

GO by Spark - How to change Brand vs. Property content on the Content Library?

(Applicable for Shoreside Users only) GO Version: v1.17.1

1 Navigate to your GO Software URL and open the Content Library.

2 This feature allows shoreside users to create contents and promote/demote them to a Brand/Property level.

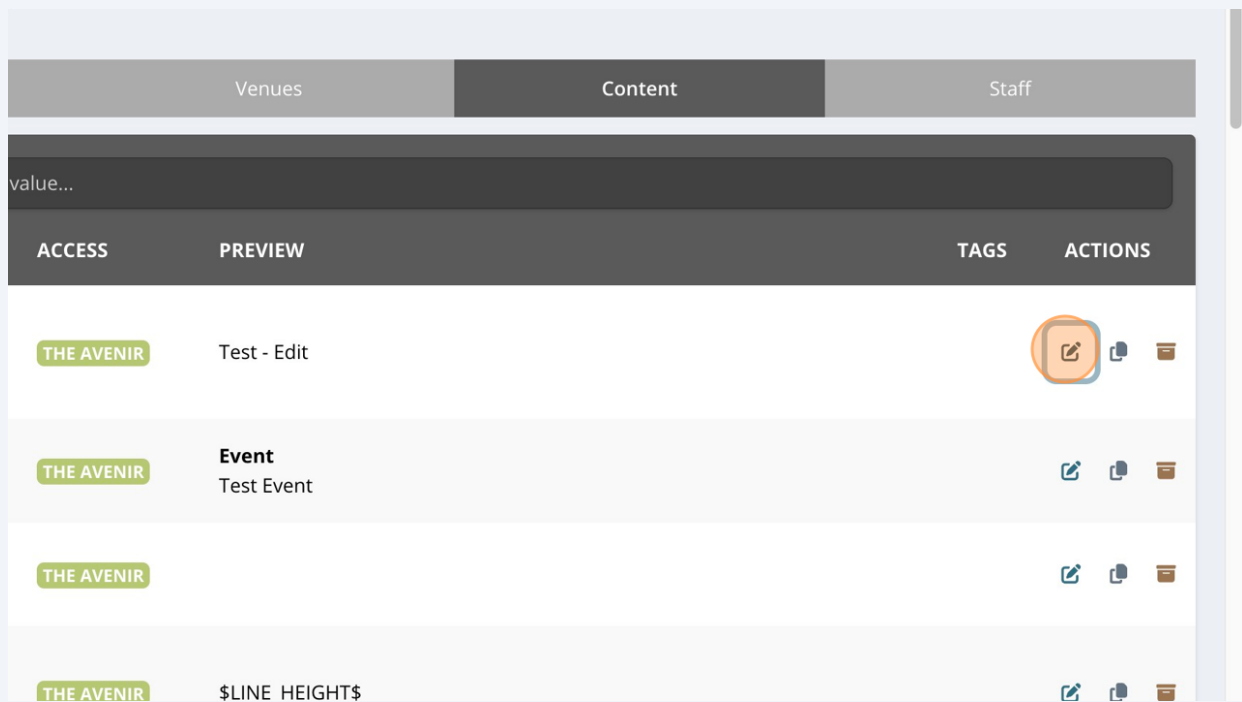
- **Brand Level Content:** onboard users can use these contents but cannot edit them. The "Brand Level Content" are accessible for shoreside users in shoreside instances only.

- **Property Level Content:** are specific to a property and/or multiple properties and **CAN** be edited by onboard users.

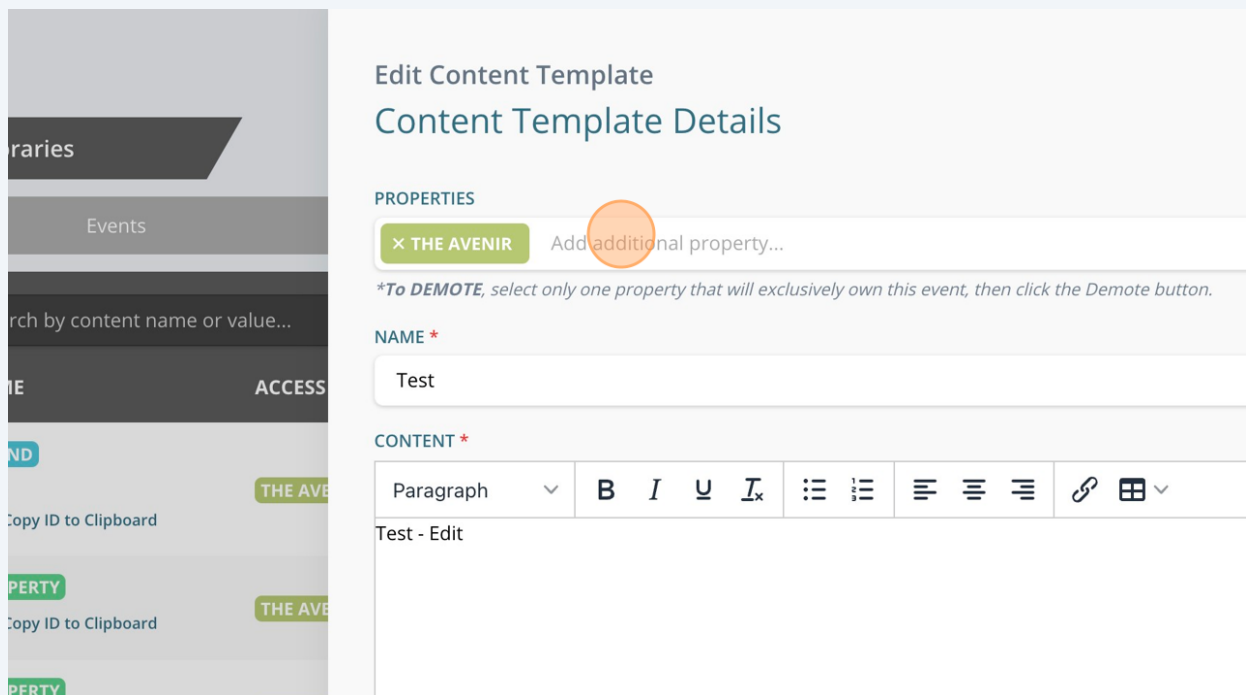
The screenshot displays the 'Libraries' section of the GO by Spark interface. The sidebar on the left includes a dropdown for 'The Avenir', buttons for '+ Add Content' and 'Export to CSV', and filter sections for 'TAGS' and 'OPTIONS' (with a 'Show archived' checkbox). The main table has columns for 'NAME', 'ACCESS', and 'PREVIEW'. The first row is highlighted and has an orange circle over the 'BRAND' label. The table contains three rows of content items, all associated with 'THE AVENIR'.

NAME	ACCESS	PREVIEW
BRAND Test Copy ID to Clipboard	THE AVENIR	Test - Edit
PROPERTY Copy ID to Clipboard	THE AVENIR	Event Test Event
PROPERTY Copy ID to Clipboard	THE AVENIR	

3 Click this icon to edit the content.



4 For shoreside users, when you open a content you will be able to add multiple properties to a specific content. This will give the other property access to that content and avoid the need to add a manually on the other property.



- 5 You can search for properties and add it or removed.

Properties

Events

Search by content name or value...

ACCESS

THE AVENIR

Copy ID to Clipboard

PROPERTY

Copy ID to Clipboard

PROPERTY

Edit Content Template

Content Template Details

PROPERTIES

× THE AVENIR | Add additional property...

The Avenir Resort

Caesars Demo Property

**To DEMOTE, select only one property that will exclusively own this event, then click the Demote button.*

NAME *

Test

CONTENT *

Paragraph ▾ **B** *I* U ~~I~~

- ☰
- ☷

- ☰
- ☷
- ☷

[Link](#) [Table](#) ▾

Test - Edit

- 6 If a content should be visible in all properties, you can select "Add All Properties".

value...

ACCESS

THE AVENIR

THE AVENIR

Edit Content Template

Content Template Details

PROPERTIES

× THE AVENIR × THE AVENIR RESORT | Add additional property...

Caesars Demo Property

**To DEMOTE, select only one property that will exclusively own this event, then click the Demote button.*

NAME *

Test

CONTENT *

Paragraph ▾ **B** *I* U ~~I~~

- ☰
- ☷

- ☰
- ☷
- ☷

[Link](#) [Table](#) ▾ ☐ Show HTML

Test - Edit

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The content example that we are you using is a "Brand Level Event". Click on "Demote to Property" to make it a "Property Level Event".

This will only be accessible on shoreside instances of GO and not on the ship.

The screenshot shows the GO interface. On the left, a list of events is displayed, each with a 'PROPERTY' tag and a 'Copy ID to Clipboard' button. The events are: 'Welcome onboard - Spa', 'Line', 'CASINO', 'CELEBRATIONS', and 'Cooking Demonstration by Chef Victor!'. On the right, the detailed view of the 'Welcome onboard - Spa' event is shown. It includes a bullet point: 'Visit us at the Shops and find the best discounts!'. Below this, there is a 'TAGS' section with buttons for 'CLEAR ALL' and 'SHOPS', and a search bar. A checkbox labeled 'Hide from Digital Daily Program' is checked. At the bottom, a blue button labeled 'Demote to Property*' is highlighted with an orange circle.

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Click "Yes"

The screenshot shows the GO interface with a confirmation dialog box overlaid. The dialog box has an orange header with a question mark and the text 'Question'. The main text of the dialog is 'Are you sure you want to demote this content?'. There are two buttons: 'No' and 'Yes'. The 'Yes' button is highlighted with an orange circle. In the background, the 'Welcome - Shops' event is visible, showing its content and tags. The 'Demote to Property*' button is also visible at the bottom of the event details.

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Shoreside users will be able to change it back to "Brand Level Events" and vice-versa as many times as needed.

The screenshot displays a user interface for managing events. On the left, a vertical list of event cards is visible, each with a green 'PROPERTY' label, a title, a 'Copy ID to Clipboard' button, and a 'THE AVE' tag. The events listed are 'Welcome onboard - Spa', 'Line', 'CASINO', 'CELEBRATIONS', and 'Cooking Demonstration by Chef Victor!'. The main content area on the right features a list of tags, including 'CLEAR ALL' and 'SHOPS', and a search bar. Below the tags, there is a checkbox labeled 'Hide from Digital Daily Program' which is checked. A prominent blue button labeled 'Promote to Brand*' is highlighted with an orange circle. A small circular arrow icon is also present in the bottom right corner of the main content area.

- Visit us at the Shops and find the best discounts!

TAGS

Search by tag name (or create a new one)...

☒ Hide from Digital Daily Program