

# What's the Difference between a Resource and a Playlist?

You can add resources and Playlists to your microsite to provide valuable information for event attendees.

## Resources

Resources are downloadable items that appear in the *Resource* section on your booth.

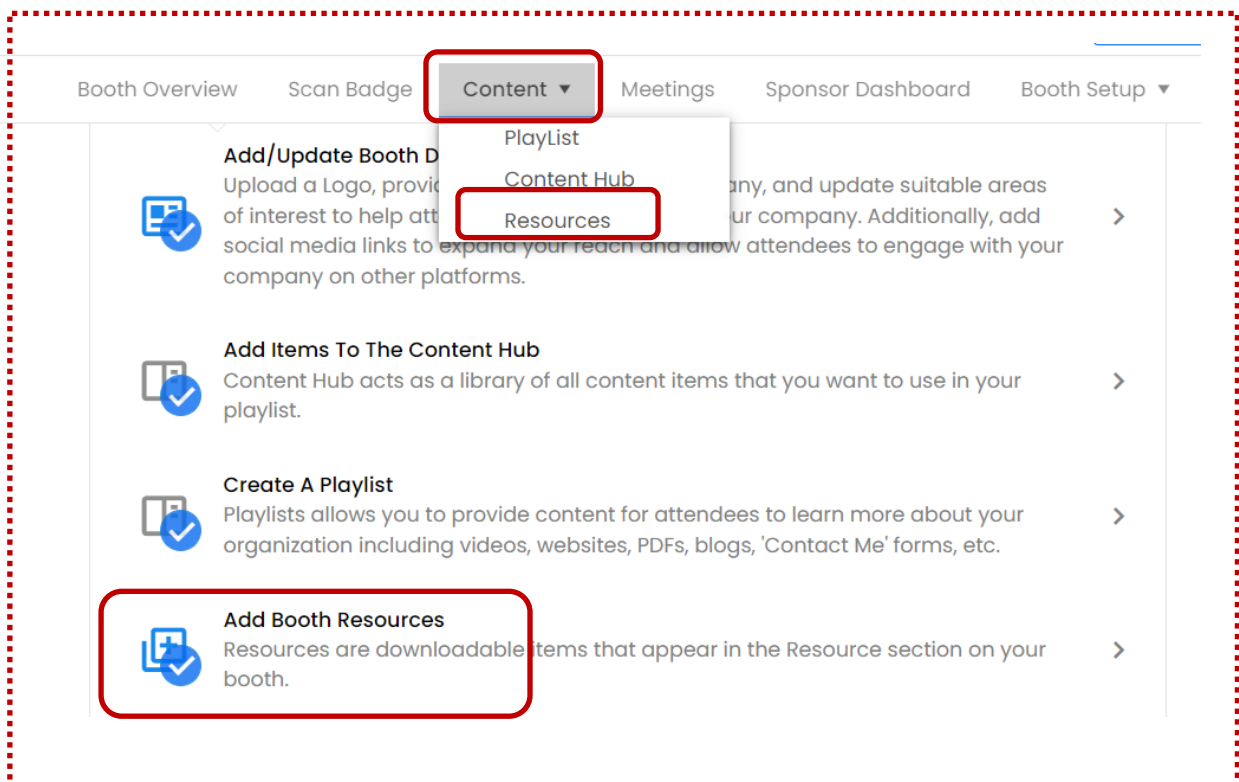
Resources can be in the format of Doc, PPT, Excel or Youtube links.

## Playlist

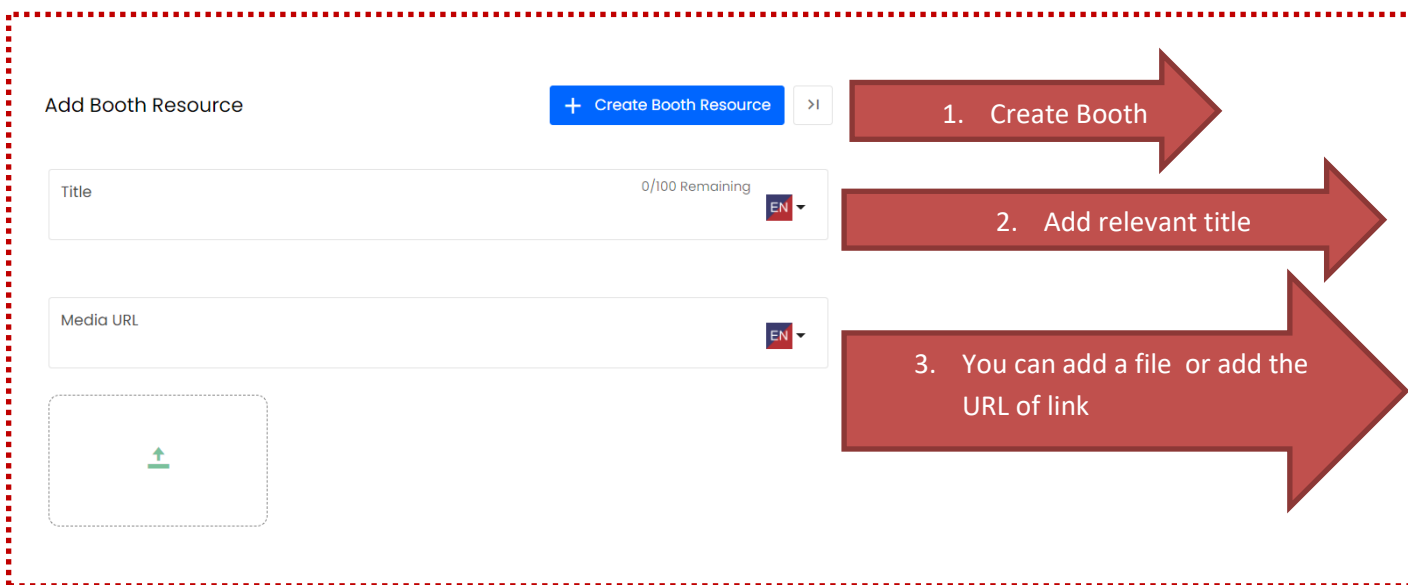
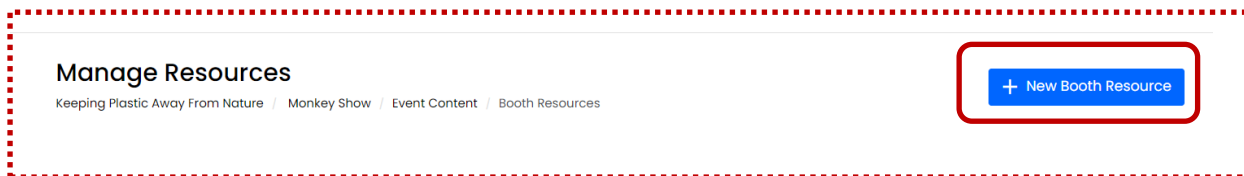
Playlists allows you to provide content for attendees to learn more about your organization including videos, websites, PDFs, blogs, 'Contact Me' forms, etc.

## Backend of Resource

Logon to **Social27 Sponsor workspace** → **content** → **Resources**



Irrespective of where you click, the click will take you the next page.



### Frontend of Resource: how it Looks

Once the attendees click on view, if the resources are uploaded in file format, it will get auto-downloaded. If it's a Youtube link, the page will get directed to youtube.

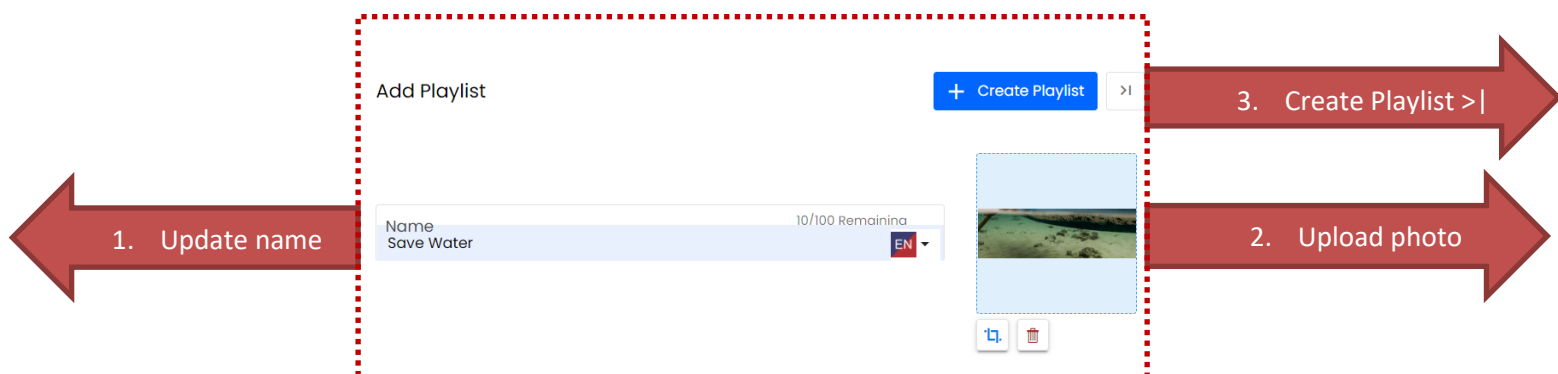
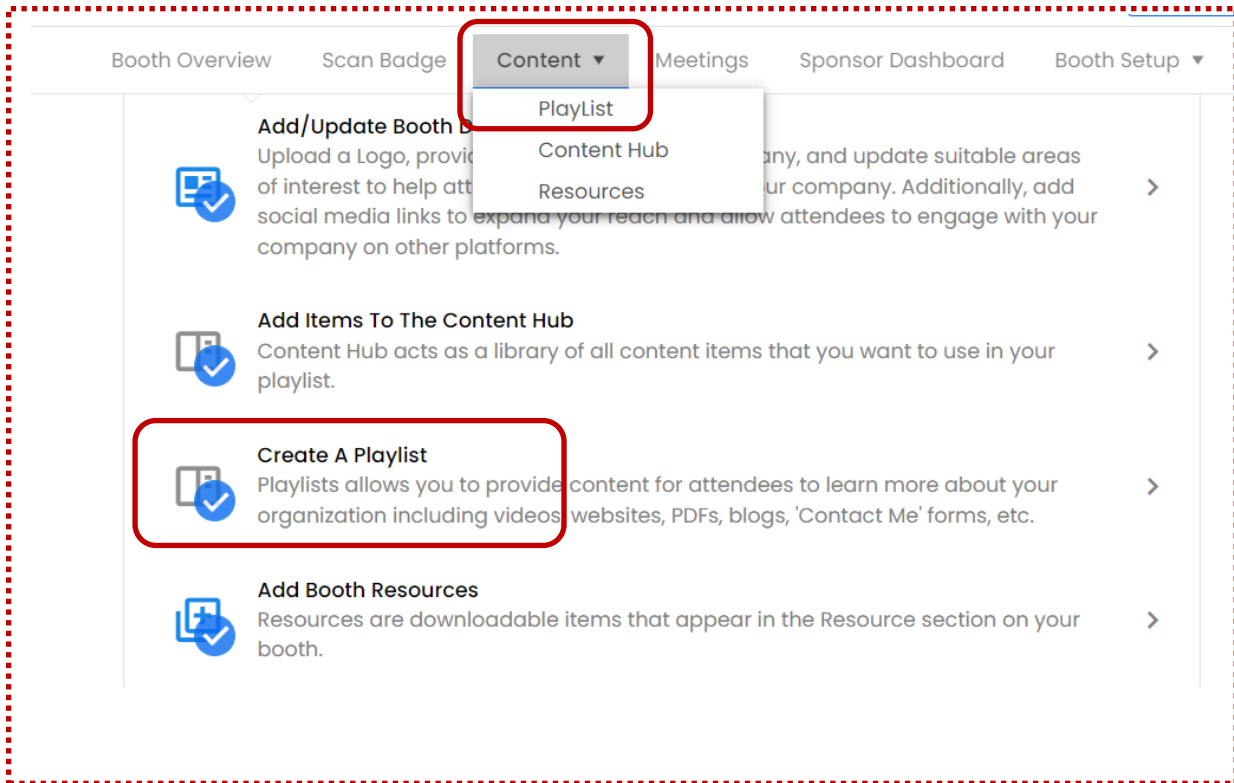
Resource	
Title	Action
Facts about WWF	<a href="#">View</a>
How to create booth	<a href="#">View</a>

### Playlist

Playlists allows you to provide content for attendees to learn more about your organization including videos, websites, PDFs, blogs, 'Contact Me' forms, etc.

## Backend of Playlist

Logon to **Social27 Sponsor workspace** <> **content** <> **Playlist**



## Playlists

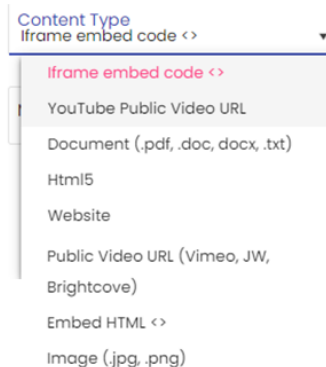
Keeping Plastic Away From Nature / Monkey Show / Event Content  
/ Playlists

The screenshot illustrates the process of managing a playlist. On the left, a playlist card titled 'Save Water' is shown, created by Sheethal Shankar. A menu is open over the card, with 'Manage Playlist' highlighted. A red arrow labeled 'Manage playlist' points to a larger view of the playlist on the right. In this view, the 'Add Content' button is highlighted. A blue arrow points from this button to a dialog box titled 'Add Content to Playlist'. The dialog has a search bar and a '+ Add Content' button, which is also highlighted with a red box.

When adding content all the below fields has to be updated.

1. **Photo:** Upload valid photo for the content
2. **Title :** Suitable title for the content
3. **Description:** A good description will create the curiosity among attendee to view.

4. **Content type:** Select the suitable platform



5. **Areas of Interest:** Select the AOI from the drop down . These AOI's are created in the main event sheet. This will help attendees who are searching for meetings they might be interested in joining.
6. **Media URL or Embed Script :** Paste the URL of the information that has to reach the attendee
7. **Save**

The image shows a 'Add Content' dialog box with the following fields and annotations:

- 1:** Points to the image thumbnail of a video.
- 2:** Points to the **Title** field containing 'Water is gold'.
- 3:** Points to the **Description** field containing 'All life needs water. It is the world's most precious resourc'.
- 4:** Points to the **Content Type** dropdown menu, which is set to 'YouTube Public Video URL'.
- 5:** Points to the **Areas of Interest** dropdown menu.
- 6:** Points to the **Media URL or Embed Script** field containing 'https://www.youtube.com/watch?v=\_p24LVYYdF4'.
- 7:** Points to the **Save** button at the bottom right.

Once the content is saved it appears on page, which gives option to add the content hub to playlist. Click on Add to make the content part of playlist.

### Add Content to Playlist

Search + Add Content

Content Hub

**Water Is Gold**  
All Life Needs Water. It Is The World's Most Precious Resource, Fueling Everything From The Food You Eat, To The Cotton You Wear, To The Energy You Depend Upon Every Day. It's Also Threatened. Climate Change, Population Growth And Changing Consumption Patterns Are Just A Few Of The Myriad Forces Putting Freshwater Systems Increasingly At Risk.

+ Add

Playlist Content

No Records Available.

### Add Content to Playlist

Search + Add Content

Content Hub

Playlist Content

**Water Is Gold**  
All Life Needs Water. It Is The World's Most Precious Resource, Fueling Everything From The Food You Eat, To The Cotton You Wear, To The Energy You Depend Upon Every Day. It's Also Threatened. Climate Change, Population Growth And Changing Consumption Patterns Are Just A Few Of The Myriad Forces Putting Freshwater Systems Increasingly At Risk.

Remove

## How Playlist looks on frontend:

The image shows a frontend view of a video player and a playlist sidebar. The video player displays a WWF PSA campaign titled "Save our Water" with the word "EPIC" overlaid in large white letters. A red play button icon is visible in the center of the "EPIC" text. The sidebar on the right contains a "Facts WWF" section with the subtext "WWF's first 50 years". Below this is a video thumbnail for "Water is gold" with a red border around it. The thumbnail shows a landscape with a river and a cracked, dry earth foreground. Below the thumbnail is the title "Water is gold" and a short paragraph of text: "All life needs water. It is the world's most precious resource, fueling everything from the food you eat, to the cotton you wear, to the energy you depend upon every day. It's also threatened. Climate change, population growth and changing consumption patterns are just a few of the myriad forces putting".