



Use snippets in content

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To add a snippet to your content, you'll need to add its **Merge Code Value**, which is a value in double curly brackets, like `{{snippet.mySample}}`.

Add snippets to:

- **Articles:** Use the editor control to **Insert > Snippet** to quickly add snippets to articles. Refer to the instructions below.
- **Categories:** For custom content categories, use the editor control to **Insert Snippet** to quickly add snippets to articles. Refer to the instructions below.
 - If you need to add a snippet to a category description or meta description, you'll need to manually copy the merge code value to enter it.
- **Customize > Style [Custom HTML & CSS] > Customize HTML, CSS, and JS > Custom HTML:** Manually copy the merge code value and paste it into any Custom HTML template.
 - Add snippets to **Custom HTML > Body** to display their content everywhere, like a footer or copyright statement.
 - Add snippets to **Custom HTML > Article** to add them to all articles.

Add snippets in content

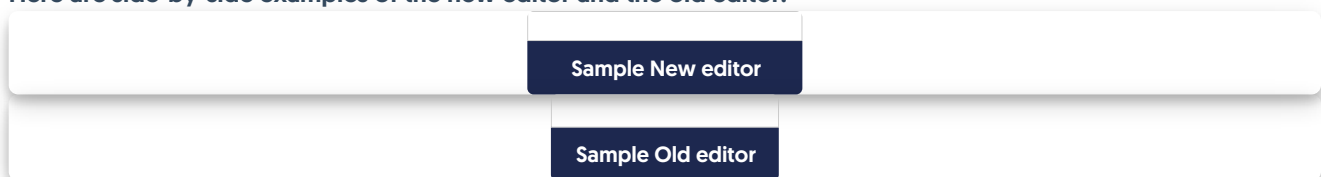
Add snippets to articles or categories to add reusable text or code to them.

The information below varies based on whether you're using our 2026 new editor or old editor.

To figure out which instructions to follow:

1. Open any article for editing.
2. If the lefthand navigation is collapsed and there's a link near the top of the page to **Switch to old editor**, follow the **New editor** documentation.
3. If the lefthand navigation is expanded and the top of the editor and the righthand column have a heavier grey background, follow the **Old editor** documentation.

Here are side-by-side examples of the new editor and the old editor:





Try out the new editor

We'd love your feedback on the new editor. To switch to the new editor, open any article for editing and select the **Switch to new editor** link at the top of the editor.

New editor

Custom content/Old editor

Add snippets to your knowledge base theme

While snippets are most often used in articles and categories, they can also be used in **Customize > Style** to add functionality or text to your knowledge base theme.

The two most common ways to use snippets in your theme are:

1. **Custom HTML > Body:** Add snippets here to display their content everywhere, like a footer or copyright statement.
2. **Custom HTML > Article:** Add snippets here to add them to all articles.

To add a snippet to your knowledge base theme:

1. In the lefthand navigation, go to **Snippets**.
2. Open the snippet you want to add to your theme.
3. Copy the snippet's **Merge Code Value** which should be in double curly brackets, like: `{{ snippet.mySample }}`.
4. Go to **Customize > Style (HTML & CSS)**.
5. In the **Customize HTML, CSS, and JS** section, select **Custom HTML**.
6. Select the HTML template you want to edit using the **Select HTML section to edit** dropdown.
7. Paste the snippet's **Merge Code Value** wherever you'd like it to appear. For snippets that don't add text, add them anywhere on the page. (When all else fails, paste them at the bottom of the pane!)
8. Be sure to **Save** your changes.