

GO by Spark - How to create and apply a merge variable in the Feed Editor?

The merge variable tool is very useful when handling dynamic content, like daily changing weather updates. This feature empowers users to craft a singular Content Blurb, enabling seamless editing through the Feed Editor and avoiding managing multiple content pieces.

1 Navigate to your GO Software URL

2 Click "Add Content" to create a merge variable.

The screenshot shows the GO Software interface. On the left sidebar, there is a logo at the top, followed by 'The Avenir' with a dropdown arrow, a green 'Add Content' button (circled in orange), and a 'Show Archived' checkbox. The main content area has three tabs: 'Event Library', 'Venue Library', and 'Staff Library'. Below the tabs is a table with two columns: 'Name' and 'Content'.

Name	Content
Latin Night	Latin Night Enjoy a night under the stars with the Caril instruments provided to jump in on the fun.
Wheelchair Accessibility	Wheelchair Accessibility Please be advised that are required to walk along the pontoon.
Ministry of Agriculture and Forestry	Ministry of Agriculture and Forestry As a reminder, the stores from the vessel. Items that cannot be removed and other consumable food items as well as any flowe aware that bags may be inspected on your way ashore

3 Click the "Name" field to add the internal name for the Content Blurb.

The screenshot shows a 'Create Content' modal window. At the top, there are navigation tabs for 'Event Library', 'Venue Library', 'Staff Library', and 'Content Library'. The modal has a title bar with a close button. Below the title bar, there is a 'Name' field with an orange circle highlighting it. Underneath the name field is a rich text editor toolbar with icons for Paragraph, Bold (B), Italic (I), Underline (U), Bulleted List, Numbered List, Indent, Outdent, and Link. Below the toolbar is a large text area for the description.

4 In the description section of the blurb, in order to add a merge variable it must have "\$" in the start and end of the content. The content must be added all in capital letters. An example would be, \$WEATHER\$.

Click "Submit" when finished editing.

This screenshot shows the 'Create Content' modal with the 'Name' field filled with 'Test Merge Variable'. The description field contains '\$WEATHER\$'. Below the description field is a checkbox labeled 'Hide from Digital Daily Program'. At the bottom right of the modal, a 'Submit' button is highlighted with an orange circle. The background shows a list of content items with their names and descriptions.



Alert! If capital letters are not used in between the "\$", the merge variable will not work.

5

Go "Home" in order to select the day to apply the merge variable Content Blurb.

The screenshot shows a web application interface. At the top right, there is a navigation bar with several icons: a grid, a home icon (highlighted in orange), another grid, a list icon, a group icon, a search icon, a bell icon, a question mark icon, and a user profile icon labeled 'Admin User'. Below the navigation bar is a horizontal menu with three items: 'y', 'Staff Library', and 'Content Library' (which is highlighted in a dark teal color). To the right of the menu is a search bar with a magnifying glass icon and the placeholder text 'Enter Search Term'. The main content area below the menu contains three paragraphs of text, each in a light blue box. The first paragraph reads: 'nt Enjoy a night under the stars with the Caribbean's finest Latin Beat Musicians. There will be fun had by all and musical nts provided to jump in on the fun. '. The second paragraph reads: 'ir Accessibility Please be advised that the shore side pontoon is not wheelchair accessible. Guests proceeding ashore red to walk along the pontoon. '. The third paragraph reads: 'of Agriculture and Forestry As a reminder, the Local Department of Agriculture regulations prohibits the remove of ship's im the vessel. Items that cannot be removed of ship's stores from the vessel include fruit, vegetables, meat, dairy products, r consumable food items as well as any flowers or plants. You may only take ashore commercially bottled drinking water. Be at bags may be inspected on your way ashore and fines applied on the spot by the local authority. '. There is a white rectangular area at the bottom of the content area, possibly a placeholder for an image or another section.

6 Click on the "Newspaper" icon to open the Feed Editor for the day.

Miami	--	05:00pm	Events Venue Data	☰ ☰ 🔒
At Sea	--	--	Events Venue Data	☰ ☰ 🔒
San Juan	11:00am	07:00pm	Events Venue Data	☰ ☰ 🔒
At Sea	--	--	Events Venue Data	☰ ☰ 🔒
Nassau	10:00am	04:00pm	Events Venue Data	☰ ☰ 🔒
Miami	07:00am	--	Events Venue Data	☰ ☰ 🔒
Miami	--	07:00pm	Events Venue Data	☰ ☰ 🔒
At Sea	--	--	Events Venue Data	☰ ☰ 🔒
Ocho Ríos	09:00am	05:00pm	Events Venue Data	☰ ☰ 🔒
George Town	08:00am	04:00pm	Events Venue Data	☰ ☰ 🔒
Cozumel	10:00am	06:00pm	Events Venue Data	☰ ☰ 🔒

7 Add the content box to add the corresponding content.



VENIR

FROM THE *Bridge*

Dear Guests,

Today we will be sailing over smooth waters with mild winds above and a warm wind that will make sure the pool deck is perfect for all afternoon.

We hope you enjoy your journey with us!

Captain Avenir

TODAY:
Tuesday, February 28, 2023

TODAY'S MUSTDO'S

Comedy Club Classes
First improv theater dedicated to the art of Chicago-style improv and sketch comedy, brought to you by Artistic Director. Hone in on your comedy skills.

Sail Away Party
Finally, a Sail Away Party worth attending. Come to the top deck to sip signature cocktails, hear some great music, and say goodbye to land.

Events

Venues

Content

Search...

BAD WEATHER
Mist out on deck

DRINK OF THE DAY
DRINK OF THE DAY Enjoy Drunken Monkey Rum Cocktails in our Pool Bar for...

DYNAMIC CONTENT
Hello \$0\$ \$0\$ {abc} {123}

FIRST DAY SPA
A Day for Pampering! Get your cruise off to

8 Click the "Search..." field to search for the Content Blurb.

The screenshot shows a web interface for a 'DAILY PROGRAM'. The main content area is titled 'DAILY PROGRAM' and features a header image of a sunset over the ocean. Below the header, there is a section for 'THE Bridge' and a 'TODAY:' section for 'Tuesday, February 28, 2023'. The 'TODAY'S MUSTDO'S' section lists 'Comedy Club Classes' and 'Sail Away Party'. A sidebar on the right contains a search bar and a list of content items: 'BAD WEATHER', 'DRINK OF THE DAY', and 'DYNAMIC CONTENT'. An orange circle highlights the search bar.

9 Click "\$WEATHER\$" and drag & drop.

The screenshot shows the same web interface as above, but with the search bar containing the text 'MERG'. The 'TEST MERGE VARIABLE \$WEATHER\$' item in the sidebar is highlighted with an orange circle, indicating it has been selected for drag and drop.

10

Click here to open the available languages and add the corresponding content.

The screenshot shows a website editor interface. The main content area displays a 'DAILY PROGRAM' page with a header image of a sunset over the ocean. Below the header, there's a section for 'THE Bridge' and a 'TODAY:' section for 'Tuesday, February 28, 2023'. A red box highlights a variable '\$WEATHER\$' in the text. A sidebar menu on the right includes 'Events', 'Venues', and 'Content'. The 'Content' panel shows a list of variables: 'MERC', 'TEST MERGE VARIABLE \$WEATHER\$', 'TEST MERGE VARIABLES \$WEATHER\$', 'WEATHER Hello! Today's weather is: \$0\$. Advisory: \$1\$.', and 'THE MARKETPLACE'. A red circle highlights a plus sign icon in the main content area.

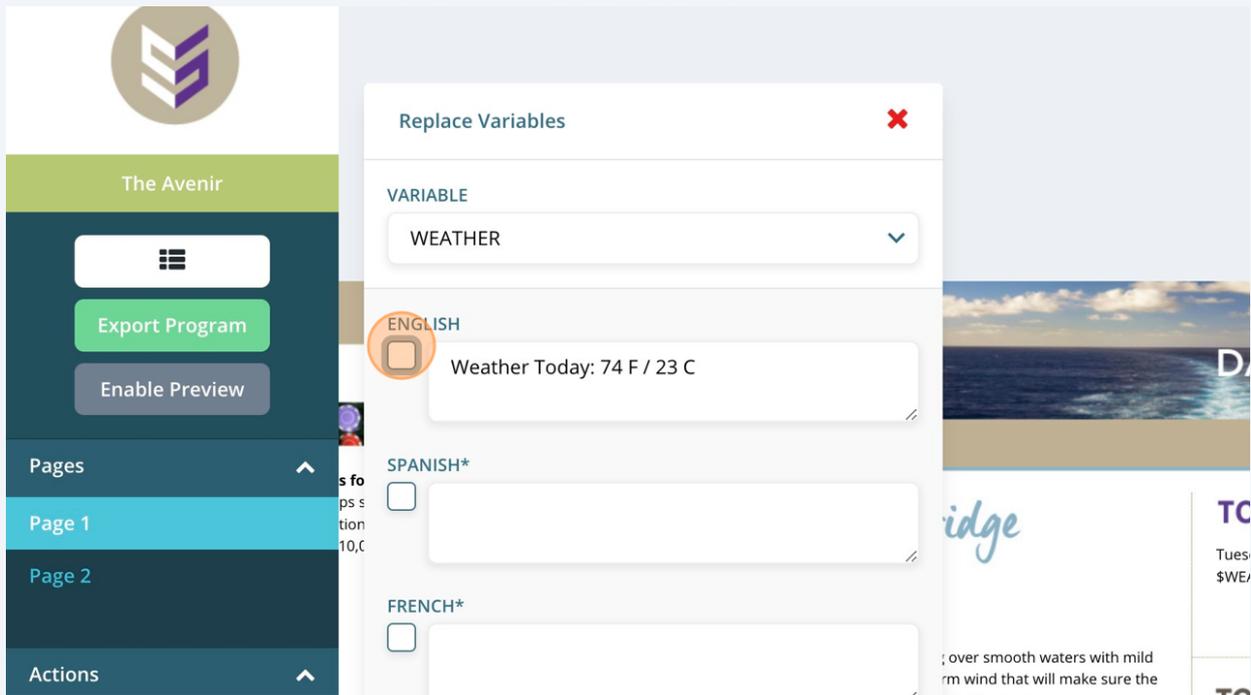
11

Click the corresponding language to add the content to populate on the feed editor.

The screenshot shows a website editor interface with a 'Replace Variables' dialog box open. The dialog box has a title bar with a red 'X' icon. It contains a 'VARIABLE' dropdown menu with 'WEATHER' selected. Below this, there are three language options: 'ENGLISH' with a checked checkbox and an empty text input field, 'SPANISH*' with an unchecked checkbox and an empty text input field, and 'FRENCH*' with an unchecked checkbox and an empty text input field. The background shows the same website editor interface as in the previous screenshot, with a sidebar menu on the left and a main content area on the right.

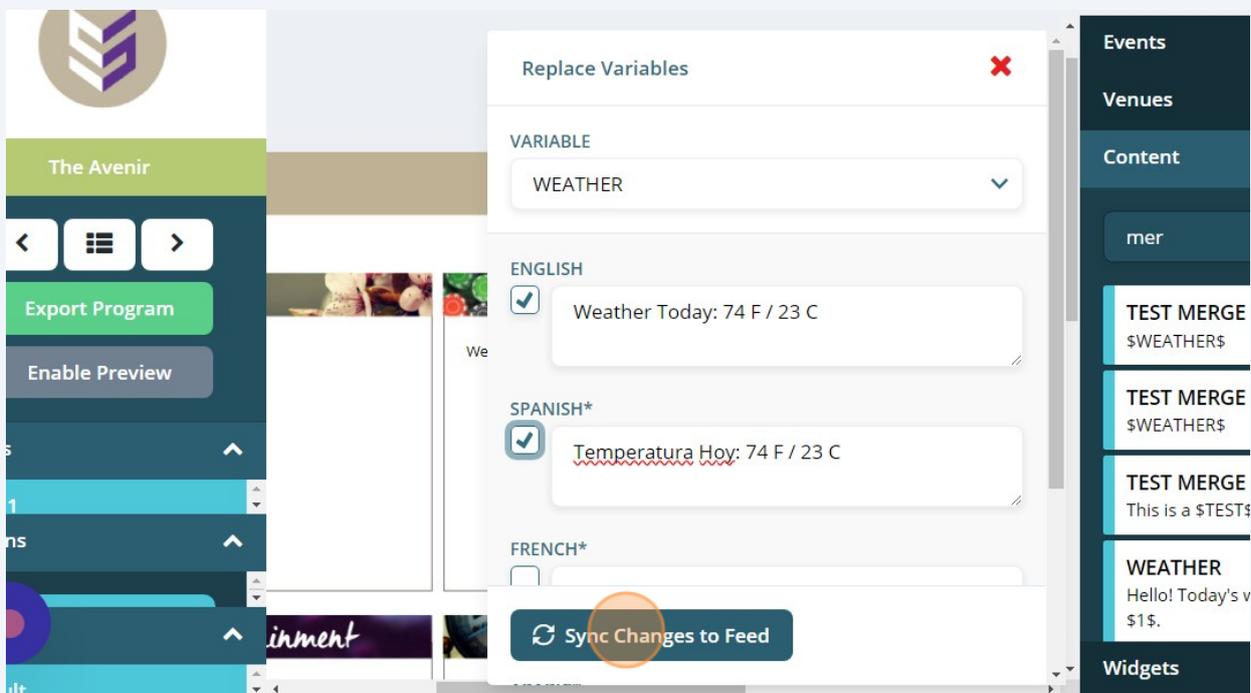
12

In this example, added "Weather Today: 74 F / 23 C". Click this checkbox to apply the variable.



13

Click "Sync Changes to Feed" to finalize.



14 Click here to close the tab.

DATE: 02/28/2023 LOCATION: Miami

Replace Variables 

VARIABLE

WEATHER

ENGLISH

Weather Today: 74 F / 23 C

SPANISH*

Temperatura Hoy: 74 F / 23 C

FRENCH*

DAILY PROGRAM

TODAY:

Tuesday, February 28, 2023
Weather Today: 74 F / 23 C



Alert! Keep in mind that if you remove a check-mark and click to "Sync Feed", the corresponding variable will not populate.