

BEHIND THE SCENES IN CELEB SELFIES

WE ALL GET A TINGE OF JEALOUSY WHEN WE SEE A NEW CELEB SELFIE POP UP ON OUR INSTAGRAM FEEDS. THEIR PERFECT MAKE-UP, PERFECT HAIR AND BASICALLY PERFECT LIFE. WELL, HERE ARE THE THINGS THAT GO ON THAT WE DON'T SEE.

Celebrities are known for taking selfies where they look 100% flawless. No one can possibly live up to the high standards they share on Instagram or Snapchat. What we don't see however is the full process that is behind every photo. The top celeb selfie takers include, Ariana Grande, Rihanna, Justin Bieber as well as the entire Kardashian clan, all of which have systems and teams at work to post the best selfies.



It's clear that celebs use their phones to snap great selfies, especially when they use a trending Snapchat filter. But when they want photos to be absolutely perfect they will bring out a crazy expensive professional digital camera, or sometimes they even hire a professional photographer. They will proceed to take hundreds of selfies with different outfits and looks so they can upload them whenever they please and it looks like a brand new day every time. One of Kim K's tips for selfie taking revealed on her app was to buy a digital camera as it makes "all of [her] pictures so flawless".

We all have a solid range of filters on our smart phones, but what we don't have are Macs downloaded with the best possible software for tiny touch ups and unlimited filters. Before selfies are uploaded on to social sites, they often go here first to make sure they are in fact flawless. Any tiny alteration can be made without anyone truly being able to tell. No filter would be detected as only an airbrush tool would have been used.

Hair stylists and make-up artists, or "glam-squads", are used ridiculously early in the morning so the celebs are selfie ready all day. They don't need to worry about bad hair days or wonky eyeliner as they have a professional team on standby.

"YOU'VE GOT TO SHOOT AT LEAST 2,000 SELFIES"

An average woman takes 7 selfies of themselves before choosing the best one to edit and post, according to a survey done by FeelUnique. That is not the case for celebrities. Back in 2014 Nicki Minaj casually said, "You've got to shoot at least 2,000 selfies to get at least one". And last year when Kim and Kanye went to Mexico for a family vacation she took a staggering 6,000 selfies over four days. Plus, in 2015 the queen of reality TV was able to create an entire book based on her selfies alone. So, the next time you take 10 minutes to find the perfect angle don't feel vain or guilty about it.

Because everyone needs money, many celebs post #spon or #ad selfies of them using certain products or in a new restaurant. With these they may be sent back and forth from the company until a final photo is decided on. So much time and energy is used to make sure the product is clearly visible, the user looks happy about whatever it is and the branding of the company is perfect. The celeb will have contracts drawn up so they receive a set amount for every like, comment and share. With Kim K's new Youtube channel, Google will be paying her for her millions of views.

The social media world is expanding rapidly with new sites being created every month. Therefore, new jobs are also being created that we didn't have even two years ago. Every major and minor celeb will have a social media manager on hand 24/7. They handle the postings and the comments on their social media platforms, they decide what goes up and when. But if they post something that their client isn't happy with they can be sacked and replaced like that. Jo Piazza, author of Celebrity Inc, said "it's now this incredible lucrative six-figure job in Hollywood that you can get right out of college".

Never look at a 'spontaneous' celeb selfie and think wow they look flawless so easily. Always remember there is a lot that we don't see.

Lydia Burns

