

Ireland's CONTENT Pool, 'How to Guide'

Ireland's CONTENT Pool

Introduction

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.



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 Ireland's CONTENT Pool website. The form is titled "Register" and contains the following fields:

- First name (Required)
- Last name (Required)
- Email address (Required)
- Confirm email address (Required)
- Organisation (Required)
- Country (Required)
- Industry sector (Required)
- Enter password (Required)
- Confirm password (Required)

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

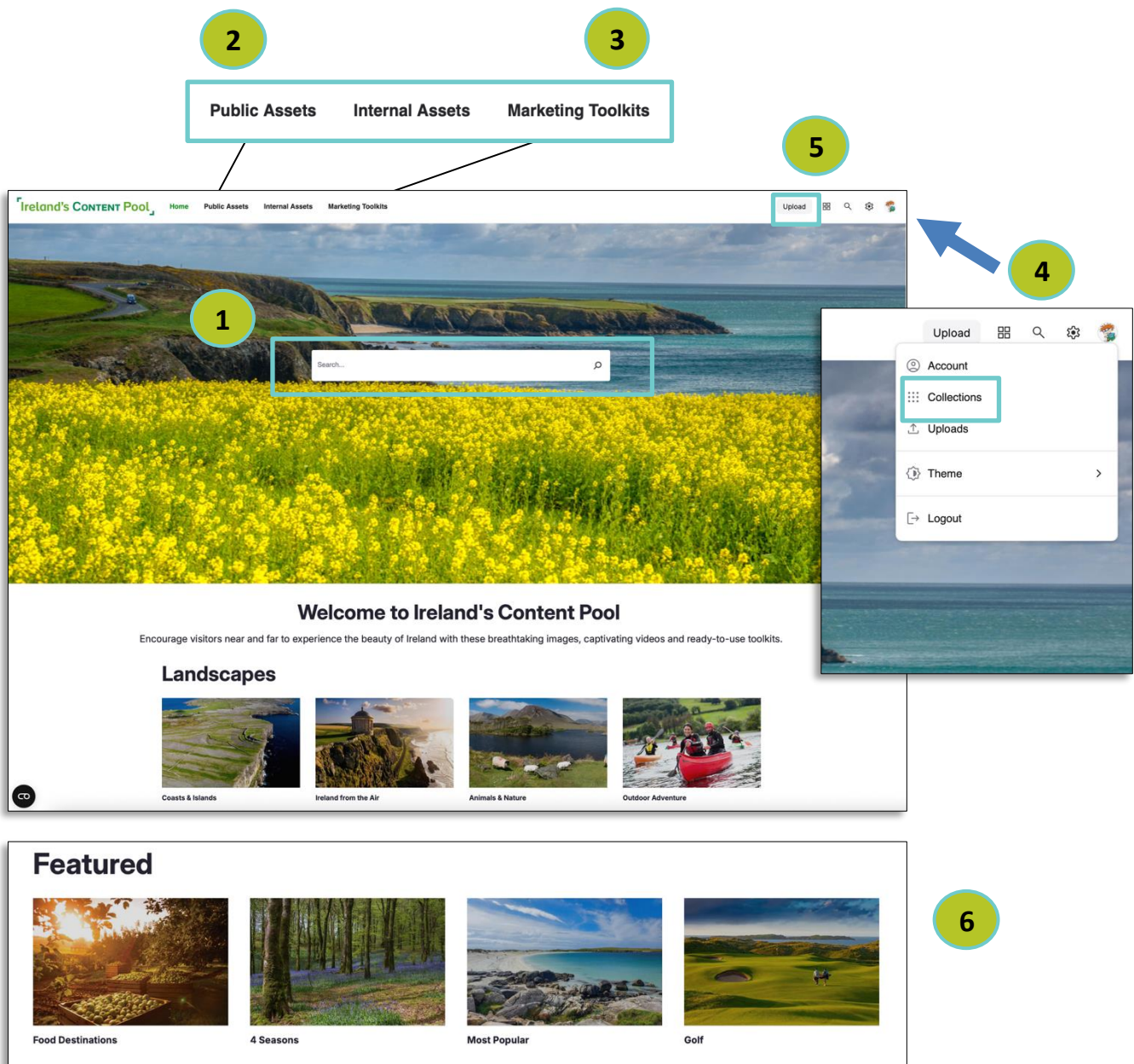
- I agree to the [Privacy Notice](#) *
Please confirm your agreement to the Privacy Policy
- I agree to the [Terms and Conditions](#) *
Please confirm your agreement to the Terms and Conditions

At the bottom of the form, there are two buttons: "LOGIN" and "REGISTER".

Numbered callouts on the image indicate the steps: 1 points to the "Register" button in the top right corner; 2 points to the form fields; 3 points to the checkboxes; and 4 points to the "REGISTER" button.

02 Homepage

- 1 Search Bar for quick searches.
- 2 Click to access *Public Assets*.
- 3 *Marketing Toolkits*: Click on Toolbar Button to access the Toolkits space.
- 4 *My Collections*: Click here to manage your private collections, now found under profile dropdown.
- 5 Upload Tool: For uploading/sharing of assets from industry please click here
- 6 *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 *Public Assets*.

Welcome to Ireland's Content Pool
Encourage visitors near and far to experience the beauty of Ireland with these breathtaking images, captivating videos and ready-to-use toolkits.

Landscapes (2)

- Coasts & Islands
- Ireland from the Air
- Animals & Nature
- Outdoor Adventure

Culture & Heritage

- Historic Sites & Landmarks
- Ireland's Festivals
- Pubs & Music
- Cities

Featured (1)

Public Filter Panel (3)

- Applied Filters (1) >
- Media Type
 - Images 115
 - Videos 76
- Categories
 - Landscapes and Nature 283
 - Countryside 43
 - Beaches and Coastal 32
 - Attractions 28
 - People 18
 - Regional Brands 18
 - Accommodation 15
 - Rivers Loughs and Lakes 15
 - History & Heritage 12
 - Tours 11
 - Gaeltacht / Irish Speaki... 10
 - Seasides 10

Public page Save

Ireland from the Air

1 - 191 of 192

VIEW & SORT (4)

SELECT ALL

Type your search here

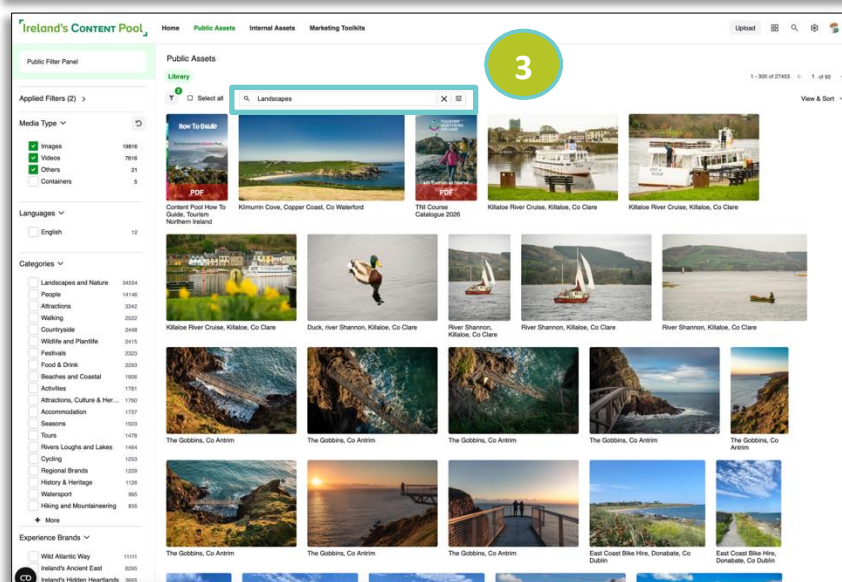
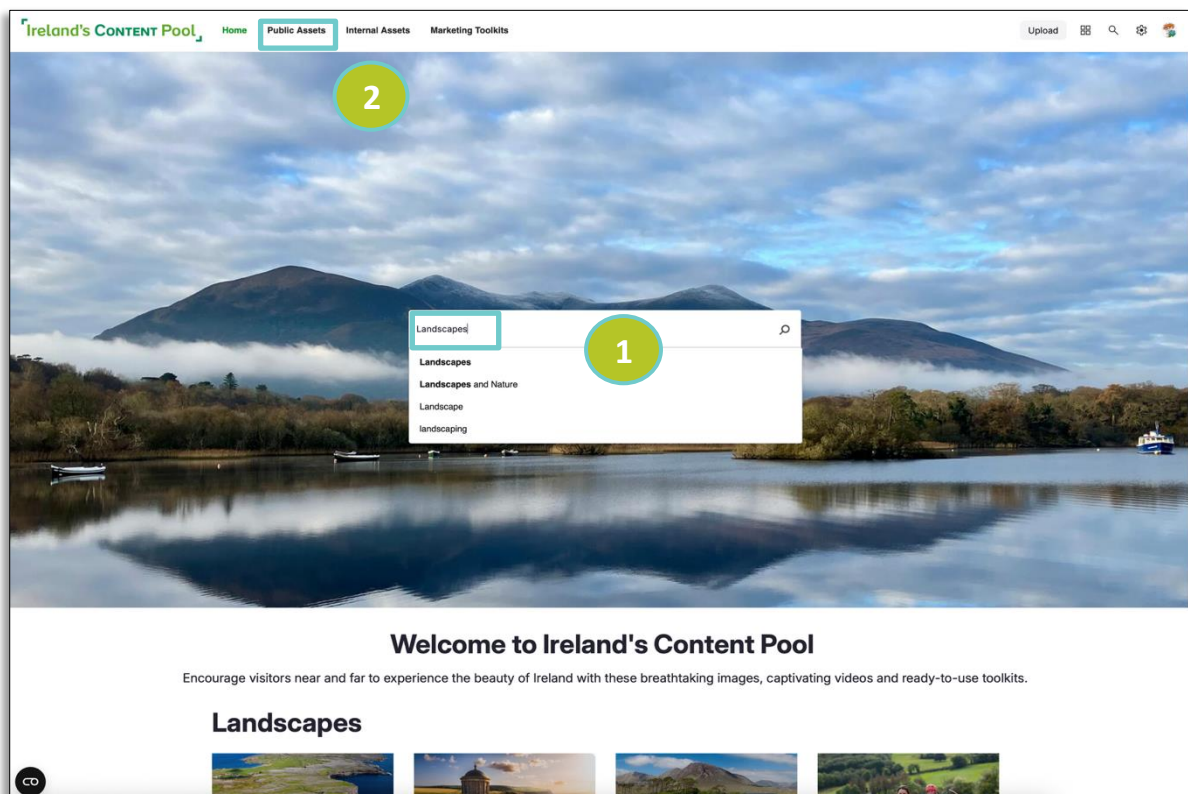
- Connemara and Islands, Aerial, Greenway, Cycling, Kayaking, Landscapes, Family, 90s
- Dromoland Castle, Hotel, Golf Course, Co Clare
- Murphy's Ferry, Bere Island, West Cork

Public

04 Quick Search

There are two ways to start your search.

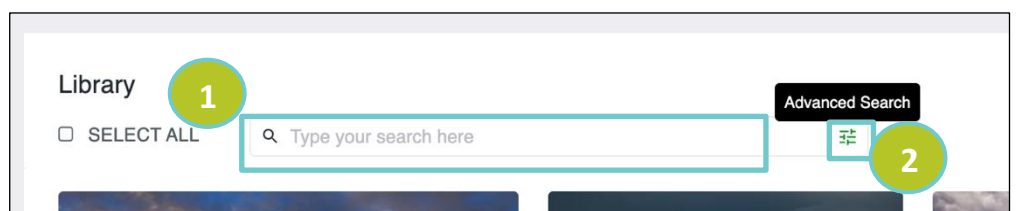
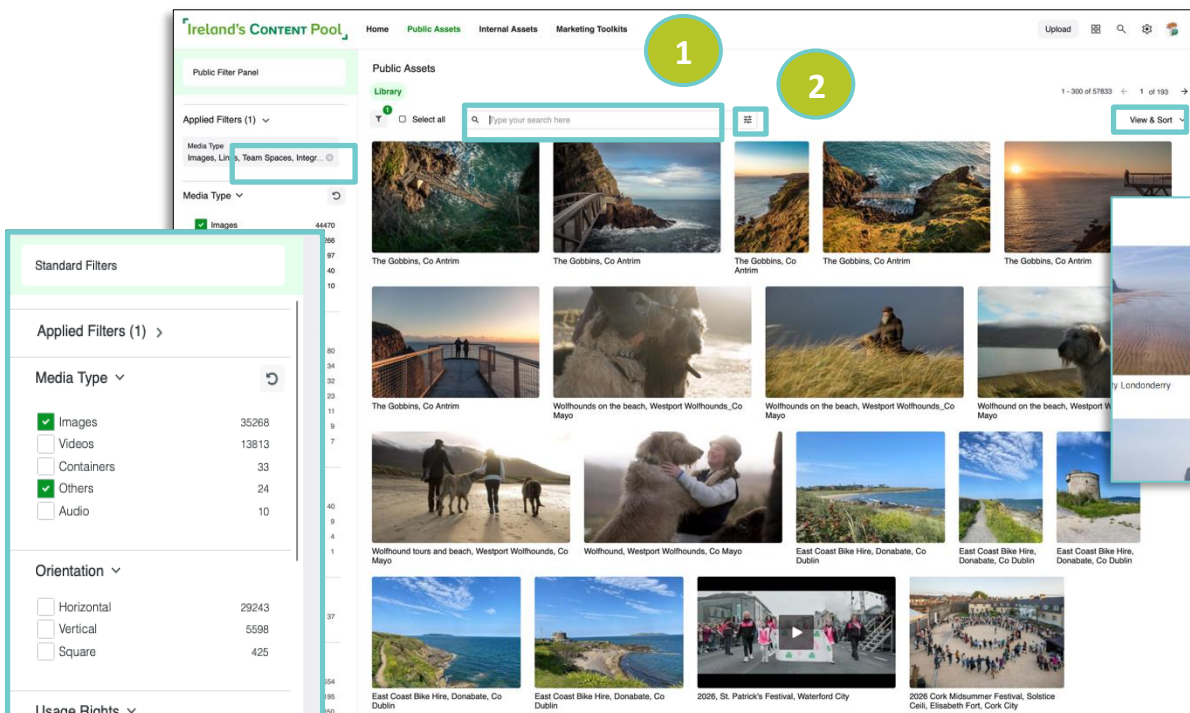
- 1 Type your keyword in the quick search bar and press enter.
- 2 OR click on *Public Assets* which will bring you to all or the assets in the library.
- 3 The search result will open in the *Library*.



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 return.
- 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 **STANDARD FILTERS**: See next page.



06 Public Filter Panel

The *Public Filter panel* allow the user to refine your search. I.e. this user ran a search on Halloween with a result of 981 assets.

- 1 The user selected a *Media Type (images)*: Clicking on one option will automatically deselect the others.
- 2 Then, they selected the Category *History & Heritage* from the list.
- 3 The user selected *Public Assets* from the Usage Rights Filter.
- 4 Finally, the user refined via the *Search Bar to Newgrange (Meath)*

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.

The image displays two screenshots of the Ireland's CONTENT Pool interface, illustrating the steps taken to refine a search. Both screenshots show the 'Public Assets' section with a search bar containing 'Newgrange (Meath)'. The top screenshot shows the 'Media Type' filter set to 'Images' (73 results) and the 'Categories' filter set to 'History & Heritage' (135 results). The bottom screenshot shows the 'Usage Rights' filter set to 'All Rights' (73 results) and the 'Categories' filter set to 'History & Heritage' (135 results). The search results are displayed as a grid of images, each with a caption indicating the location and date of the photo.

Public Filter Panel

Applied Filters (5) >

Media Type

- Images 73
- Video 1

Categories

- History & Heritage 135
- Attractions 72

Experience Brands

- Ireland's Ancient East 73

Usage Rights

- All Rights 73
- Paid Advertising with Permi... 24
- No Paid Advertising Use 7

Public Assets

Library

Select all

Search: Newgrange (Meath)

View & Sort

1 - 73 of 73

Friends visiting Knowth Neolithic Tomb 12_Co Meath_051022CH451.jpg

Friends visiting Knowth Neolithic Tomb 8_Co Meath_051022CH354.jpg

Friends visiting Knowth Neolithic Tomb 4_Co Meath_051022CH329.jpg

Friends visiting Knowth Neolithic Tomb 2_Co Meath_051022CH316.jpg

Friends visiting Knowth Neolithic Tomb 12_Co Meath_051022CH451.jpg

Friends visiting Knowth Neolithic Tomb 8_Co Meath_051022CH354.jpg

Friends visiting Knowth Neolithic Tomb 4_Co Meath_051022CH329.jpg

Friends visiting Knowth Neolithic Tomb 2_Co Meath_051022CH316.jpg

Newgrange_Friends at Chamber Entrance 2_Co Meath_051022CH511.jpg

Newgrange_Friends at Chamber Entrance 4_Co Meath_051022CH517.jpg

Newgrange Chamber Entrance 1_Co Meath_051022CH501.jpg

Newgrange_Friends at Chamber Entrance_Co Meath_051022CH508.jpg

Knowth stone carving_Co Meath_051022CH423.jpg

Friends visiting Newgrange 1_Co Meath_051022CH306.jpg

Friends visiting Knowth Neolithic Tombs_Co Meath_051022CH306.jpg

Newgrange_Friends Visiting 1_Co Meath_051022CH531.jpg

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 displays a search interface with several filter sections on the left and a list of assets on the right. A callout box highlights the 'Usage Rights' filter, and another callout box highlights the 'Usage Rights' field in the 'General Information' panel of an asset.

Experience Brands

- Ireland's Hidden Heartlands 25
- Ireland's Ancient East 8
- Wild Atlantic Way 3

Usage Rights

- All Rights 121
- No Paid Advertising Use 90
- Paid Advertising with Permi... 35

ROI Counties

- Clare 1
- Cork 1
- Galway 25
- Laois 6
- Mayo 1
- Wicklow 2

NI Counties

- Antrim 22
- Down 19
- Londonderry 7
- Tyrone 6

Assets:

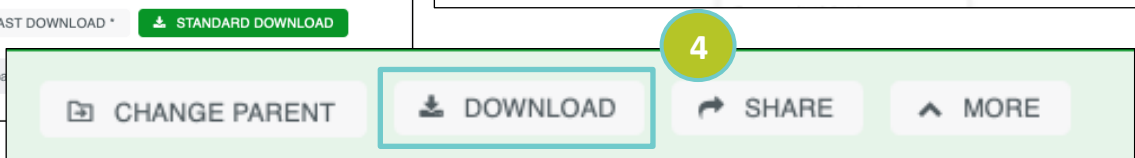
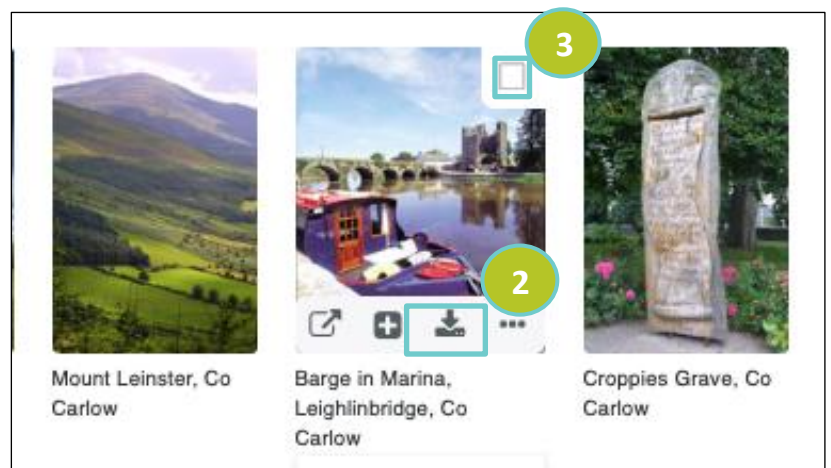
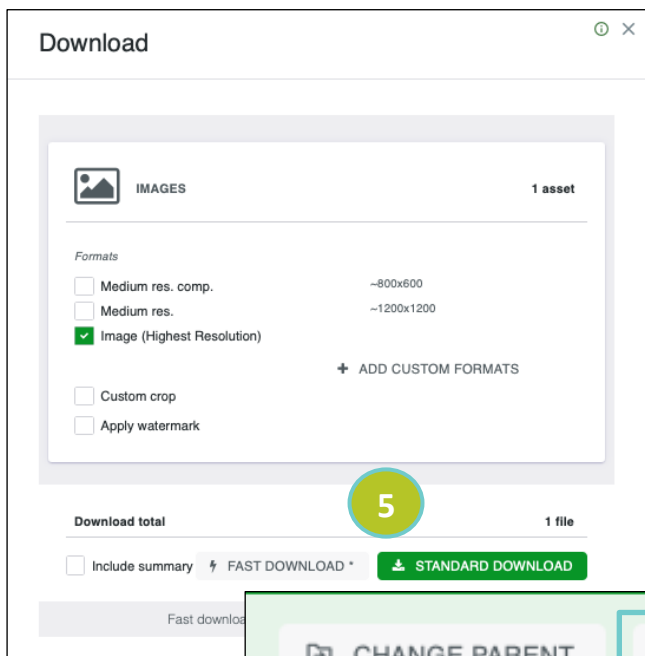
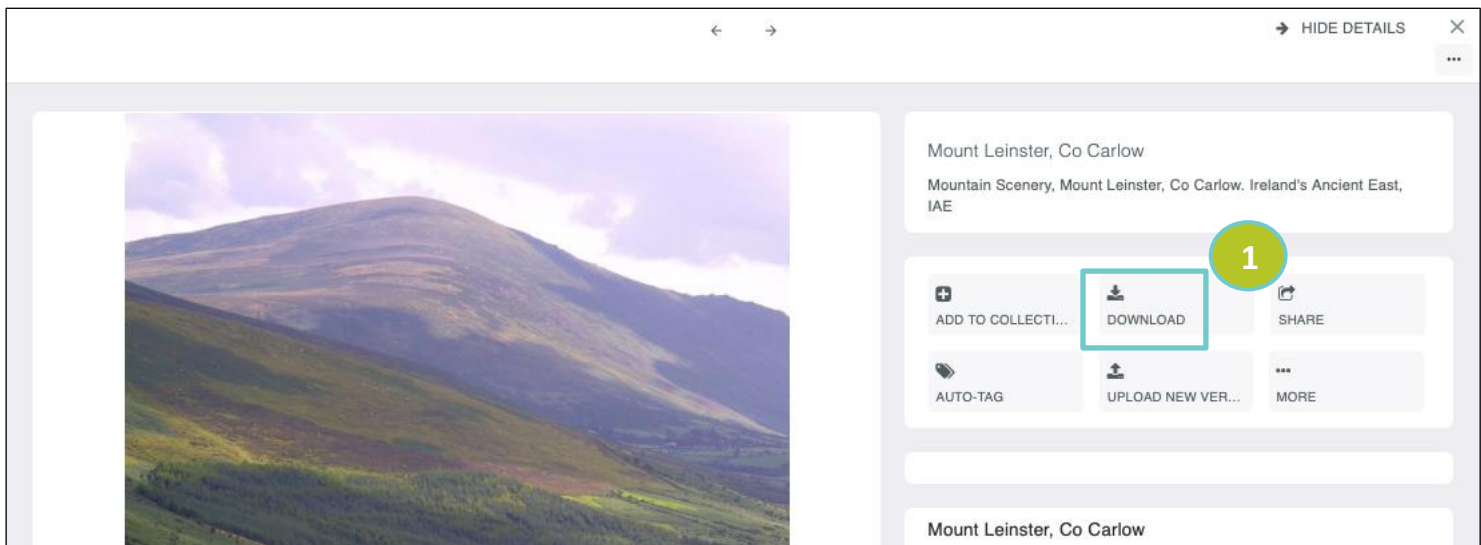
- Glamping pods, Pod Umna Village, Portumna, Co Galway**
- Glamping Under The Stars, Row of hobbit houses, Co Laois**
- Glamping Under The Stars, Mountain Glampsite Hobbit village, Co Laois**
- Glamping Under The Stars, Garden Hobbit House, Co Laois**

General Information Panel (for 'Glamping pods, Pod Umna Village, Portumna, Co Galway'):

- Title: Glamping pods, Pod Umna Village, Portumna, Co Galway
- Creating Agency: Fáilte Ireland
- Creator (IPTC): Brian Morrison
- Credit Line (IPTC): Courtesy Brian Morrison
- Copyright Notice (IPTC): Fáilte Ireland/Tourism Ireland
- Asset Expiry: 16 August, 2029
- Regions: Connaught, Republic Of Ireland
- Counties: Galway
- Date Created (IPTC): 13 June, 2018
- Categories: Glamping, Countryside
- Geography Usage: Worldwide
- Usage Rights: No Paid Advertising Use

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.



09 Collections

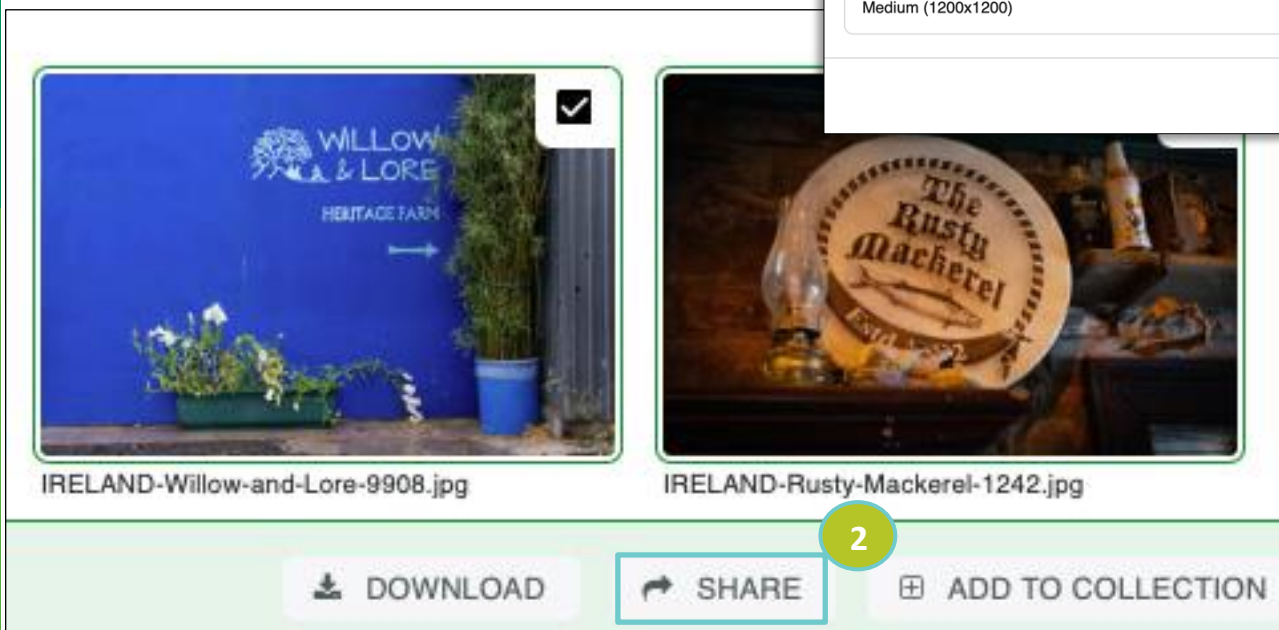
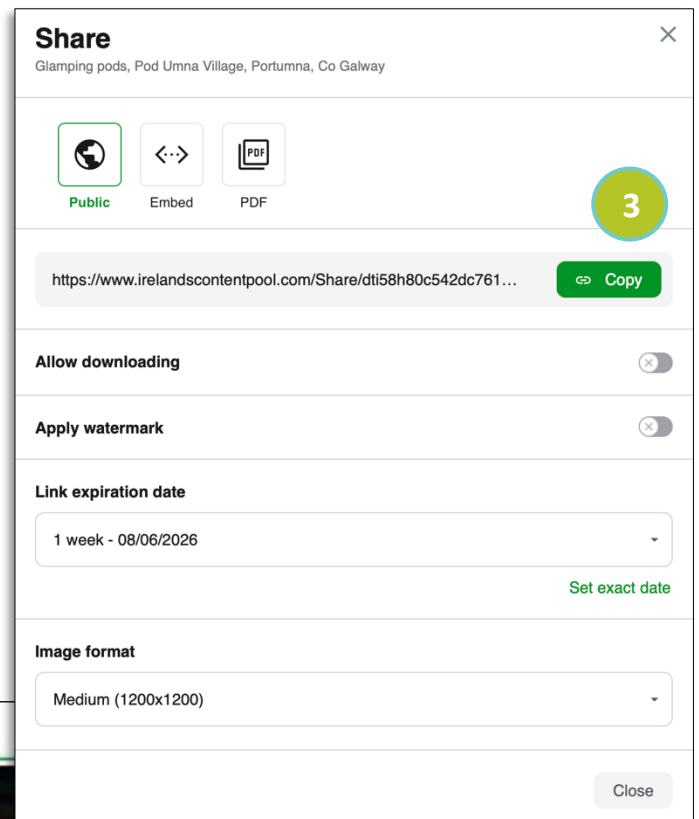
My Collections allows users to create private collections and curate content around a theme or campaign.

- 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.

The screenshot illustrates the 'My Collections' workflow. At the top, three asset cards are shown: 'Brownshill Dolmen, Hackettstown, Carlow', 'Mount Leinster, Co Carlow' (with a '1' callout over its toolbar), and 'Barge in Marina, Leighlinbridge, Co Carlow'. A 'Pick a Collection' dialog box is open on the right, showing 'My First Collection (0)' with a '3' callout. Below the assets, two more asset cards are shown: 'Kayaking, Clashganny Lock, Borris, Co Carlow' and 'Kayaking, Clashganny, River Barrow, Co Carlow' (with a '2' callout over their toolbars). A bottom toolbar contains 'DOWNLOAD', 'ADD TO COLLECTION' (with a '2' callout), and 'COPY TO...'. At the bottom, a navigation bar shows 'ALL ASSETS', 'MY COLLECTIONS' (with a '4' callout), and 'SHIRLEY'.

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.

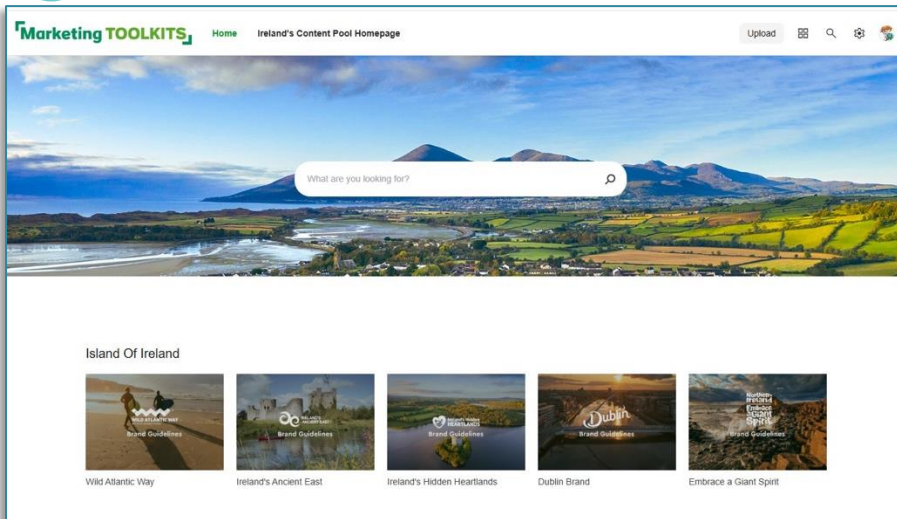


11 Marketing Toolkits

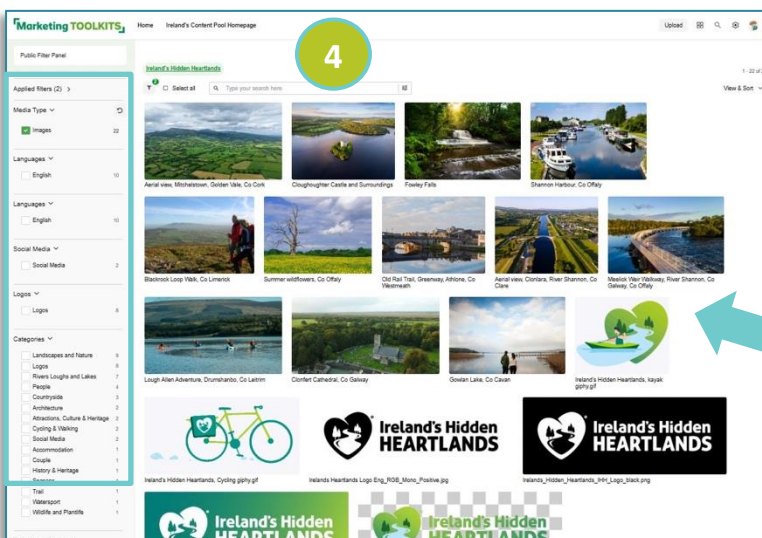
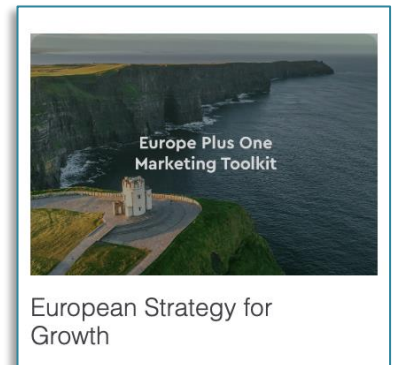
- 1 Click the Marketing Toolkits button, top left of the Homepage
- 2 Marketing Toolkits Homepage
- 3 Select required Toolkit or album / collection
- 4 Filter using panel on the left
- 5 Select required assets and download (as per download section above)



2



3



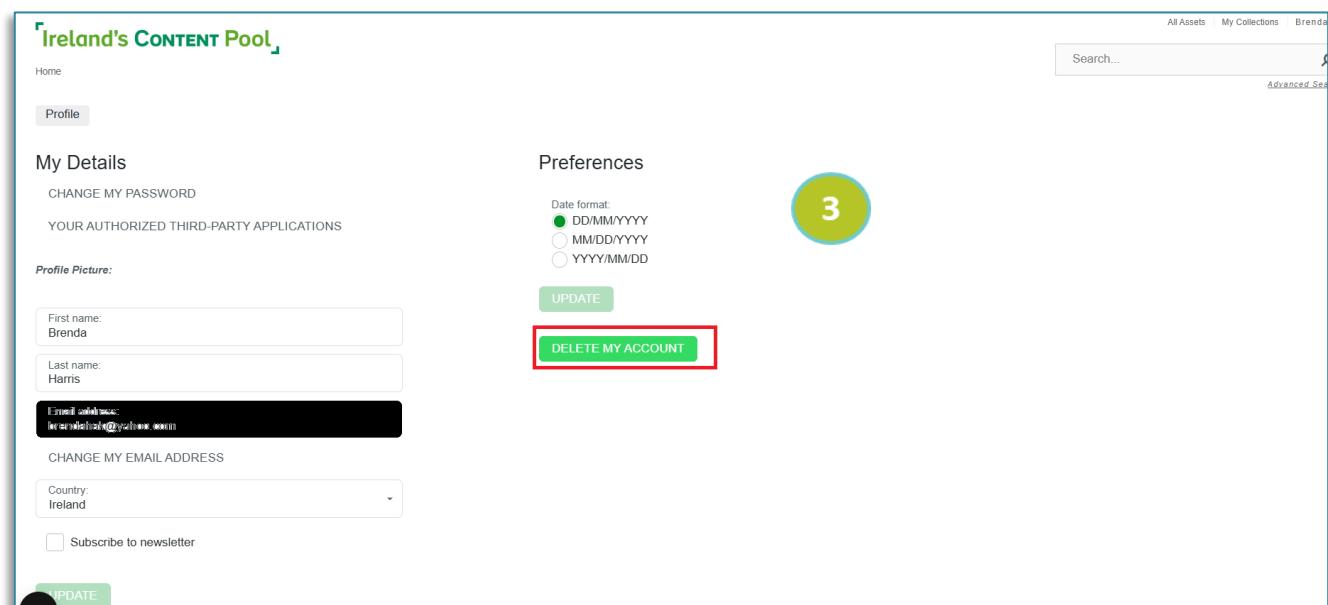
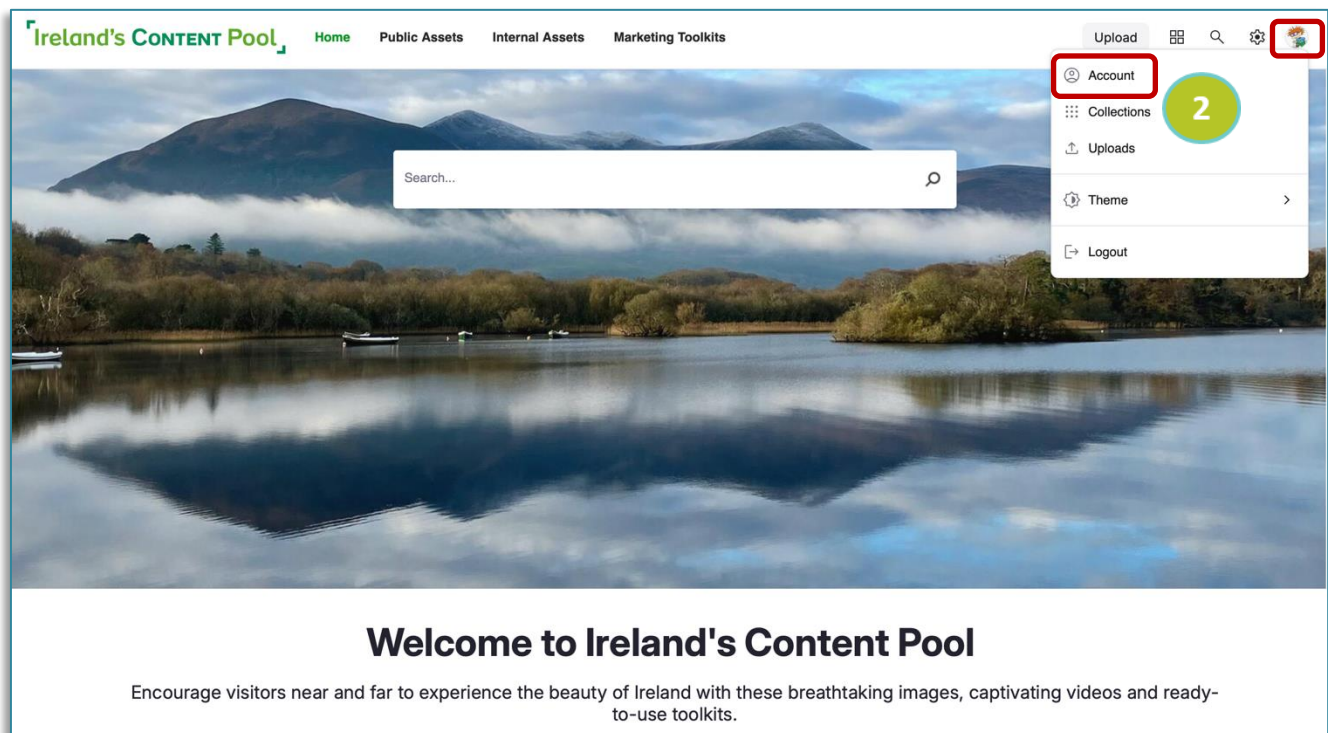
12 Troubleshooting

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 refining your keyword search.
		Use standard Filters and advanced search.
Share	Share option is not available	Use the Contact Us form that is on the footer.
		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	Clear cache, check disk space, or switch browsers.
Log In	Homepage not visible	System reverts to last screen/page from previous log-in – click on Ireland's Content Pool Homepage Button on Toolbar



13 Deleting Accounts

- 1 Click on your profile icon (on the top right-hand corner of the Homepage)
- 2 From the dropdown, choose My Account
- 3 Choose Delete my Account to remove your account from the system.



「 14 Support 」

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

Please contact us via email: info@irelandscontentpool.com

We endeavour to respond within 72 hours.

