

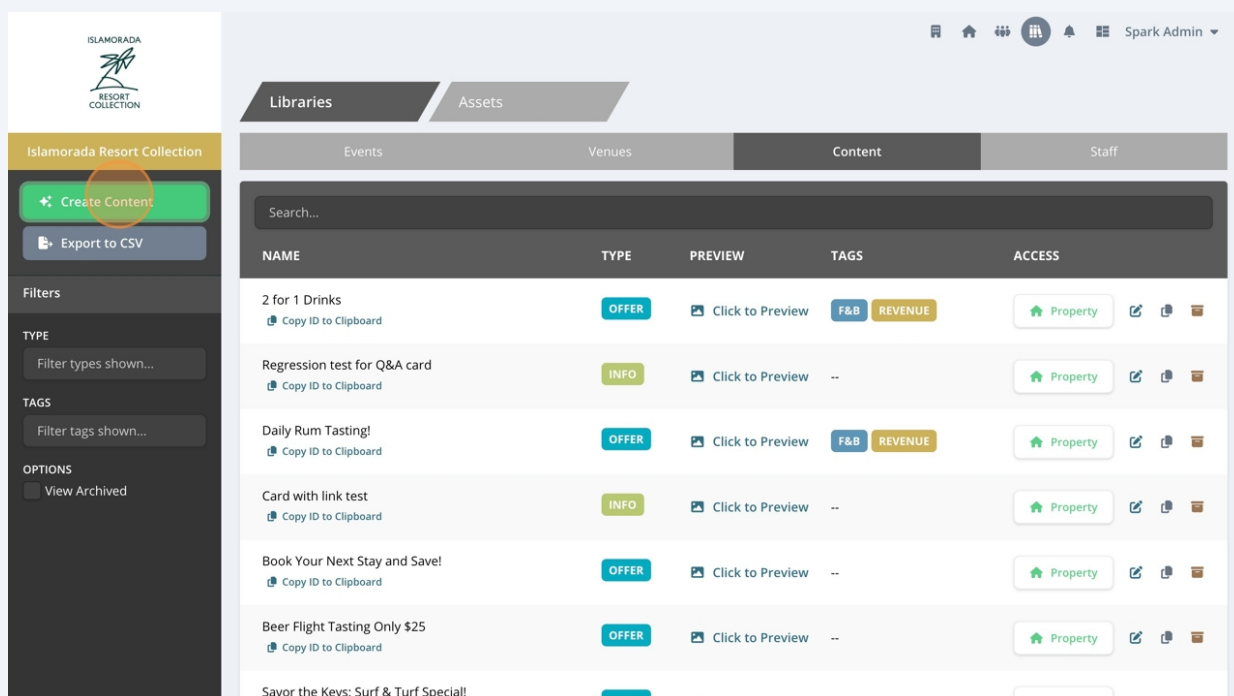
# How to create a Content Message in the Content Library?

This guide is also available as a video. Click the link below to watch:

[scribehow.com/embed-preview/How to create a Con...](https://scribehow.com/embed-preview/How%20to%20create%20a%20Con...)

This guide provides a step-by-step process for creating Content Messages within the Content Library. A content message also has the ability to be scheduled for a particular time or length of time on a day, making it a great tool for users looking to enhance their messaging strategies. By following this guide, you'll streamline content delivery and improve engagement with your target audience, all while utilizing various digital platforms effectively.

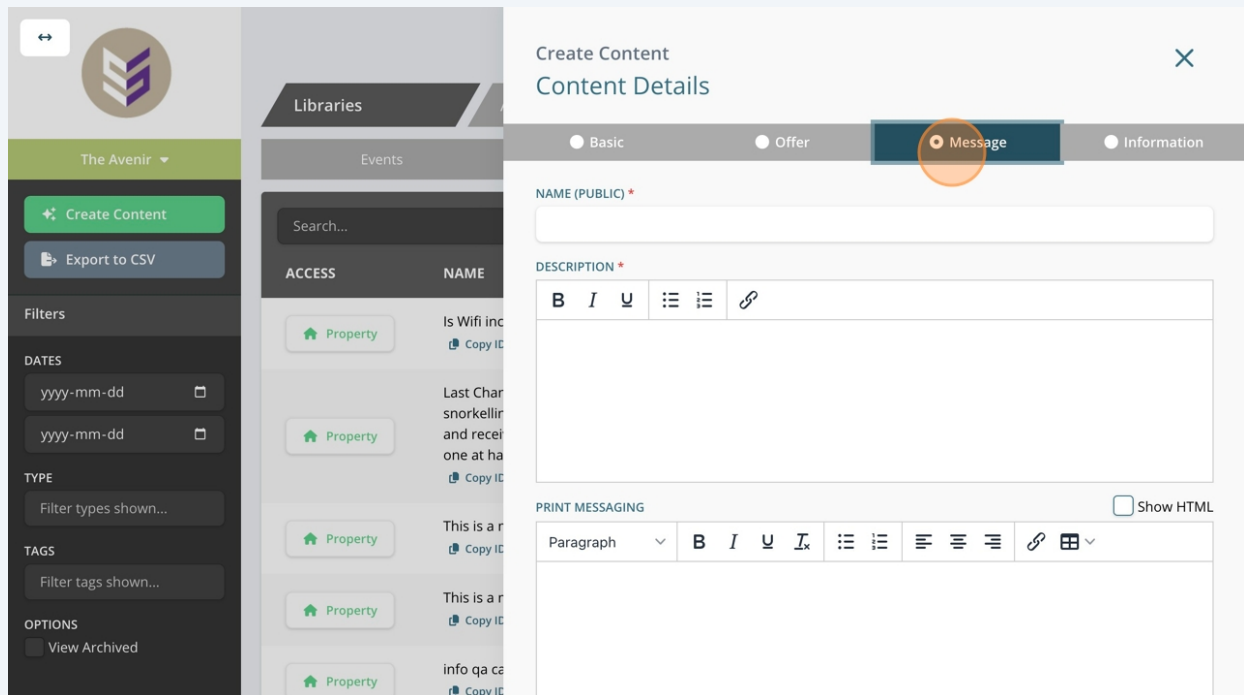
## 1 Click "Create Content".



The screenshot displays the 'Islamorada Resort Collection' Content Library interface. On the left sidebar, the 'Create Content' button is highlighted with a red circle. The main area shows a table of content items with columns for NAME, TYPE, PREVIEW, TAGS, and ACCESS. The table lists several items, including '2 for 1 Drinks', 'Regression test for Q&A card', 'Daily Rum Tasting!', 'Card with link test', 'Book Your Next Stay and Save!', 'Beer Flight Tasting Only \$25', and 'Savor the Keys: Surf & Turf Special!'. Each item has a 'Copy ID to Clipboard' link and a 'Click to Preview' button. The 'TAGS' column shows 'F&B' and 'REVENUE' tags for some items. The 'ACCESS' column shows 'Property' access for all items.

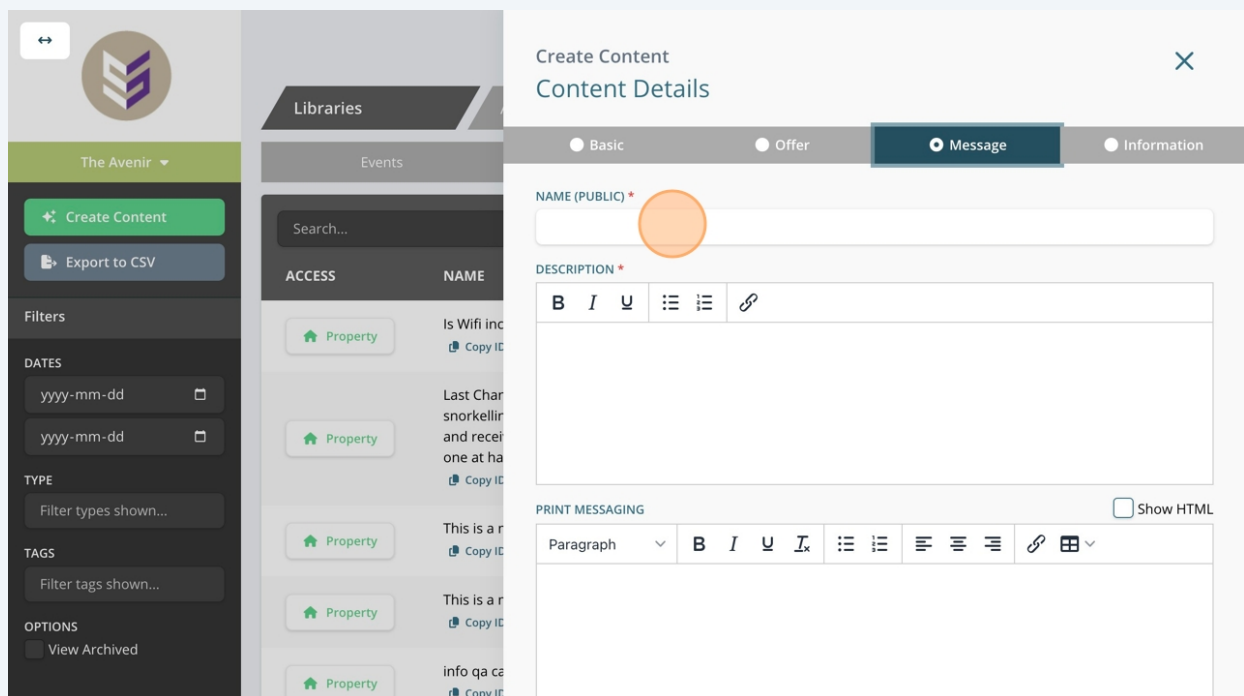
NAME	TYPE	PREVIEW	TAGS	ACCESS
2 for 1 Drinks <a href="#">Copy ID to Clipboard</a>	OFFER	<a href="#">Click to Preview</a>	F&B REVENUE	<a href="#">Property</a>
Regression test for Q&A card <a href="#">Copy ID to Clipboard</a>	INFO	<a href="#">Click to Preview</a>	--	<a href="#">Property</a>
Daily Rum Tasting! <a href="#">Copy ID to Clipboard</a>	OFFER	<a href="#">Click to Preview</a>	F&B REVENUE	<a href="#">Property</a>
Card with link test <a href="#">Copy ID to Clipboard</a>	INFO	<a href="#">Click to Preview</a>	--	<a href="#">Property</a>
Book Your Next Stay and Save! <a href="#">Copy ID to Clipboard</a>	OFFER	<a href="#">Click to Preview</a>	--	<a href="#">Property</a>
Beer Flight Tasting Only \$25 <a href="#">Copy ID to Clipboard</a>	OFFER	<a href="#">Click to Preview</a>	--	<a href="#">Property</a>
Savor the Keys: Surf & Turf Special!	OFFER	<a href="#">Click to Preview</a>	--	<a href="#">Property</a>

## 2 Click on the Message tab.



The screenshot shows the 'Create Content' dialog box with the 'Message' tab selected. The dialog has a title bar with a close button (X) and a tab bar with three tabs: 'Basic', 'Offer', and 'Message'. The 'Message' tab is highlighted with an orange circle. Below the tabs, there are two main sections: 'NAME (PUBLIC) \*' and 'DESCRIPTION \*'. The 'NAME' section has a text input field. The 'DESCRIPTION' section has a rich text editor with a toolbar containing icons for bold (B), italic (I), underline (U), bulleted list, numbered list, and link. Below the description field, there is a 'PRINT MESSAGING' section with a dropdown menu set to 'Paragraph' and a toolbar with icons for bold (B), italic (I), underline (U), strikethrough (I<sub>x</sub>), bulleted list, numbered list, indent, outdent, link, and table. A 'Show HTML' checkbox is located to the right of the 'PRINT MESSAGING' section. The background shows a sidebar with 'The Avenir' selected and a list of properties under 'Libraries'.

## 3 Fill out the "Name" section for the message title and the "Description" section to provide more details about the message (notification).



The screenshot shows the 'Create Content' dialog box with the 'Message' tab selected. The dialog has a title bar with a close button (X) and a tab bar with three tabs: 'Basic', 'Offer', and 'Message'. The 'Message' tab is highlighted with an orange circle. Below the tabs, there are two main sections: 'NAME (PUBLIC) \*' and 'DESCRIPTION \*'. The 'NAME' section has a text input field with an orange circle highlighting it. The 'DESCRIPTION' section has a rich text editor with a toolbar containing icons for bold (B), italic (I), underline (U), bulleted list, numbered list, and link. Below the description field, there is a 'PRINT MESSAGING' section with a dropdown menu set to 'Paragraph' and a toolbar with icons for bold (B), italic (I), underline (U), strikethrough (I<sub>x</sub>), bulleted list, numbered list, indent, outdent, link, and table. A 'Show HTML' checkbox is located to the right of the 'PRINT MESSAGING' section. The background shows a sidebar with 'The Avenir' selected and a list of properties under 'Libraries'.

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Add tags to differentiate the Messages to a particular department or type of message. If the option is not available, please type the new one you would like to add.

The screenshot displays a messaging platform interface. On the left, a sidebar contains a logo, a dropdown menu for 'The Avenir', and buttons for 'Create Content' and 'Export to CSV'. Below these are filter sections for 'DATES', 'TYPE', 'TAGS', and 'OPTIONS'. The main area is divided into 'Libraries' and 'Events' tabs. The 'Libraries' tab shows a table with columns 'ACCESS' and 'NAME', listing various properties and their details. On the right, a 'PRINT MESSAGING' section includes a text editor with a toolbar (Paragraph, Bold, Italic, Underline, Link, etc.) and a 'Show HTML' checkbox. Below the editor is a 'TAGS' section with a search bar and a list of tags: 'Tag', 'Drink', 'port of call', 'promotion', 'Bar', 'Test', and 'ENTERTAINMENT'. Each tag has a red trash icon. At the bottom, there are 'ENDPOINTS' and 'AUDIENCE' sections, each with a dropdown menu.

PRINT MESSAGING ☐ Show HTML

Paragraph **B** *I* U Link

Search...

ACCESS NAME

Property Is Wifi inc

Property Last Char snorkellir and recei one at ha

Property This is a r

Property This is a r

Property info qa ca

Tags

Search... (or create a new one)

Tag

Drink

port of call

promotion

Bar

Test

ENTERTAINMENT

ENDPOINTS

All

Ddp

AUDIENCE

All

5

If you'd like the Content Message to display in the print program you have to create the Message in the Print Messaging section as well. You will need to include the name of the Message and the description and then apply the applicable styling and formatting (as you would with Basic content) as how it is formatted here is how it will appear in the print program.

The screenshot shows a 'Create Content' dialog box with the 'Message' tab selected. The dialog has a sidebar on the left with a search bar and filters. The main area contains fields for 'NAME (PUBLIC)' and 'DESCRIPTION', both with asterisks indicating they are required. The 'DESCRIPTION' field has a rich text editor toolbar with bold, italic, underline, strikethrough, bulleted list, numbered list, and link icons. Below the 'DESCRIPTION' field is a 'PRINT MESSAGING' section with a 'Paragraph' dropdown, a toolbar with bold, italic, underline, strikethrough, bulleted list, numbered list, and alignment icons, and a 'Show HTML' checkbox. At the bottom right are 'Reset' and 'Create Content' buttons.

Create Content

Content Details

Basic Offer **Message** Information

NAME (PUBLIC) \*

DESCRIPTION \*

B I U 

- 

- 

[Link](#)

PRINT MESSAGING ☐ Show HTML

Paragraph **B** *I* U ~~I<sub>x</sub>~~

- 

- 

- 

- 

[Link](#)

Reset Create Content

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In the Endpoint Section, select any endpoint that you would like to hide from guest view using the eye icon.

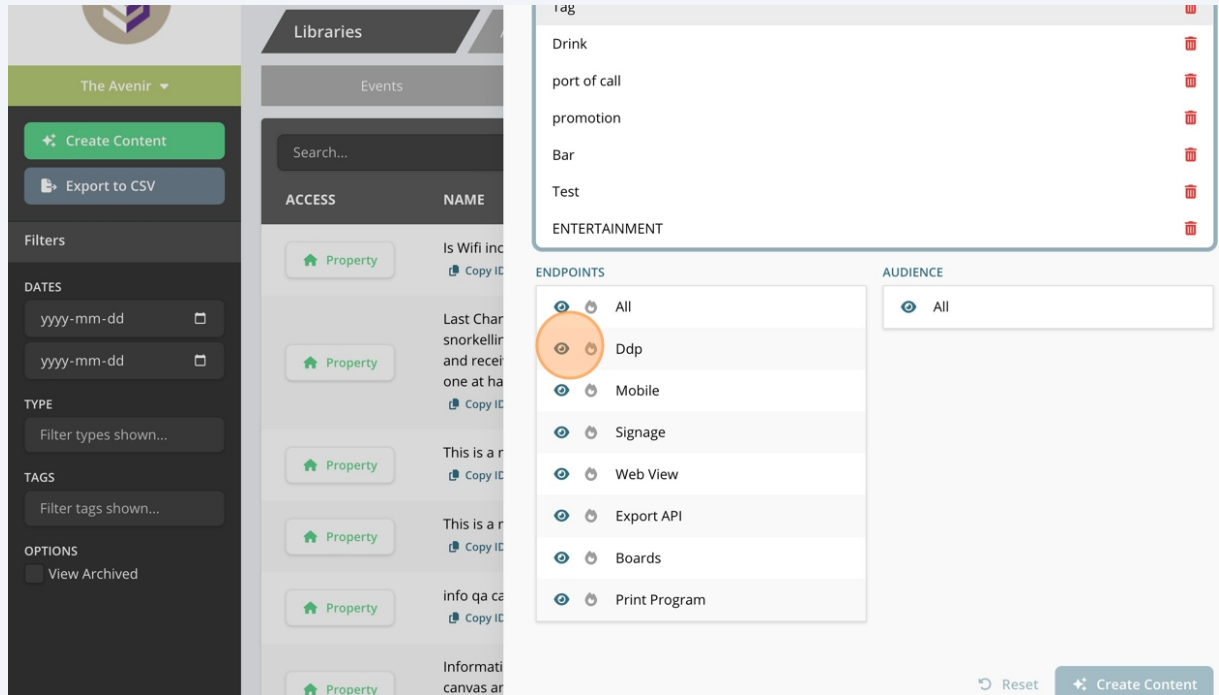
DDP = Digital Daily Program

Mobile = GO Mobile

Signage = TV Screens Digital Signage

Web View = Client Website View

Print Program = Daily Printed Program



Tip! Endpoints vary by client and how your GO environment is configured.

**7** Click "Create Content" when done.

The Avenir ▾

Create Content

Export to CSV

Filters

DATES

yyyy-mm-dd

yyyy-mm-dd

TYPE

Filter types shown...

TAGS

Filter tags shown...

OPTIONS

☐ View Archived

Events

Search...

ACCESSNAME

Property

Incimate Weather

Copy IT

Property

Is Wifi inc

Copy IT

Property

Last Char snorkellir and recei one at ha

Copy IT

Property

This is a r

Copy IT

Property

This is a r

Copy IT

Property

info qa ca

Copy IT

BasicOfferMessageInformation

NAME (PUBLIC) \*

Incimate Weather

DESCRIPTION \*

B I U

Rough weather is approaching. Pools will be closing at 2:00 pm

PRINT MESSAGING

☐ Show HTML

Paragraph ▾

B I U Ix

Reset

Create Content