

How To Guide

「Northern Ireland's **CONTENT** Pool」



Introduction

Northern Ireland's Content Pool contains breathtaking images, captivating videos and ready-to-use toolkits. This is a guide to help and assist users find the assets they need.



Northern Ireland's **CONTENT** Pool

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01 Registration

- 1 Once the homepage has loaded, click the register button in the top right corner.
- 2 All fields are required.
- 3 Tick the Privacy Policy + Terms & Conditions to accept.
- 4 Click *Register*.

The screenshot shows the registration form on the Tourism Northern Ireland website. The form is titled "Register" and contains the following fields and elements:

- First name**: Text input field with a red error message "This field must be filled" below it. Callout 2 points to this field.
- Last name**: Text input field with a red error message "This field must be filled" below it.
- Email address**: Text input field with a red error message "This field must be filled" below it.
- Confirm email address**: Text input field with a red error message "This field must be filled" below it.
- Organisation**: Text input field with a red error message "This field must be filled" below it.
- Country**: Dropdown menu with a red error message "This field must be filled" below it.
- Industry sector**: Dropdown menu with a red error message "This field must be filled" below it.
- Enter password**: Text input field with a red error message "This field must be filled" below it.
- Confirm password**: Text input field with a red error message "This field must be filled" below it.

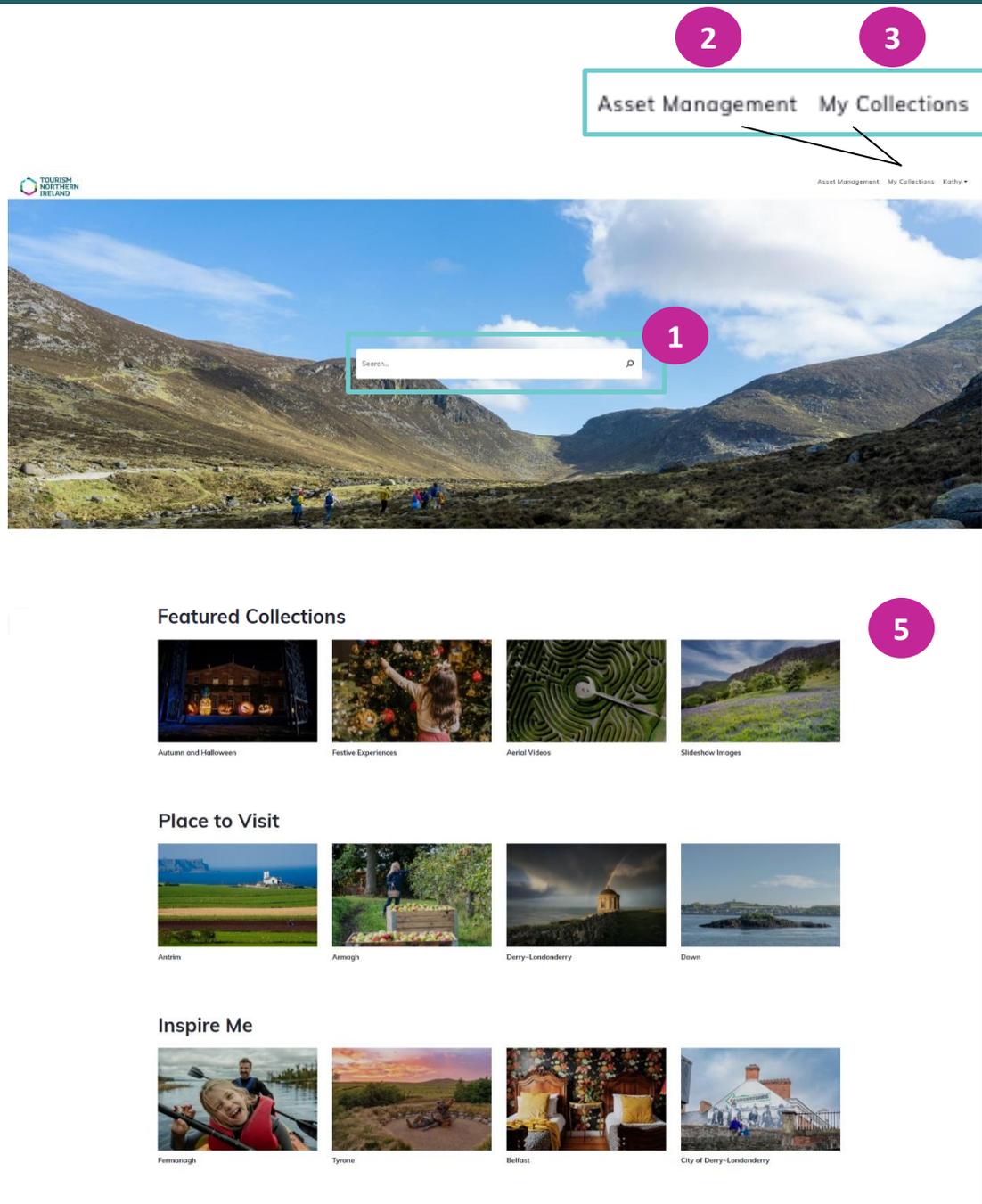
Below the form, there are two checkboxes for terms and conditions:

- I agree to the [Privacy Notice](#) *
Please confirm your agreement to the Privacy Policy
- I agree to the [Terms and Conditions](#) *
Please confirm your agreement to the Terms and Conditions

Callout 3 points to the checkboxes, and callout 4 points to the **REGISTER** button. The **LOGIN** button is also visible. The background of the page features scenic images of Northern Ireland, including a sunset over the ocean and the Giant's Causeway.

02 Homepage

- 1 Search bar for quick searches.
- 2 Click to access *All Assets*.
- 3 *My Collections*: Click here to manage your private collections.
- 4 Profile & Profile dropdown.
- 5 Featured Albums: These are regularly updated to highlight the newest and most relevant content.



03 Featured Albums

- 1 Featured albums.
- 2 Click on the featured album of your choice.
- 3 Type in your search or use the standard filters to allow you to refine your search.
- 4 Use the View & Sort to change the search criteria and display of assets.

The search will be limited to assets inside the selected featured album. For a wider search, go to *All Assets*.

Welcome to Northern Ireland's Content Pool

Encourage visitors near and far to experience the beauty of Northern Ireland with these breathtaking images, captivating videos and ready-to-use toolkits.

Featured Collections



Place to Visit



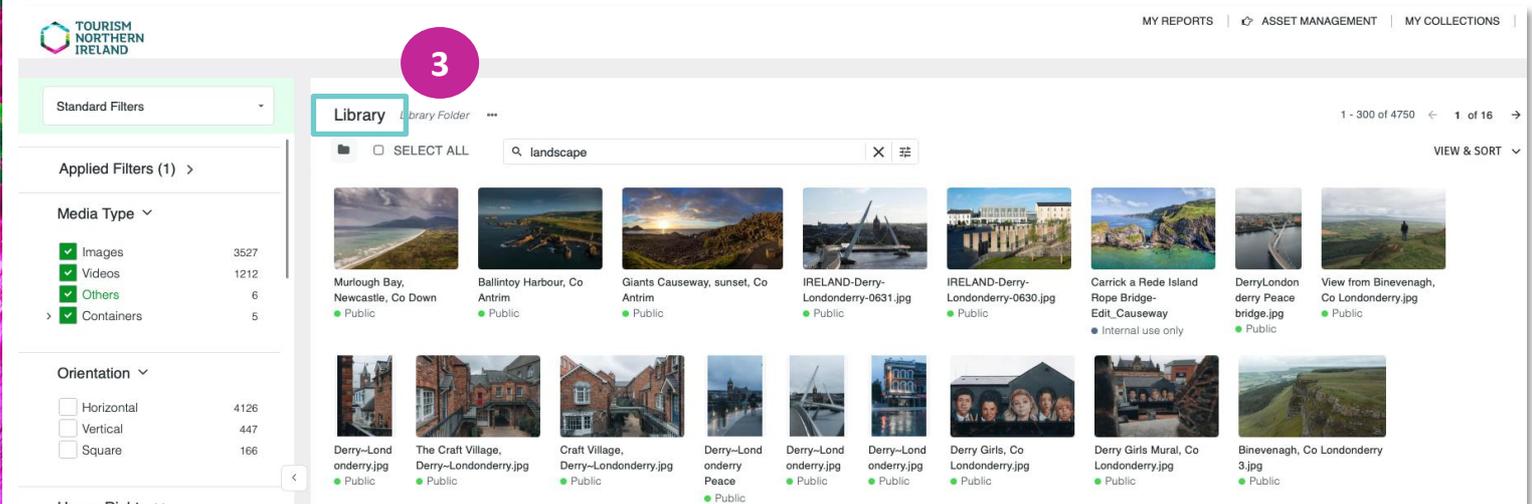
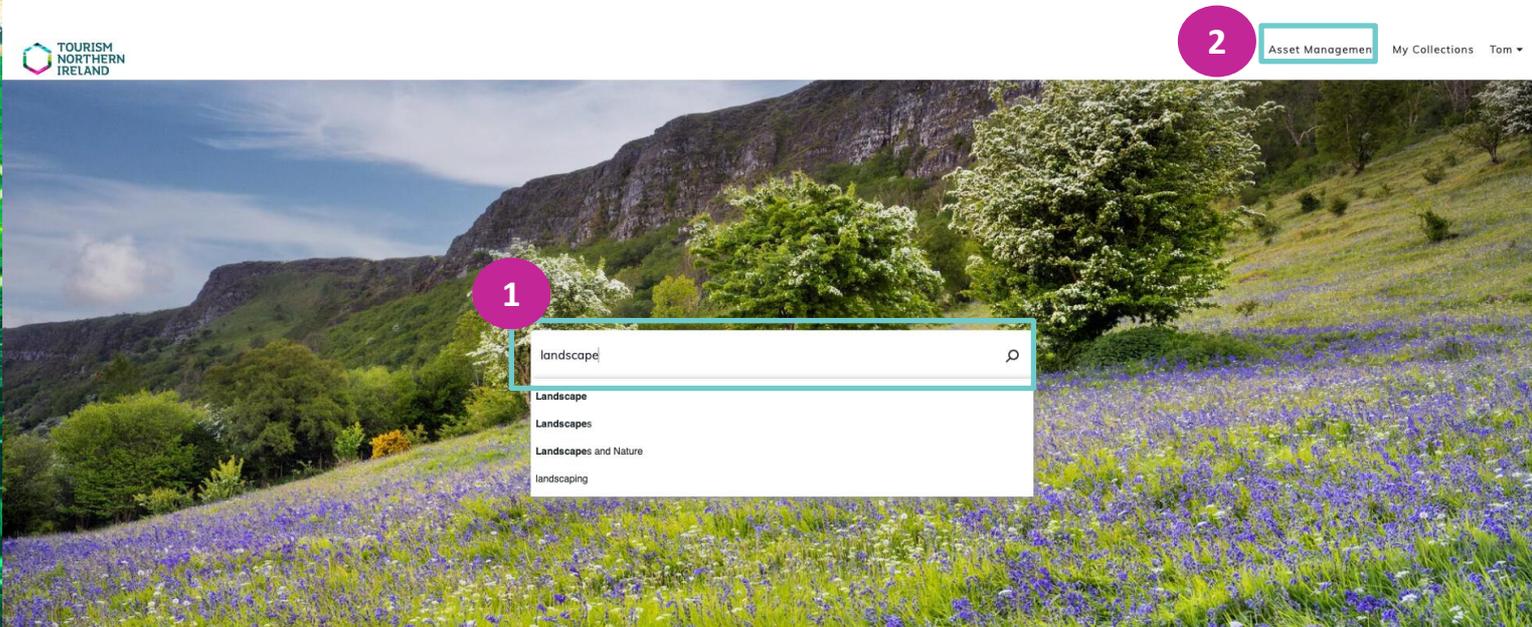
MY REPORTS | ASSET MANAGEMENT

A screenshot of the content pool interface. On the left, a 'Browser' sidebar shows search filters and folder options. The main area displays a breadcrumb trail: 'LIBRARY / SITE CONTENT / HOMEPAGE / NI HOMEPAGE TILES / FEATURED COLLECTIONS / Derry~Londonderry and Strabane'. Below this is a search bar and a 'VIEW & SORT' button. Three featured collection thumbnails are shown: 'Tinnies, Strabane, sunset, Co. Derry~Londonderry', 'Flotilla of boats, nighttime, Derry Quay, Co. Derry~Londonderry', and 'Peace Bridge at night, Co. Derry~Londonderry'. Red circles with numbers 1, 2, 3, and 4 are overlaid on the interface to indicate key elements.

04 Quick Search

There are two ways to start your search.

- 1 Type your keyword in the quick search bar and press enter.
- 2 OR click on *Asset Management* which will bring you to all of the assets in the library.
- 3 The search result will open in the *Library*.



05 The Library

The Library is where you will find all assets.

- 1 **SEARCH BAR:** enter your search term/keywords into the **search bar** and press the enter key.
- 2 **ADVANCED SEARCH:** click on the advanced search icon next to the quick search bar > the advanced search window opens > select specific fields or additional conditions to refine your search.
- 3 **VIEW & SORT:** Allows you to further improve your search results by selecting different search criteria (i.e. *Newest First* and *Date Created or Relevancy*).
- 4 **MY COLLECTIONS:** this workspace allows you to curate and manage private collections of assets.
- 5 **STANDARD FILTERS:** See next page.

The screenshot shows the 'Library' interface for Tourism Northern Ireland. It includes a search bar (1), an advanced search icon (2), a 'VIEW & SORT' dropdown menu (3), a 'MY COLLECTIONS' tab (4), and a 'Standard Filters' sidebar (5). The main area displays a grid of asset thumbnails with titles and public status indicators.

Standard Filters Sidebar (5):

- Applied Filters (1):** Standard Filters
- Media Type:**
 - Images: 35268
 - Videos: 13813
 - Containers: 33
 - Others: 24
 - Audio: 10
- Orientation:**
 - Horizontal: 29243
 - Vertical: 5598
 - Square: 425
- Usage Rights:**
 - All Rights: 33613
 - Prohibited: 14
 - Internal Use: 2
- Counties:**
 - Carlow: 249
 - Cavan: 298
 - Clare: 1392
 - Cork: 1495
 - Donegal: 2057
 - Dublin: 2016
 - Galway: 2998
 - Kerry: 1946

Main Library View:

- Search Bar (1):** Contains the text 'landscape'.
- Advanced Search Icon (2):** Located next to the search bar.
- VIEW & SORT (3):** Open dropdown showing:
 - Views: Grid (Small Labeled) (selected), List
 - Sort: Date Created (IPTC) (ti) (Newest first) (selected)
 - Items per page: 50, 100, 200, 300 (selected)
 - More Options: Deploy Stacks, See-thru, Dark Mode, Reorder Assets
 - RESET TO DEFAULT
- Asset Grid:** Displays thumbnails for various locations including Ballintoy Harbour, Co Antrim; Giants Causeway, sunset, Co Antrim; IRELAND-Derry-Londonderry-0631.jpg; IRELAND-Derry-Londonderry-0630.jpg; Carrick a Rede Island Rope Bridge-Edit_Causeway; Derry-Londonderry.jpg; Derry-Londonderry.jpg; Derry-Londonderry.jpg; Derry Girls, Co Londonderry.jpg; Derry Girls Mural, Co Londonderry.jpg; Binevenagh, Co; Sunset; The; Brook Hall Estate and; Brook Hall Estate and; Brook Hall Estate and.

Bottom Library View (1, 2):

- Library (1):** Header with 'SELECT ALL' and search bar.
- Search Bar (1):** Contains the text 'Type your search here'.
- Advanced Search Icon (2):** Located next to the search bar.

06 Filters

Filters allow you to refine your search. For example, this user ran a search on Landscape with a result of 3,743 assets. The user then refined their search by selecting *Filters*:

1

The user selected a *Media Type (images)*: Clicking on one option will automatically deselect the others.

2

Then, they selected the category: Accommodation.

3

The user selected Horizontal from the *Orientation* Filter.

4

Finally, the user refined by the *County Armagh*.

Using more than one filter narrows your results (AND). Choosing several keywords within the same filter broadens them (OR). The order you add filters also changes what you see.



Standard Filters

Applied Filters (5) >

Media Type

- Images 4

Orientation

- Horizontal 4

Library Library Folder

SELECT ALL

landscape

Killeavy Castle Hotel Estate co armagh 8 - Gareth Wray.jpg Public

Killeavy Castle Hotel Estate co armagh 6 - Gareth Wray.jpg Public

Killeavy Castle Hotel Estate co armagh 7 - Gareth Wray.jpg Public

Killeavy Castle Hotel Estate co armagh 9 - Gareth Wray.jpg Public



MY REPORTS | ASSET MANAGEMENT | MY COLLECTIONS

Standard Filters

Applied Filters (5) >

Media Type

- Images 4

Orientation

- Horizontal 4

Usage Rights

NI Counties

- Antrim 37
- Armagh 4
- Down 13
- Fermanagh 23

Creating Agency

Categories

- Accommodation 4
- Accommodation... 1

Library Library Folder

SELECT ALL

landscape

Killeavy Castle Hotel Estate co armagh 8 - Gareth Wray.jpg Public

Killeavy Castle Hotel Estate co armagh 6 - Gareth Wray.jpg Public

Killeavy Castle Hotel Estate co armagh 7 - Gareth Wray.jpg Public

Killeavy Castle Hotel Estate co armagh 9 - Gareth Wray.jpg Public

1 - 4

VIEW & SORT

07 Usage Rights

Usage rights define how and where assets can be used. Each asset is tagged with a usage label to help you quickly understand any restrictions:

- **All Rights:** No Restrictions apply. The asset can be used freely without limitation.
- **Paid Advertising with Permission:** Can be used but not in Paid Advertising without first getting permission.
- **No Paid Advertising Use:** Can be used but not in Paid Advertising.

1 You can filter your search for assets with certain usage rights.

2 You can see the Usage Rights of a certain asset by clicking into the asset and looking in the General Information panel.

Always check the usage rights before downloading or sharing an asset to ensure compliance.

The screenshot shows the Tourism Northern Ireland Library interface. On the left, a 'Public Filter Panel' is visible with the following filters:

- Applied Filters (2) >**
- Media Type**
 - Images 6884
 - Videos 1426
 - Others 5
- Asset Orientation**
 - Horizontal 5667
 - Vertical 1167
 - Square 50
- Usage Rights**
 - All Rights 6884
 - Internal Use 1
 - No Paid Ad... 3757

The main 'Library' section shows a search bar and a grid of asset thumbnails. A red circle with the number '1' highlights the 'Usage Rights' filter in the left panel. The grid contains six asset thumbnails with captions such as 'Ulster Museum, Interior, Belfast, Co Antrim' and 'Ulster Museum, Troubles Exhibition, Belfast, Co Antrim'. A red circle with the number '2' highlights the 'Usage Rights' field in the 'General Information' panel on the right.

General Information

- Creating Agency: **Tourism Northern Ireland**
- Creator (IPTC): **Press Eye**
- Credit Line (IPTC): **Courtesy of Press Eye**
- Copyright Notice (IPTC): **Belfast City Marathon**
- Usage Rights: **All Rights**
- Categories: **Sports and Outdoors, Festivals & Events**
- Date Created (IPTC): **03 May, 2025**
- Usage Rights: **All Rights**

08 Downloads

- 1 To download an asset, click on the asset and select *Download*.
- 2 OR hover over the asset > the asset toolbar appears > click *Download*.
- 3 To download multiple assets, select assets individually or *Select All*.
- 4 A tool bar appears at the bottom of the page > Click on *Download*.
- 5 A dialog box will appear, allowing you to choose the desired file format and versions.

The screenshot illustrates the download workflow in a digital asset management system. It is divided into several key areas:

- Asset View (Top):** Shows a large image of a group of people in a restaurant. A toolbar on the right contains a **DOWNLOAD** button (circled in red with a '1'), along with options for 'ADD TO COLLECT...', 'SHARE', 'AUTO-TAG', 'UPLOAD NEW VER...', and 'MORE'. Below the image, 'General Information' is displayed, including the title 'Tully Mill Restaurant, Florencecourt, Enniskillen, Co. Fermanagh, BT92 1FN Tully Mill Restaurant, Enniskillen, Co Fermanagh', the creating agency 'Tourism Northern Ireland', and the creator 'Rob Durston'.
- Download Dialog (Bottom Left):** A modal window titled 'Download' shows the available file formats for the selected asset. The 'Image (Highest Resolution)' option is selected (checked). Other options include 'Medium res. comp.' (~800x600) and 'Medium res.' (~1200x1200). There are also checkboxes for 'Custom crop' and 'Apply watermark', and a '+ ADD CUSTOM FORMATS' button. At the bottom, the 'Download total' is '1 file', and the 'STANDARD DOWNLOAD' button is highlighted with a red circle and the number '5'. A note at the bottom states: 'Fast download requires **Cortex Tools** to be installed.'
- Asset Grid (Bottom Right):** Shows a grid of asset thumbnails. The thumbnail for 'The Lavery Bedroom, The Harrison Hotel, Belfast, Co Antrim' is selected (circled in red with a '3'). Its toolbar shows a **DOWNLOAD** button (circled in red with a '2') and other icons for share, add, and more.
- Page Footer (Bottom):** A navigation bar at the very bottom features a **DOWNLOAD** button (circled in red with a '4'), a **SHARE** button, and a **MORE** button.

09 Collections

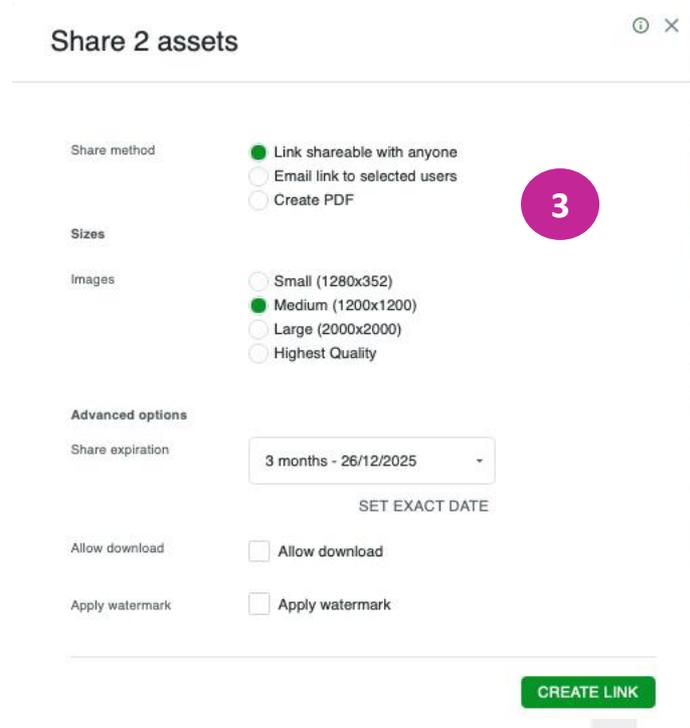
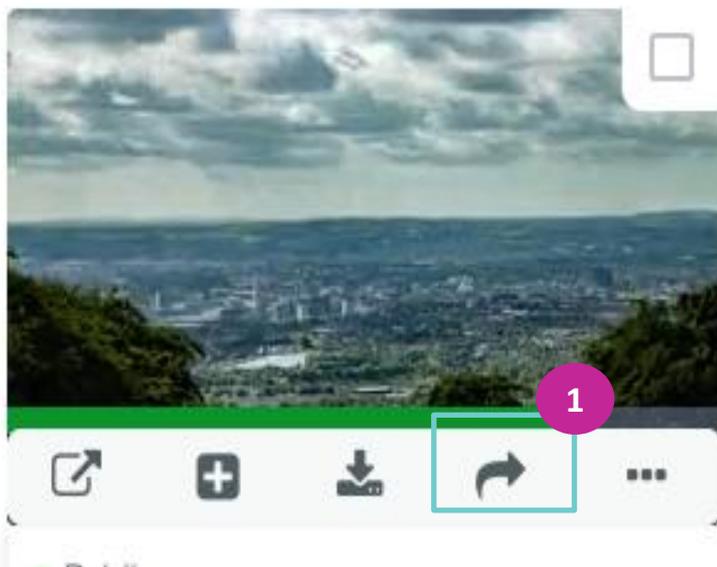
My Collections allows users to create private collections and curate content around a theme or campaign.

- 1 To create a collection, hover over an asset > a toolbar appears at the bottom of the screen > select *Add to collection*.
- 2 OR select multiple assets > a toolbar appears at the bottom of the screen > click *Add to collection*.
- 3 A dialogue box will appear where you can add to an existing collection or create a new one.
- 4 Once you've created a collection, go to My Collections to manage it– including options to share, delete, and organize your collections. Add assets to 'My Favourites' folder in Browser.

The screenshot illustrates the workflow for creating a collection. It shows a main asset view with a toolbar where the 'Add to collection' icon is highlighted. A 'Pick a Collection' dialog box is open, showing an existing collection named 'My First Collection (0)'. Below, two asset thumbnails are shown with a toolbar where the 'Add to collection' option is highlighted. The bottom navigation bar shows the 'MY COLLECTIONS' tab selected.

10 Sharing

- 1 To share a single asset, hover over it and click the *Share* button.
- 2 To share multiple assets, select multiple assets > A toolbar will appear at the bottom of the screen > click *Share*.
- 3 A window will appear where you can choose the sharing method, file size, and other options.



11 Troubleshooting

ACTION	WHAT'S HAPPENING	HOW TO FIX IT
Search	No Results Found	Check spelling & keyword accuracy. Clear any applied filters or saved searches.
Search	Too Many Results Found	Consider re-specifying broad keywords. Use standard Filters and advanced search.
Share	Share option is not available	Request appropriate access from medialibrary@tourismni.com Check the asset details for usage rights.
My collections	Cannot find my collection	Assets are no longer available to use or expired.
Download	Download taking too long	Check your internet connection. Switch browsers.



12 Support

Whether its a general query or something more specific, support is just a click away.

Please contact us via email: medialibrary@tourismni.com

We endeavour to respond within 72 hours.

