

How to promote or demote Brand vs. Multi Property content on the Content Library? (Applicable for Shoreside Users only)

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

scribehow.com/embed-preview/How to promote or d...

This guide simplifies the process of managing content access with a new workflow that allows for easy promotion, demotion, and transfer of content across multiple properties. It provides clear steps for adjusting access levels, transferring content, and sharing it among various properties, ensuring comprehensive visibility. By following this guide, users can efficiently streamline their content management, making it accessible and organized across different properties.

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

This feature allows shoreside users to promote/demote content between Brand, Multi and Property levels.

- **Brand Level Content:** onboard users can use Brand Level content but cannot edit it. "Brand Level" content is accessible for shoreside users, with Brand access permissions, and in the shoreside instances only.

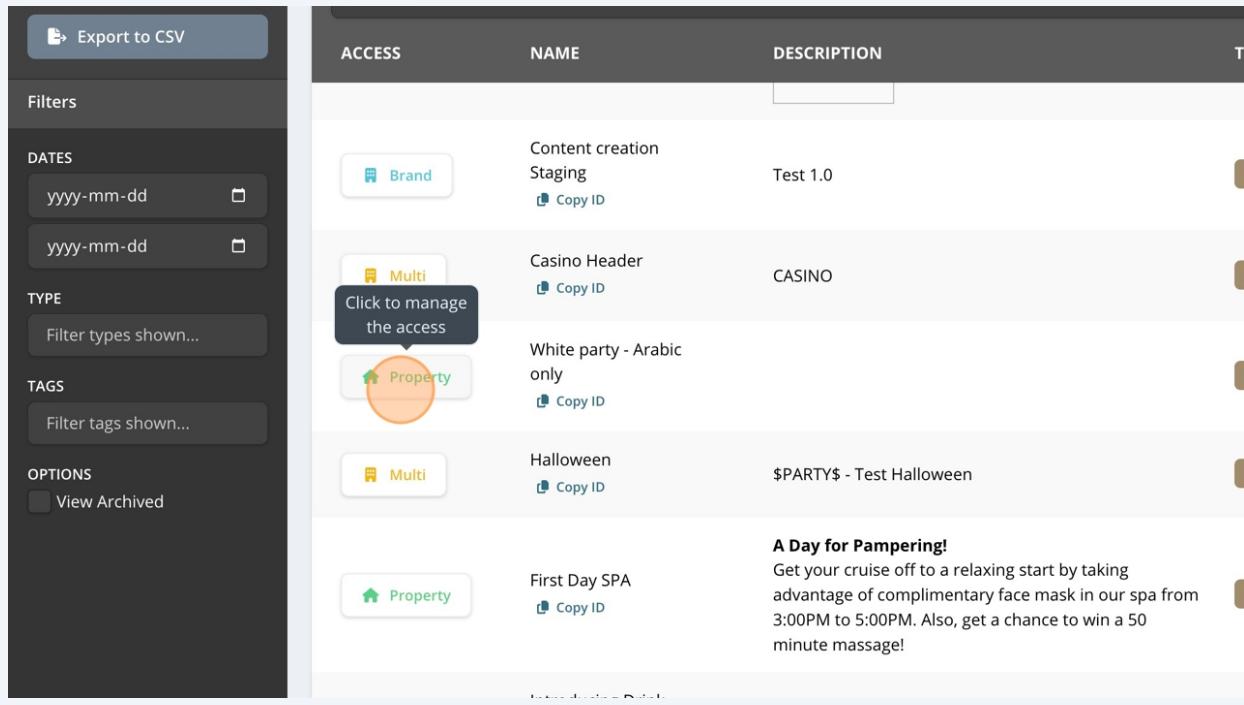
- **Multi Level Content:** are specific to multiple properties and can be used by onboard users, but cannot be edited. "Multi Level" content is accessible for shoreside users, with Brand access permissions, and in the shoreside instances only.

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

ACCESS	NAME	DESCRIPTION
Brand	Small Image - Test	
Brand	Content creation Staging	Test 1.0
Multi	Casino Header	CASINO
Property	White party - Arabic only	
Multi	Halloween	\$PARTY\$ - Test Halloween

2

Choose the piece of content you'd like to manage and click on the icon beside the content name.



The screenshot shows a content management interface with a sidebar and a main list area. The sidebar on the left includes filters for Dates (two date pickers), Type (a dropdown with 'Filter types shown...' and a 'View Archived' checkbox), and Tags (a dropdown with 'Filter tags shown...'). The main list area has columns for ACCESS, NAME, and DESCRIPTION. The ACCESS column shows icons: 'Brand' (blue), 'Multi' (yellow), and 'Property' (green). A tooltip 'Click to manage the access' with an orange circle highlights the 'Property' icon for the 'White party - Arabic only' item. The list items are:

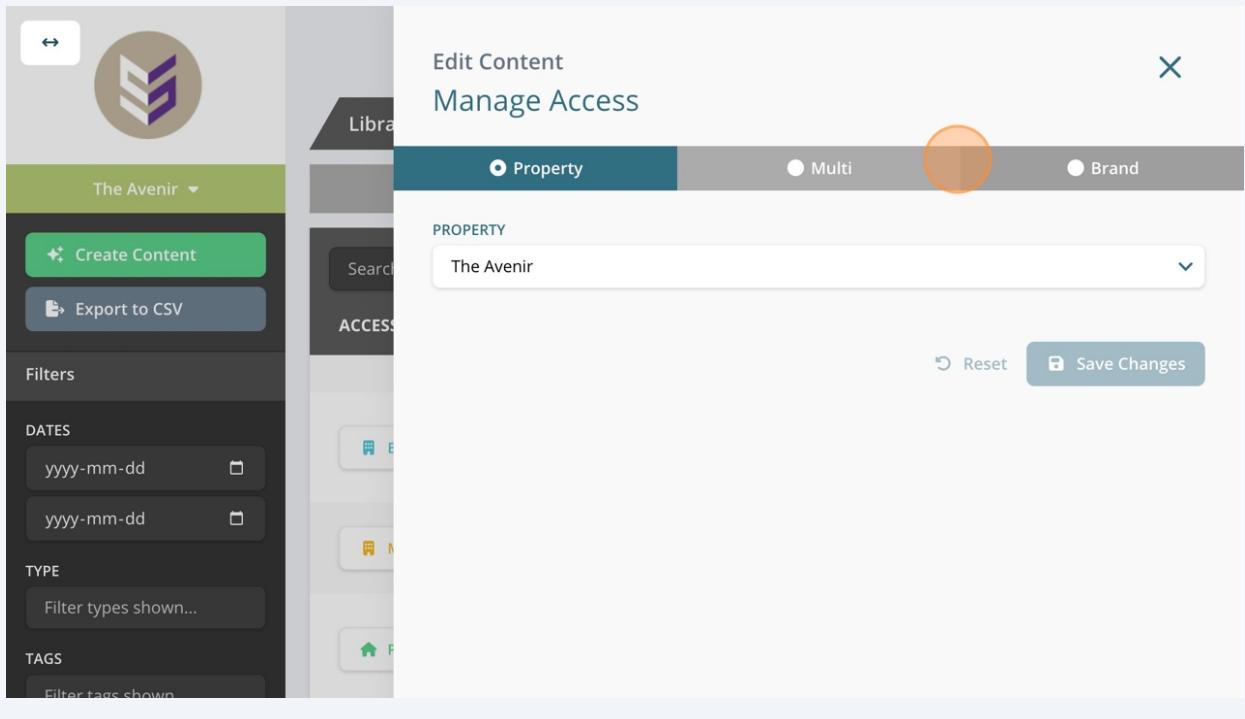
ACCESS	NAME	DESCRIPTION
Brand	Content creation Staging	Test 1.0
Multi	Casino Header	CASINO
Property	White party - Arabic only	
Multi	Halloween	\$PARTY\$ - Test Halloween
Property	First Day SPA	A Day for Pampering! Get your cruise off to a relaxing start by taking advantage of complimentary face mask in our spa from 3:00PM to 5:00PM. Also, get a chance to win a 50 minute massage!



Follow the below steps to promote content to Multi or Brand Level.

3

In this example a "Property Level" content was selected and it can now be promoted to "Multi Level" or "Brand Level" by selecting the appropriate tab.



The Avenir

Create Content

Export to CSV

Filters

DATES

TYPE

TAGS

Edit Content

Manage Access

PROPERTY

The Avenir

Property

Multi

Brand

Reset

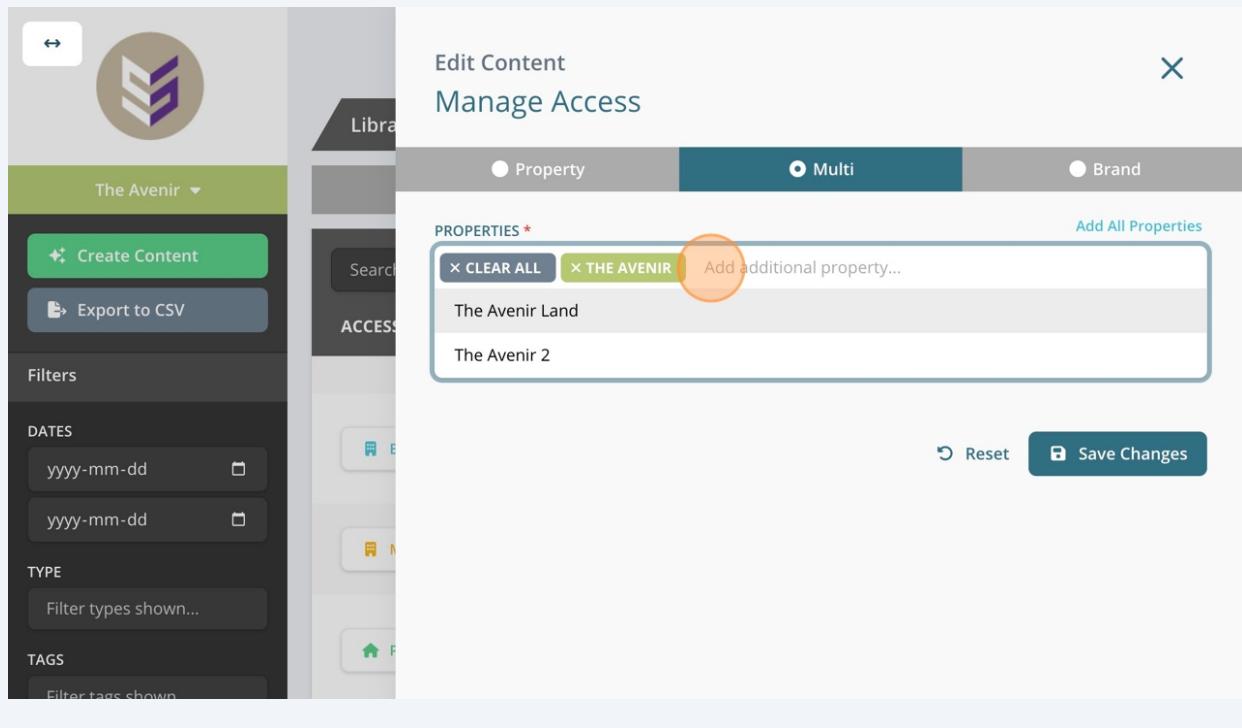
Save Changes

4

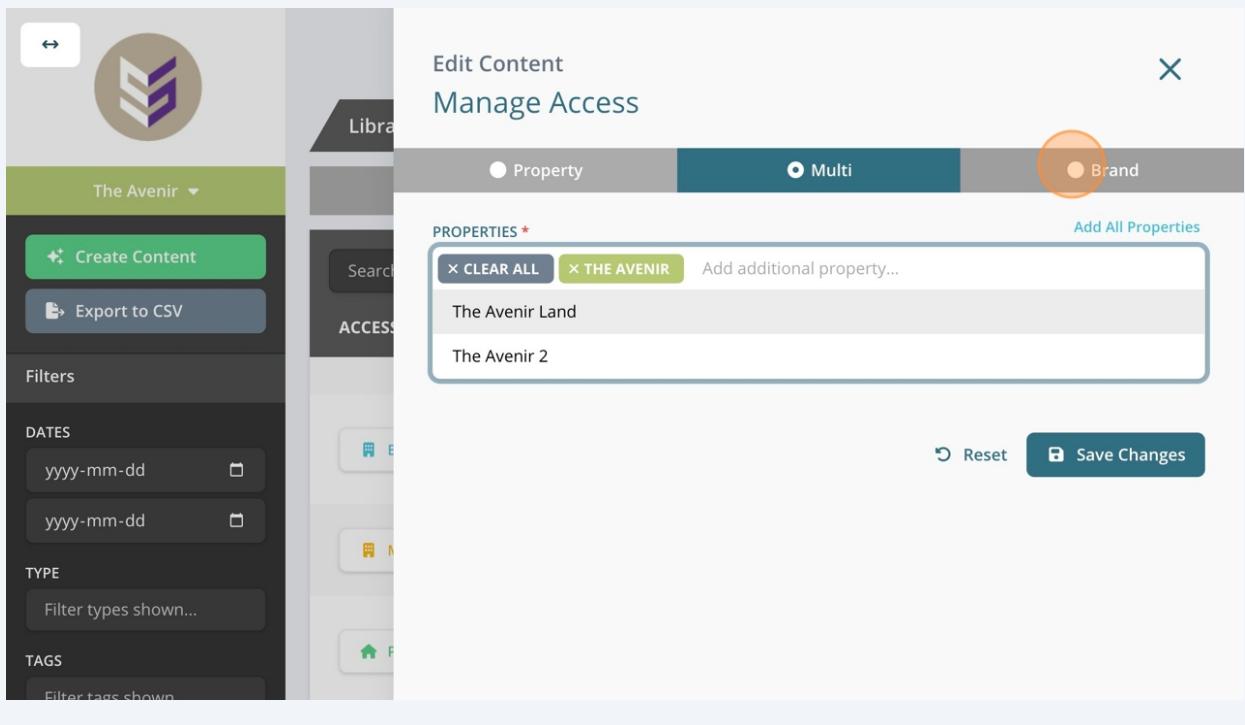
To promote to "Multi Level" click the Multi tab and then you can select properties from the drop down menu or use the search bar to search for a property. You can choose as many properties as needed.

Click "Save Changes" when finished.

This content will now only be editable on the shoreside instances of GO and by a shoreside user with Brand access permissions.

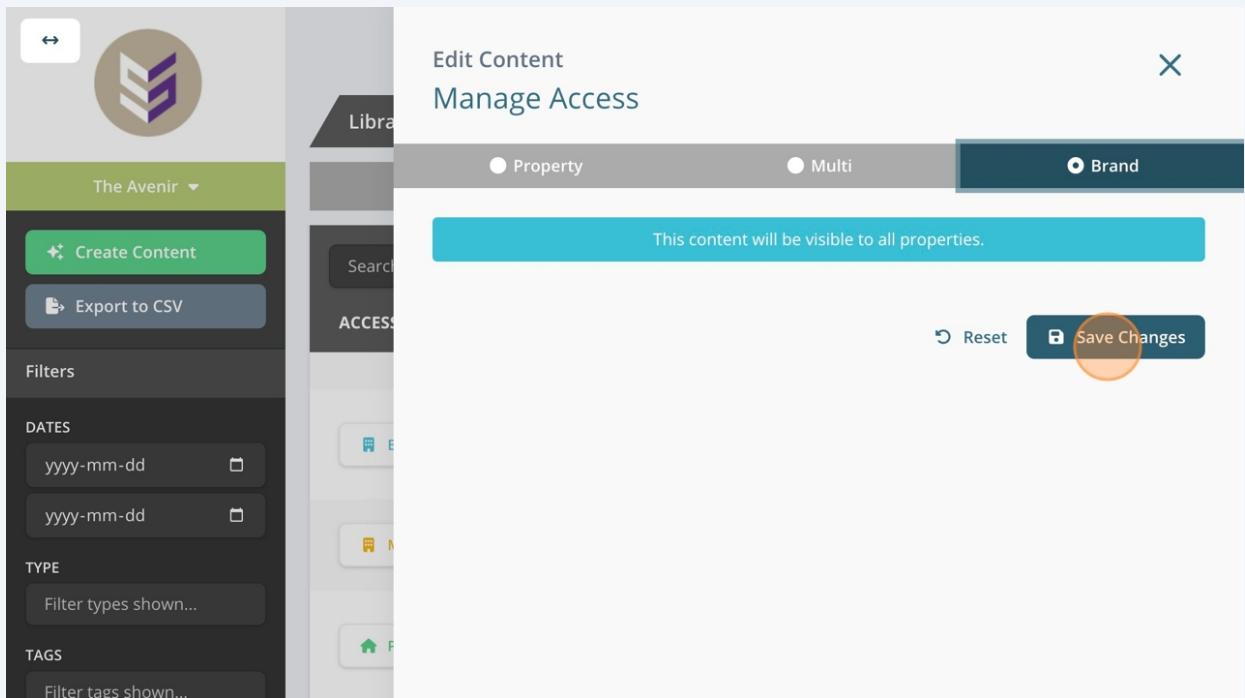


5 To promote to "Brand Level" click on the Brand tab.



6 Click on "Save Changes" when finished.

This content will now only be editable on the shoreside instances of GO and by a shoreside user with Brand access permissions.





Follow the below steps to demote Brand Level content to Multi Level or Property Level.

7

Select the "Brand Level" content you'd like to demote to another level.

The screenshot shows a content management interface with a sidebar on the left and a main content list on the right.

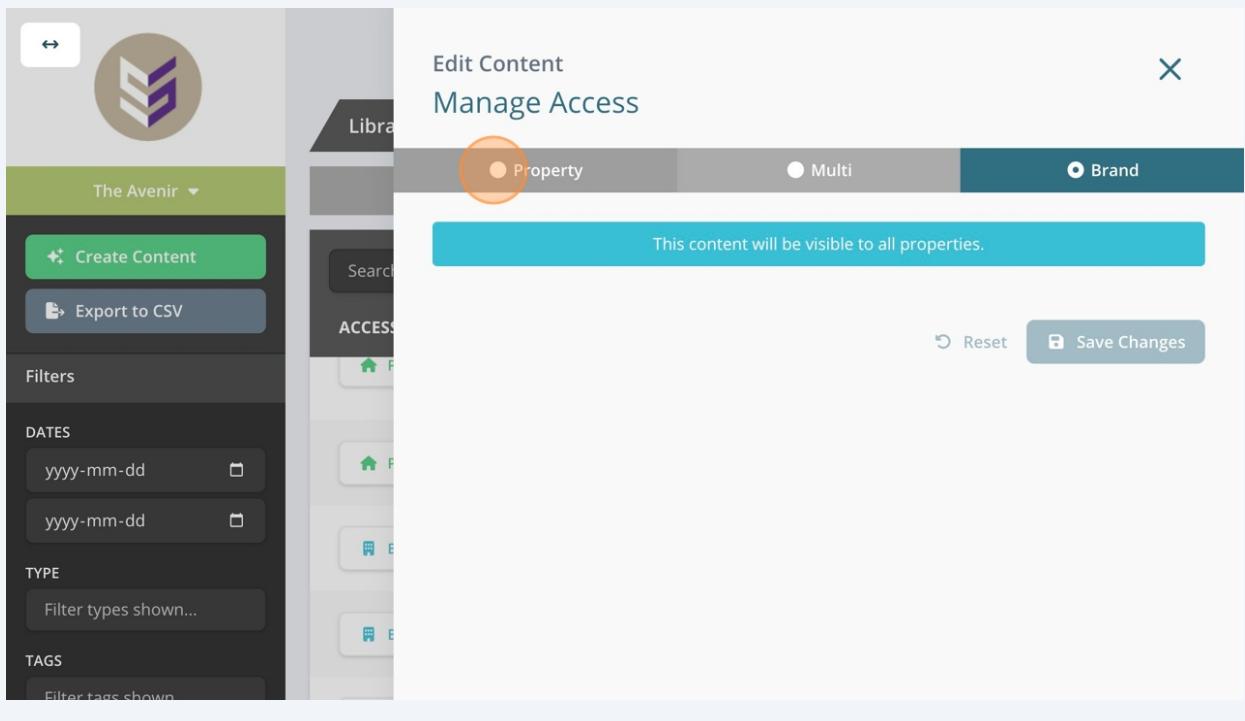
Left Sidebar:

- Create Content** (button)
- Export to CSV** (button)
- Filters**
- DATES**: Two date input fields.
- TYPE**: "Filter types shown..." button.
- TAGS**: "Filter tags shown..." button.
- OPTIONS**: "View Archived" checkbox.

Right Content List:

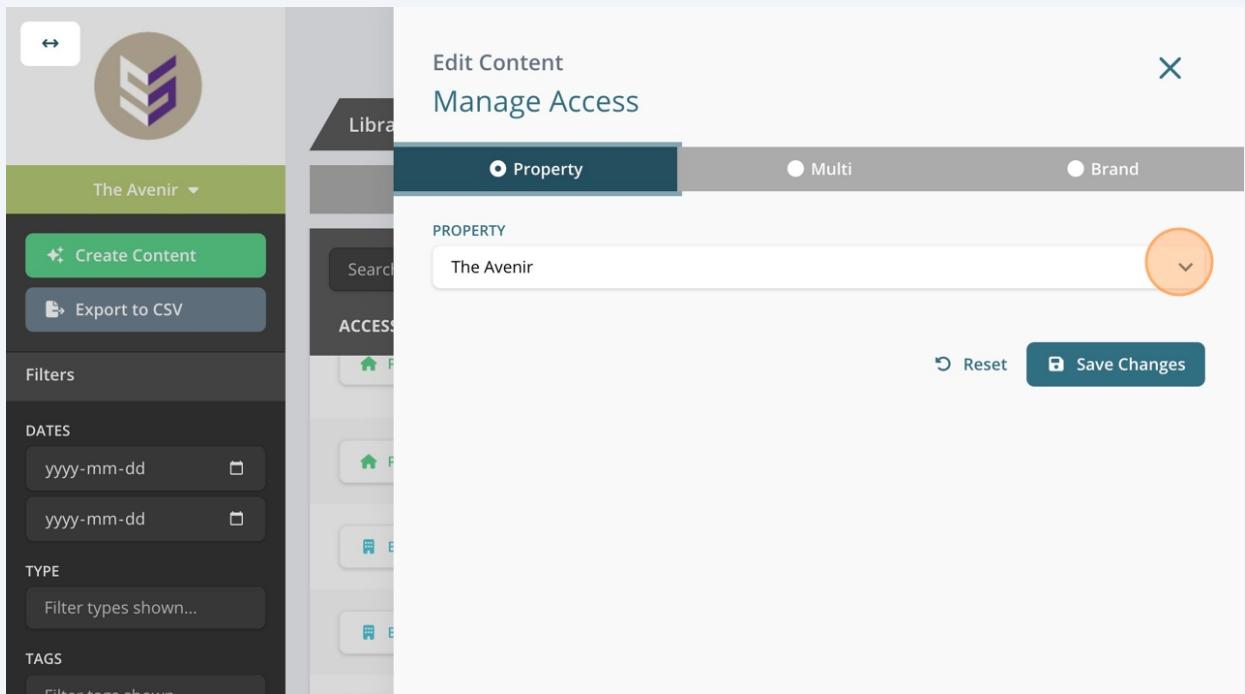
ACCESS	NAME	DESCRIPTION
Property	canvas	Information from canvas
Click to manage the access	Test Offer	Test Offer Description
Brand	New content 1.1 test	1.1 test modification
Brand	New content 1.0 test	test property
Brand	Test	/uploads/event-images/Avenir Land Logo_XteLiL.png
Brand	Small Image - Test	

8 Select Property or Multi as needed.



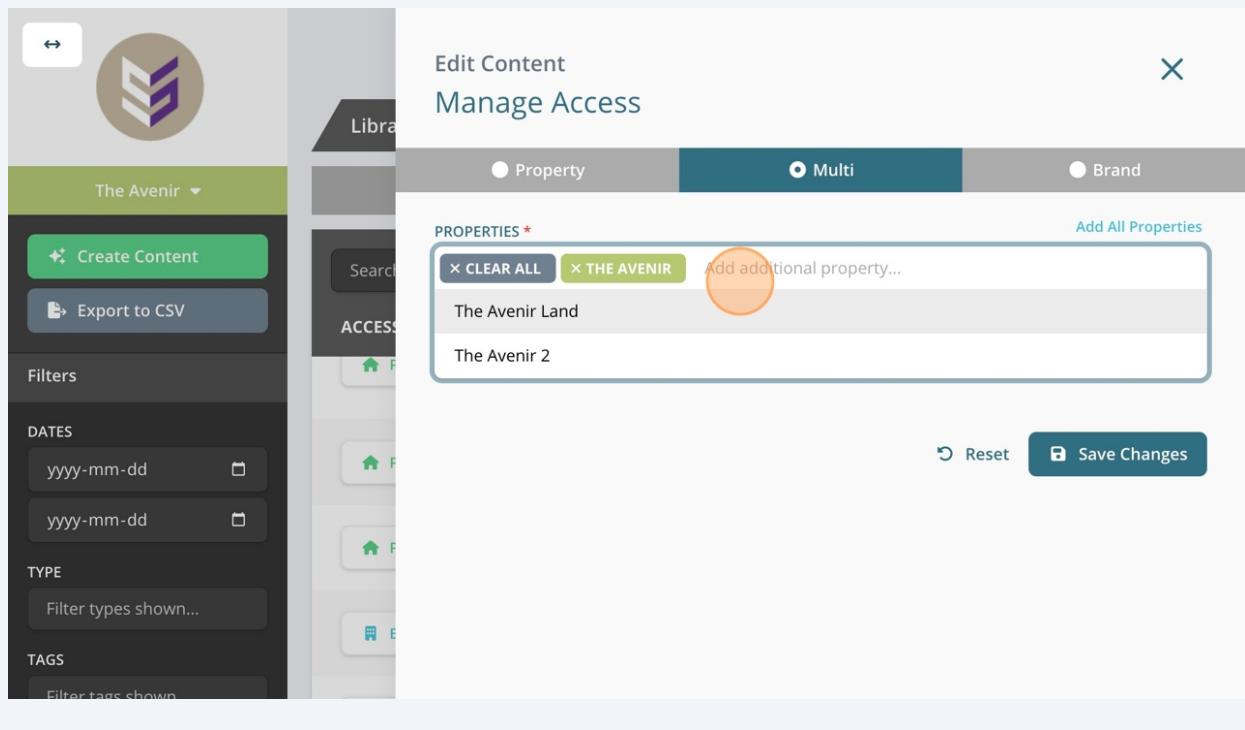
9 In the example below the Property tab is selected.

The property shown is where the event was originally created. When you demote the content, it will remain linked to this property.



10

In the example below Multi is selected. Select which properties you'd like from the drop down or use the search bar to type the name of the specific properties.



Edit Content

Manage Access

● Property **● Multi** ● Brand

PROPERTIES *

X CLEAR ALL **X THE AVENIR** Add additional property...

The Avenir Land

The Avenir 2

Reset Save Changes

Filters

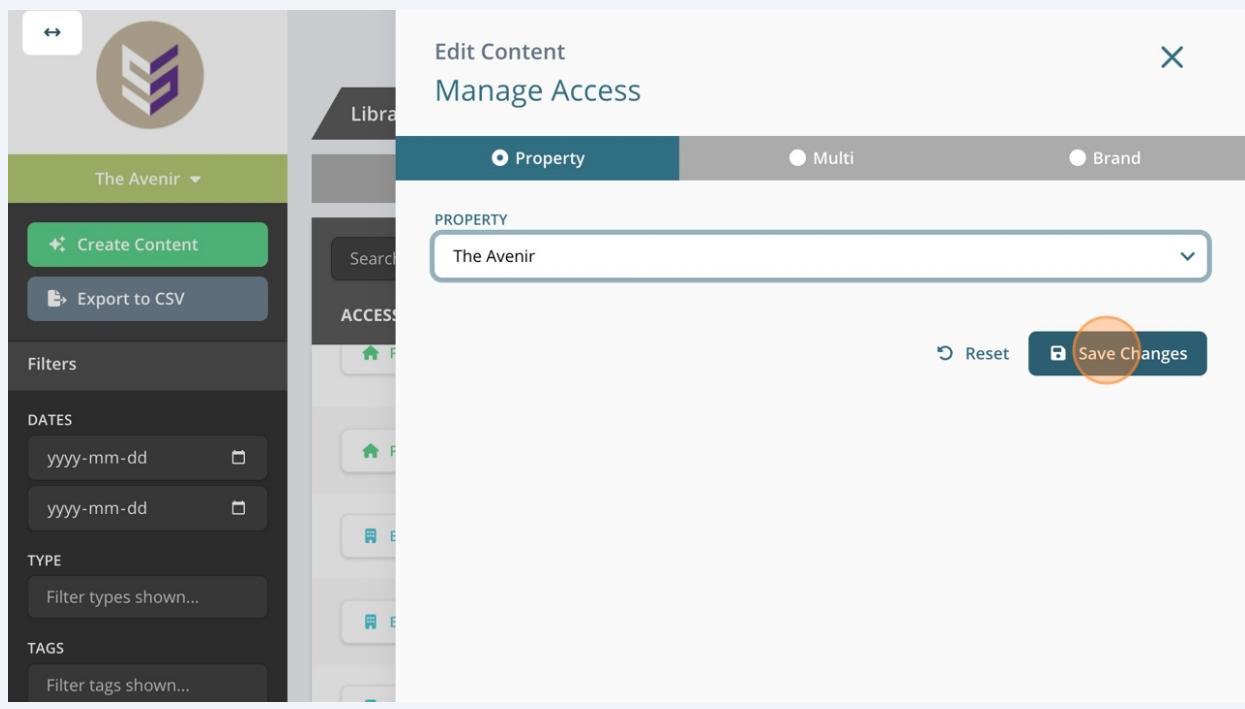
DATES

TYPE

TAGS

11

Click "Save Changes" when finished.



Edit Content

Manage Access

● Property ● Multi ● Brand

PROPERTY

The Avenir

Reset **Save Changes**

Filters

DATES

TYPE

TAGS

12

Shoreside users can promote or demote content as many times as needed.

