

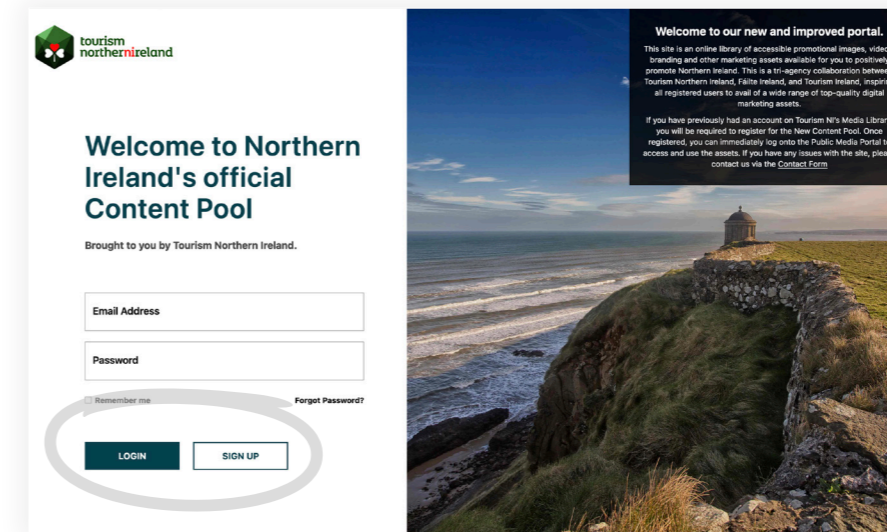
# Northern Ireland's Content Pool 'How to' Guide



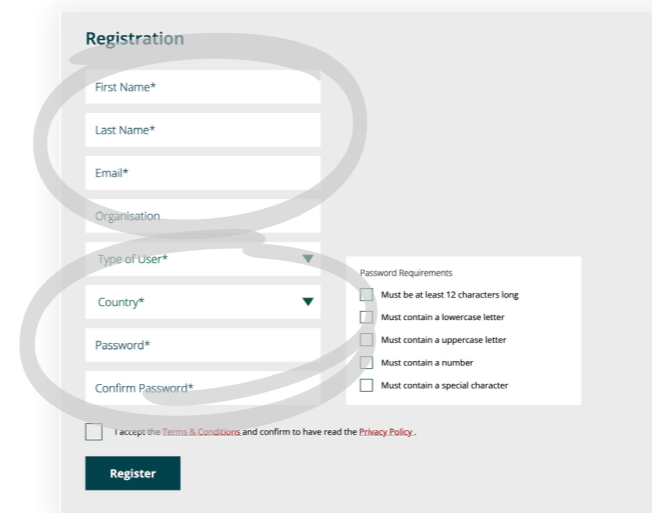
**TOURISM  
NORTHERN  
IRELAND**



## 1. Login/Registration northernirelandscontentpool.com

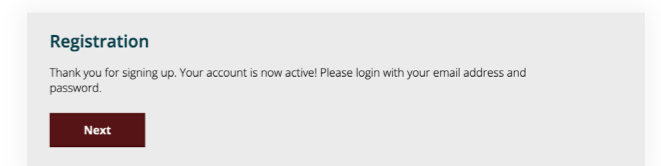


When first accessing the Content Pool, the user will be presented with the screen, below, and will be asked to either **LOGIN** or **SIGN UP**. Non-registered users will be required to click on the **SIGN UP** button. For existing users, enter your email address and password, and click on the **LOGIN** button.



On registering, the new user will be presented with a Registration form. Please complete all the field boxes marked with an asterisk, and complete the **Password Requirements**. You will be required to accept the **Terms & Conditions** and **Privacy Policy** by ticking the check box. Then click on **Register**.

Once successfully registered, the following message will appear, below. Click on the **Next** button, then login with your new user account details.



# 'How to' Guide

Follow this step-by-step user guide to Tourism Northern Ireland's Content Pool for a user-friendly journey navigating the system. Topics covered include:

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| 1. Login/Registration ..... Page 3 | 7. Downloading ..... Page 8           |
| 2. Profile Page ..... Page 4       | 8. Private Collections ..... Page 9   |
| 3. Contact Form ..... Page 4       | 9. Featured Collections ..... Page 12 |
| 4. Quick Search ..... Page 5       | 10. Restricted Assets ..... Page 12   |
| 5. Search Filtering ..... Page 6   | 11. Asset Information ..... Page 13   |
| 6. Views ..... Page 7              | 12. Video Streaming ..... Page 13     |

### What if I forget my password?

On the login page, click on 'Forgot Password?'. You will be presented with a box to input your email address. You will then be sent a reset password link to your email.

**Note:** If you don't see the Reset Password email in your inbox, check your Junk/Spam folder.

If you are still experiencing issues, please contact us at [tourismni.com/contact-us](http://tourismni.com/contact-us)



## 2. Profile page

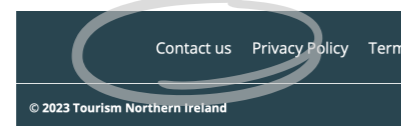
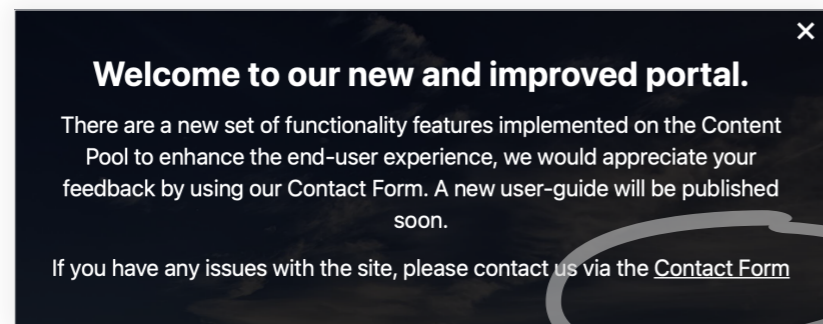
Your Profile page is used to update personal details on your account. Click on the **Avatar > Profile** to update user details.

## 3. Contact form

The **Contact form** is where users will be directed to for any queries or upload requests. Once the user completes the contact form, the query will be submitted to Northern Ireland's Content Pool team. We aim to respond within three working days.

The Contact form can be found on the Login/Registration page and on the footer of the homepage.

This Welcome message updates regularly, so check to find out if there are any changes to the portal access.



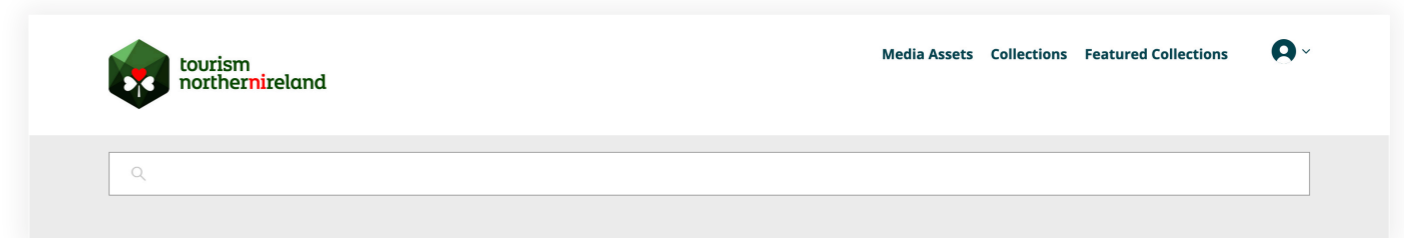
Our Contact form looks like this:



## 4. Quick search

To carry out a quick search without using search filtering, use the Search bar at the top of the homepage.

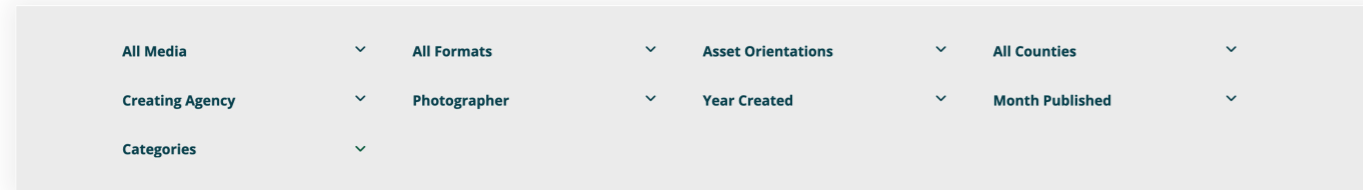
**Tip** You can use multiple search terms, using a comma after each term e.g. **Titanic, People, Studio, etc.**



Otherwise, use the **Advanced Search Filtering** options. This will locate a wider number of assets in relation to a specific search.

## 5. Search filtering

There is a wide range of search filters that users can apply:



**All Media**  
Search by media type, e.g. images, documents, video.

**All Formats**  
Search by the format type of the asset available e.g. jpeg, png, AI, QuickTime movie, etc.

**Asset Orientations**  
Search by the orientation of an asset e.g. portrait, landscape or square.

**All Counties**  
Search by the county associated with the asset's location.

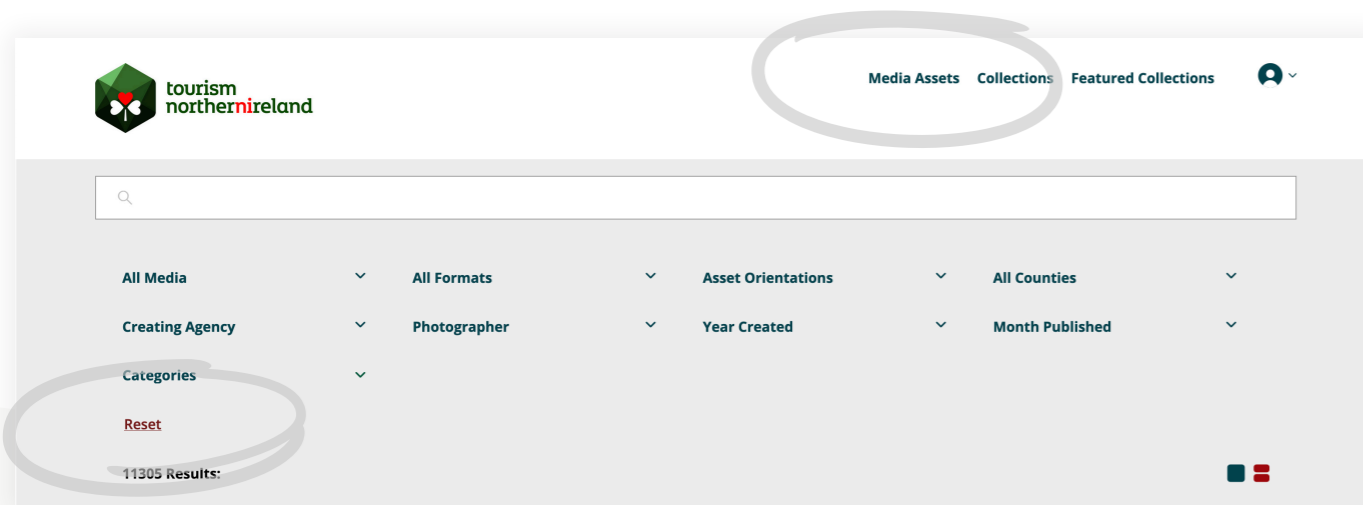
**Creating Agency**  
Search by the Creating Agency that owns the asset i.e. Tourism Northern Ireland, Fáilte Ireland and Tourism Ireland.

**Photographer**  
Search by photographer who captured/owns the asset.

**Year Created**  
Search by the year that the asset searched for was created.

**Month Published**  
Search by the month that the assets have been published to the Content Pool.

**Categories**  
Search by keyword categories relating to an asset e.g. accommodation, activities, food & drink, etc. You can also use the Category simultaneously with the keyword search bar.



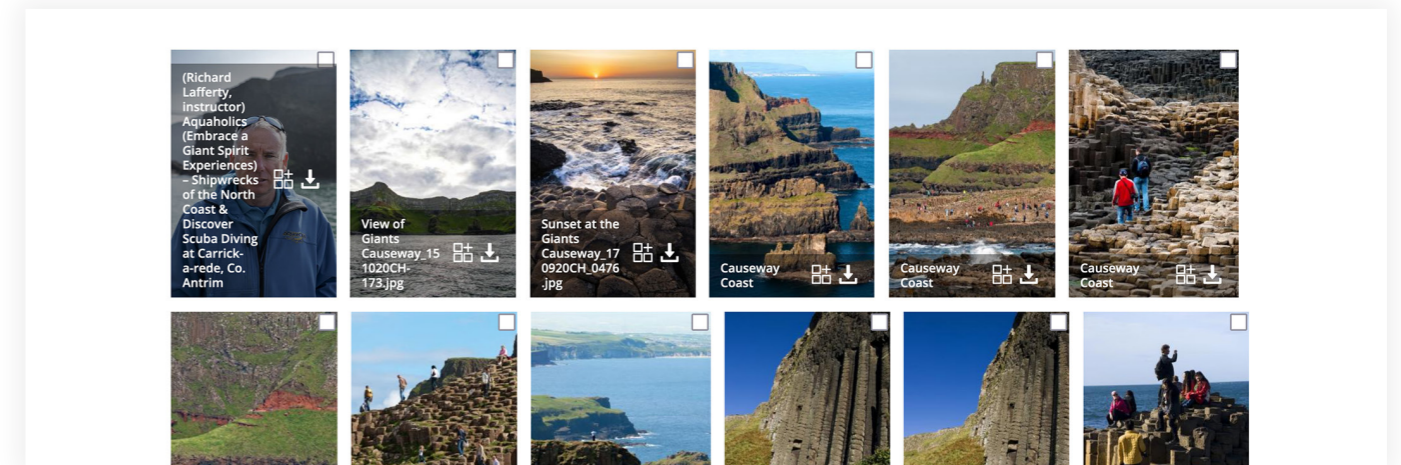
When you have carried out your search and want to revert back to the homepage, click on **Media Assets** and clear your search by clicking on **Reset**.

## 6. Views & display

There are two types of Views: **Gallery** and **List View**. The Gallery view allows the user to see assets in a larger display positioned in a row across the page. You can view up to a maximum of 6 assets per row. The List view allows the user to see the assets in a list format with more information on **Downloading** and **Adding to A Collection**. (More information on downloading and collections is available on pages 8–12). Both views allows the user to see 20 assets on display. Only the **Master File** can be downloaded directly from the thumbnail. More information on file types is covered in the next section.

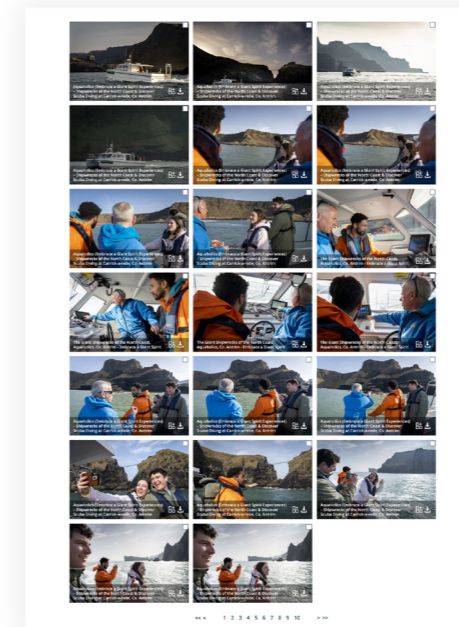
### Gallery View

Portrait

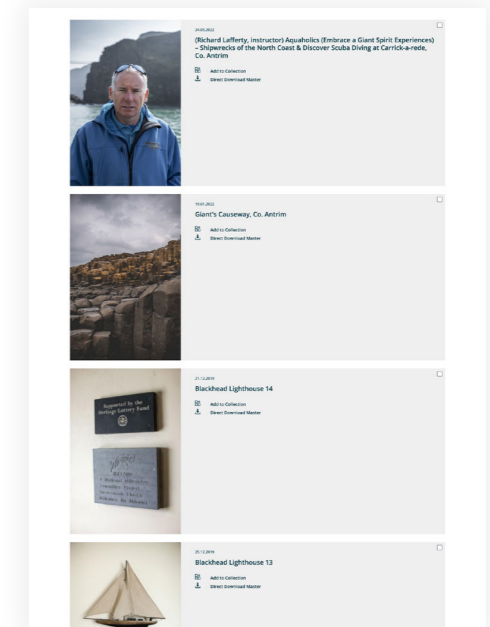


### Gallery View

Landscape



### List View



## 7. Downloading

There are various options in which to download a single asset or a group of assets:



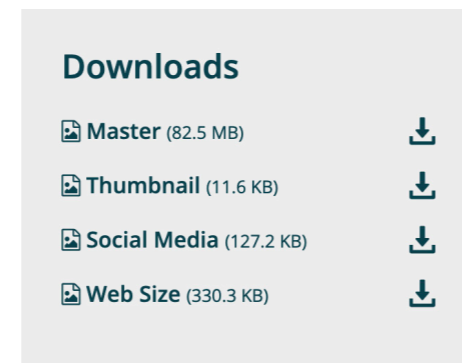
### Single asset direct downloading

This is where the user can directly download an asset, and is useful for a quick download.

Users can download an asset master file from the thumbnail in the search screens.

Simply select an **asset** > click on the **downward arrow**:

To choose another **MIME** type (size of the asset) select the asset, open it and choose from the available options (**Master**, **Thumbnail**, **Social Media** and **Web Size**) > click on the download arrow . The asset will download immediately.



**Master** Larger online/print/Out of Home  
**Thumbnail** Smaller print/online  
**Social media** To be used on social media channels  
**Web size** To be used on online channels

### Downloading a group of assets

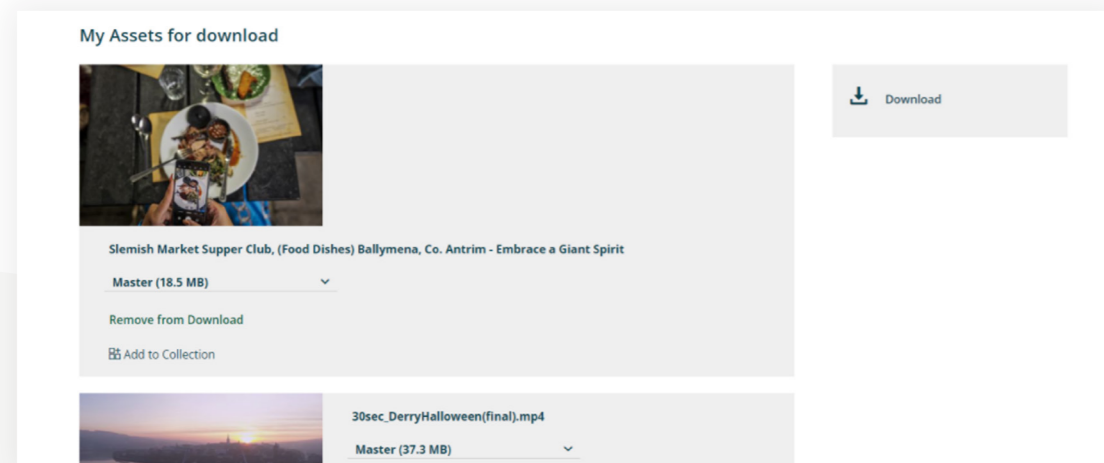
The download function allows users to use the check box to select multiple assets for download.

To download a **specific group of assets**, the user will be required to add them into the download folder using the following steps. The download folder is located at the **top right** of the screen, next to the avatar.

Use the check box to select the asset and it will automatically appear in the download folder.

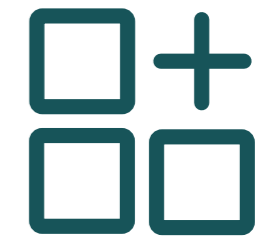
Click on the download folder and you will be presented with **My Assets for Download**.

Download the assets from here.



## 8. Private collections

A **private collection** can be used to store assets for easy access, to download multiple assets, or to share assets with another user.

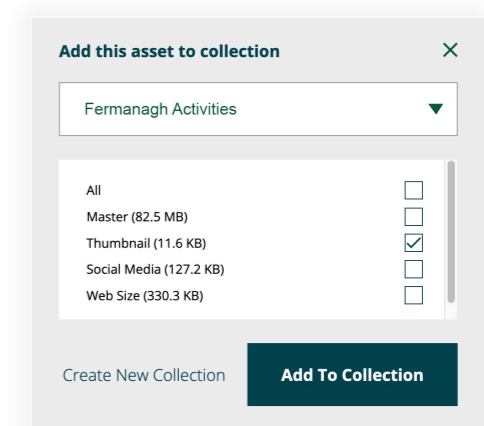
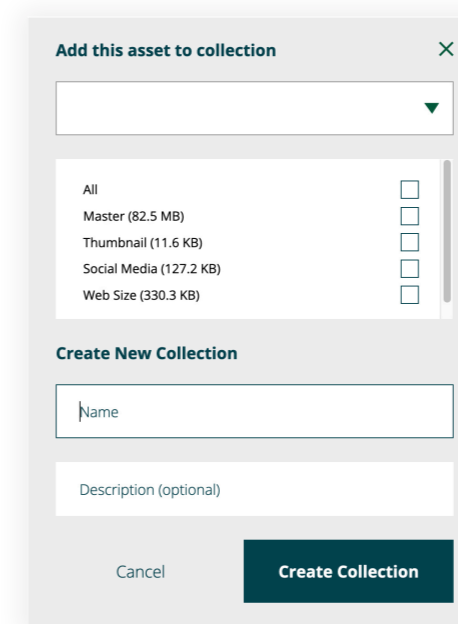
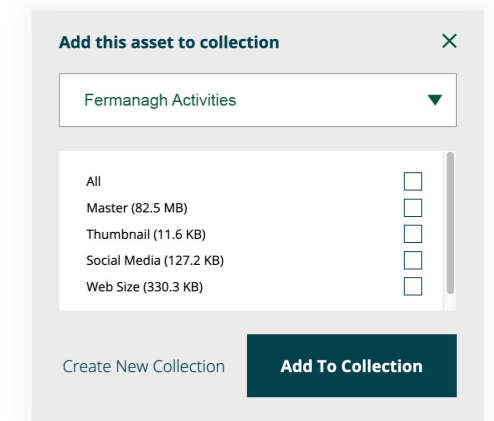


- \* Add assets to a collection.
- \* Create a new collection.
- \* Download assets from a collection.
- \* Share a collection.

### Add assets to a Collection

To create a collection, select an asset and then add that asset to an existing collection or create a new one:

- \* To add an asset to an existing collection, select the collection from the list and then click **Add to Collection** button.
- \* Select an asset, click on the icon and this window appears, right.
- \* To create a new collection, select **Create New Collection**, name the Collection (description optional).
- \* Click **Create New Collection** button.




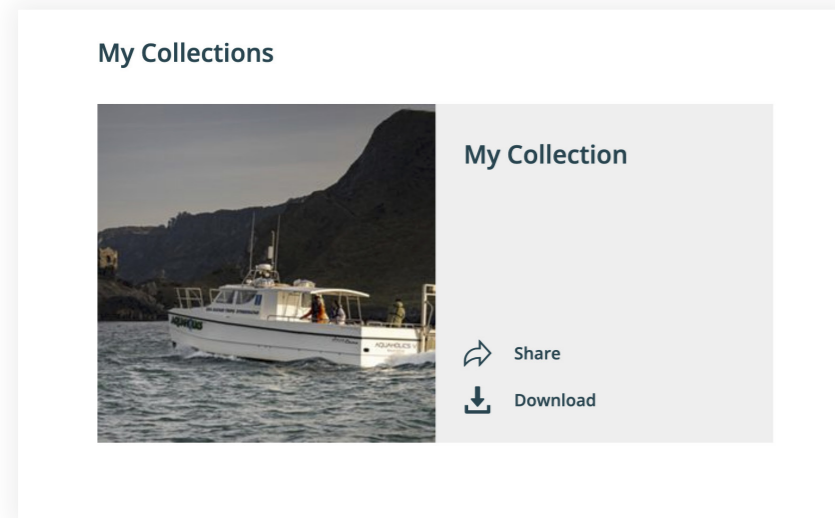
The message will appear.


Collection updated successfully.

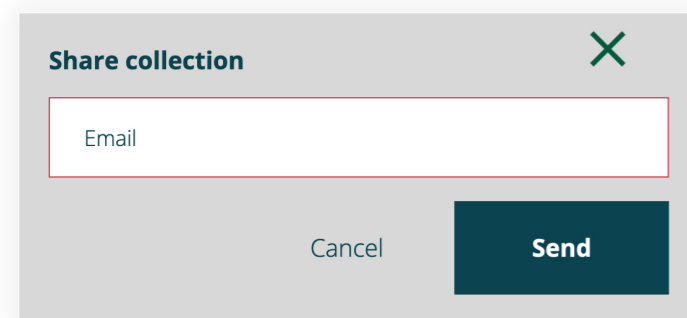
### Download assets from a collection

#### Option 1

- \* Click on **Collections** in the top right-hand corner > click on the download arrow  then the assets in the collection will download as a zip file.

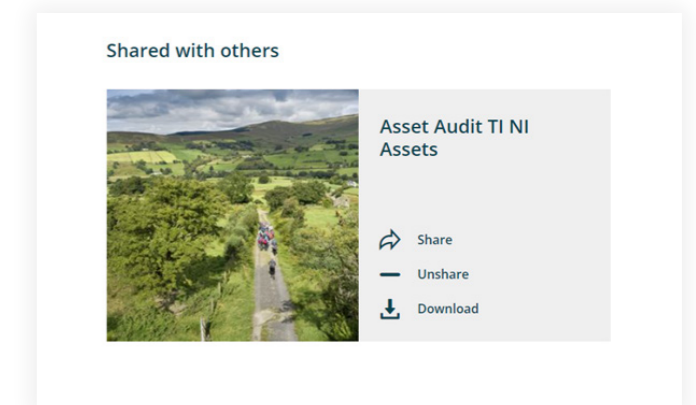
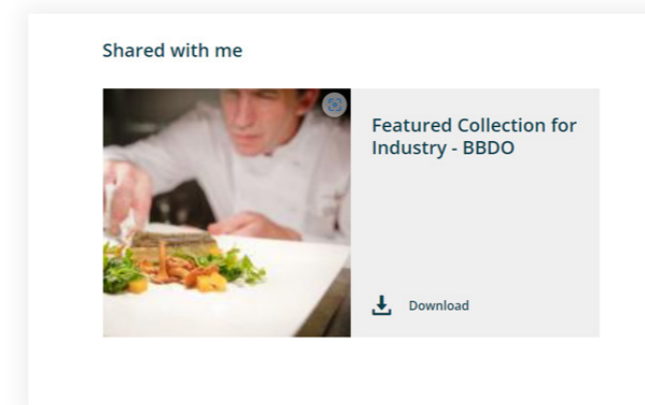
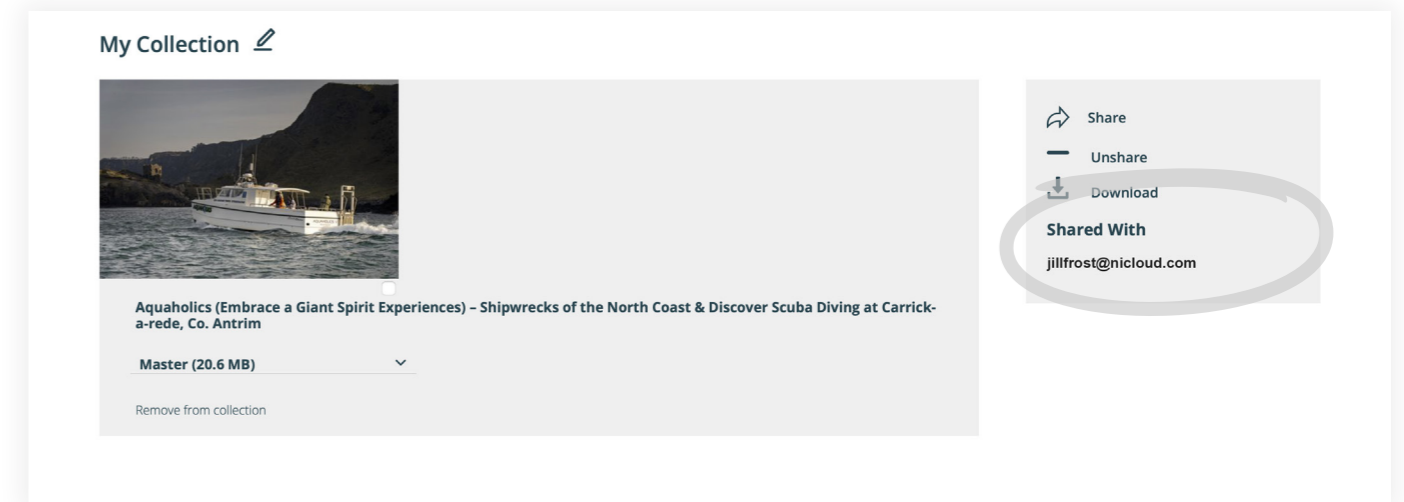



- \* To share a Collection, navigate to Collections in the top right-hand corner, and click on the Share arrow  **Share**





Type in the email address of the person with whom you wish to share your Collection. Click on the **Send** button. An **email notification** will then be issued to that person's email account, notifying them that you have shared the collection. They will only be able to access this by either Logging in or Registering with the Content Pool.


To view the **email address/es** that you have shared a collection with, as well as collections that have been shared with you, check under My Collections **Shared with me** and **Shared with Others**.



If you receive a notification of a collection being shared with you, after logging onto the Content Pool you will find it within the **Collections** tab on the top right-hand corner. Download ALL assets within the Collection by clicking the download  arrow within the collection.

To download a **specific group of assets**, the user will be required to add them into the download  folder using the following steps. The download folder is located at the **top right** of the screen, next to the avatar.

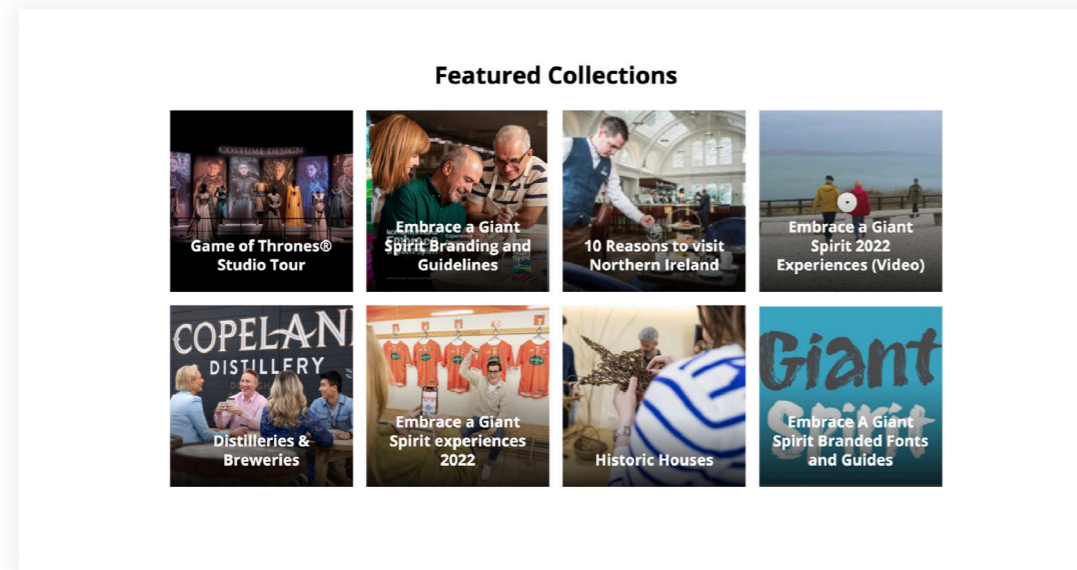
Use the check box to select the asset and it will automatically appear in the download  folder.

Click on the download  folder and you will be presented with **My Assets for Download**.

## 9. Featured collections

The **Featured collections** section is curated by Tourism Northern Ireland to showcase some of our newest and most popular collections of assets. It's available to all content pool users who can view and download the assets at any time. These Featured collections are updated on a regular basis.

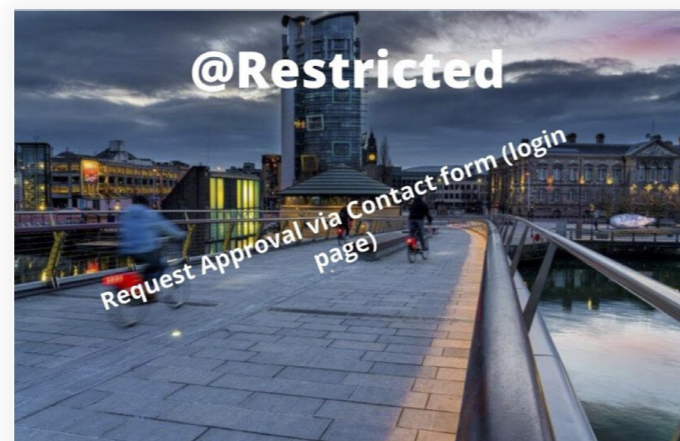
The process for viewing and downloading is the same as for **Private collections**.



## 10. Restricted assets access

There are a limited number of **Restricted assets** that will be available on the Content Pool. To gain access, follow these steps:

- \* Upon locating the asset through a search, select the watermarked asset by clicking on it to view the URL information.
- \* Use the contact form to submit a query via [tourismni.com/contact-us](https://tourismni.com/contact-us) specifying how you would like to use the asset including the URL link to the asset with your query.
- \* Tourism NI will engage and explain the restrictions that must be adhered to.
- \* The required assets will then be shared via a link to download.



## 11. Asset information

To view Asset information, click on the asset and to view a **More Information** box on the right-hand side of the page.


This contains important information about the asset's usage, which you must adhere to, as well as who to Credit when using the asset.

If you have any queries about this information, please use the **Contact form** to get in touch [tourismni.com/contact-us](https://tourismni.com/contact-us)

**Tip** Note the asset's **Expiry Date** and ensure it is removed from use before then to avoid breaking our **Terms and Conditions**.

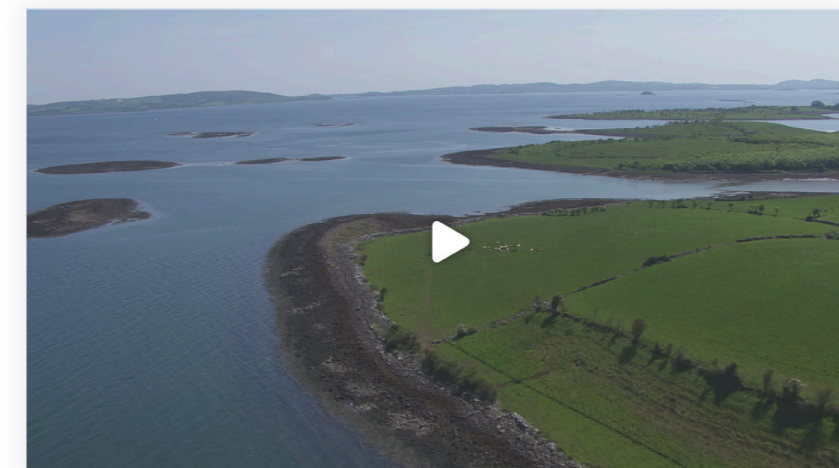
## 12. Video streaming

Video assets can be previewed on the **Content pool** to ensure they are suitable for your needs before downloading.

Search for a video via the Search filter **All Media > Videos**. Click to open the asset, select the play button and the video will begin. Download by selecting the download button  beside the file type required.

### More Information

**Creating Agency:** Tourism Ireland / Tourism Northern Ireland  
**Photographer/Creator:** Barry McCall  
**Copyright:** INFO@BARRYMCCALLPHOTOGRAPHER.COM  
**Credit Line:** Courtesy of Carlingford Lough Ferry  
**Expiry:** 11/01/2029  
**Region:** Northern Ireland  
**County:** Down  
**Categories:** Ferry, Adults, Sea/Loughs  
**Year:** 2019



[northernirelandscontentpool.com](http://northernirelandscontentpool.com)

[tourismni.com/contact-us](http://tourismni.com/contact-us)

Northern Ireland's Content Pool Team

