

Northern Ireland's Content Pool

Media Portal 'How to' Guide

This is a step-by-step user guide for NI Content Pool Media Portal users to enable a user-friendly journey in navigating around the system. Topics covered include:

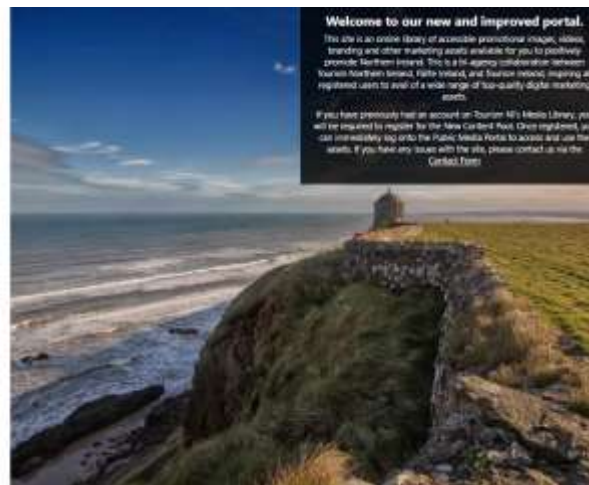
1. [Login/Registration](#)
2. [Profile Page](#)
3. [Contact Form](#)
4. [Quick Search](#)
5. [Search Filtering](#)
6. [Views](#)
7. [Downloading](#)
8. [Private Collections](#)
9. [Featured Collections](#)
10. [Restricted Assets](#)
11. [Asset Information](#)
12. [Video Streaming](#)

1. Login/Registration

When first accessing the Content Pool, the user will be presented with the below screen and will be asked to either **LOGIN** or **SIGN UP**, non-registered users will be required to click on the 'SIGN UP' button. Otherwise, navigate to the LOGIN area by clicking on the 'LOGIN' button.



The screenshot shows the login/registration interface. At the top left is the Tourism Northern Ireland logo. The main heading is "Welcome to Northern Ireland's official Content Pool". Below this, it says "Brought to you by Tourism Northern Ireland." There are two input fields: "Email Address" and "Password". Below the "Password" field, there are two checkboxes: "Remember me" and "Forgot Password?". At the bottom, there are two buttons: "LOGIN" and "SIGN UP". The "LOGIN" and "SIGN UP" buttons are highlighted with an orange border.



Upon doing so, the user will be presented with a Registration form; please ensure you 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.

Once successfully registered, you will be presented with the below message, click on the 'NEXT' button, then login with your new user account details.

Registration

Password Requirements

- Must be at least 12 characters long
- Must contain a lowercase letter
- Must contain an uppercase letter
- Must contain a number
- Must contain a special character

I accept the [Terms & Conditions](#) and confirm to have read the [Privacy Policy](#).

Register

Registration

Thank you for signing up. Your account is now active! Please login with your email address and password.

Next

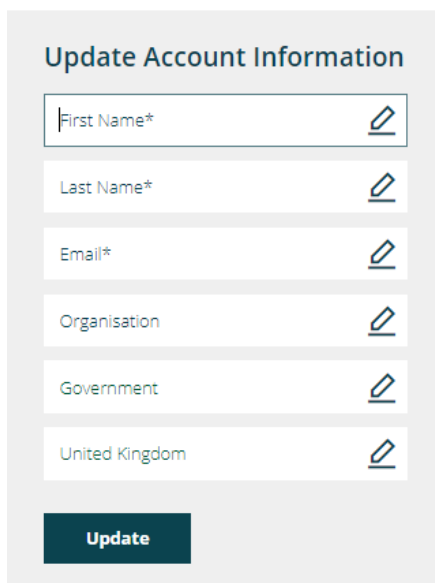
Q. What if I forget my password?

This is also a simple process, 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 which you should proceed to resetting your password. ****Please note this Reset Password email link may go into your Junk/Spam folder, so please check this if you have not received this into your Inbox folder.**







If you are still experiencing issues, please visit our [Contact Form](#).

2. Profile Page

Your Profile page is used to update personal details on your account, click on the Avatar > Profile and update your details.



The screenshot shows a form titled "Update Account Information" with the following fields and a button:

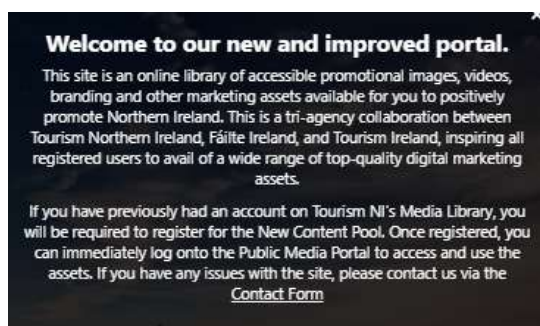
First Name*	
Last Name*	
Email*	
Organisation	
Government	
United Kingdom	

Update

3. Contact Form

The Contact Form is where users will be directed to, for any queries or upload requests they may have. Once the user completes the contact form, their query will be submitted to the Northern Ireland's Content Pool Team.

Q. How do I access it? Currently the user can view the Contact Form via the Login/Registration page:



Welcome to our new and improved portal.

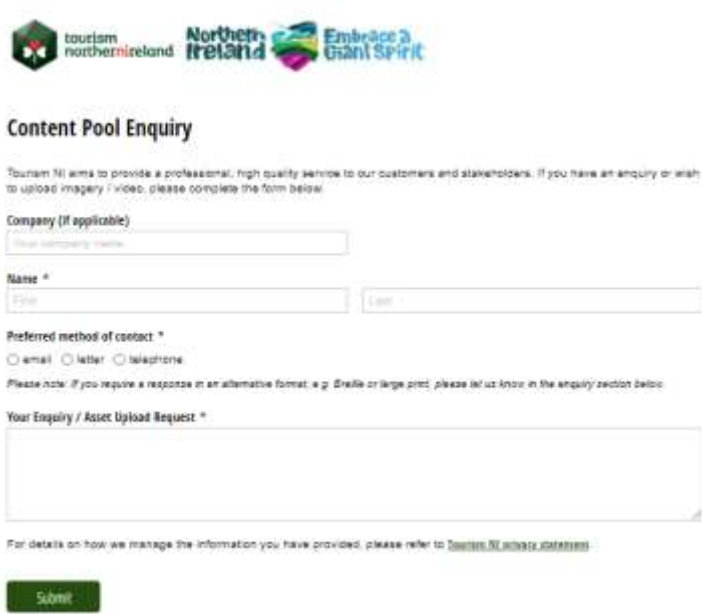
This site is an online library of accessible promotional images, videos, branding and other marketing assets available for you to positively promote Northern Ireland. This is a tri-agency collaboration between Tourism Northern Ireland, Fáilte Ireland, and Tourism Ireland, inspiring all registered users to avail of a wide range of top-quality digital marketing assets.

If you have previously had an account on Tourism NI's Media Library, you will be required to register for the New Content Pool. Once registered, you can immediately log onto the Public Media Portal to access and use the assets. If you have any issues with the site, please contact us via the [Contact Form](#)



It can be accessed from [here](#) and soon it will be accessible on the [Homepage](#).

The Contact Form below:



tourism northernireland Northern Ireland Embrace a Giant Spirit

Content Pool Enquiry

Tourism NI aims to provide a professional, high quality service to our customers and stakeholders. If you have an enquiry or wish to upload imagery / video, please complete the form below:

Company (if applicable)

Name *

Preferred method of contact *
 email letter telephone

Please note: if you require a response in an alternative format, e.g. Braille or large print, please let us know in the enquiry section below:

Your Enquiry / Asset Upload Request *

For details on how we manage the information you have provided, please refer to [Tourism NI access statement](#)

4. Quick Search

To carry out a quick search without using search filtering, the user can use the Search bar at the top of the home page:



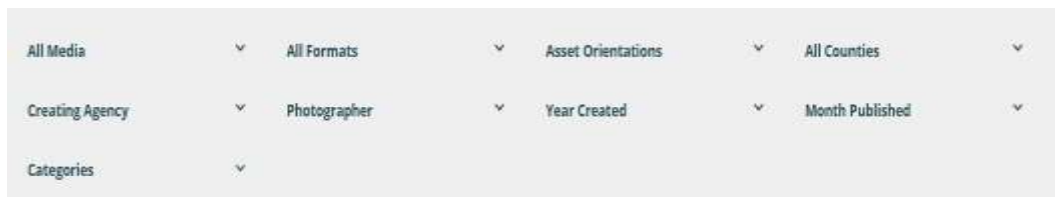
tourism northernireland

Media Assets Collections Featured Collections 

Otherwise, you can use the Advanced Search Filtering options, this will enable you to locate a wider number of assets in relation to your specific search.

5. Search Filtering

There are a wide range of search filters which the user can apply:



All Media All Formats Asset Orientations All Counties

Creating Agency Photographer Year Created Month Published

Categories

All Media – search by media type, e.g. images, documents, video.

All Counties – search by county associated with the searched asset's location.

Month Published – search by the month that the assets has been published to the Content Pool.

All Formats – search by the format type of the asset available e.g. jpeg, png, AI, quicktime movie etc.

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

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. There are currently 54 available categories, this may change overtime.

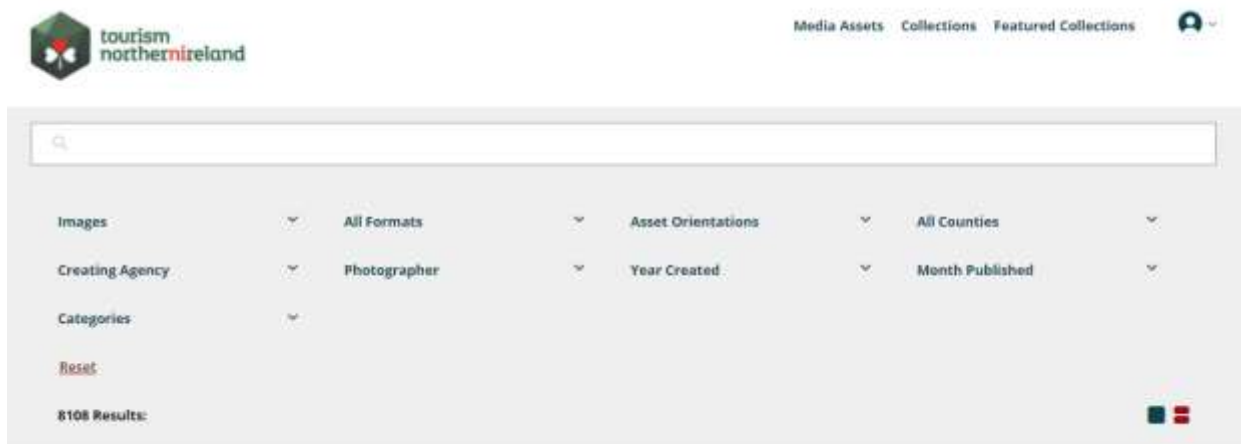
*Please make use of this search tool to enable you to carry out specific search results.

Photographer – search by photographer who captured/owns the asset.

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

Year Created – search by the year that the asset was created.

**When you have carried out your search and want to revert the homepage, click on 'Media Assets' and clear your search by clicking on [Reset](#).

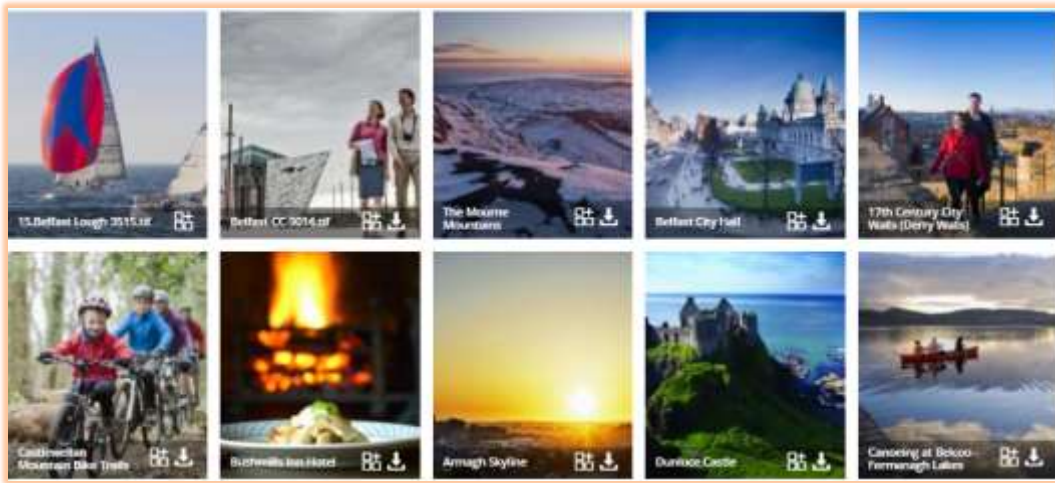


6. Views

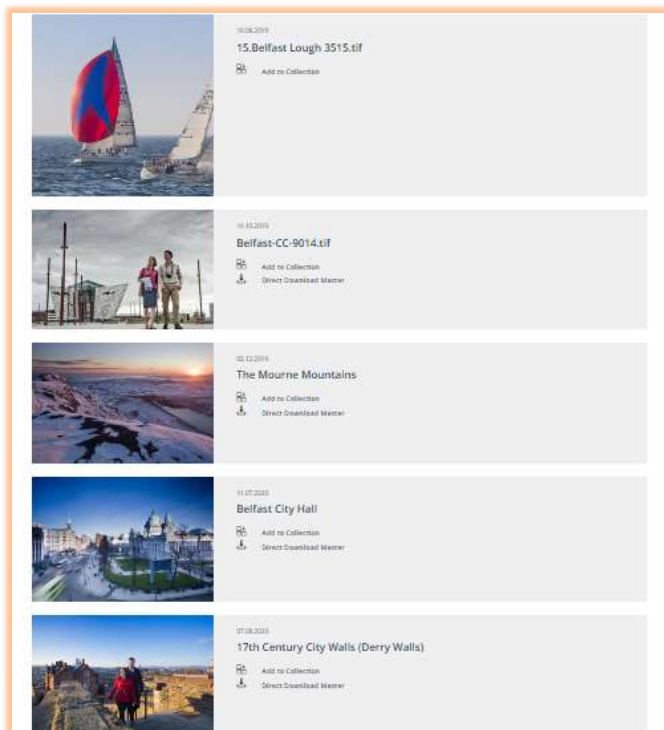
There are two different types of views of assets on the Content Pool, the default is 'Gallery View': This format enables the user to view 5 assets in one row with the maximum of ten assets displayed in each view.

Gallery View

The user can directly download and add assets to a collection from both views.



List View



7. Downloading

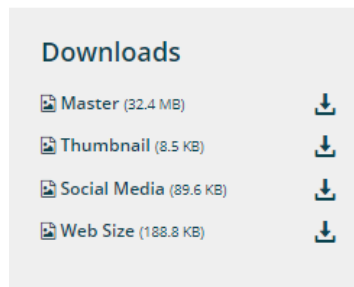
There are various options in which to download a single or a group of assets:

Single asset direct downloading

This is where the user can directly download an asset, this is useful for a quick download. The Masterfile version will download. Simply select an asset > click on the downward arrow:

 the asset will download immediately.

To choose the MIME type (size of the asset) the user will be required to select the asset, open it and choose the option:



Once the user selects the preferred option, the asset will immediately download.

Downloading a group of assets

The user will be required to add a group of assets to a Private Collection in order to download a group of assets. This will be covered in the next step...

8. Private Collections


A user's Private Collection can be used to store assets for easy access, to download multiple assets or to share assets with another user.

There are many tasks a user can carry out in their Private Collection:

- Create a new collection
- Add assets to a collection
- Download assets from a collection
- Share a collection

Create a collection:

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

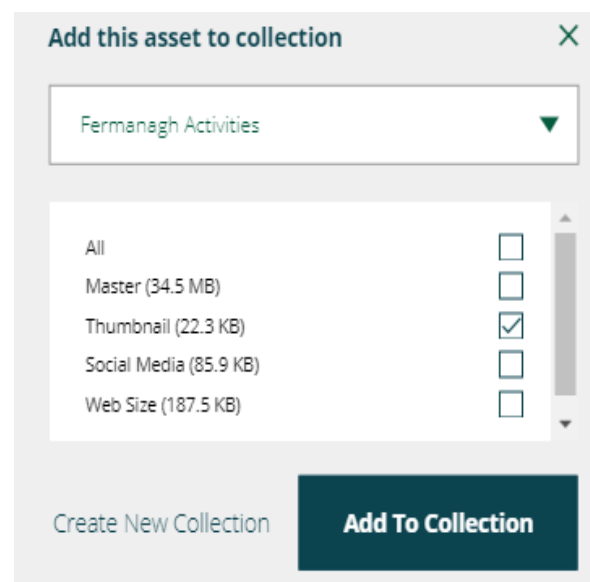
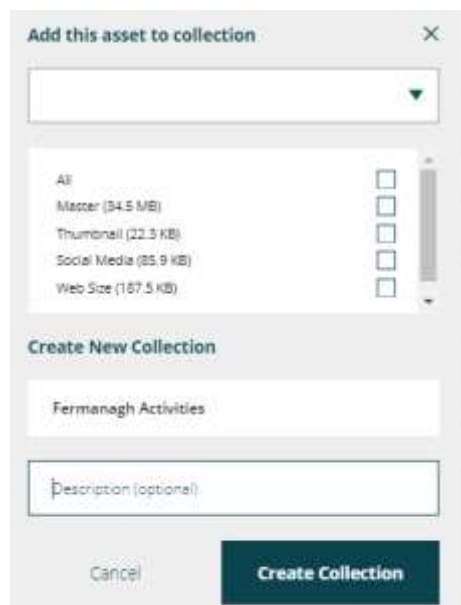
Select an asset, click on the  icon, you will be presented with this window:



To Create a new Collection, select 'Create New Collection', name the Collection (description optional), click 'Create Collection' button. To add an asset to an existing collection, click 'Add to Collection' button.

Add Assets to your collection

Add the selected asset to your newly created Collection and choose the required size.



The message Collection updated successfully. will appear.

Download assets from a collection

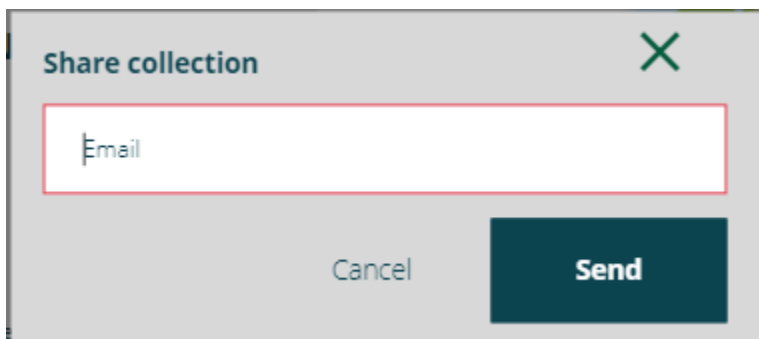
Click on the 'Collections tab > navigate to collection > click on the downward arrow, the assets in the collection will download as a zip file.

My Collections



Share a Collection

As above, navigate to Collections and click on the 'Share' arrow  Share



Type in the email address of the person you wish to share your Collection with, 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 on or Registering with the New Content Pool.

9. Featured Collections

The Featured Collections area is available to all media portal users to View and Download only. This area is controlled by the Northern Ireland's Content Pool team.

The aim is to promote assets that Tourism Northern Ireland wish to highlight and make available to all end-users. The process for viewing and downloading is the same as for Private Collections.

Featured Collections



10. Restricted Assets Access

There are a limited number of Restricted Assets that will be available on the Content Pool, to get access to those, you will need to adhere to the below process:



- Select the watermarked asset.
- Use the Contact Form to submit your query.
- Tourism NI will engage with you and explain the restrictions which must be adhered to and
- The required assets will then be shared with you via a link for you to download.

11. Asset Information

All end-users can see the same information that is available on each asset, which is displayed on the right-hand side of the page once the asset is opened:

This is called 'Other Information'.

This provides the user with the information required for usage.

If you are unsure what this means or you have any queries, please use our [Contact Form](#) to get in touch.

More Information

Creating Agency: Tourism Northern Ireland

Photographer/Creator: Richard Watson

Copyright: @Tourism Northern Ireland

Credit Line: Courtesy of Tourism Northern Ireland

Expiry: 01/09/2024

Region: Ulster

County: Londonderry

Categories: Landscapes and Nature , Animals , Beaches and Coastal , Equestrian , Tours , Landscapes and Nature , Animals , Beaches and Coastal , Equestrian , Tours , Attractions, Culture & Heritage , Landscapes and Nature , Animals , Beaches and Coastal , Equestrian , Tours , Attractions, Culture & Heritage

Year: 2019

12. Video Streaming

All available video assets can be viewed and streamed on the Content Pool, this enables you as the end user to identify if it is suitable.

Search for a video asset by selecting Media > Video, click to open the asset and select the play button and the video will stream for you. You can download videos using the same process as for other media types.

Tourism NI Aerial Down



I hope you find this guide useful, if you have any questions about any of the above, please do not hesitate to get in touch via our [Contact Form](#).

Northern Ireland's Content Pool Team.

Tourism Northern Ireland