

11

Control who sees what

Set your profile and each horse's visibility to public, members-only, or private, and block specific people if you ever need to.

12

Install it as an app

Add HoofTrail to your home screen from your browser — it opens just like an installed app, no app store needed.

13

Manage your account & data

Edit your details any time from your profile, or permanently delete your account and all your data whenever you want.