



Create a snippet

Last Modified on 12/22/2025 3:43 pm EST

You can choose to create a snippet from scratch or to [copy an existing snippet](#) to use as a starting point.

Authors with the default Editor or Writer role can create snippets. If you're using a [custom role](#), you'll need to have the Snippets [custom author role permission](#) to Add snippets.

To create a snippet from scratch:

1. In the left navigation, select **Snippets**. The **Snippets** page opens.
2. Select **+ Create New Snippet**.
3. Enter a **Snippet Name**. This is how the name will appear in the **Snippets** page and in snippet look-ups.
4. The **Merge Code Name** will auto-generate from the **Snippet Name**, but you can edit it if you'd like to. The **Merge Code Value** is generated from the **Merge Code Name**. This is the value you'll enter in your articles, categories, or theme when you use the snippet.
5. Enter a **Snippet Description**. This will help describe what your snippet does to other authors (and may help remind you if you forget). This description is only visible in the **Snippets** page and the **Snippet Details** pages.
6. Enter your **Snippet Content**.
 - a. If your snippet is used to display text (as our copyright is), type and format the text you want to display directly in the **WYSIWYG Editor**.
 - b. For code-based snippets containing scripts or style tags, or for in-line text snippets, select the **Snippet Content** dropdown and select **Code Editor**. This toggles the editor to a simple code editor where you can enter raw HTML, scripts, CSS, and so on:

Your browser does not support HTML5 video.
7. *Optional:* In the right column, choose from these **Visibility** options:
 - a. **Hide from PDFs:** This prevents the snippet from loading in PDFs. It's useful this is a script or other functionality that won't work in a PDF.
 - b. **Include snippet content in article blurbs:** Article blurbs are used in search results and on category landing pages. If your snippet contains text content you want displayed, check this box. If it's a script, style, or other functionality, leave it unchecked.

8. *Optional:* If you're using [Reader Groups](#) and only want this snippet to be visible to members of certain groups, check the boxes next to those groups in the **Restrict to Reader Groups**.
 9. Once you've finished formatting your snippet, select **Create**. Your snippet's created in the **Snippets** page and is available when someone tries to **Insert Snippet** in an article or category.
-