2025

CMS 2.0: Playlist Tutorial

REACH Media Network

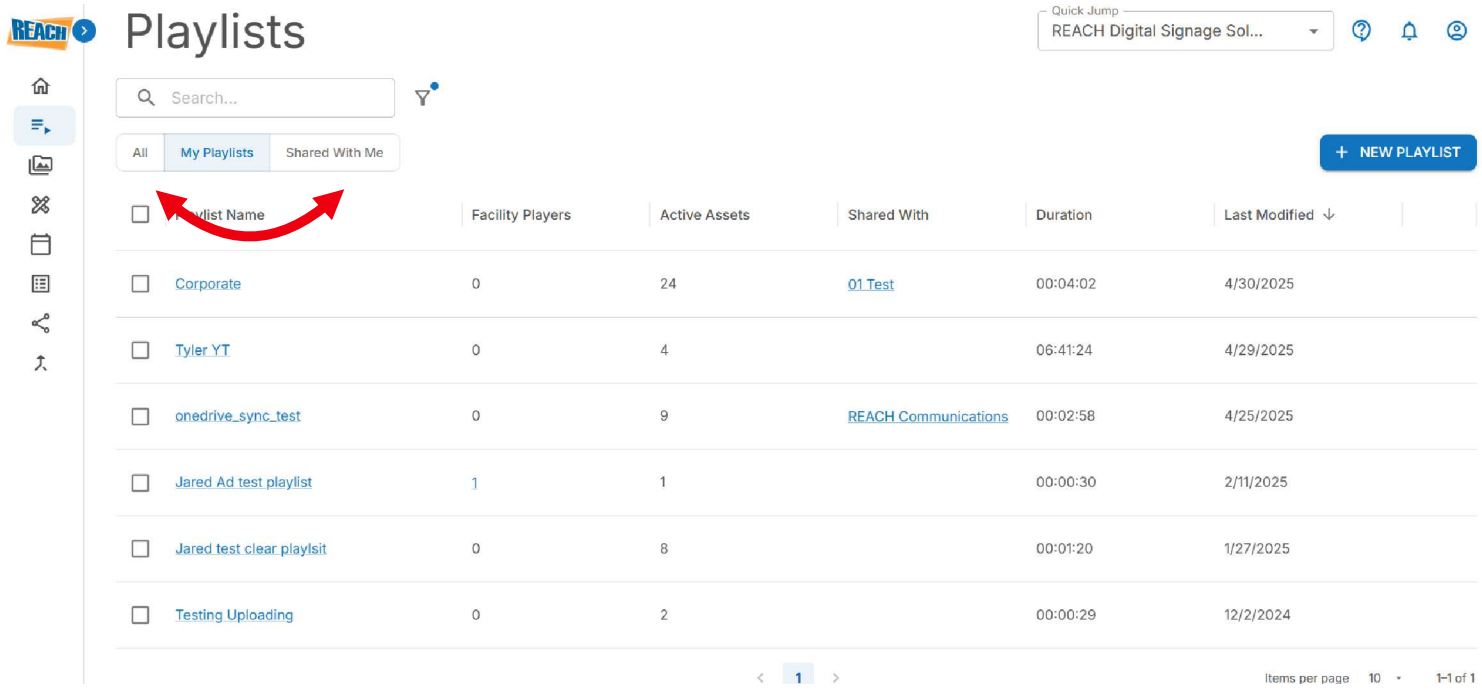
INTRODUCTION

When adding content to your layouts, you may want to include multiple announcements to get more information to those who use your facilities. With the Playlist tool, you can create a series of content to play on your assigned screens. From there, you can customize your playlists even further by grouping items together so they play back-to-back no matter your timeline order.

Understanding how playlists work will give you a better understanding of how your audience will see and interpret your designs. In this article, you will learn everything you need to know for effective use of the playlist tool.

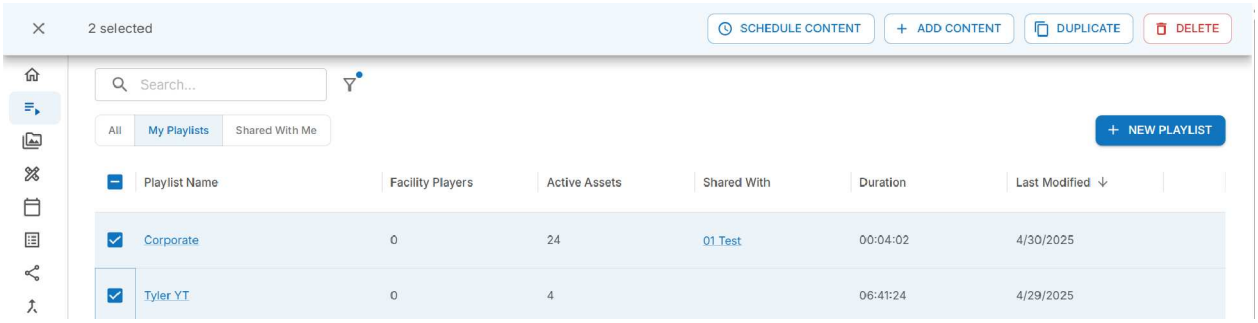
PLAYLIST OVERVIEW

When you first click on the playlist tab, you will be presented with all of your created playlists. This will be the default view, providing quick and easy access to your content. However, you will also notice along the top-left that there are options to view shared playlists and "all" playlists. Shared playlists are playlists that have been shared with you from another facility or organization. To prevent confusion and the accidental loss of assets, you will not be able to edit playlists or the items within them that have been shared with you.

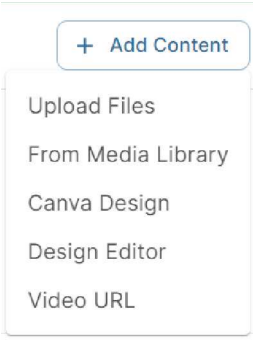


From this menu, you will be able to see the playlist name, how many players are running each playlist, how many active assets are in each playlist, the total assets in each playlist, the owner of the playlist, whether or not the playlist has been shared, the duration of each playlist, and when the playlist was last modified. By default, playlists will be organized by the date they were last modified. Most recently modified playlists will show up at the top. You will also be able to see “Facility Players,” which display the number of players that playlist is associated with in your facility. Next to that, “Active Assets” will tell you how many assets within the playlist are actively being displayed. The duration tab will only reflect the amount of time active assets will play. These playlists are ordered by their last modification date, so the most recently modified playlists will always display at the top.

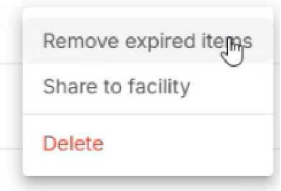
Once you're ready to start editing your playlists, you can select multiple playlists at a time. This will then allow you to perform actions. Selecting one or more playlists will open a dropdown menu that will allow you to bulk-add content to each playlist, duplicate each playlist, schedule content, or delete playlists altogether.



When adding content, you have multiple options to choose from. If you already have content built out, you can upload supported file formats directly from your computer or from your Media Library. You can also upload video URL links. However, if you are looking to create fresh content to add to these playlists, you'll want to explore the Canva and Design Editor options.

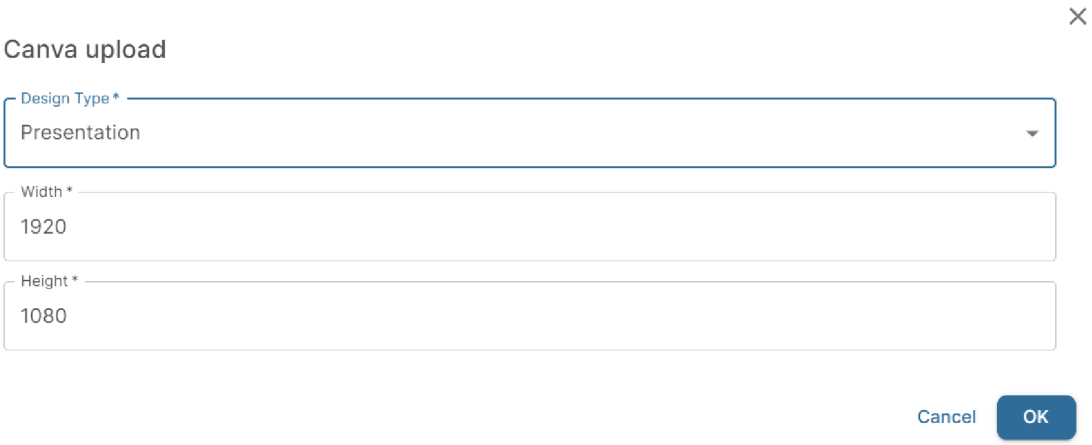


Additionally, expired assets can be removed by selecting the option from the blue pill button to the right of your columns.



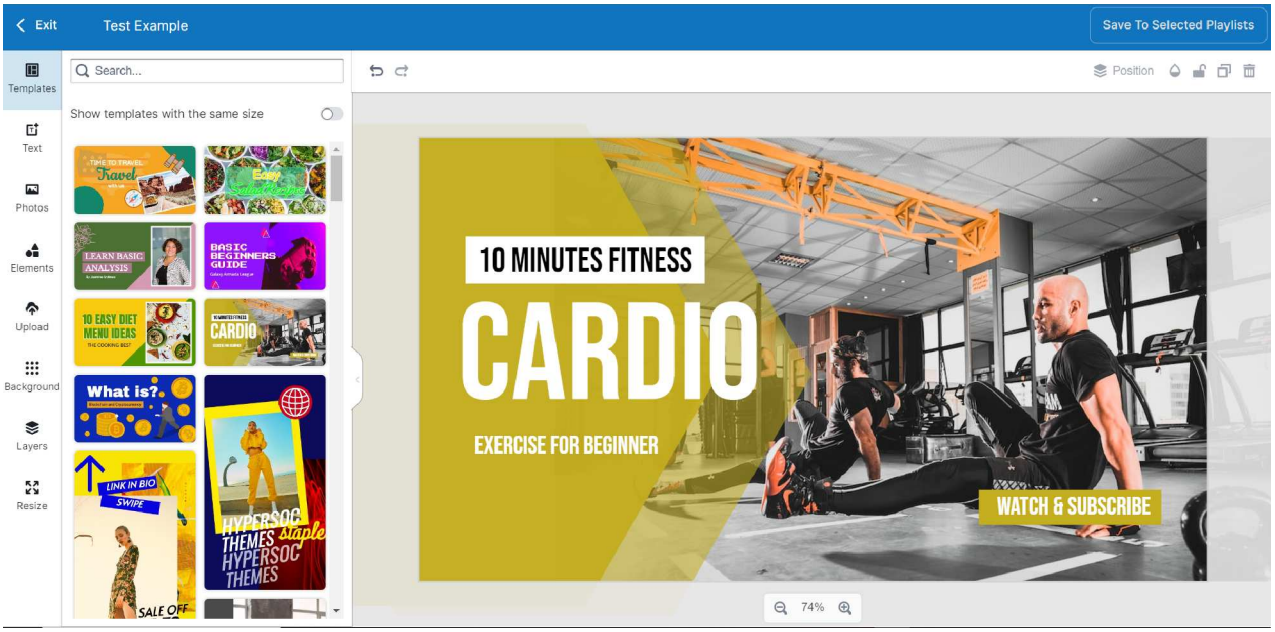
IMPORTANT NOTE: Anything added through this dropdown menu will play 24/7. For more specific scheduling options, read on to learn more.

First is the Canva Design editor. Here, you can create fresh assets using Canva's announcement creator. Simply log into your Canva account or create a fresh one to complete the integration. From there, you can select the type and size of your design. After deciding on the format, you will then have access to Canva's full suite of tools and templates. Once your design is created, you can save it directly to your Media Library.



The Design Editor has been completely revamped to provide more options, flexibility and creativity to your assets. You can add files and images from your computer, or use some of the prebuilt templates on hand. From there, you can edit fonts, add shapes and other elements, and change the background. Images from your computer can also be uploaded. After adding some images, you can resize your layout, change the layers, and add backgrounds to flesh out your designs.

IMPORTANT NOTE: Assets uploaded to the Design Editor will not appear in your Media Library, nor will they be saved for future use.



The final thing you need to know from your playlist dashboard is how to edit your preferences. Clicking the funnel icon will open the preferences menu. From here, you can enable or disable seeing a variety of asset types.

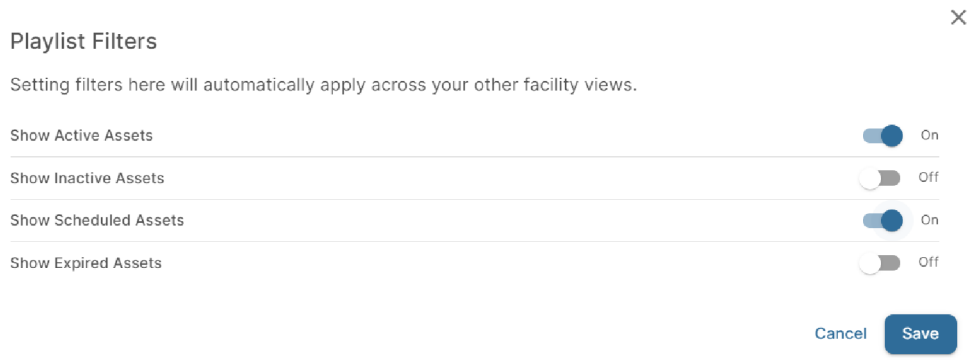
Active assets are assets that are currently being displayed on your signs.

Inactive assets are assets within your playlist that are currently disabled and will not be displayed until reactivated.

Scheduled assets are assets you have set to play at certain times and dates. We will go into scheduling assets in just a moment!

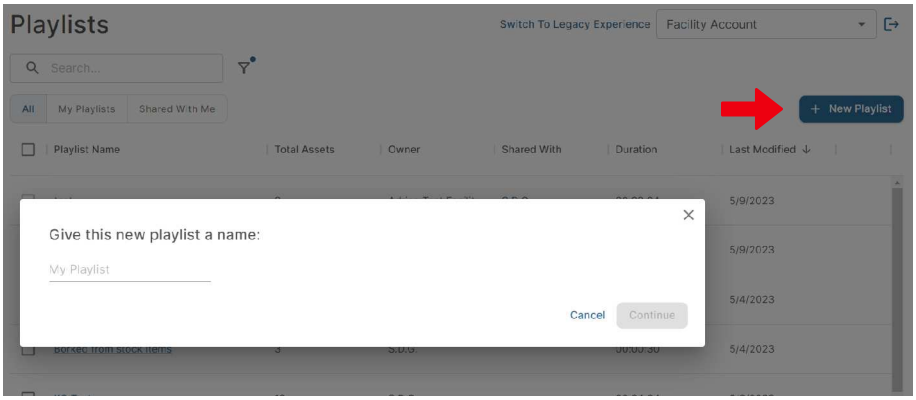
Expired assets are assets that were scheduled to last for a certain duration and are now past that date. If you set a piece of content to play for a month, it will be "Expired" once that month is over. As previously mentioned, these can be removed by clicking the "remove expired assets" option from the blue pill in the columns.

These preferences are user-specific, meaning you can customize the look of your dashboard without affecting the rest of your team.

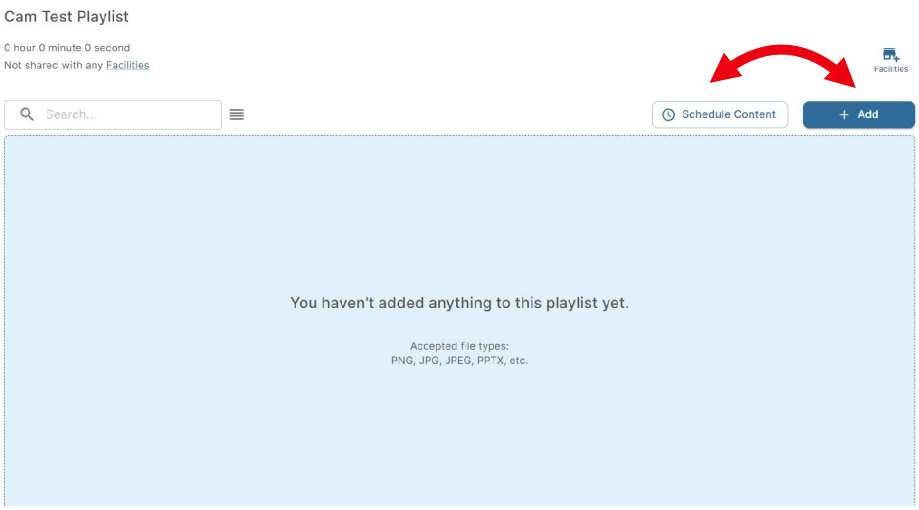


CREATING PLAYLISTS

When you're ready to create a new playlist, click the "New Playlist" button and give your playlist a name. We typically recommend naming it something related to the content, but you can name it whatever you want!

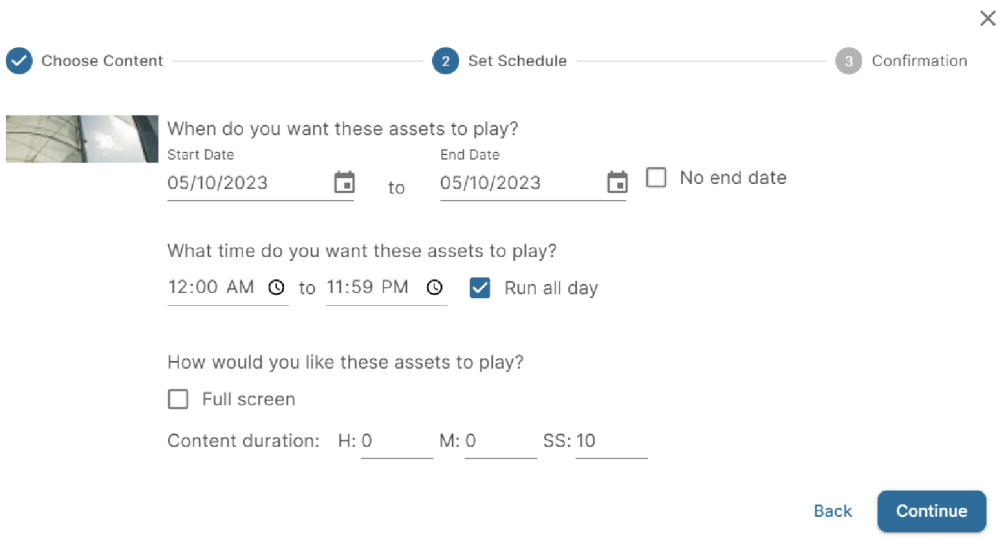


Once you're in the playlist editor, there are 2 buttons you should immediately familiarize yourself with: the "Add" button and the "Schedule Content" button.



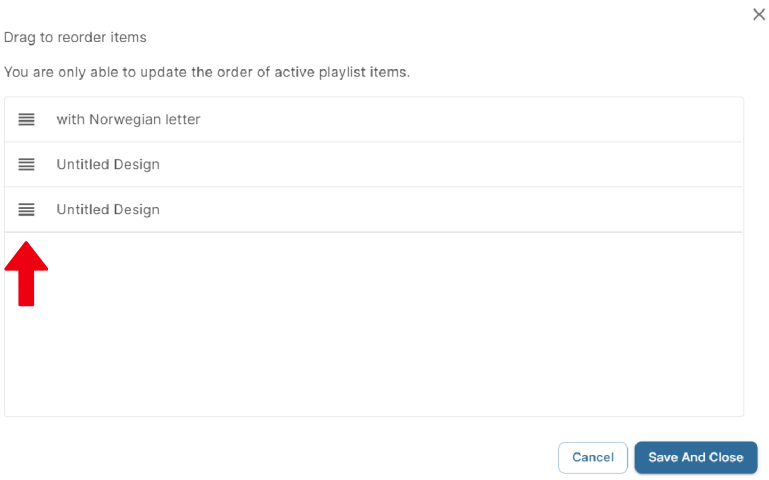
As previously stated, the "Add" button will add content to play 24/7. From here you can select from your media library, computer, Canva, Design Editor, or video URLs.

Keep in mind, when you schedule content, you can only pick from assets in your Media Library or video URL. Once you select the content you want to add, you can schedule the times and dates that specific content will play. You can also decide whether or not the content will go fullscreen.

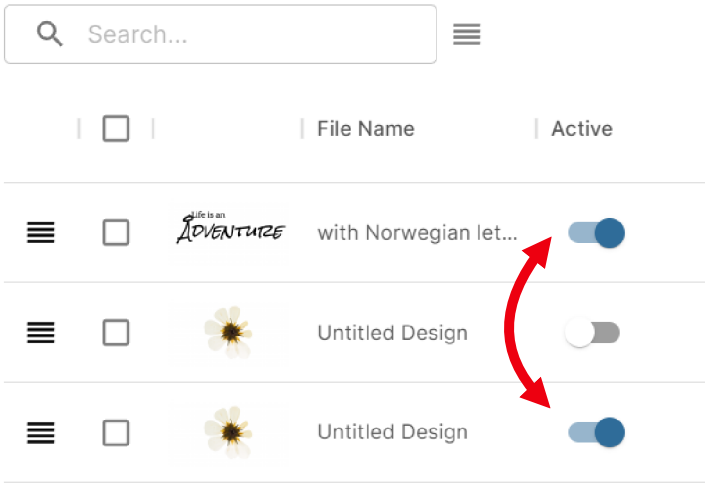


You can also edit the schedule by hovering over a playlist item and then clicking the ellipsis that pops up. Hovering over a playlist item will also present a preview of the selected asset.

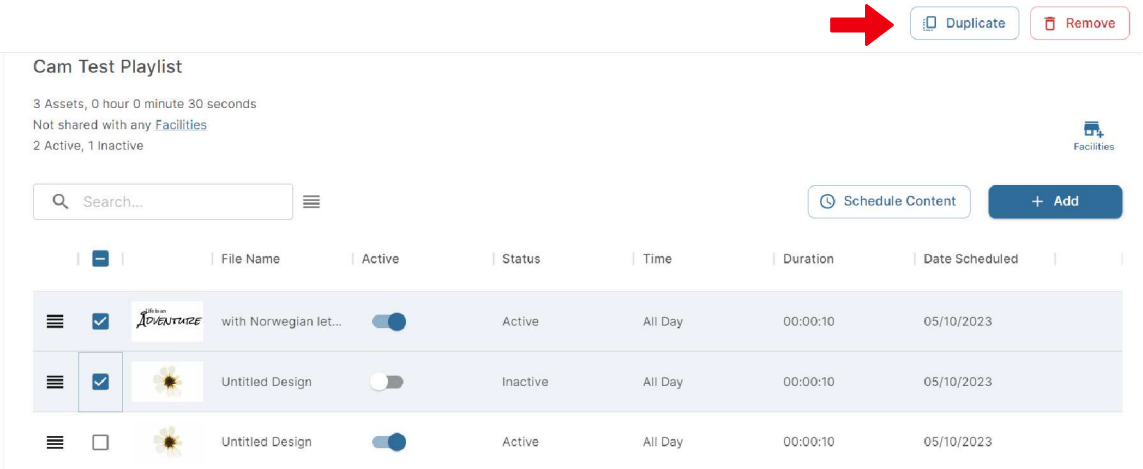
From there, simply confirm your settings, and your playlist is set to go! However, once you have content within your playlist, there are even more things you can do to tailor it exactly how you want. For instance, you can click the 3 lines next to each asset to drag and drop playlist items into a different order. However, if you have multiple pages of assets, clicking the "Change Order" button next to the search bar will consolidate all your items into a big list, making it easier to change the order between pages.



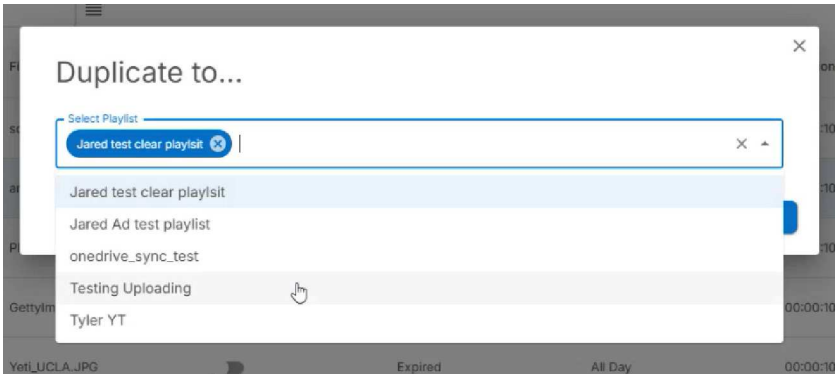
Additionally, there's the "Active" and "Inactive" toggle for each playlist item. This is useful if you have an asset that you want to use eventually, but doesn't fit your marketing objectives right now. Making it "Inactive" will prevent it from being played onscreen.



You can also select multiple playlist items at a time to then "Duplicate" or "Remove" items, as shown in the top right.



When you duplicate an item, you have the option to copy it right within the playlist you're currently editing or to share it with another playlist. From the dropdown menu, you'll be able to search for all the playlists in your facility and copy assets by selecting each one.



The "Remove" button functions similarly, giving you the option to remove items from just a selected playlist or all playlists it is included in.

Finally, you can also replace assets within a playlist. Clicking the blue pill button to the right of the assets column will present the option to replace an asset. The new asset will still maintain all the same scheduling of the previous asset, but will now appear in the playlist instead of the previous one.

