

# Content Development

*Bringing Your Story to Life through  
Images & Text*

Fiona Ashe & Colette Cleary

# THE SCRIPT FOR TODAY

- ★ Storytelling
- ★ Your Story in Dublin's Story
- ★ Writing Captions
- ★ Creating Captivating Images
- ★ Smartphone Image Editing
- ★ Top Tips for Content Creation

# STORYTELLING

# WHY STORYTELLING?

- ★ Tourists choose for emotional reasons: how you make them feel
- ★ Great storytelling is the most powerful and effective way to evoke emotions and compel people to choose you

# STORY VS NARRATIVE

Difference between story and narrative?

# STORY VS NARRATIVE

- Story: the overall concept
- Narrative: how that story is told

# STORYTELLING

## The Classic Narrative

# 1. CHARACTER





## 2. GOAL / DESIRE



# 3. DRAMA / CONFLICT



# CLASSIC STORYTELLING

1. Character
2. Goal / Desire
3. Drama /Conflict - created by obstacle to desire

***Audience becomes emotionally engaged through fearing that the character won't achieve his/her desire***

STORYTELLING

Destination Storytelling

# THINGS WHICH MAKE A DESTINATION

- People
- Culture
- Creativity
- Energy
- Events
- History
- Landscape
- Sport
- Activities
- Culinary Delights
- Hospitality
- Connection

# CULTURALLY CURIOUS



Like Comment

**Rare Irish Stuff**  
Guinness barge, O'Connell Bridge, 1950 — with Dan Geary.

Like · Comment · Share · 19 March

1,624 people like this.

Top Comments

298 shares

Tags: Rare Irish Stuff

Album: Timeline  
Photos

Shared with: Public

Open Photo Viewer



Like Comment

**Lorna McDermott** · **Jeanie Johnston**

I took this photo on a cold February night recently.. The Jeanie Johnston looks majestic in the moonlight

From: Photo  
Jeanie John  
Shared with:

# CULTURALLY CURIOUS



Movies.ie - Irish Cinema Website

16 hours ago

Here's the Ambassador on Dublin's O'Connell St back in its glory days showing The Empire Strikes Back... Hands up who remembers it when it was a cinema.



Unlike · Comment · Share

56 Shares

You, Imelda Duffy, Shokri Francis Raof, Stockwell Artisan Foods and 887 others like this.

Top Comments

# CULTURALLY CURIOUS

## Stories start a conversation




**Jonathan Purvis** Remember it I went to Empire Strikes back there

Like · Reply · 14 hours ago



**Conor O'Neill** Queued there for hours to see Return of the Jedi 3 years later, but ✕ wasn't brave enough for the whole Star Wars thing in 1980, was still hiding behind the couch when David Banner changed into Wonderwoman in those days.

Like · Reply ·  6 · 16 hours ago

 4 Replies · about an hour ago

 [View more comments](#)

2 of 128





# SOCIAL ENERGISERS



Like Comment

[Rafting.ie](#)  
Disco Shanel



# STORYTELLING

What's Your Story?

# YOUR STORY IN DUBLIN'S STORY


- What's your history in Dublin?
- What's your passion for Dublin?
- How do you fit into the new vibrant Dublin?
- What part do you play in Dublin's identity?
- How do you contribute to the Dublin story?
- What are the unique elements of your business?
- How can you showcase other businesses in Dublin?

# Get Contributions From Staff & Locals

**My Plus One**  
February 2

Want to know more about our London Locals? Meet Robert!...

I love London because...  
It has absolutely everything a world class city needs - history, architecture, a modern and diverse culture, a vibrant atmosphere, an endless supply of thi... See More



Like · Comment · Share

38 10 2

## MyPlusOne

Helping tourists find the hidden gems in cities by tapping in on the knowledge of the locals

# Collate This Information Into Guides

MY PLUS ONE  
YOUR POCKET LOCAL'S GUIDE TO

## Central London

MY+  
ONE

♥ COOL PLACES

🍺 DRINKS

☕ COFFEE

🍴 FOOD

🎵 NIGHTLIFE



### GALLERY

7 RATHBONE PLACE, W1T 1HN

Rook & Raven is a gallery, publisher of fine art prints and books, and creative portal situated in the heart of London's Fitzrovia district.

*Where local and famous contemporary artists display their work.*

RECOMMENDED BY REBECCA



### AUSTRALIAN CAFÉ

17 BERWICK STREET W1F 0PT

Flat White is located in the vibrant heart of Soho amidst the Berwick Street Market. It was established in September 2005 to bring the refined artisan style coffee prevalent in Australian and New Zealand cafes to London.

*Go here for good coffee.*

RECOMMENDED BY FREDDIE



### COCKTAIL BAR

13A GERRARD ST, CHINATOWN, W1D 5PS

Great fun place, but make sure you try to book before hand. Cocktails are definitely experimental so bring an open mind, a healthy thirst and plenty of cash!

*I've had some of the best rock n' roll nights here, including a pianist stripping for me!*

RECOMMENDED BY SARA



# My Secret Spot London

Photos from our locals of their favourite spots in London. Which spot do you want us to reveal? Pin or like them and we'll reveal them first in October!

My Plus One

Follow Board

Send Board

55 Pins

23 Followers



Go to this place on Cambridge Heath road for great food (2 courses for £10!) and a snappy haircut in 15 mins! (submitted by local Lucy) #mysecretspotlondon

Uploaded by My Plus One



A new wine bar great for a late night bottle of red and grilled cheese sandwiches! (submitted by local Lucy) #mysecretspotlondon

Uploaded by My Plus One



A great little vintage boutique in Brixton Village! (submitted by local Lucy) #mysecretspotlondon

Uploaded by My Plus One



A new wine bar great for a late night bottle of red and grilled cheese sandwiches! (submitted by local Lucy) #mysecretspotlondon

Uploaded by My Plus One



A great little vintage boutique in Brixton Village! (submitted by local Lucy) #mysecretspotlondon

Uploaded by My Plus One



Dishoom - A restaurant in Shoreditch that serves amazing



My favourite canal (submitted by local Lucy) #mysecretspotlondon

Uploaded by My Plus One



A cute boutique in East London (submitted by Lucy) #mysecretspotlondon



A restaurant in Shoreditch that serves amazing cocktails (submitted by local Lucy)



My favourite canal (submitted by local Lucy) #mysecretspotlondon

CAPTIONS

# WRITING CAPTIONS

- Keep them short and catchy
- Use emotive language
- Use humour as often as possible
- Show your personality
- Combined text and images = better story



# CAPTIONS

Captions Elevate The Story

# CAPTIONS CREATE A STORY



# CAPTIONS CREATE A STORY



Fuelling up for adventure


# CAPTIONS

## Dramatic Devices

# CONTRAST



# CONTRAST IN CAPTIONS

A photograph of a sailboat with white sails on a blue sea. The boat is tilted slightly to the left. The background shows a blue sky with some clouds. The text is overlaid on a blue triangular shape in the bottom right corner.

and fun is a  
**serious business**

# METAPHOR



Whole Foods Market changed their cover photo.

29 January 🌐



Like · Comment · Share

👍 490 💬 25 📄 34

# PLAY ON WORDS



Brown Hound Bakery Ireland

13 February

♥ lust-dust: strawberry | cocoa | white chocolate ♥  
#brownhoundbakery



“lust-dust”



# POETIC STRUCTURE



# POETIC STRUCTURE



**CUP FULL OF COFFEE**

*City Full of Promise*

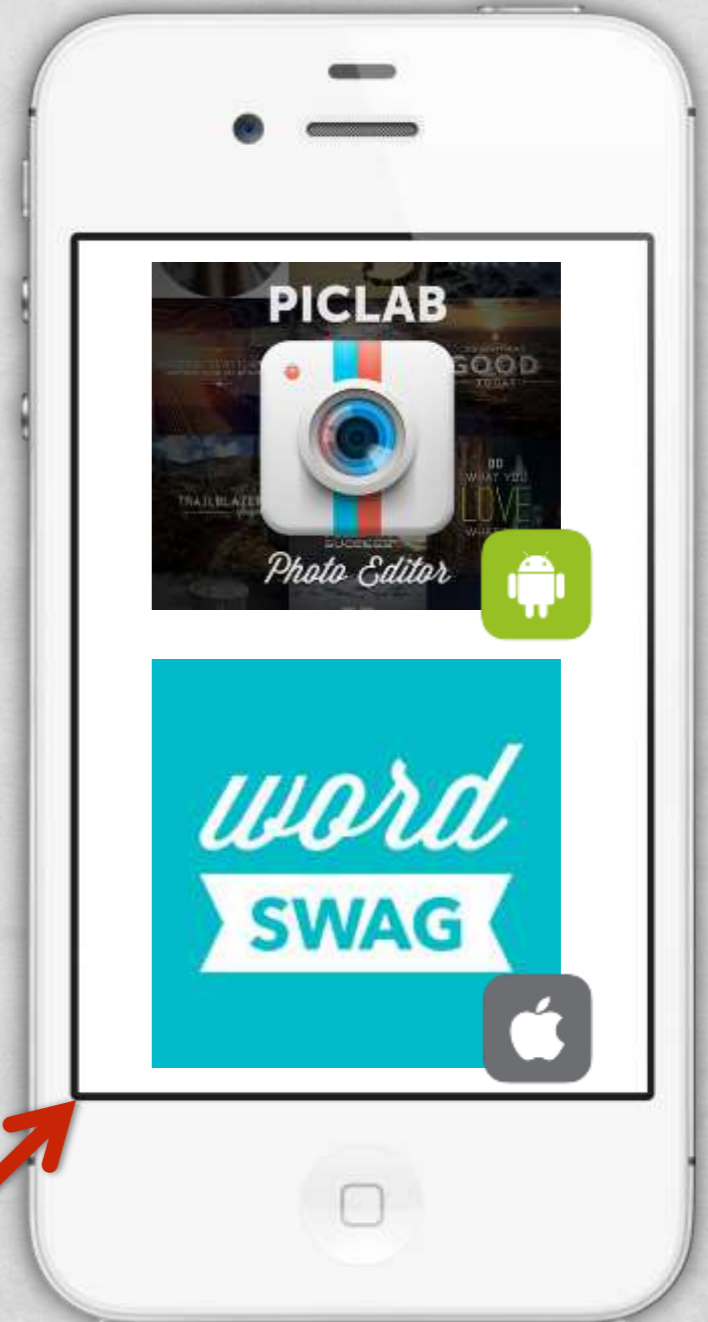
# ANTHROPOMORPHIZE STUFF



A photograph of a bridge railing covered in numerous padlocks of various colors and sizes. The railing is white and ornate, with a central vertical post. In the background, a river flows, and buildings line the opposite bank. A speech bubble is overlaid on the right side of the image, containing the text "Anyone got the keys?".

Anyone got  
the keys?

# TOOLS TO PUT CAPTIONS ON PHOTOS



More on these later 😊

# DEMO: Adding captions to existing photos



IMAGES

Taking Terrific Photos

# RULE OF THIRDS



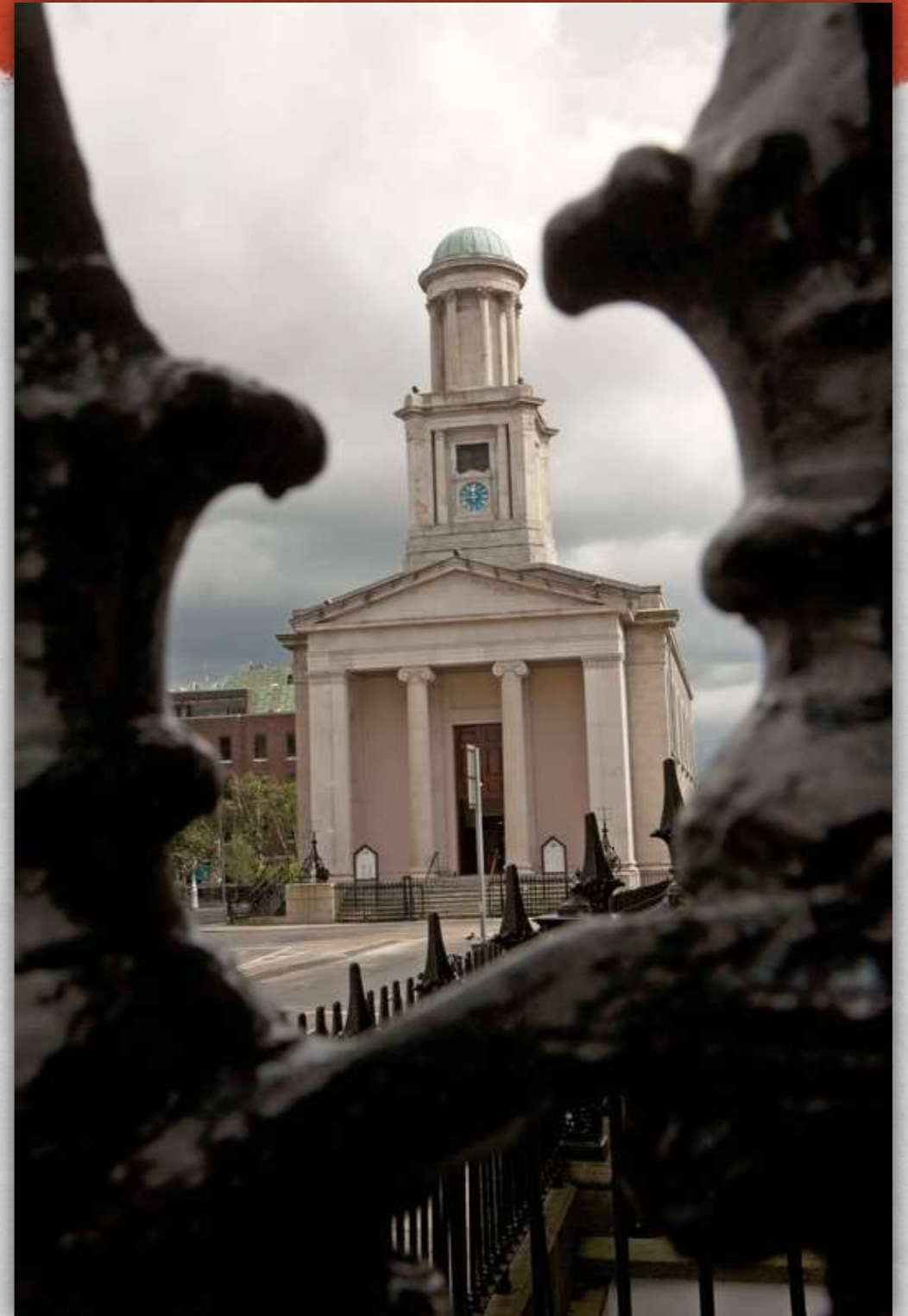


# LINE - USE DIAGONALS



# FRAME SUBJECT

Use shapes in the shot to frame the subject and therefore draw attention to it



# FOCUS



# UNUSUAL ANGLES



# USE OF COLOUR

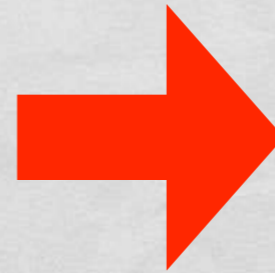


Warm colours are usually used in tourism to convey vibrancy and energy but can also present risk / danger

Cool colours are usually used in tourism to have a calming effect



# CROP TO CREATE FOCUS



# SMARTPHONE IMAGE EDITING

# Enhance Your Images To Make Them “Pop”

Go for the subtle look





# Enhance Your Images To Make Them “Pop”

...or the dramatic



# Image Editing Apps

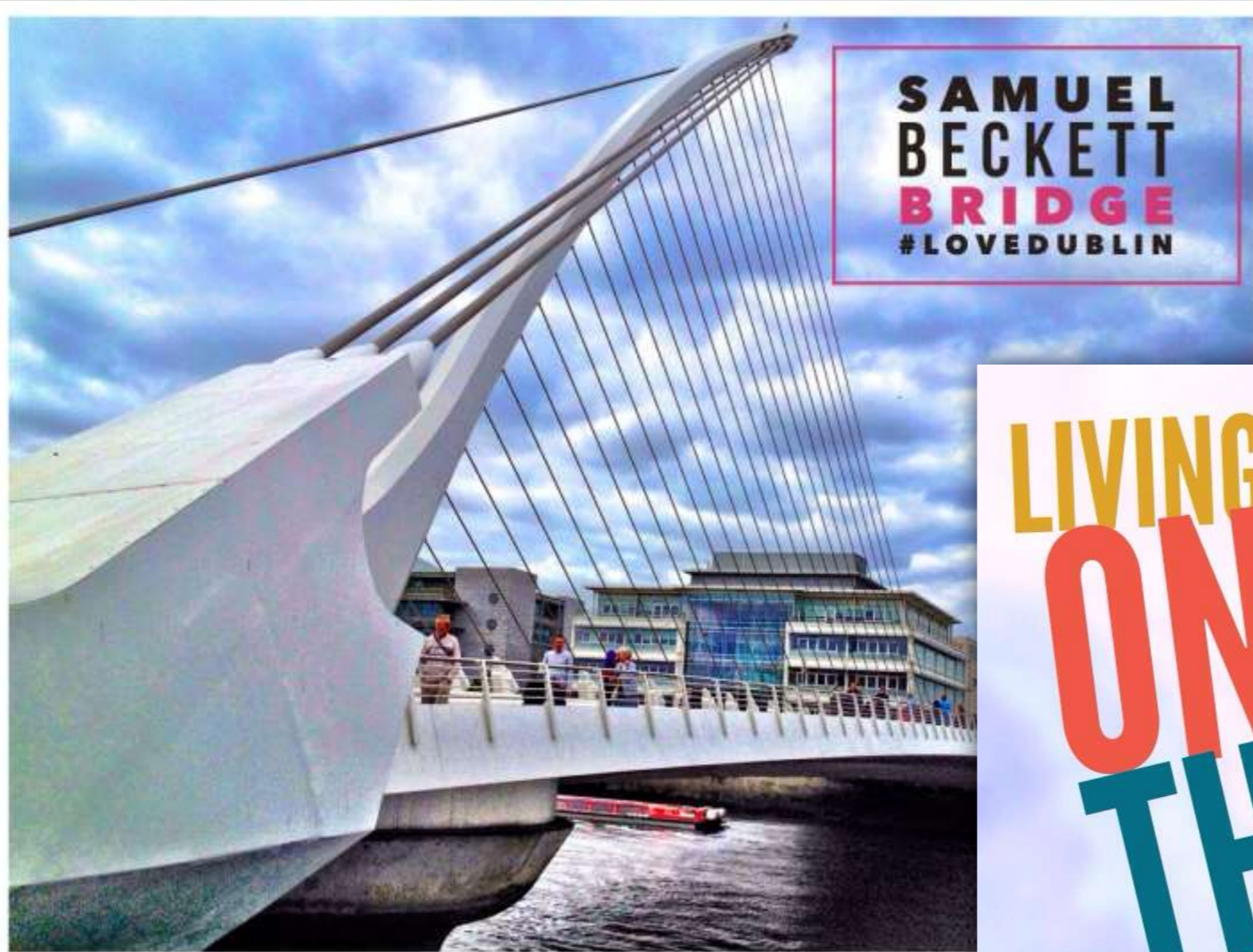


 iPhone

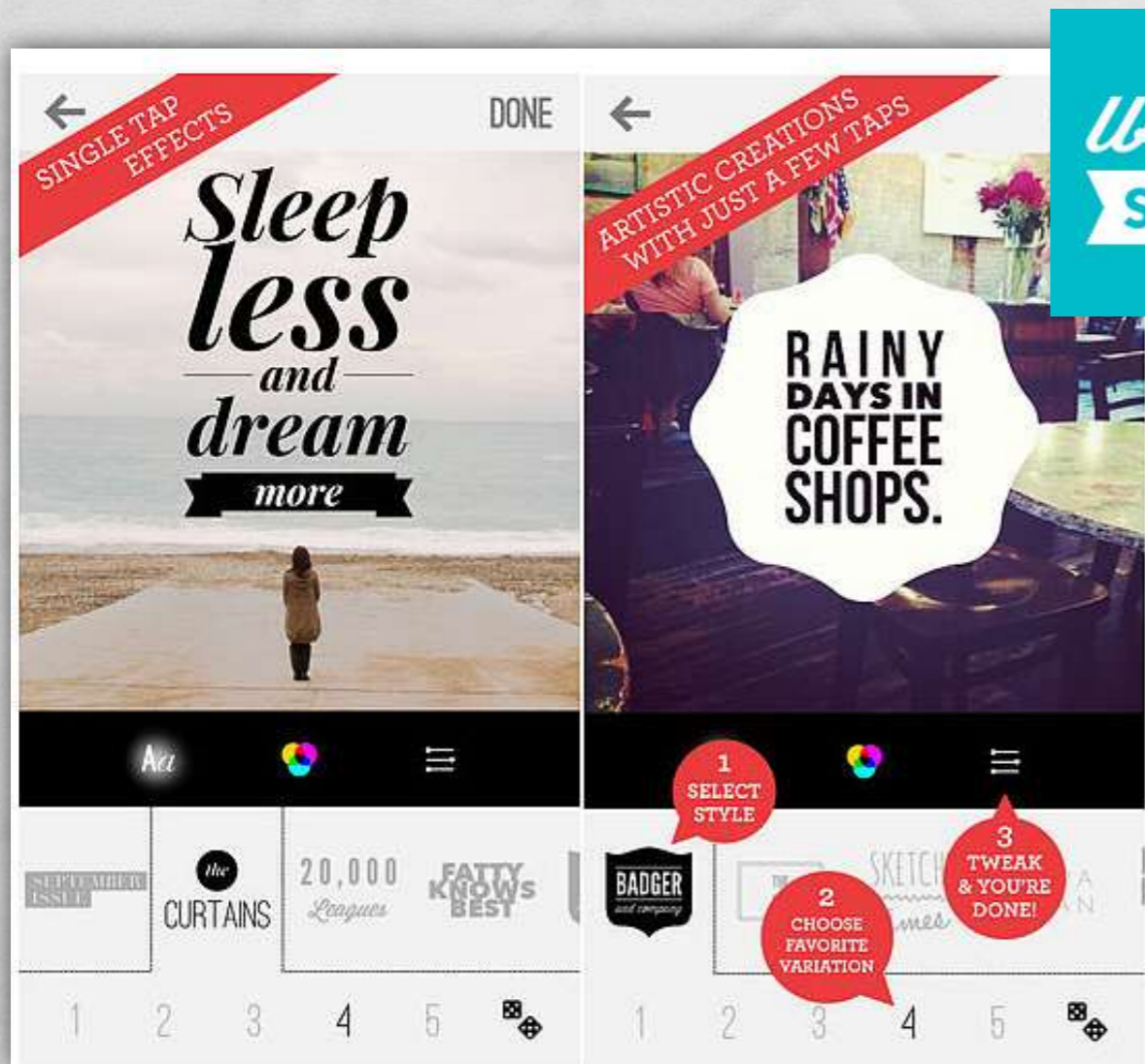


 Android

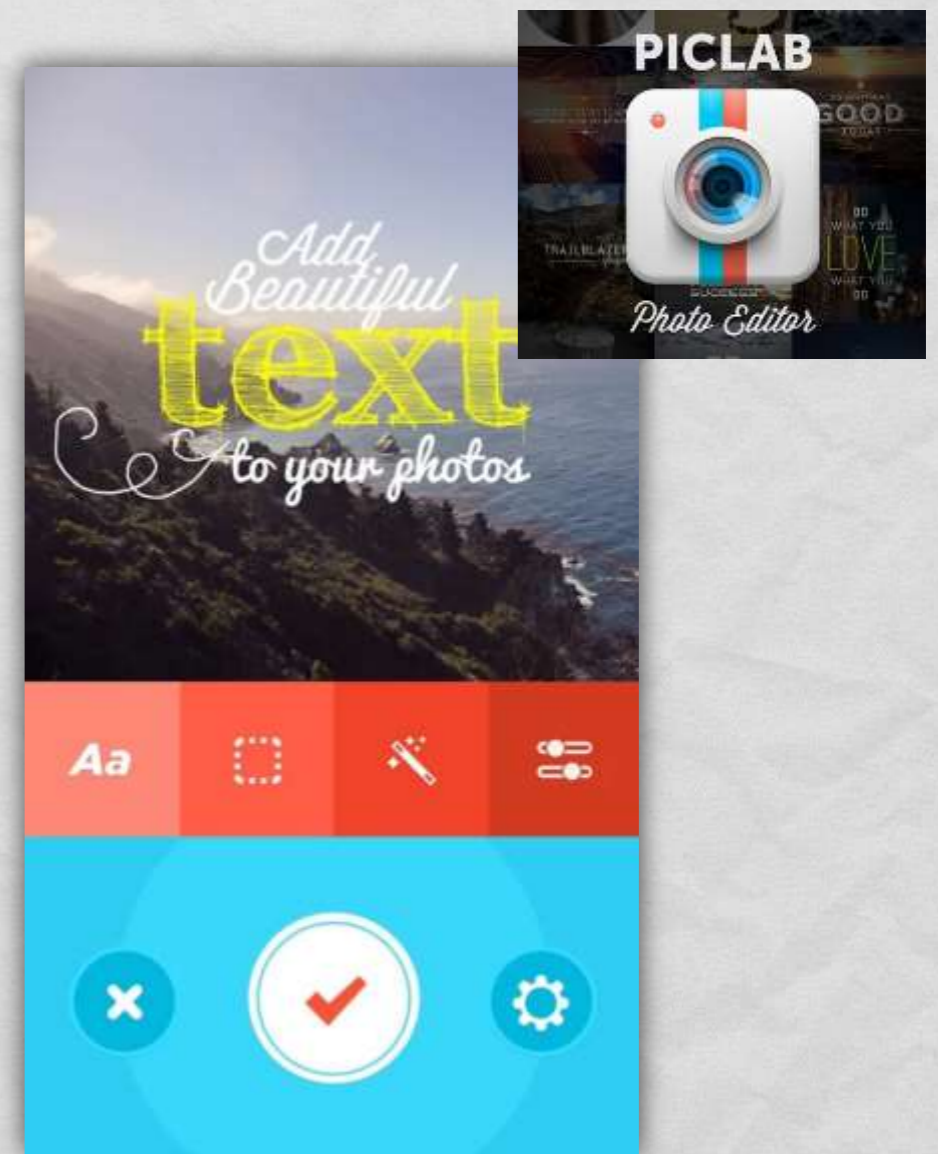
# Add Captions to Make them “Sing”



# Add Captions Using Your Smartphone

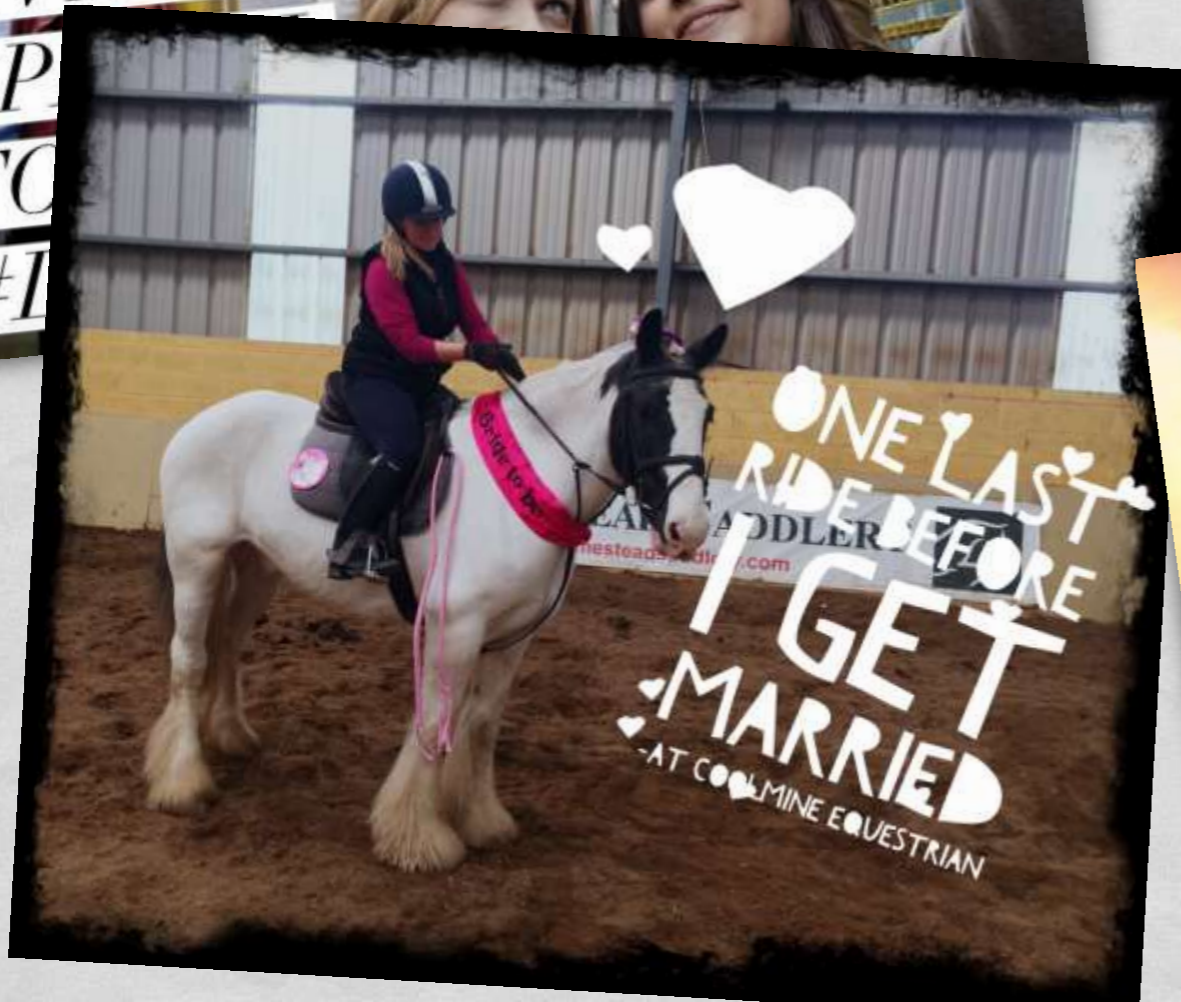


iPhone



Android

# What Other DublinNOW Businesses Have Produced



Y



**BE STRATEGIC**  
**PLAN YOUR CONTENT IN ADVANCE**

# CREATE IMAGES IN BATCHES



Think of a series of images you could create

- ☑ Tips
- ☑ Quotes
- ☑ Checklists
- ☑ Hidden Gems
- ☑ Top 5 Lists
- ☑ Itineraries (e.g. Dublin in a Day)

Create a standard style or layout for the series

Produce many variations which you can then schedule out over social media





# Take Inspiration from Existing Content

**Dublin Insider Guide**

**Museums**  
Lucky for Dublin, New York mining

**Mellows Bridge**  
A bridge of many names, it was built

**Sandy Cove**  
In Sandy Cove, the famous Forty Foot

**Henry Street**  
North of the river, Henry Street is another pedestrian-friendly zone. As well as oodles of shops from A-Wear to Zara, there are department stores such as Amotts and nearby favourite Clerys, as well as shopping centres, Jervis Street and the Ilac Centre. Take a moment to look up between bargains at The Spire, one of Ireland's newest monuments. It soars to a needlepoint on O'Connell Street.

**Shopping Centres**  
Dublin has no shortage of shopping centres and city centre options include Stephen's Green, the Jervis and Debenham's. Out of town alternatives are the Liffey Valley Shopping Centre, Dundrum Town Centre and Blanchardstown Shopping Centre.

**Theatre**  
The Abbey Theatre, which was set up in 1904, fostered talents such as William Butler Yeats and Sean O'Casey. The Gate Theatre, set up in 1928, is where Orson Welles and Michael Gambon began their illustrious acting careers. These two city's stalwarts both stage productions of an exemplary standard.

The Peacock, neighbouring The Abbey Theatre, is its contemporary and experimental sidekick.

The recently restored Smock Alley Theatre, which first opened in 1662, recently re-launched with Olive Goldsmith's *She stoops to conquer*. It was first performed there 239 years before.

If a soup, sandwich and performance deal tickles your palate, Bewleys Café Theatre serves up a unique theatrical experience over lunch.

**Seán Heuston Bridge**  
Previously King's Bridge, the cast-iron construction dating from 1828, once led horse-drawn traffic to Kingsbridge Station renamed Heuston in 1941.

Cross from Heuston to make your way to the Phoenix Park and several hundred acres of leg-stretching greenery.

Alternatively the Guinness Storehouse is a brisk 10 minute walk from Heuston. Follow your nose (the hops are distinctive) and the signs.

**GUINNESS**  
ST. JAMES'S GATE BREWERY, DUBLIN

**South Wall**  
For a panoramic view of Dublin Bay, the South Wall stretches 2km out into the Irish Sea – from Poolbeg Power station to the intrepid red lighthouse at its tip.

When the sun is out, the view is glorious. When it's cold, the view is even more dramatic.

**Sandymount**  
Sandymount Village, with its delightful green, eateries and Victorian houses, also has an expanse of strand where you'll find one of Dublin's Martello Towers. These were built as part of a defence system to stave off a Napoleonic invasion.

A stone's throw from the beach, a walk through the village, through the Bay and with

**Grafton Street**  
Grafton Street provides a myriad of temptations from the best of Irish and international fashion to Irish gifts and craft ware. Bookended by Trinity College and St. Stephens Green, the streets and lanes that surround Grafton Street offer shopping delights including the Powerscourt Townhouse Centre, a beautifully restored Georgian townhouse home to specialist shops, galleries, antique jewellery stores and restaurants. Nassau Street has a vast selection of Irish craft stores, such as Kilkenny Design Centre and House of Ireland, which specialise in Irish design ware, glass, ceramics and more.

**Dublin in a Day**  
HERE ARE OUR TIPS...CREATE YOUR OWN DAY IN DUBLIN!

**10AM HENRY STREET**  
Hit the high street on Henry Street and don't miss Amotts and the Jervis Shopping Centre. Duration: 3 hours

**2PM TEMPLE BAR**  
Wander the lanes of Temple Bar and discover the unique shops and boutiques selling one off pieces of design. Duration: 2 hours

**4PM CASTLE MARKET**  
Discover the shops of Castle Market and the Market Arcade. Duration: 2 hours

Times and durations indicated are approximations and we've allowed plenty of time between for lunches, snacks and other distractions!

**visit Dublin.com**

THIS IS JUST ONE OF SEVERAL DUBLIN INSIDER GUIDES. FOR MORE SEE [WWW.VISITDUBLIN.COM/INSIDERGUIDES](http://WWW.VISITDUBLIN.COM/INSIDERGUIDES)

# Create Your Own Series Of Images In Canva



HA'PENNY F

DESIGNER MART AT CO



PROJECT 51, STH WILLIAM ST

Hub of Talented Irish Designers



# INFOGRAPHICS

## Perfect For Repurposing

- ♦ Infographics are highly shareable and the one of the best forms of content for repurposing
- ♦ Take existing content and repurpose it
- ♦ Turn one big piece of content (e.g. Infographic) and break into loads of little pieces



# Full Infographic on website



 Manor Grove Guest House - [www.manorgrove.com](http://www.manorgrove.com)  
Posted by Colette Cleary [?] · 2 seconds ago

The best coffee in town



Like · Comment · Share

Sub-post for each group (5)

Sub-posts for each business in each group (25)



30 posts  
or content for 6 weeks  
out of 1 Piece of  
Content

All linking back to your website!

# DublinNOW INFOGRAPHICS

## Foraging in Dublin



### Sea Buckthorn (Hippophae)

Where: you can find along  
Dublin's beautiful coast  
at Bull Island and Shankill  
When: September

uses: Rich in vitamin C,  
tastes like passion fruit use  
the juice for salads,  
meat and flavouring ice  
cream

### Elderflower & Elderberries (Sambucus)



Where: you can find these in  
the heart of Dublin in the  
famous Phoenix park and  
Stephan's Green Park

When: Flowers in May,  
Berries - September

Uses: High in vitamin C,  
use to make cordial,  
champagne, wine, Syrup,  
Ponlach Sauce and tea



### Alexanders (Smyonium olusatrum)

Where: you can find this all  
along Dublin's coastline  
look for it 100 meters  
behind the beach

When: September and  
January

uses: The seeds taste like  
pepper without the spice,  
leaves are like spinach.



## THE VINYL COLLECTOR

Trying to break the record for the  
world's biggest collection of records, the  
intrepid indie vinyl-hunter will likely be found  
in ELASKA WHISK, a record shop based out  
of Middle Abbey Street's Tuxted Pepper  
nightclub. Her hi-top counterpart will be  
riding through the specialist racks at Al  
Grey, across town on Great Street. Both  
of them tend to bump into each other  
frequent Records, tucked away on Millour  
Street, Hough.



## THE FILM BUFF

Cinephiles split their afternoons between  
screenings in Smithfield's colonial  
Lighthouse Cinema and book-baking  
sessions for the latest Hitchcock or  
Herzog session in Temple Bar's R.  
They split their nights between film clubs  
like the Monthly Sun Cinema and film  
brewery in the back room of outdoor  
screenings in Meeting House Square.



## THE PURE GEEK

He's in the internet café taking  
part in a Halo LAN party at 4  
in the morning - you should  
probably leave his guy alone.



## DUBLIN CINEMAS WITH CHARACTER



### THE IFI

This is a place for true film lovers. Similar to Tarantino's work, it is  
screened with movie references, every wall is packed with film memorabilia  
and production stills. This is more than a cinema - it's a haven, where  
you'll often see famous faces speaking among the crowd and where long  
after the movie lets out you'll find enthralled film fans digesting what  
they just saw over a drink in the cinema's bustling bar and cafe.

IFI Irish Film Institute, 4 Essex St, Dublin 2



### THE SAVOY

Much like Katherine Hepburn herself, The Savoy epitomizes the striking  
looks of a bygone era of cinema. A time of glitz and glamour and effortless  
cool, when the colour was in the story and not always on the screen.  
When real men wore hats and women spoke very, very fast. But don't be  
foolish - behind the art-deco facade and crushed velvet curtains you'll find  
all the conveniences of a modern cinema, complete with 3D screens and  
big drinks.

The Savoy, O'Connell Street, Dublin 1



### CINeworld

Some people like their movies bigger than life. Who needs bitterness  
love stories when you can watch a helicopter being blown up? Or a  
surprising plot twist when you can see one man take out an entire army  
with a tree trunk? If you like your action oversized, with a side-servicing  
of nachos and cheese then the IMAX in Cineworld is the place that'll  
keep you saying "I'll be Back!"

Cineworld, Perrott St, Dublin 1

# IRELANDS CONTENT POOL

Ireland's **CONTENT** POOL

The screenshot displays the Ireland's Content Pool interface. At the top, there is a navigation bar with the logo, 'Assets', 'Collections', and an 'Upload media' button. Below this is a filter bar with 'Categories', 'Advanced', 'Color', 'Tags', and 'Clear filters' options. A category dropdown menu is open, listing various categories with their respective item counts:

Category	Count
Wild Atlantic Way	3336
Dublin Now	3805
Popular Campaigns	311
Accommodation	256
Activities	2848
Attractions, Culture & Heritage	3245
Brand Assets	147
Business Tourism	202
Cities	2709
Counties	8026

The main content area features a grid of image thumbnails with captions:

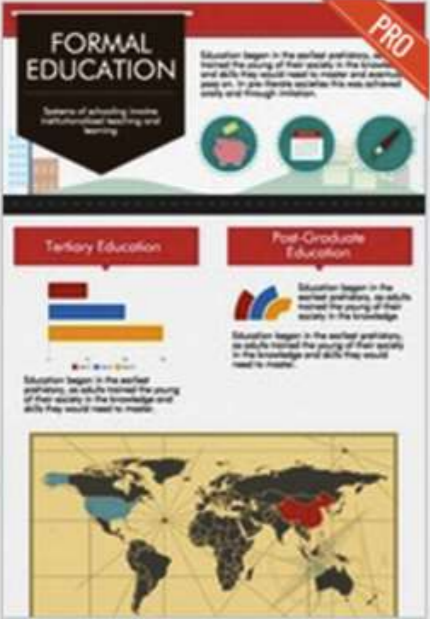
- ke Cafe
- TapHouse Interior in Ran...
- TapHouse Exterior in Ran...
- Cinnamon in Ranelagh
- Cinnamon in Ranelagh
- Bike in Ranelagh
- Howth Harbour
- Paulie's Pizza
- Castle Ruins in Howth

On the left side, there is a vertical banner with the text 'Welcome Ireland's by Fáilte' and a sub-header 'Bring your co-related purpo landscapes ar festivals, activ'.

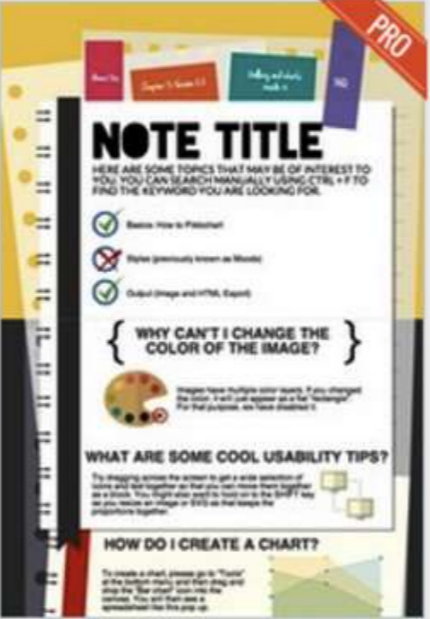
# PIKTOCHART

## INFOGRAPHIC TOOL


Checklist × Search by title 🔍




**ANALOGIZE**




**THE NOTE**




**A LIST FOR ALL**





**ALISTAIR**



**BOJANGLES**







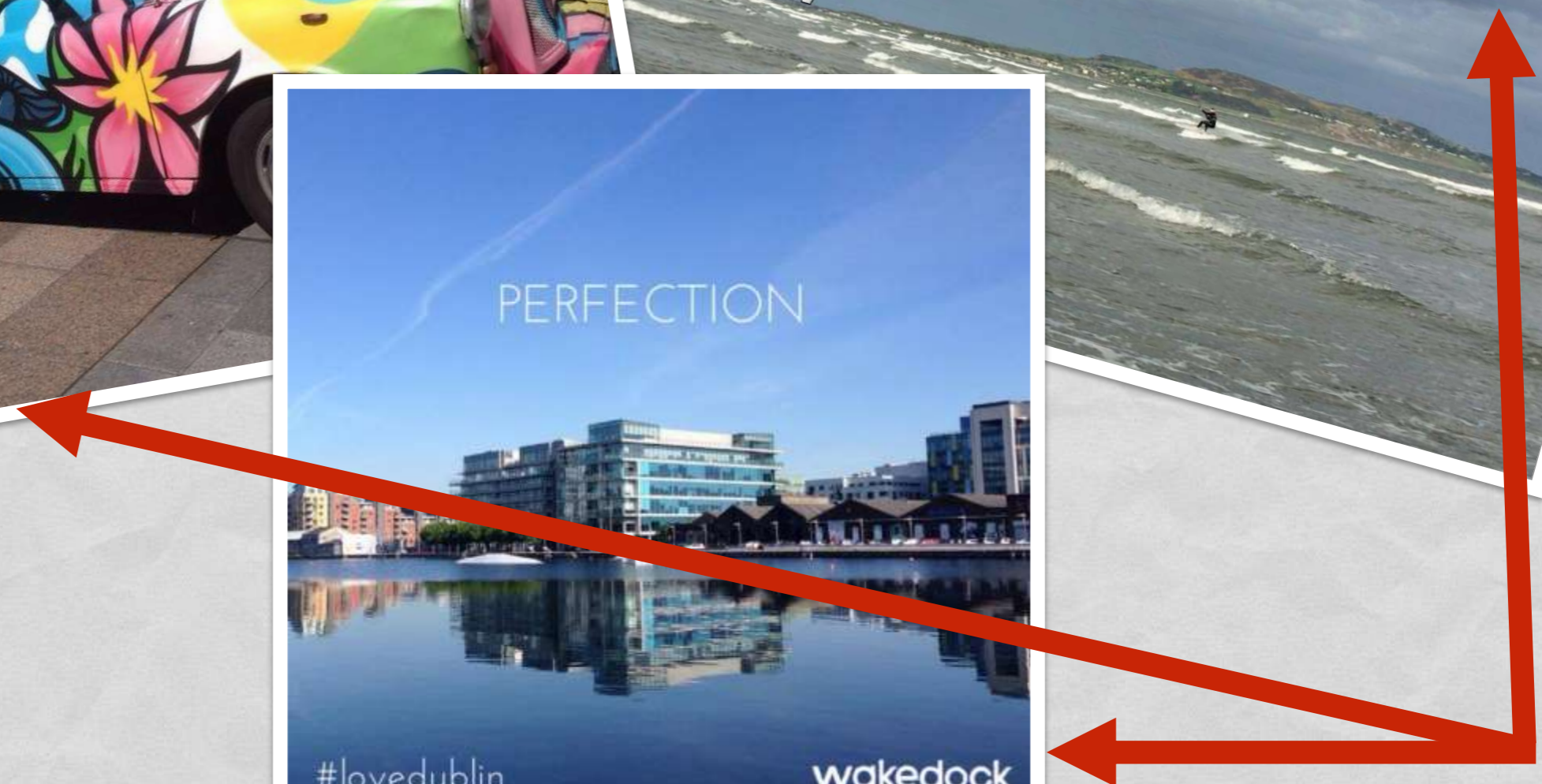
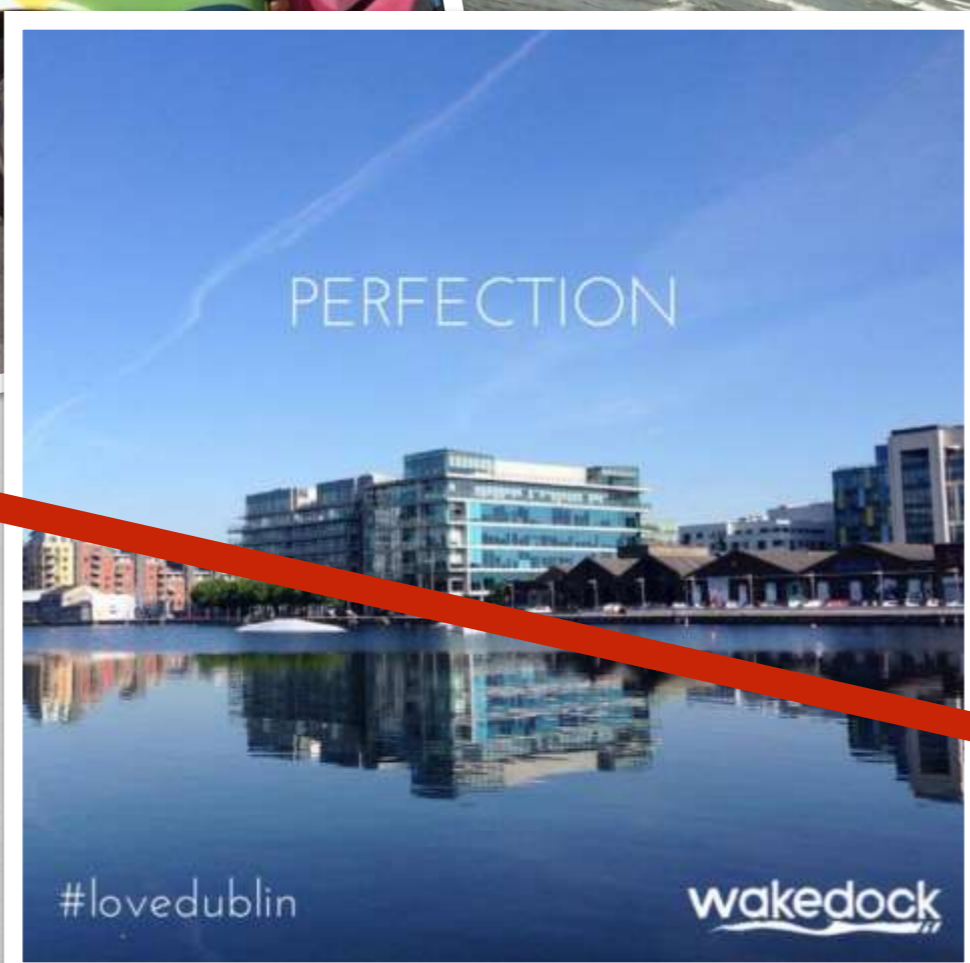


# 8 TOP TIPS FOR CONTENT CREATION

# 1. CREATE AN EXPERIENCE



# 2. BRAND SMARTLY



# 3. MAKE IT MEMORABLE



Like Comment



**Isaacs Hostel**

Vampire or Zombie ?

FREE Halloween Face painting here at Isaacs Hostel ( by our amazing Anna) on Friday 31st October 5-9pm ! Tag your selfies [#isaacsbiteme](#)

Album: Timeline Photos

Shared with: Public

[Open Photo Viewer](#)

# 4. BE VALUABLE



Visit Dublin Photos ▾

Like

## Dún Laoghaire Photo Diary

Updated 2 hours ago

A day out in Dún Laoghaire means sailing, museums and a 99 ice-cream on the pier. Take a virtual visit in this photo diary. <http://goo.gl/zEW4rM>

### Timeline Photos

Back to Album · SAMUEL BECKETT's photos · SAMUEL BECKETT's Page

Previous · Next



Got a Beckett Question? Ask here!

Like Comment

Like · Comment · Share

302 people like this.

# 5. MAKE IT VISUALLY APPEALING



# 6. MAKE IT ENTERTAINING

**The Breakfast Club**  
10 April at 14:29 · 🌐

👍 Like Page

Zippy's got a marshfro



thebrekkyclub's photo  
INSTAGRAM | BY TH...

Like · Comment · Share

👍 16 people like this.

Write a comment... 📷

**Shruti Sharma** LOVE the hot choc with marshmallows, the best I've had!!  
Like · Reply · 10 April at 20:12



Like Comment Tag photo

**Brown Hound Bakery Ireland**  
Today's SPINNING TOPS have a masculine-mustachio sensibility!  
#brownhoundbakery

Album: Mobile Uploads  
Shared with: 🌐 Public

# 7. MAKE IT FOR YOUR CUSTOMER



Like Comment



# 8. SHOW THE #LOVE



“Go forth and  
create”