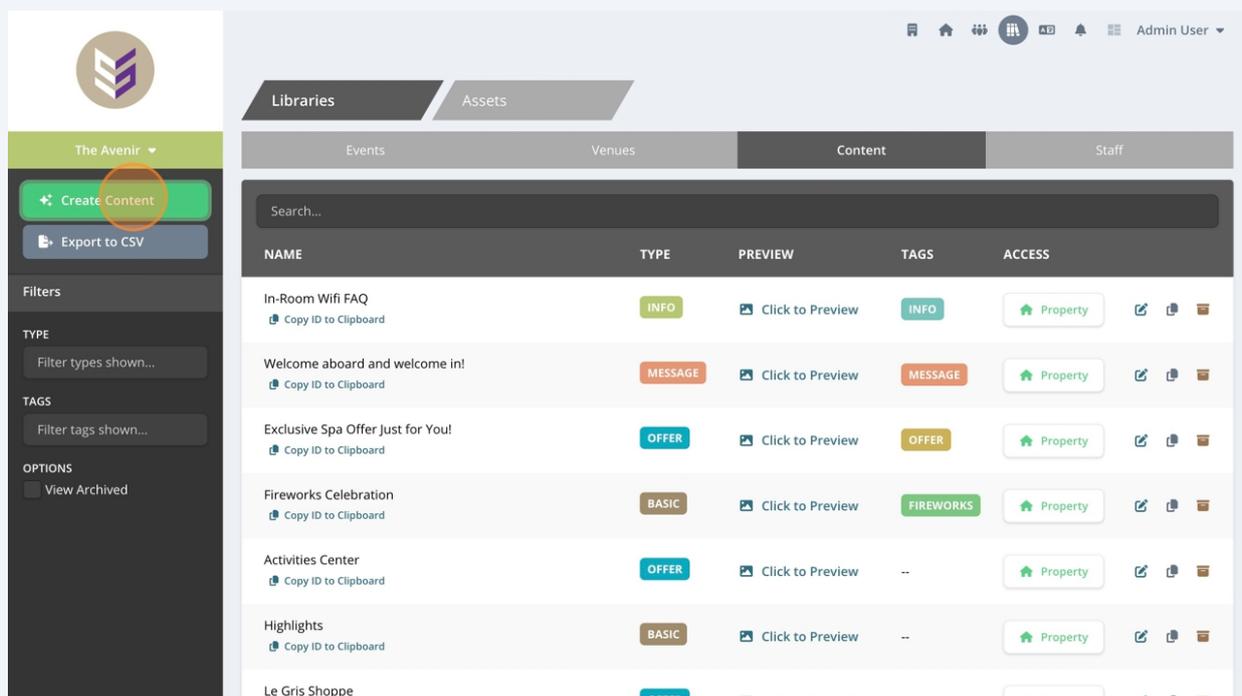


# Navigating the Content Library Updates!

This guide is essential for anyone looking to maximize their use of the updated Content Library, which now features four distinct content types for better organization and targeted messaging. It highlights new functionalities like setting default endpoints, managing content access, and sharing across properties. With clear instructions on using the new options for offers, messages, and information, this guide ensures users can effectively communicate with guests and enhance their overall experience.

## New Content Types

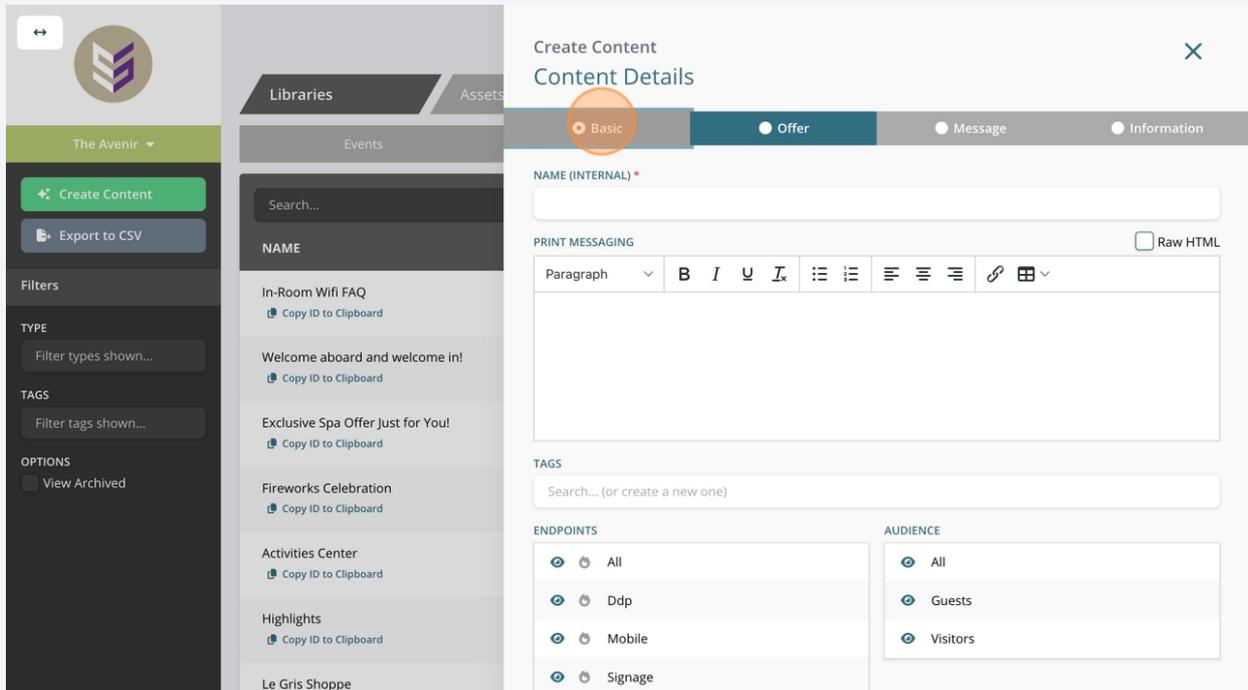
- 1 Navigate to the Content Library and click "Create Content".



2

Previously, there was just one type of content available. Now, we've expanded it into **four distinct content types** to better organize and target your messaging.

- Basic
- Offer
- Message
- Information



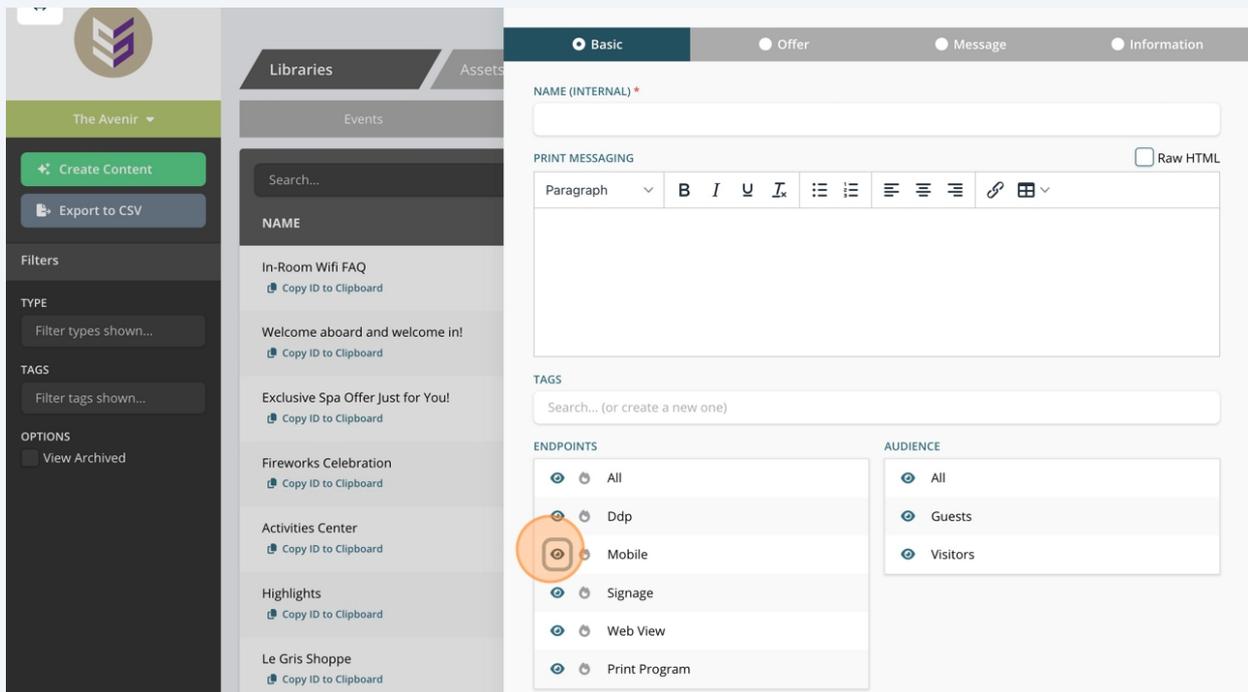
3

**Basic** – This is the standard content you're familiar with, usually what appears in printed programs.

You'll still see the **Name** (used internally), the **Content Box** to customize text, and **Tags** to help with filtering.

What's new here are:

- **Endpoints** – By clicking the eye icon, you can now set default endpoints where this content will be shown.



4

• **Trending** – You can mark items as trending.

The screenshot shows the 'Events' management interface. On the left, there is a sidebar with filters for TYPE, TAGS, and OPTIONS. The main area displays a list of events with columns for NAME and a 'Copy ID to Clipboard' button. The 'PRINT MESSAGING' section includes a rich text editor with a toolbar and a 'Raw HTML' checkbox. Below the editor are sections for TAGS, ENDPOINTS, and AUDIENCE. The 'ENDPOINTS' section has a list of endpoints: All, Ddp, Mobile, Signage, Web View, and Print Program. The 'Mobile' endpoint is highlighted with a red circle. The 'AUDIENCE' section has a list of audiences: All, Guests, and Visitors.

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• **Audiences** – These vary by client and are configured by our team. Your GO Lead will guide you through best practices.

The screenshot shows the 'Events' management interface, similar to the previous one. The 'AUDIENCE' section has a list of audiences: All, Guests, and Visitors. The 'Guests' audience is highlighted with a red circle. The 'ENDPOINTS' section is also visible, with 'Mobile' highlighted by a red circle.

6

**Offers** – This is designed to highlight daily offers or promotions across your guest endpoints—perfect for showcasing limited-time deals, food and beverage specials, event highlights, and other onsite promotions.

- Similar to the Basic type, but on this content type we have added a new field to add the image for the offer which can be added with an Image URL that you can locate in your Assets Library.

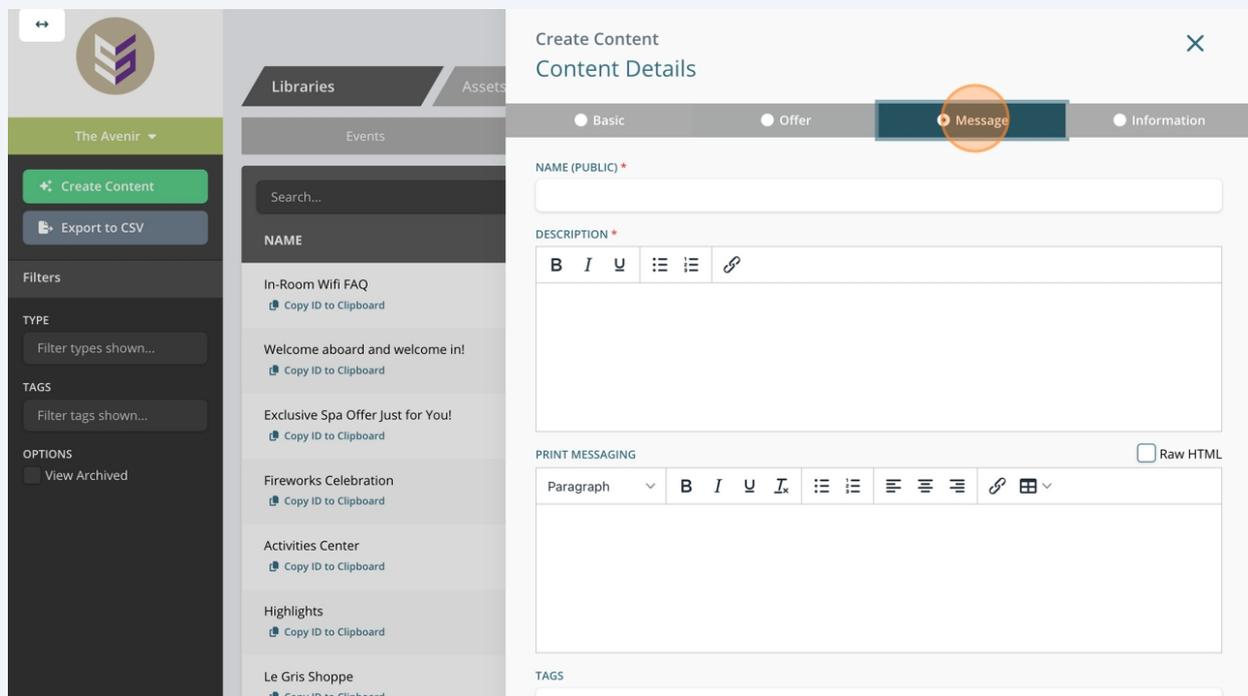
The screenshot displays the 'Create Content' interface for an 'Offer' type. The interface is divided into a sidebar and a main content area. The sidebar on the left shows a navigation menu with 'Libraries' and 'Assets' tabs. Below these, there is a search bar and a list of content items, each with a 'Copy ID to Clipboard' button. The main content area is titled 'Content Details' and features three tabs: 'Basic', 'Offer' (which is selected), and 'Message'. The 'Offer' tab contains the following fields:

- NAME (PUBLIC) \***: A text input field.
- DESCRIPTION \***: A rich text editor with bold (B), italic (I), underline (U), bulleted list, numbered list, and link icons.
- IMAGES\***: A field for adding images, with a note below it stating '\* Multiple images separated by commas'. An orange circle icon is visible in the input area.

At the bottom of the main content area, there is a 'PRINT MESSAGING' button.

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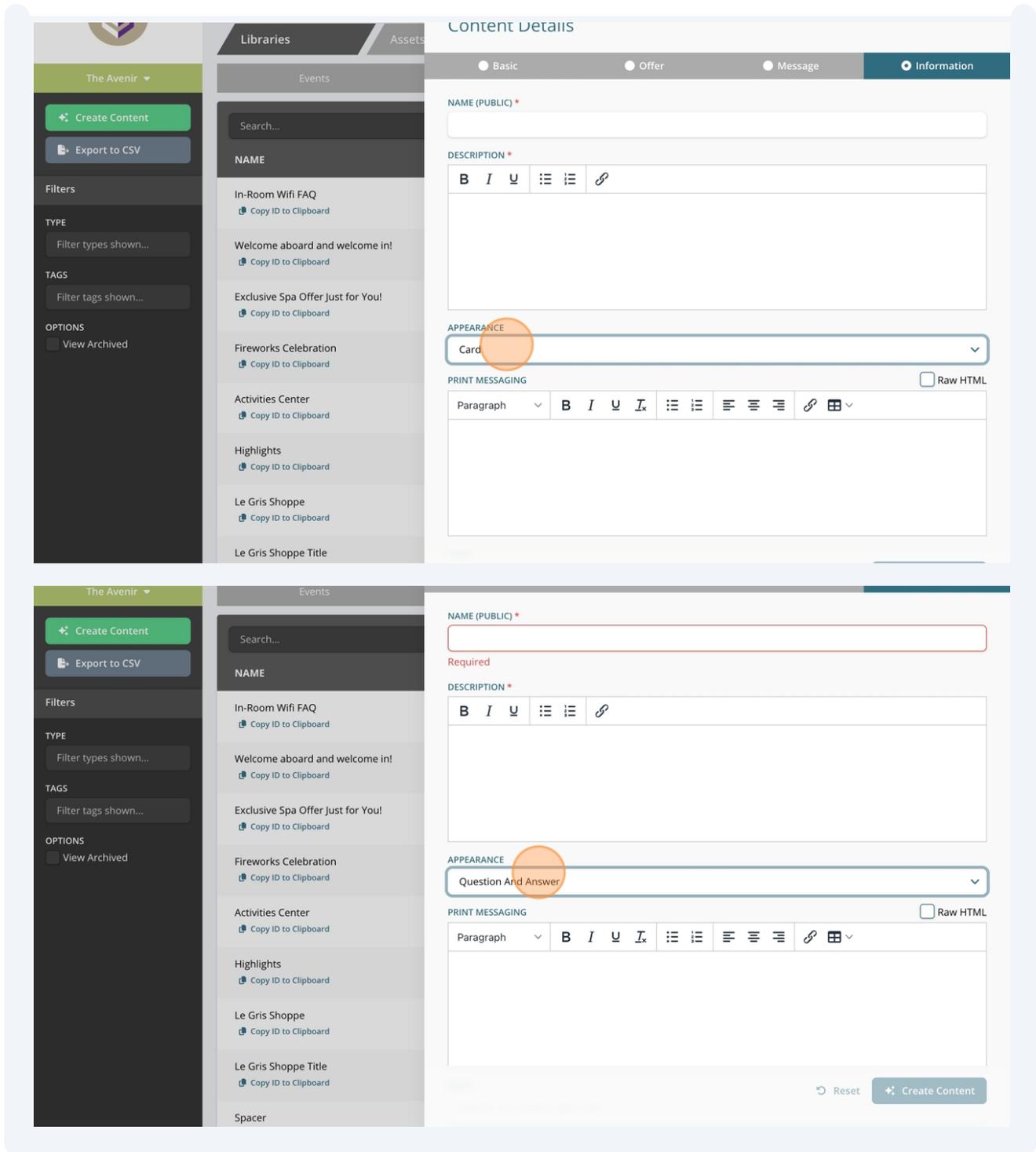
**Message** – This allows you to trigger messages to guests through GO Mobile or other digital channels. It's perfect for guest communications such as welcome messages, onboard announcements, reminders, or special updates during their stay. *Follows the same setup structure but it does not have the ability to add images.*



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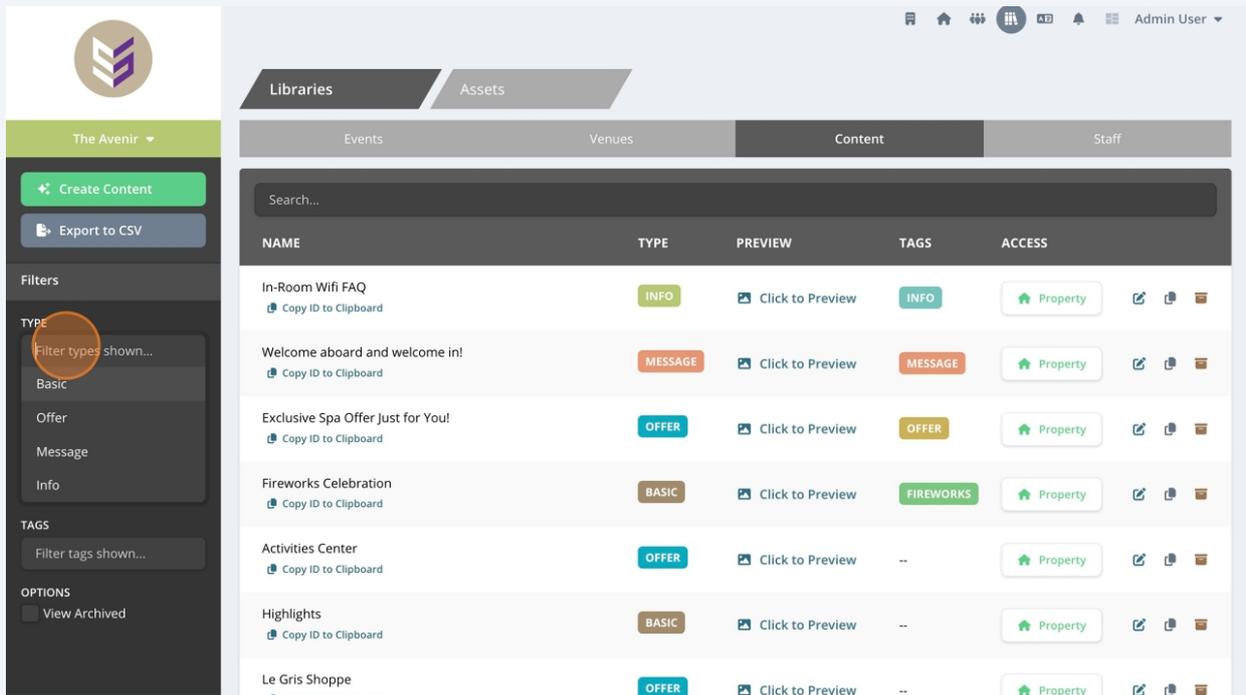
**Information** – This is designed to provide helpful information guests can easily reference to during their stay. There are two formats available:

- A **Card** version, ideal for displaying maps, contact directories, or key information;
- A **Question & Answer** version, perfect for highlighting important FAQs you want guests to find quickly.

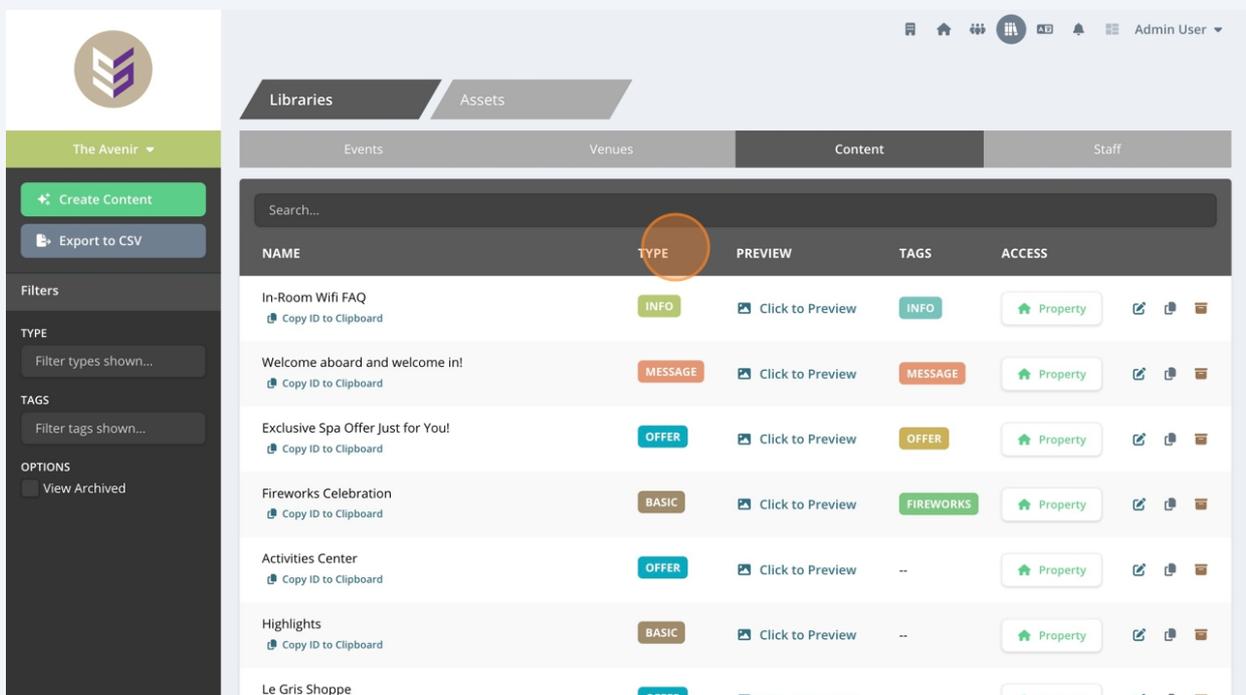


## New Filter for Types

9 Ability to filter by Type, click the "Filter types shown..." field.



10 "Type" column added to the Content Visibility.



## New Manage Content Access Flow

11

We now have a new and easier workflow for managing content access. You'll find a new "Access" column that shows the access level of each content item. To promote or demote access, simply click the box as shown below.

The screenshot shows a web application interface for managing content. On the left is a sidebar with a logo, a dropdown menu for 'The Avenir', and buttons for 'Create Content' and 'Export to CSV'. Below these are filter sections for 'TYPE', 'TAGS', and 'OPTIONS'. The main area has tabs for 'Libraries' and 'Assets', and sub-tabs for 'Events', 'Venues', 'Content', and 'Staff'. A search bar is at the top of the content list. The table below has columns for 'NAME', 'TYPE', 'PREVIEW', 'TAGS', and 'ACCESS'. The 'ACCESS' column contains a 'Property' button for each item, which is highlighted with an orange circle in the first row.

NAME	TYPE	PREVIEW	TAGS	ACCESS
In-Room Wifi FAQ <a href="#">Copy ID to Clipboard</a>	INFO	<a href="#">Click to Preview</a>	INFO	Property
Welcome aboard and welcome in! <a href="#">Copy ID to Clipboard</a>	MESSAGE	<a href="#">Click to Preview</a>	MESSAGE	Property
Exclusive Spa Offer Just for You! <a href="#">Copy ID to Clipboard</a>	OFFER	<a href="#">Click to Preview</a>	OFFER	Property
Fireworks Celebration <a href="#">Copy ID to Clipboard</a>	BASIC	<a href="#">Click to Preview</a>	FIREWORKS	Property
Activities Center <a href="#">Copy ID to Clipboard</a>	OFFER	<a href="#">Click to Preview</a>	--	Property
Highlights <a href="#">Copy ID to Clipboard</a>	BASIC	<a href="#">Click to Preview</a>	--	Property
Le Gris Shoppe	OFFER	<a href="#">Click to Preview</a>	--	Property

## 12 Transferring Content Between Properties:

Under **Property** section, you can now move content from one property to another.

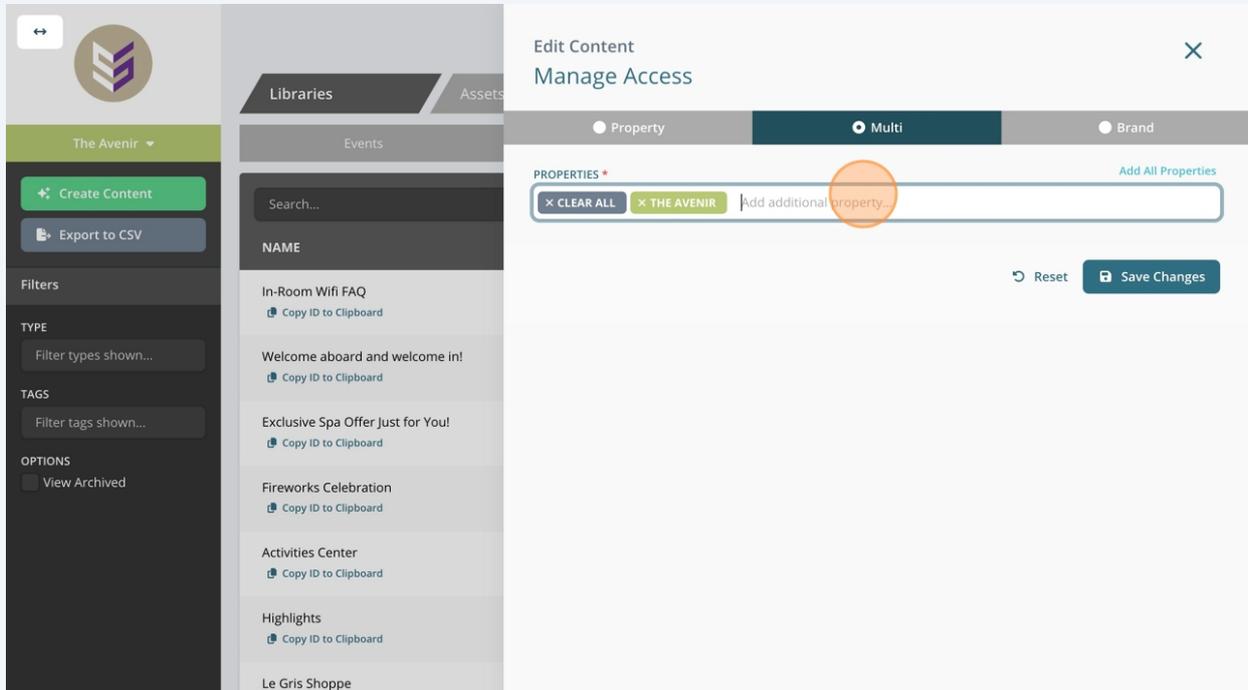
- Click the dropdown and select the destination property.

The screenshot displays the 'Edit Content Manage Access' interface. On the left, there is a sidebar with a logo and navigation options like 'The Avenir', 'Create Content', and 'Export to CSV'. Below this are filter sections for 'TYPE', 'TAGS', and 'OPTIONS'. The main content area is divided into 'Libraries' and 'Assets' tabs, with 'Events' selected. A list of content items is shown, including 'In-Room Wifi FAQ', 'Welcome aboard and welcome in!', 'Exclusive Spa Offer Just for You!', 'Fireworks Celebration', 'Activities Center', 'Highlights', and 'Le Gris Shoppe'. Each item has a 'Copy ID to Clipboard' button. On the right, a modal window titled 'Edit Content Manage Access' is open. It features three radio buttons: 'Property' (selected), 'Multi', and 'Brand'. Below these is a 'PROPERTY' dropdown menu currently set to 'The Avenir', which is highlighted with an orange circle. At the bottom of the modal are 'Reset' and 'Save Changes' buttons.

### 13 Sharing Content with Multiple Properties:

Under the **Multi** section, you can grant access to additional properties.

- Click the **"Add additional property..."** field and select the properties you'd like to include.



## 14 Making Content Available to All Properties (Brand-Level):

Under the **Brand** section, content will be visible across all properties.

- Click "**Save Changes**" to apply this setting.

The screenshot displays the 'Edit Content Manage Access' interface. On the left, there is a sidebar with a logo and navigation options like 'Libraries', 'Assets', 'Events', 'The Avenir', 'Create Content', and 'Export to CSV'. Below these are filter sections for 'TYPE', 'TAGS', and 'OPTIONS'. The main content area shows a list of items with a search bar and a 'NAME' column. The 'Brand' tab is selected in the top navigation bar, and a blue confirmation message states 'This content will be visible to all properties.' An orange circle highlights this message. At the bottom right, there are 'Reset' and 'Save Changes' buttons.