Show different content to different people: Reader groups & content segmentation

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As knowledge bases grow, one of the questions we get asked most often is: is it possible for me to show different content to different people?

For example, can I show some information to my customers, some to my support team, and some to all of them? Can I show some information to all employees and have HR or Finance's information restricted so only members of that team can see it?

The short answer is: yes.

This is what we built reader groups for. Restrict categories or articles to specific groups, assign readers to those groups, and then only readers who belong to the groups can see the content.

What we covered

The full process of showing different content to different groups, including:

- What reader groups are
- How to create new reader groups
- How to restrict content to reader groups
- What reader group-restricted content looks like to readers who are and aren't members of the group
- Different methods for assigning readers to groups
- Ways to review and keep track of restricted content

Who should watch

This session is for you if:

- You're a KnowledgeOwl author or admin.
- You want to show different readers different content.
- You have individual readers logging in to view your knowledge base, regardless of the specific method they're using.
- You're either totally unfamiliar with reader groups or just not confident using them.
- You want to learn more about content rules and restrictions in KnowledgeOwl.