

How to create and schedule a Content Message in the Canvas and the Feed Editor?

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

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

This guide provides a step-by-step process for creating a Content Message in the Canvas and the Feed Editor. This highlights our new trigger message feature that allows scheduling visibility times, 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 on the "Home" icon.

The screenshot displays the Scribe application interface. On the left is a dark sidebar with a logo and navigation options. The top navigation bar features a 'Home' icon (a house inside a circle) which is highlighted with an orange circle. Below the navigation bar are tabs for 'Itinerary', 'Templates', and 'Settings'. The main content area shows a table with columns: SAILING, DATE, DAY, LOCATION, ARRIVAL, DEPARTURE, TEMPLATES, and MARKERS. The table lists sailing dates from 8/11/2025 to 8/19/2025, with locations like Miami, At Sea, Isla de Roatan, and Costa Maya. The 'TEMPLATES' column contains buttons for E, VD, C, and P. The 'MARKERS' column shows 'No markers'.

SAILING	DATE	DAY	LOCATION	ARRIVAL	DEPARTURE	TEMPLATES	MARKERS
COZUMEL 30	8/11/2025	1	Miami	--	04:00pm	— E — VD — C — P	No markers
	8/12/2025	2	At Sea	--	--	— E — VD — C — P	No markers
	8/13/2025	3	Isla de Roatan	12:00pm	06:00pm	— E — VD — C — P	No markers
	8/14/2025	4	Costa Maya	08:00am	06:00pm	— E — VD — C — P	No markers
	8/15/2025	5	Cozumel	07:00am	06:00pm	— E — VD — C — P	No markers
	8/16/2025	6	At Sea	--	--	— E — VD — C — P	No markers
	8/17/2025	7	At Sea	--	--	— E — VD — C — P	No markers
	8/18/2025	8	Miami	07:00am	--	— E — VD — C — P	No markers
RIVIERA MAYA 30	8/18/2025	1	Miami	--	05:00pm	— E — VD — C — P	No markers
	8/19/2025	2	At Sea	--	--	— E — VD — C — P	No markers


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Click here to open the Canvas (Daily Calendar) for the day you would like to create a message in.

The Avenir ▾	DATE	DAY	LOCATION	ARRIVAL	DEPARTURE	TEMPLATES	MARKERS
2025-08-21	8/15/2025	5	Cozumel	07:00am	06:00pm	— E — VD — C — P	No markers
← Load Days →	8/16/2025	6	At Sea	--	--	— E — VD — C — P	No markers
Manage	8/17/2025	7	At Sea	--	--	— E — VD — C — P	No markers
Edit Itineraries	8/18/2025	8	Miami	07:00am	--	— E — VD — C — P	No markers
	8/18/2025	1	Miami	--	05:00pm	— E — VD — C — P	No markers
	8/19/2025	2	At Sea	--	--	— E — VD — C — P	No markers
	8/20/2025	3	Cozumel	08:00am	04:00pm	🔍 E 🔍 VD 🔍 C 🔍 P	No markers
	8/21/2025	4	Miami	07:00am	--	— E — VD — C — P	No markers
	8/21/2025	1	Miami	--	04:00pm	— E — VD — C — P	No markers
	8/22/2025	2	At Sea	--	--	— E — VD — C — P	No markers
	8/23/2025	3	Isla de Roatan	12:00pm	06:00pm	— E — VD — C — P	No markers
	8/24/2025	4	Costa Maya	08:00am	06:00pm	— E — VD — C — P	No markers

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Click this button.



8/20/2025 LOCATION: Cozumel 🔍 E 🔍 VD 🔍 C 🔍 P 🏠 🗺️ 📅 📊 📧 2 Admin User ▾

The Avenir

←

📅

→

+ Add Event

📄 Export Schedule

👤 View Staff Report

⏷ Collapse Actions

Event Filters ▾

Venue Filters ▲

Search...

☐ All Hotel

☐ All Bar

☐ All Dining

☐ All Revenue

☐ All Entertainment

RIVIERA MAYA 30 (Day 3)

	Theater	Retail Shop 1	Retail Shop 2	Sky Bar	Theater	Comedy Club	Atrium	Reception, To...	Lounge
10:00 AM									
10:15 AM									
10:30 AM									
10:45 AM									
11:00 AM									
11:15 AM									
11:30 AM									
11:45 AM									
12:00 PM									
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3:15 PM									
3:30 PM									
3:45 PM									
4:00 PM									
4:15 PM									

4 Click "Content"

The screenshot shows the software interface for 'The Avenir' on 8/20/2025 at the 'Cozumel' location. The main panel displays a schedule for 'RIVIERA MAYA 30 (Day 3)' with columns for Theater, Retail Shop 1, Retail Shop 2, Sky Bar, and Theater. The 'DAILY SCHEDULE' panel on the right has tabs for 'Events', 'Venues', and 'Content'. The 'Content' tab is selected, showing a list of events with their times and venues. A red circle highlights the 'Content' tab.

Time	Event	Venue
08:00am	Quiet the Mind Yoga	Fitness Center
08:00am	Monopoly Tournament	Café
09:00am	Exotic Mimosa Bar	Avenir Restaurant
09:30am	FIT Bootcamp	Fitness Center
10:00am	Basketball	Sports Court
11:30am	Dodge Ball	Sports Court

5 Click the "+" icon to add/create a Content Message.

The screenshot shows the same software interface as before, but with the 'Content' tab selected in the 'DAILY SCHEDULE' panel. A red circle highlights the '+' icon in the top left corner of the 'Content' tab, indicating where to click to add a new message.

Time	Event	Venue
06:00am	info qa card	
06:00am	info qa card	
06:00am	info qa card	
06:00am	Information from canvas and library	
06:00am	This is a message!!	
06:00am	This is a message!!	
06:00am	This is a message!!	

6 Click "Create a New Content"

9/3/2025 PUBLISHED LOCATION: Costa Maya

Add Content
1. Select Content

☒ Offer ☐ Message ☐ Information

NAME (PUBLIC) *

DESCRIPTION

TAGS
Search... (or create a new one)

AUDIENCE
All

☒ Create a New Content
☐ Use an Existing Content

Use the form located in the left column to filter existing contents. The list will be further filtered as you input information into each field within the form.

- ☐ Test Offer
- ☐ Test Offer 2
- ☐ Last Chance! Buy one snorkelling excursion and receive the second one at half price.
- ☐ Test Content Offer
- ☐ Offer content 1.0
- ☐ Offer content 2.0
- ☐ Happy Hour

7 Click "Message"

9/3/2025 PUBLISHED LOCATION: Costa Maya

Add Content
1. Select Content

☐ Offer ☒ Message ☐ Information

IMAGES
+

NAME (PUBLIC) *

DESCRIPTION *

B I U [List Icons] [Link Icon]

PRINT MESSAGING ☐ Show HTML

Paragraph [Rich Text Icons]

☒ Create a New Content

Complete the new content details by using the form in the left column. Once finished, click the button below to create and select this content.

Create & Select New Content

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All other fields are optional, but here you can add call to actions, tags, and define the guest-channels.

When done, click "Create & Select New Content"

9/3/2025

PUBLISHED

LOCATION: Costa Maya

E

VO

C

Admin User

Add Content

×

1. Select Content

● Offer

● Message

● Information

NAME (PUBLIC) *

Rough Weather

DESCRIPTION *

B I U

☰ ☷

🔗

Rough Weather

PRINT MESSAGING

☐ Show HTML

Paragraph ▾

B I U I_x

☰ ☷

☰ ☷

☰ ☷

⋮

TAGS

● Create a New Content

Complete the new content details by using the form in the left column. Once finished, click the button below to create and select this content.

Create & Select New Content

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Content Details

Offer

Message

Information

NAME (PUBLIC) *

Rough Weather

DESCRIPTION *

B I U [List Icons] [Link Icon]

Rough Weather

PRINT MESSAGING

Paragraph [Dropdown]

B I U [Text Icons]

[List Icons] [Text Icons] [More Icon]

Content Selected: Rough Weather

Use the form located in the left column to filter existing contents. The list will be further filtered as you input information into each field within the form.

Rough Weather

Next: Enter Content Details

10 In this section, you can:

- **Schedule visibility:** Set when the offer becomes visible to guests by entering a start and end time.
- **Add a Call to Action:** Include a link and label to guide guests.
- **Select channels:** Use the Endpoints section to decide where the information will appear on guest-facing channels.

When done, click “Finish: Create Content.”

The screenshot shows a web application interface for editing content. The main window is titled 'Edit Content' and has a sub-header '2. Enter Day Details'. It is divided into two tabs: 'Instance Information' (active) and 'Merged Variables'. Under 'Instance Information', there are fields for 'START TIME' (06:00 AM) and 'END TIME' (05:59 AM), both with circular icons to the right. Below these is a 'CALL TO ACTIONS' section with a checkbox 'Default to Library' and a 'LINK*' field containing 'https://docs.sparkgo.co/'. To the right of the link is a 'LABEL' field with 'Click here!' and a 'NEW TAB' checkbox. A '+ Add Call to Action' button is below. A note states: '*Ensure links start with http:// or https:// if you intend the link to take the guest to a different web page. You may also create links to email or phone by using their respective addresses. For example, mailto:john.doe@example.com will open the guest's email client to send an email to john.doe@example.com. Likewise, tel:123-456-7890 will open the guest's phone book to call 123-456-7890.' Below the note are 'ENDPOINTS' and 'AUDIENCE' sections. 'ENDPOINTS' has a 'Default to Library' checkbox and a list of endpoints: All, Ddp, Mobile, and Sionaa. 'AUDIENCE' has a 'Default to Library' checkbox and a list of audiences: All.



Tip! If you'd like to create a Content Message from the Feed Editor follow the below instructions.

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To create a Content Message in the Feed Editor, navigate to the Feed Editor and click the red icon highlighted below.

The screenshot shows the Feed Editor interface for 'the AVENIR'. The top navigation bar includes the date '8/18/2025', location 'Miami', and various icons. The main content area is divided into sections: 'The Spa' with a description of a body therapy, 'THE Entertainment' with a description of stand-up comedy, and 'DRINK OF THE DAY' with a description of a drink. A red icon is highlighted in the top right corner of the main area. The right sidebar shows a list of widgets including 'EVENT RUNDOWN', 'VENUE RUNDOWN', 'MEAL PERIODS RUNDOWN', and 'CURRENT DATE WIDGET'.

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Click the "+" icon and then follow steps 6 through 10 from above.

The screenshot shows the Feed Editor interface with the 'DAILY SCHEDULE' modal window open. The modal has tabs for 'Events', 'Venues', and 'Content'. The 'Content' tab is selected, and a red '+' icon is highlighted in the top left corner of the modal. The main area shows 'No items to show'. The right sidebar shows a list of widgets including 'EVENT RUNDOWN', 'VENUE RUNDOWN', 'MEAL PERIODS RUNDOWN', and 'CURRENT DATE WIDGET'.