Working with reusable content in SharePoint 2010

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What is Reusable Content?
Reusable content libraries provide an easy way to update, duplicate and implement standardized content, images and HTML code. This enables the reusable content to be changed in one place for every page in which it is used.
Integrated University Communications (IUC) and University Web Services (UWS) have created different types of reusable content for you to use—calls-to-action, highlight boxes, information boxes and key university messages. These standard reusable content items are located under the Reusable Content List and then select Content Design Elements.

Ask yourself the following questions to determine if your content should be a Reusable Content Item. If your answers are yes, we recommend you create reusable content items to use throughout the site.

- Will the content information be on multiple pages?
- If this content is not reused on your site, will this content be used on other sites?
Editable Reusable Content
An editable reusable content item serves as an HTML code or content template that is formatted in one location but is not updated on individual pages when changed. The content owner will be able to change the Reusable Content item after they insert it on a page. This is useful if you want to define the proper form or HTML code for a block of content but you want authors to provide the content itself. For example, in a site that provides product descriptions, in which you want each description to follow a particular tabular form, you could create a generic Product Description Table item in the Reusable Content list, which authors could insert and then overwrite.

To make an editable reusable content item do not select the Automatic Update check box in the Reusable Content screen.

Non-Editable Reusable Content
A non-editable reusable content item serves as a read-only HTML code or content template that is formatted in one location and is updated automatically on individual pages where inserted. The content owner will not be able to change the Reusable Content item after they insert it on a page. The non-editable reusable content item can only be edited in the Reusable Content item list.

To make a non-editable reusable content item select the Automatic Update check box in the Reusable Content screen.
How to Edit Reusable Content

1. To edit an existing reusable content item, navigate to the Reusable Content library at the site root directory from the Manage Content and Structure menu.

2. Scroll over the Reusable Content library list name in the left window pane and from the drop-down menu choose Open Link in New Window.

3. Scroll to your department folder and open the file directory (by clicking on the blue text).
4. Click on the name of the Reusable Content item you would like to make changes to.
5. Once the Reusable Content Item is open, click on Edit Item button.

6. Update or change all the fields in the Reusable Content screen (Title, Comments, Content Category, Automatic Update, and Reusable HTML).

NOTE: Check Automatic Update if you don’t want the reusable content item to be
editable on individual pages.
7. Click **Save** when done editing the **Reusable Content Item**.
How to Create Reusable Content

1. To create a new reusable content item, navigate to the Reusable Content library at the site root directory from the Manage Content and Structure menu.

2. Scroll over the Reusable Content library list name in the left window pane and from the drop-down menu choose Open Link in New Window.

3. Scroll to your department folder and open the file directory (by clicking on the blue text).
4. In the top ribbon menu, go to the **List Tools** group and select **Items**.

5. Select **New Item**. Select **Reusable HTML** if you need to insert HTML code and content. Select **Reusable Text** if you are only inserting content without HTML code.

6. Complete all the fields in the **Reusable Content: New Item screen** (Title, Comments, Content Category, Automatic Update, Reusable HTML or Reusable Text and Show in drop-down menu).

   **NOTE:** Check Automatic Update if you want the reusable content item to be non-editable on individual pages.
7. Click **Save** when done creating the new **Reusable Content Item**.
How to Insert Reusable Content

1. Navigate to the web page in your site where the reusable content will be inserted.
2. Select **Edit Page** from the **Site Actions** drop-down menu.
3. Click your cursor in the appropriate content area on the page where you want to insert the reusable content.
4. In the Editing Tools group, select **Insert**

5. Select the **Reusable Content** menu item and **More Choices**.
6. The following Select Reusable Content dialog box will open.

7. Navigate to the category folder where the desired Reusable Content Item is located. Select the item and choose OK.

8. The reusable content will appear in the content area on the page where your cursor was positioned. You are now ready to Save and Close, Check In, or Publish the page.