

What is Crowdriff?

Crowdriff is the content management platform we use to source, store, catalogue, and share visual content used to promote Taitokerau Northland and its businesses. The content we source may be used across our marketing, on our website, and shared on our social media, all with permission from the original creator. It has three main features that you can leverage to ensure that your business has a presence in these activities.

Uploading visual content for use

Uploading your visual content allows us to catalogue and store a range of approved assets that we can use to market and promote your business and the region. This is particularly useful for responding to the many image requests we receive from organisations like Tourism New Zealand and from national and international media. We may also use these stored images and videos in campaign marketing, collateral production such as the Visitor Guide/Map and Trade Manual, social media, on the Northland NZ website, in media coverage and any other marketing activity we may undertake.

For tourism and hospitality operators - <https://upload.crowdriff.com/northlandnzoperatorimages>

For event organisers - <https://upload.crowdriff.com/eventscontentupload>

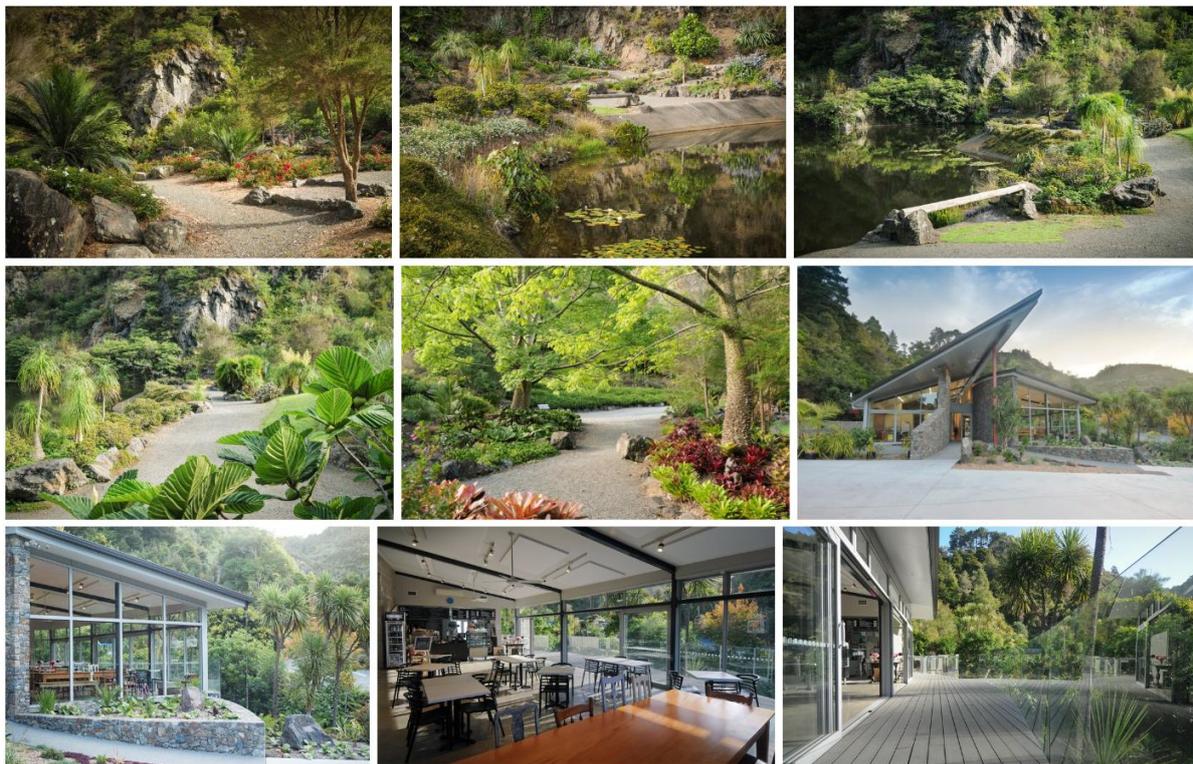


Figure 1 A selection of images uploaded by Whangārei Quarry Gardens which can be used by Northland Inc to promote Northland and the Whangārei Quarry Gardens

Providing your visual content publicly through the image library

We also have the ability to make your images available for download (instead of provided in response to specific requests) through our public image library. You can specify how you would like your images to be distributed and used when you upload them to Crowdriff or you can request to have your existing images made available by emailing us.

View the media hub here - <https://platform.crowdriff.com/m/northlandnz>

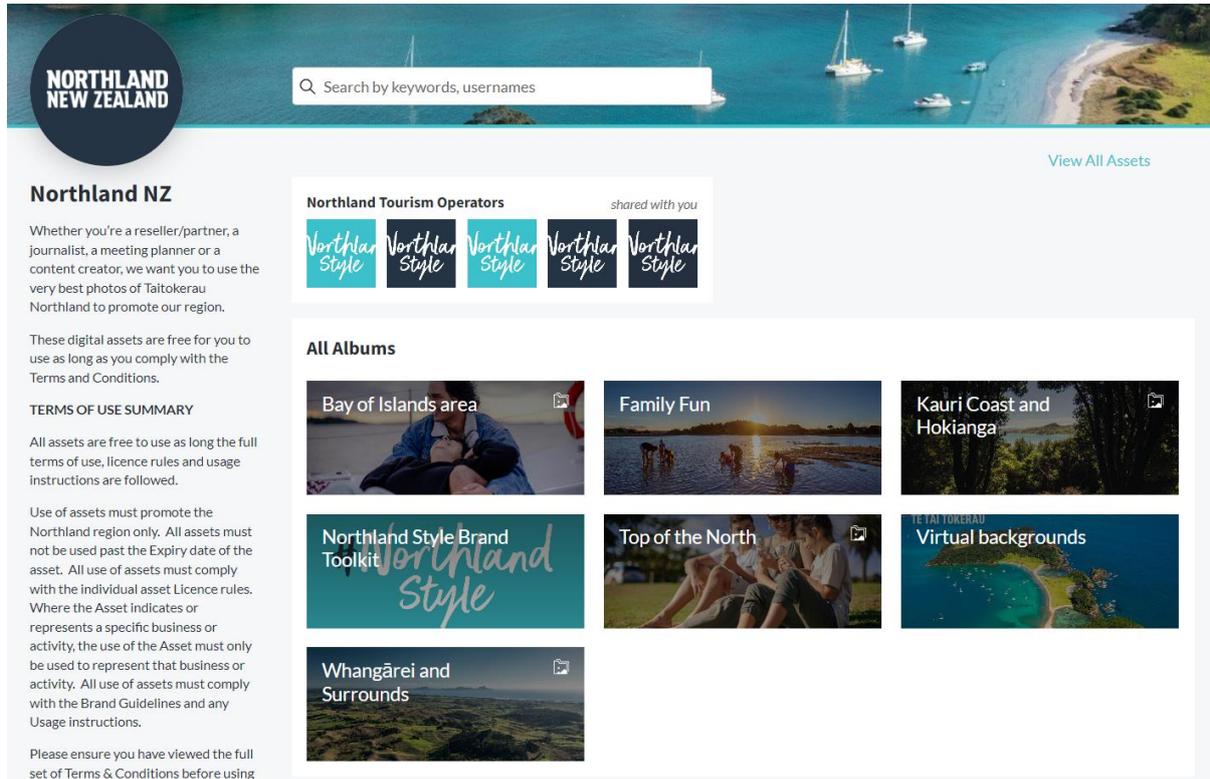


Figure 2 The publicly available image library where your images can be made available for download by third parties such as media, travel writers and more.

Connecting social media accounts

Connecting your social media accounts allows us to view your Instagram posts, reels, stories and posts you may be @mentioned or tagged in, and your Facebook posts. We can then request the rights to use these in our marketing, and on our digital channels. It helps us to receive a fresh flow of visual content showcasing the region or featuring your business. It does not give us the ability to post to your accounts or manage your accounts in any way, nor does it give us ownership of the content you allow us to use.

<https://auth.crowdriff.com/app/northland-nz/auth>

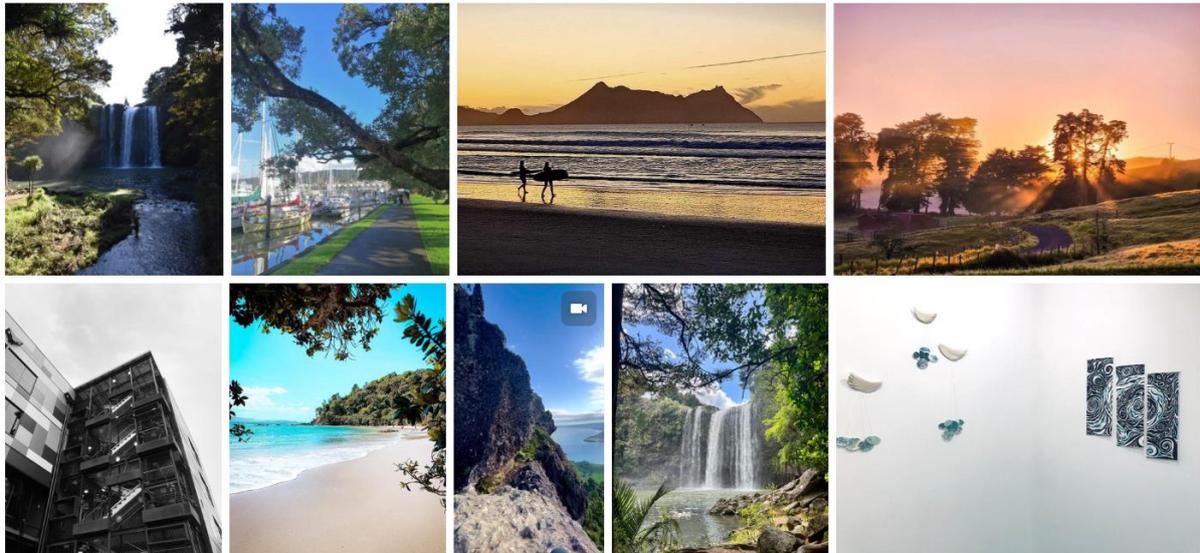


Figure 3 Content that @whangarei.nz has shared or is tagged and mentioned in

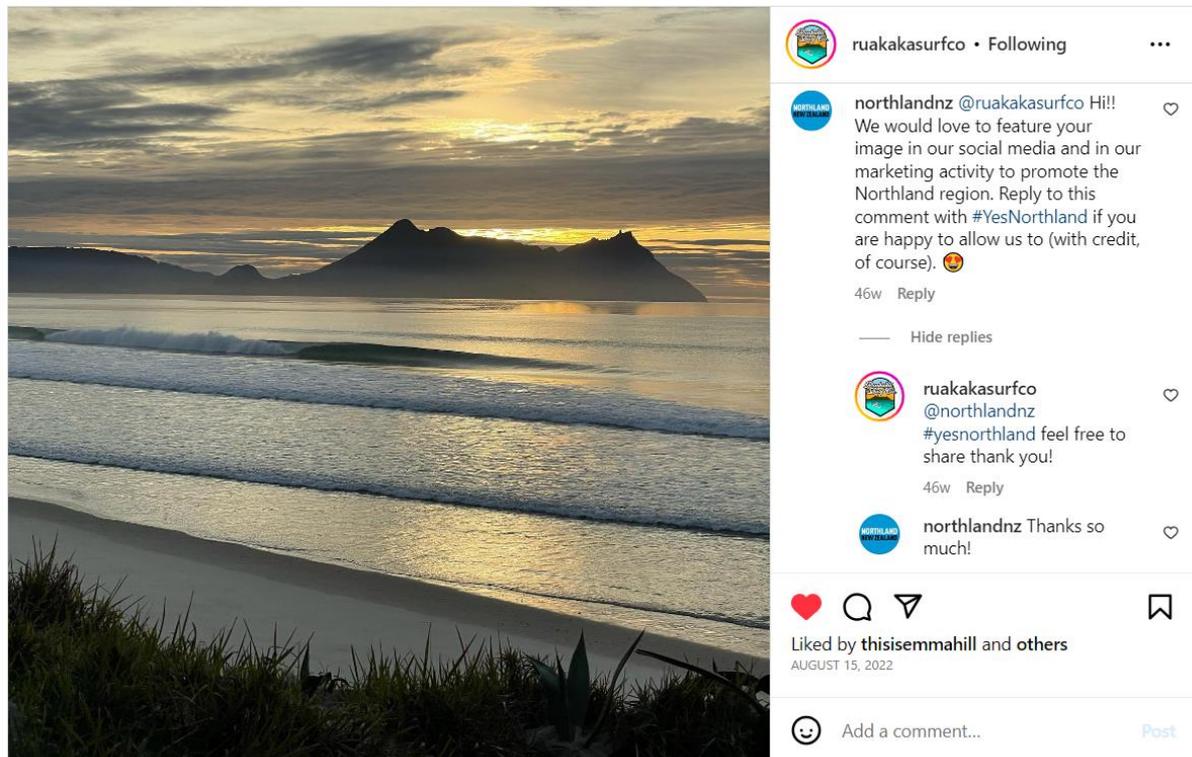


Figure 4 An image that has an approved rights request, allowing us to use this image in social media and marketing