

How to promote or demote Brand vs. Multi Scribe[®] vs 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...](https://scribehow.com/embed-preview/How%20to%20promote%20or%20demote%20Brand%20vs.%20Multi%20Scribe%20vs%20Property%20content%20on%20the%20Content%20Library%3F%28Applicable%20for%20Shoreside%20Users%20only%29)

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 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.

The screenshot displays the Content Library interface. On the left is a sidebar with filters, and on the right is a table of content items.

Filters Sidebar:

- Create Content** (green button)
- Export to CSV** (button)
- Filters** (section header)
- DATES**
 - yyyy-mm-dd (calendar icon)
 - yyyy-mm-dd (calendar icon)
- TYPE**
 - Filter types shown...
- TAGS**
 - Filter tags shown...
- OPTIONS**
 - ☐ View Archived

Content Table:

ACCESS	NAME	DESCRIPTION	T
Brand	Small Image - Test Copy ID		
Brand	Content creation Staging Copy ID	Test 1.0	
Multi	Casino Header Copy ID	CASINO	
Property	White party - Arabic only Copy ID		
Multi	Halloween Copy ID	\$PARTY\$ - Test Halloween	
		A Day for Pampering! Get your cruise off to a relaxing start by taking	

2

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

Export to CSV

Filters

DATES

yyyy-mm-dd

yyyy-mm-dd

TYPE

Filter types shown...

TAGS

Filter tags shown...

OPTIONS

☐ View Archived

ACCESS	NAME	DESCRIPTION	T
<div>Brand</div>	Content creation Staging	Test 1.0	
<div>Multi</div>	Casino Header	CASINO	
<div>Property</div>	White party - Arabic only		
<div>Multi</div>	Halloween	\$PARTY\$ - Test Halloween	
<div>Property</div>	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.

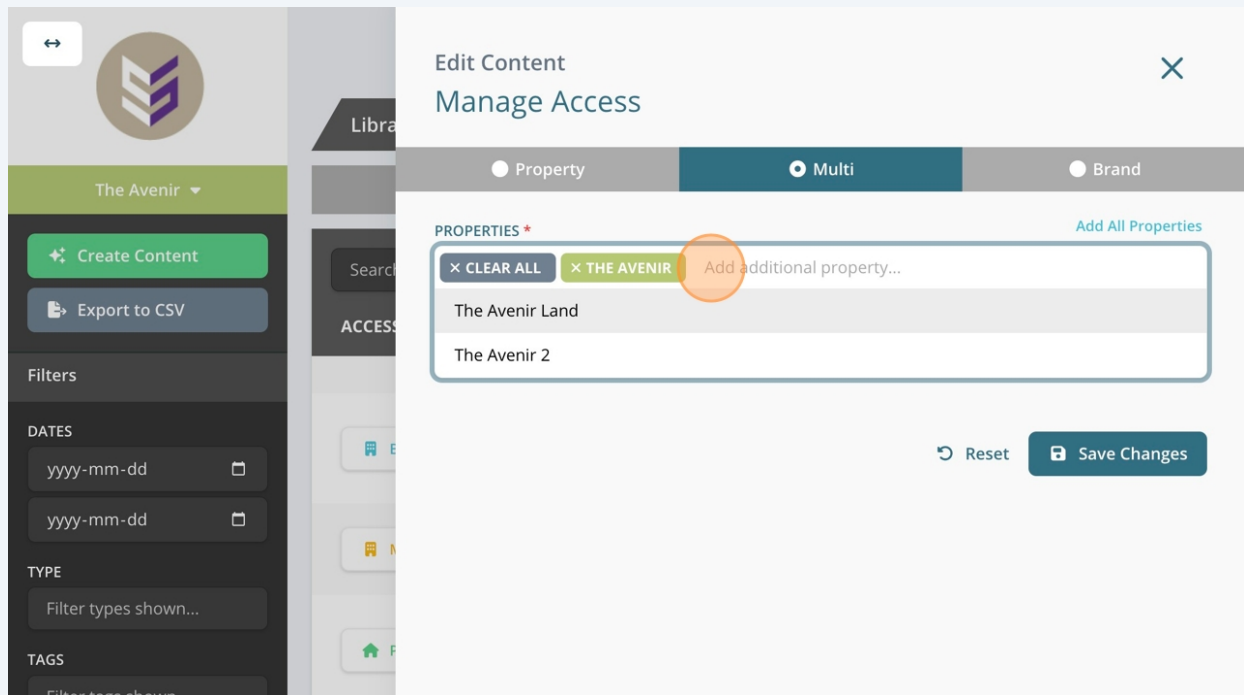
The screenshot shows a web application interface with a sidebar on the left and a main content area. The sidebar contains a logo, a dropdown menu for 'The Avenir', and buttons for 'Create Content' and 'Export to CSV'. Below these are filter sections for 'DATES', 'TYPE', and 'TAGS'. The main content area displays the 'Edit Content Manage Access' dialog box. This dialog has three tabs: 'Property' (selected), 'Multi', and 'Brand'. An orange circle highlights the 'Multi' tab. The 'Property' tab shows a dropdown menu with 'The Avenir' selected. At the bottom right of the dialog are 'Reset' and 'Save Changes' buttons.

4

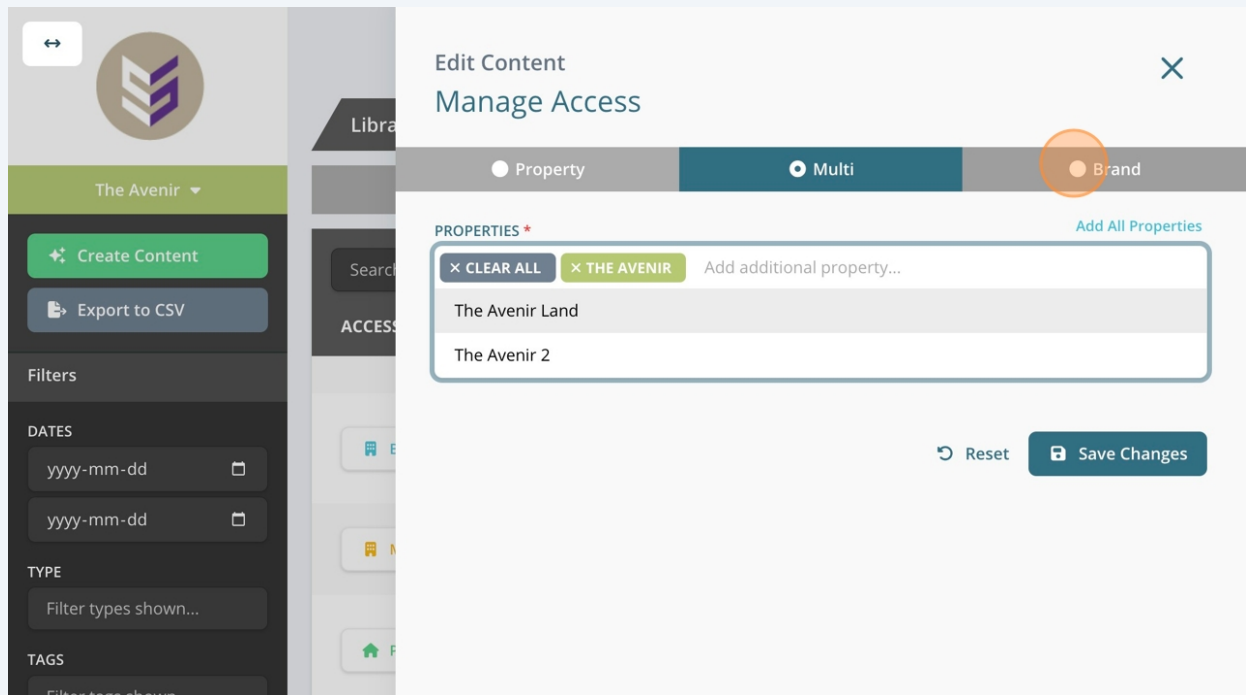
To promote to "Multi Level" click the Multi tab and then you can select properties from the drop down menu or use the search bar to search for a property. You can choose as many properties as needed.

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.

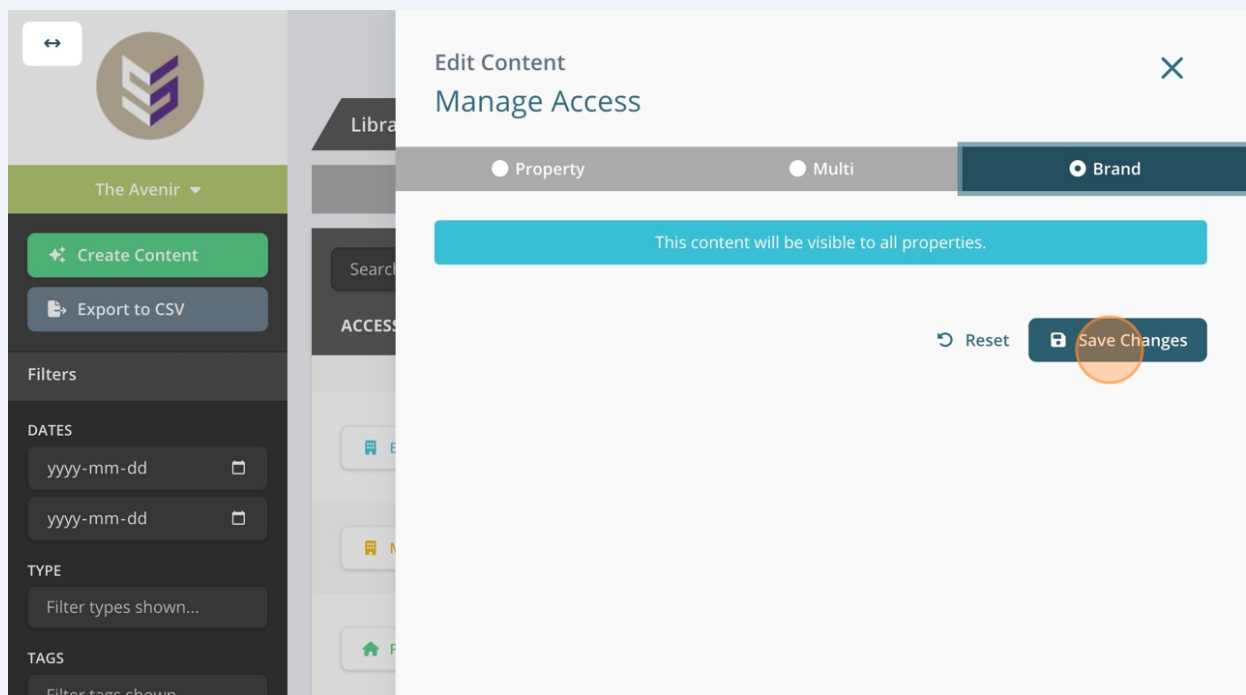


5 To promote to "Brand Level" click on the Brand tab.



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.

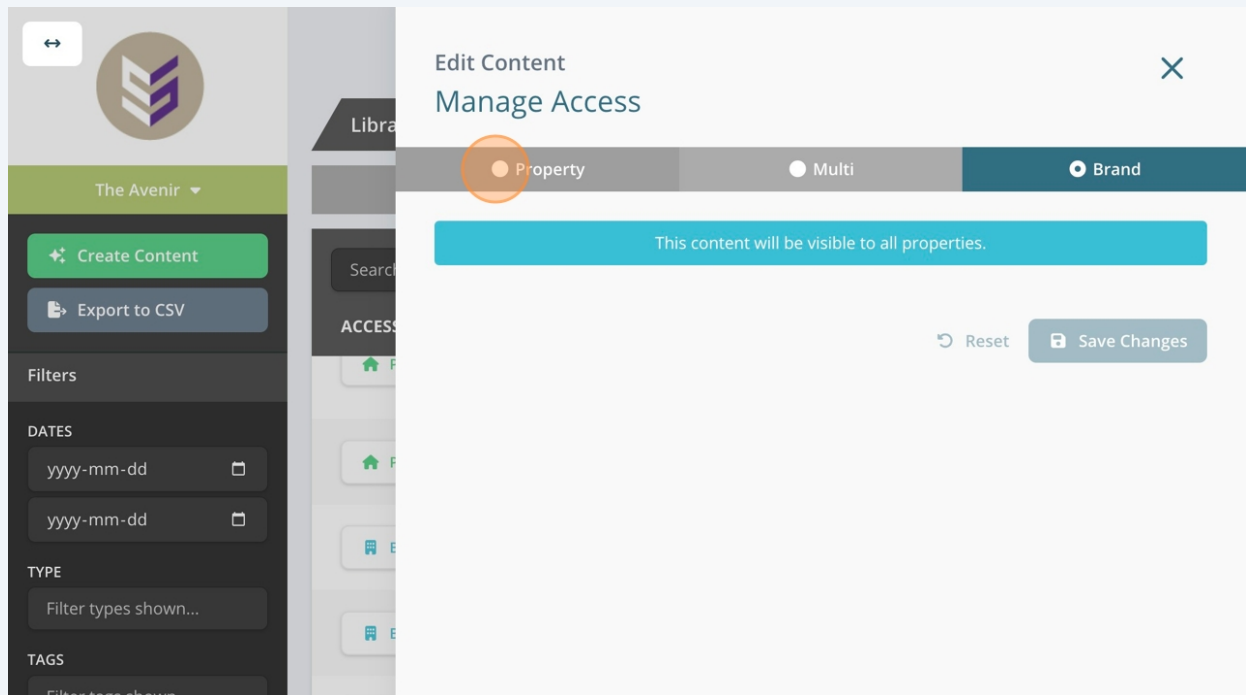
7

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

The screenshot shows a content management interface. On the left is a sidebar with filters: 'Create Content', 'Export to CSV', 'Filters', 'DATES' (with two date pickers), 'TYPE' (with a dropdown), 'TAGS' (with a dropdown), and 'OPTIONS' (with a 'View Archived' checkbox). The main area is a table with columns: 'ACCESS', 'NAME', 'DESCRIPTION', and 'T'. The table lists several items. The third item, 'New content 1.1 test', has an orange circle around its 'Brand' access level button. A tooltip 'Click to manage the access' points to this button. The table data is as follows:

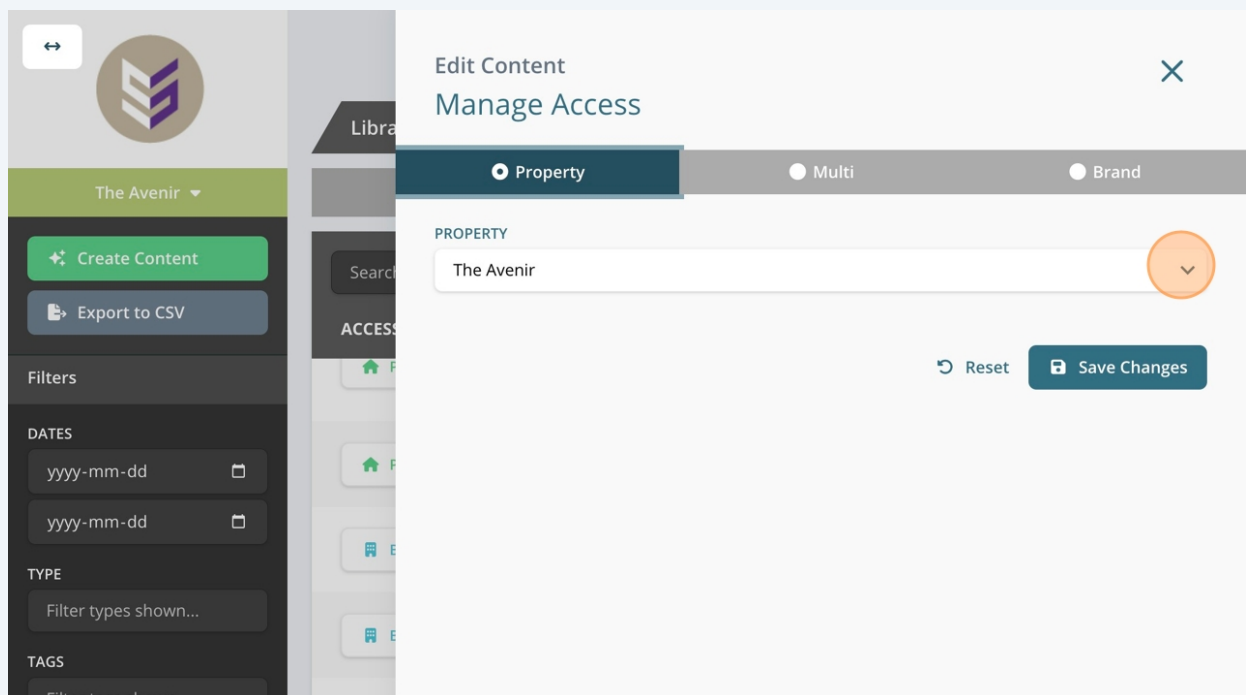
ACCESS	NAME	DESCRIPTION	T
Property	canvas Copy ID	Information from canvas	
	Test Offer Copy ID	Test Offer Description	
Brand	New content 1.1 test Copy ID	1.1 test modification	
Brand	New content 1.0 test Copy ID	test property	
Brand	Test Copy ID	/uploads/event-images/Avenir Land Logo_XteLiL.png	
Brand	Small Image - Test Copy ID		

8 Select Property or Multi as needed.



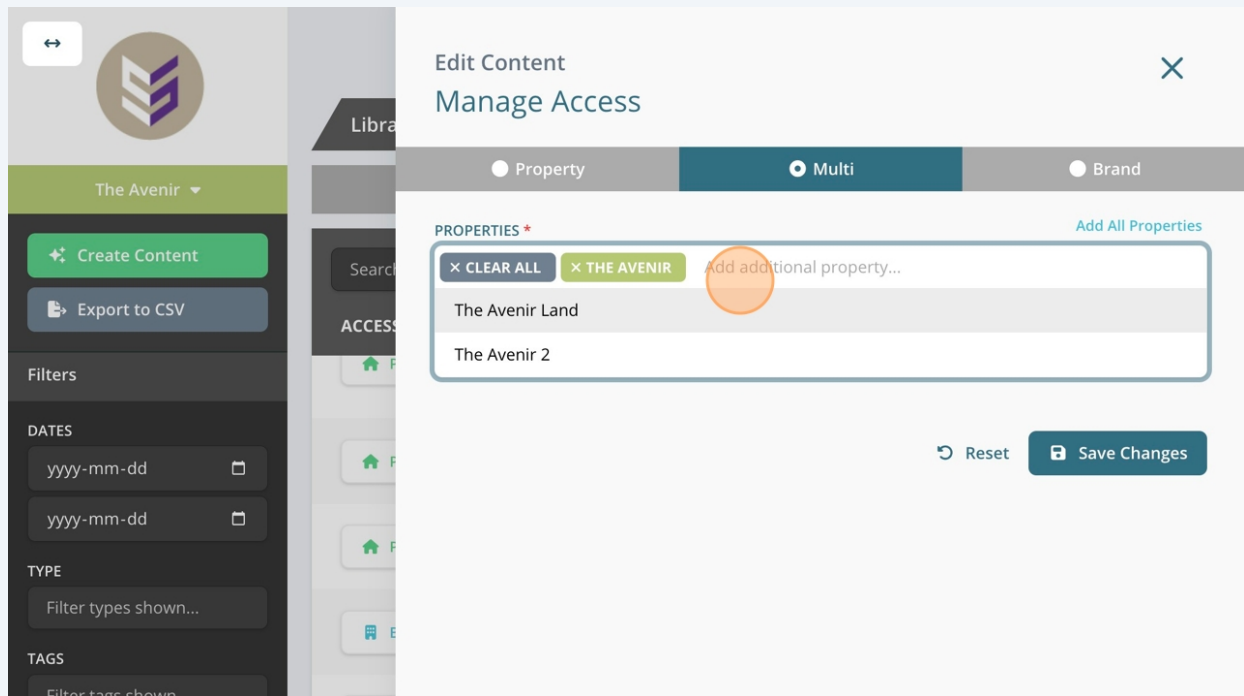
9 In the example below the Property tab is selected.

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



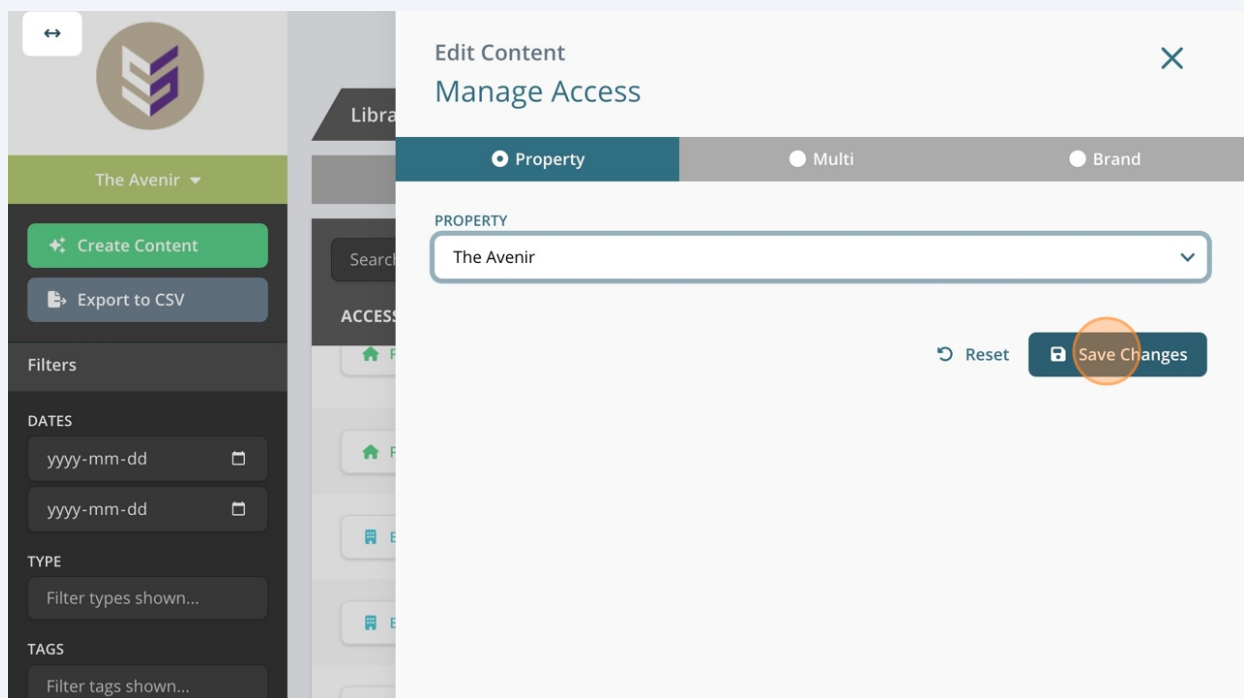
10

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.



11

Click "Save Changes" when finished.



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

