

Reuse groups of elements with snippets


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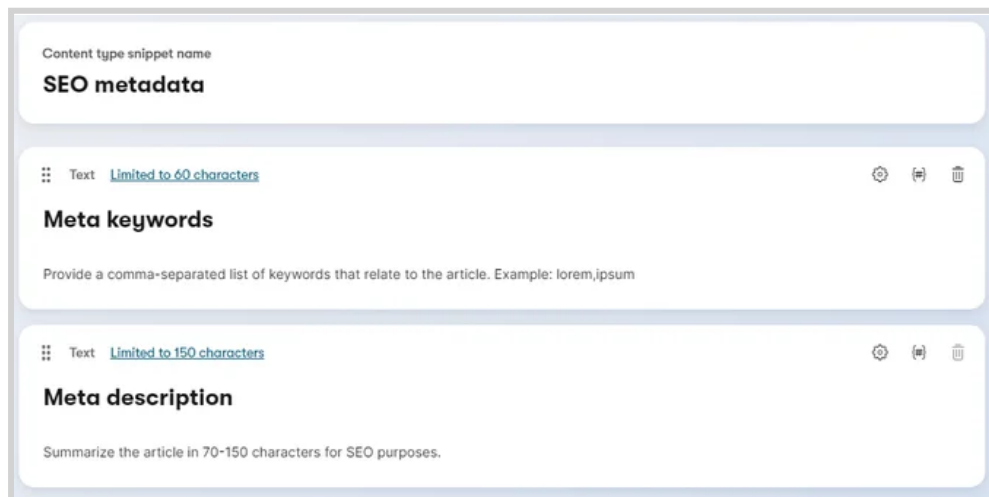
Content type snippets are **reusable groups of content elements**. You'll use snippets when [modeling content](#).

If you ever need to use the same elements repeatedly in a few content types, you can create a snippet to hold those elements. With this approach, you can easily modify the elements from one place. Content contributors won't see the snippets while editing content.

Create a content type snippet

Let's look at an example of using a snippet for SEO metadata.

1. In  **Content model**, select the **Content type snippets** tab.
2. Click **Create new**.
3. Type a name in **Content type snippet name**.
4. Insert two **Text** elements into the elements area.
5. Name the elements *Meta keywords* and *Meta description*.
6. (Optional) Add guidelines and [limitations](#) for each element.
7. Click **Save changes**.



A snippet with two elements limited to a specific number of characters.


You can also [edit codenames](#) of your snippets.

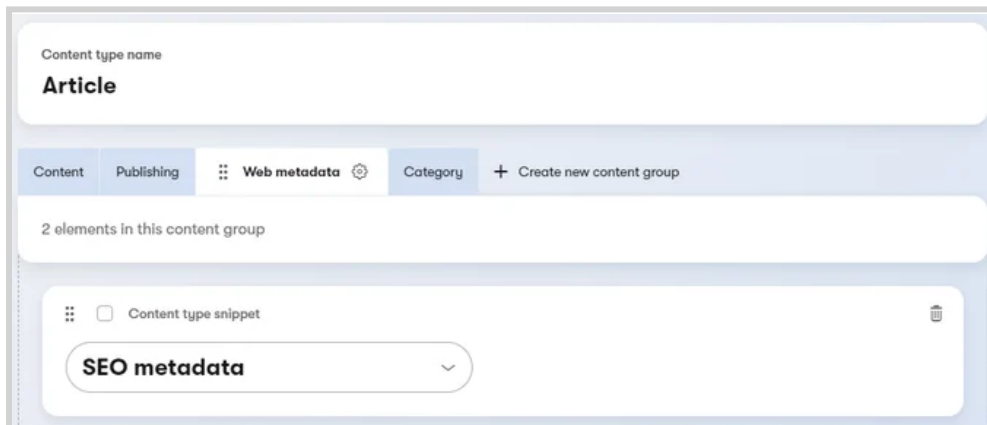
Almost any element can be in a snippet

When editing snippets, you can use all content elements except for the content type snippet and URL slug elements.

Add a snippet to content types

After you create a content type snippet, use it in a content type. To prevent duplicate elements, you can't use one snippet multiple times in the same content type.

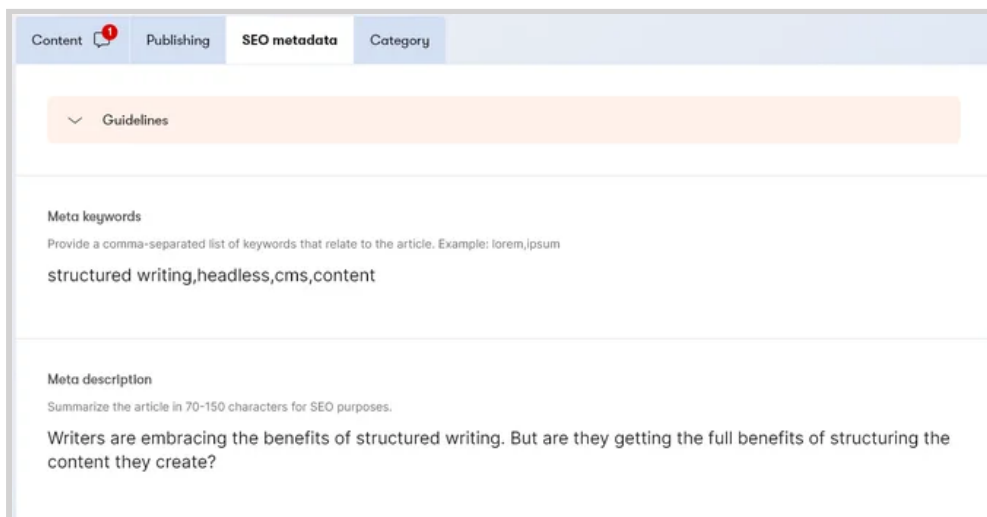
1. In  **Content model**, open an existing content type.
2. Insert the **Content type snippet** element into the content type.
3. Choose a snippet from the drop-down list.
4. (Optional) Put the snippet in its own [content group](#) for a more organized authoring experience.
5. Click **Save changes**.



The SEO metadata snippet used in its own Web metadata content group.

Snippets in content items

In content items, the content type snippets are replaced by the elements they contain.



When editing content, the content type snippets become invisible to content creators. The red notification you see here means there's an [unresolved comment](#) from someone.

What's next?

- Use our [content modeling checklist](#) to make sure you follow best practices.
- Learn when it's best to use [components](#) instead of content items in rich text.
- Use content items in the [rich text element](#) and in the [linked items element](#) to link content together.
- [Use guidelines](#) to give your team useful information for more efficient production.