

Snippets 101

06/04/2025 3:38 pm EDT



Master the power of reusable content and code! 📌 Learn how to create, manage, and leverage KnowledgeOwl's snippet feature to save time, ensure consistency, and add powerful functionality to your knowledge base with chunks of reusable content that update everywhere automatically.



Ready to fly?

Sign up here: <https://knowledgeowl.onfastspring.com/owlcademy>



If you'd like to be notified when we're offering this workshop again, please let us know via [this form](#).

What you'll learn

- Understand what snippets are and when to use them
- Create and manage snippets in the Snippets library with proper naming and organization
- Master the three main use cases: text variables, reusable content, and custom code/CSS
- Use snippets for brand consistency: product names, disclaimers, and messaging that may change
- Add advanced functionality with HTML, JavaScript, and CSS snippets the article editor can't handle
- Implement snippet best practices for different content types (WYSIWYG vs. Code Editor)
- Track snippet usage with the References feature for easy content auditing
- Copy and modify existing snippets as starting points for new ones
- Apply visibility settings and reader group restrictions strategically

Perfect for authors, content managers, and technical writers who want to streamline their workflow, maintain consistency across large knowledge bases, and add custom functionality without repetitive manual work!

Meet your owl instructors

[Marybeth Alexander](#) is KnowledgeOwl's **Knowledge Goddess & Chief Executive Owl**. She's helped people create and manage their knowledge base websites for over a decade.

[Kate Mueller](#) is KnowledgeOwl's **Documentation Goddess & Resident Cheesemonger** and host of [The Not-Boring Tech Writer](#) podcast. She's a seasoned technical writer who's written and maintained documentation for companies in broadcasting, financial services, IT, and software for 15+ years.

Together, they bring decades of experience solving knowledge management challenges with KnowledgeOwl's signature helpfulness.
