Salesforce CMS

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Salesforce CMS

Salesforce CMS is a hybrid content management system (CMS) where you can easily create and deliver content to any channel or device. Centralize workspaces, content, and channels in the Digital Experiences app.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

So what exactly is a hybrid CMS? With a hybrid CMS, you can create content and extend it to any channel built on Salesforce. These channels can include a commerce site, a marketing email, a customer community, or a partner portal. And you can use the same content on channels outside of Salesforce.

Salesforce CMS is included in a limited capacity for all Salesforce orgs. Customers with Experience Cloud licenses can access all the features included in Salesforce CMS and the Digital Experiences app.

Watch the video to learn more about Salesforce CMS.

Watch the video: https://play.vidyard.com/TqyMhaNVYbRJFBejRWtfGh

Let's take a closer look at the key elements that make up the Digital Experiences app and Salesforce CMS.

The Digital Experiences App

The Digital Experiences app, accessed from the Lightning Experience App Launcher, is where you create and manage all things Salesforce CMS. You can access the Digital Experiences Home, your CMS workspaces and channels, and Experience Builder sites.

CMS Workspaces

You use CMS workspaces to create and organize CMS content. With role-based access in CMS workspaces, you have granular control over who's creating content and where the content is published. Each workspace can have its own contributors, translation language settings, channels, content, and folders. So you can create separate CMS workspaces to differentiate internal and external information, different geographies, or even different campaigns.

Note When you refresh a sandbox, the metadata updates from the source org. Because CMS content is considered data and not metadata, Salesforce CMS only supports Full sandboxes for CMS content and collections. You can't copy CMS content as part of setup or Partial Copy sandboxes. Also, you can't deploy CMS content from one sandbox to another or to a production environment because only metadata (settings) are deployable. Instead, export content from a CMS workspace in one environment and import content to the destination org's CMS workspace.

CMS Channels

Share the content in your CMS workspace with one or more endpoints, or channels. The channel determines where the content from your CMS workspace is published. You can connect to any Salesforce-based channel, such as an Experience Cloud or Commerce Cloud site, Marketing Cloud Engagement email, Heroku site, or Lightning app. Or you can connect to external third-party sites using headless APIs.

In Experience Builder sites, you can also organize and tag your content and curate collections (for Aura sites), and then add content to your site pages by using Builder components.

Deliver content to a global audience by adding translation languages to your CMS workspaces so that you can offer multilingual content in your publishing channels.

Content Taxonomy

A taxonomy is a hierarchy of terms used to classify information. The terms are organized in parent and child relationships and they describe what the content is or how the content is used. In the Digital Experiences app, a taxonomist creates a content taxonomy and defines its structure. The taxonomist manages taxonomies for their organization by ensuring all terms and term relationships are regularly updated and correctly maintained. Then, in the CMS content Tags tab, a CMS content admin or manager applies those terms as tags to enhanced CMS content. Applying tags to content makes the content searchable in enhanced channels. Based on those tags, CMS users can also create dynamic collections of content served in a channel.

Enable Access to the Digital Experiences App
The Digital Experiences app is where you access the Digital Experiences Home, all CMS workspaces, CMS channels, all sites, and Experience Builder.

Navigate the Digital Experiences Home Tab
Access your CMS workspaces and site detail pages from the Digital Experiences Home tab. Jump to CMS channels, workspaces, and sites. View existing CMS Workspaces and All Sites, or create them from the home page. Access valuable help links to important resources without leaving the app.

See Also
CMS Workspaces
Role-Based Access in Salesforce CMS
Create and Manage CMS Content
CMS Channels
CMS Developer Guide: Connect Your External CMS to Your Experience Builder Site

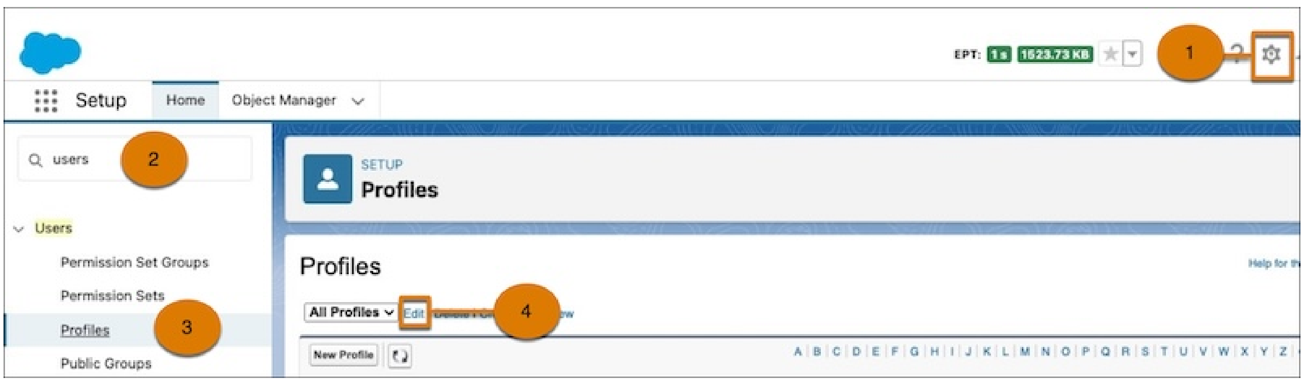
Enable Access to the Digital Experiences App

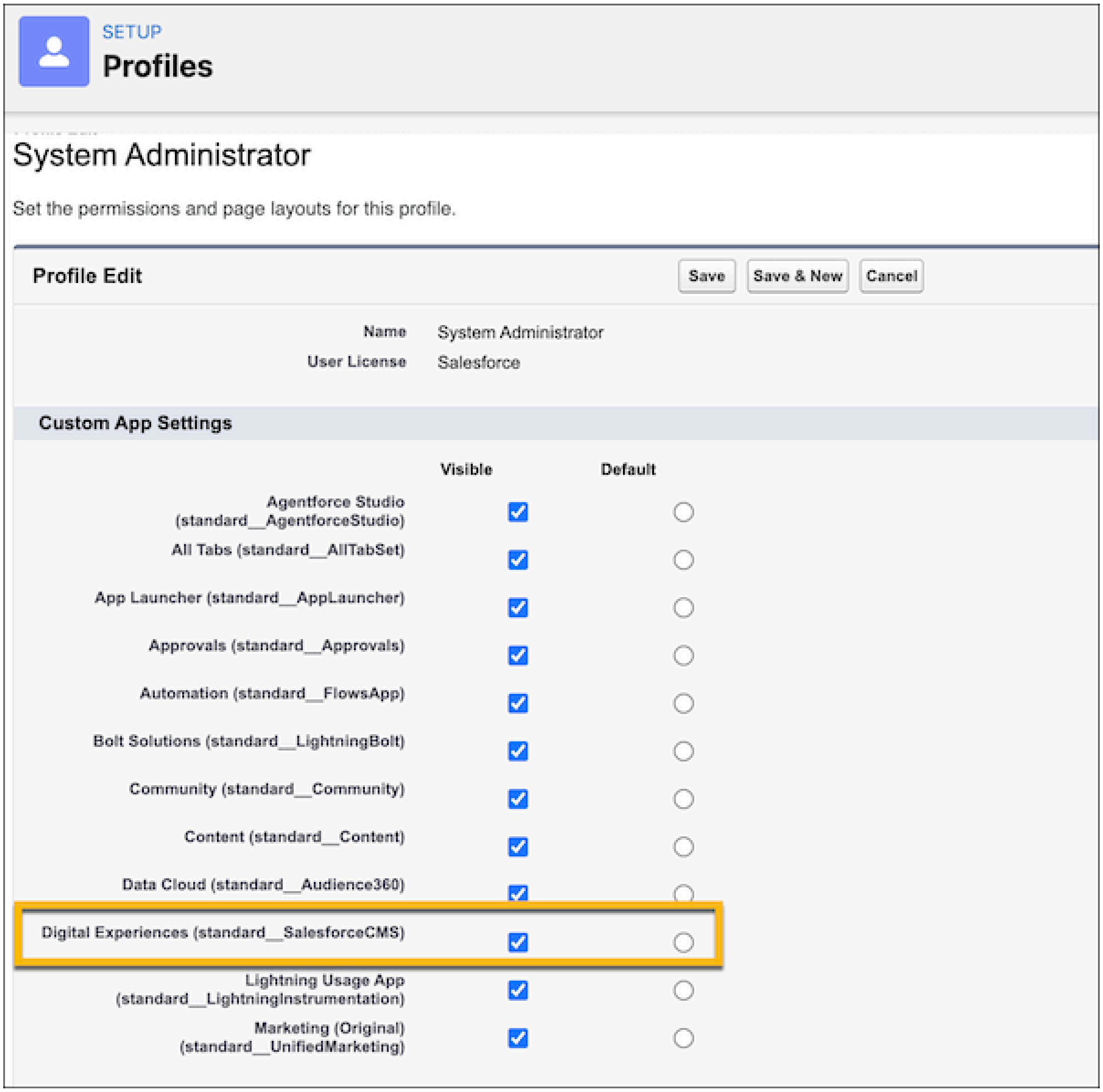
The Digital Experiences app is where you access the Digital Experiences Home, all CMS workspaces, CMS channels, all sites, and Experience Builder.

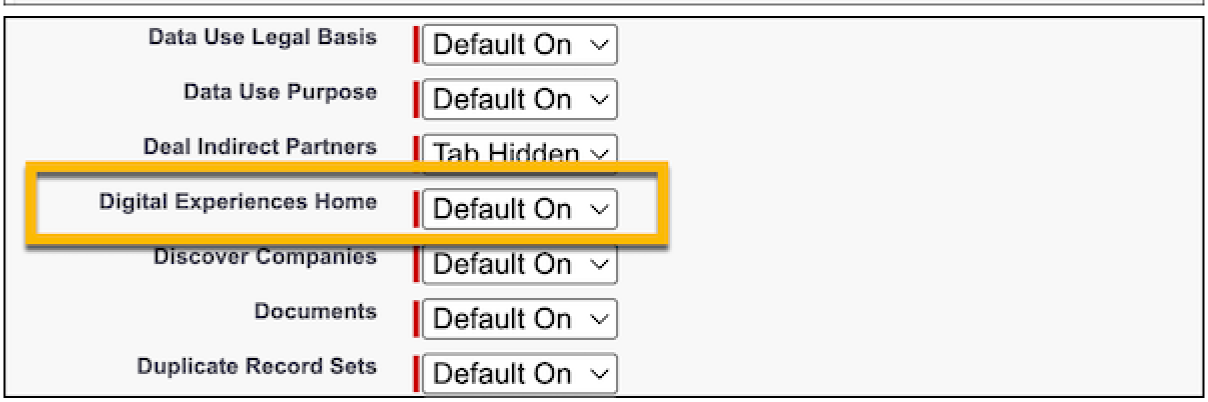
REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

You enable access to the Digital Experiences app (previously named Salesforce CMS) through the user profile in Salesforce Setup.







1. From Setup (1), enter *Users* in the Quick Find box (2), then select **Profiles** (3).
2. Open the relevant user profile and click **Edit** (4).
3. Set Digital Experiences Home to Visible.
4. In the Tab Settings section, set the tabs for Digital Experiences Home, CMS Channels, CMS Workspaces, and All Sites to Default On.

5. Save your changes.

See Also

Navigate the Digital Experiences Home Tab

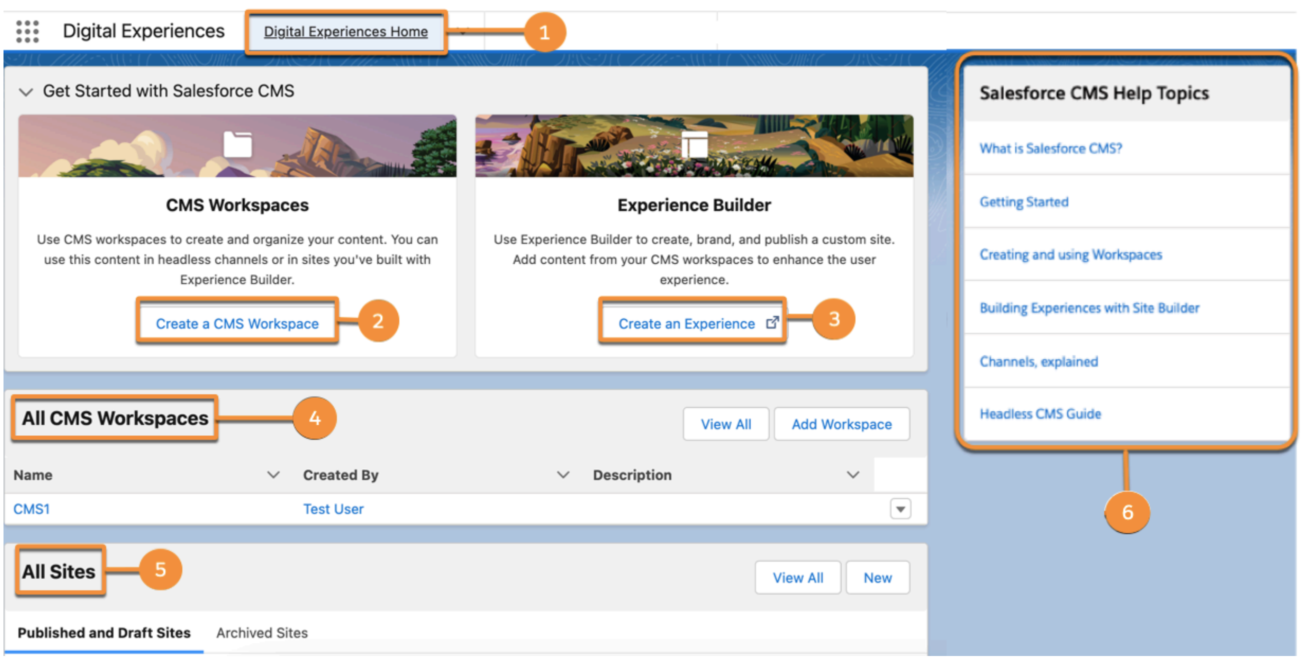
Navigate the Digital Experiences Home Tab

Access your CMS workspaces and site detail pages from the Digital Experiences Home tab. Jump to CMS channels, workspaces, and sites. View existing CMS Workspaces and All Sites, or create them from the home page. Access valuable help links to important resources without leaving the app.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

You access the Digital Experiences Home tab from the Digital Experiences App. In Lightning Experience, from the App Launcher, open the Digital Experiences app (previously named Salesforce CMS).



Use the Digital Experiences Home tab to jump to CMS Home, CMS Channels, All Sites, and CMS Workspaces from anywhere in the app (1). Get quick access to the create CMS workspace guided setup process (2). In the Experience Builder tile, get quick access to Experience Builder, where you can create sites that use your CMS workspace content (3). From the All CMS Workspaces tile, manage recent CMS workspaces or create them. To view all your workspaces, click **View All** (4). From the All Sites tiles, manage recent sites or create them. To view all your sites, click **View All** (5). From the Salesforce CMS Help Topics tile, access links to help topics, blogs, and Trailhead content (6).

Salesforce CMS

In the Digital Experiences app, you use CMS workspaces and enhanced CMS workspaces to create content, organize content in folders, and schedule content publication. Limit access to the content with CMS workspace contributors and roles. Manage the content translation lifecycle, and add languages to reach more people with your content. Deliver your content to global audiences when you connect your CMS workspaces to both Salesforce and external channels.

REQUIRED EDITIONS

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Enhanced CMS workspaces are part of the enhanced sites and content platform, which is a flexible system that connects Salesforce CMS and LWR sites. In the Digital Experiences App, the Enhanced badge appears beside workspaces and sites that are hosted on the new platform.

Connect your enhanced CMS workspaces to Aura sites and enhanced LWR sites such as the Microsite or Build Your Own (LWR) templates. Use enhanced CMS workspaces and enhanced LWR sites to better manage the content translation lifecycle and create manual collections for LWR sites.

Lastly, simplify content management tasks and save time when you share content between enhanced CMS workspaces. To reuse content between workspaces without duplicating records, work with content shared from a source workspace to a target workspace in the Shared with Workspaces folder. After workspaces are shared, you can make copies of a shared content record and save it to a folder in a target enhanced CMS workspace.

Note As of Winter ’25, any new workspace that you create is enhanced by default. If your business needs require a non-enhanced CMS workspace, enable the **Create both CMS workspaces and enhanced CMS workspaces** setting.

To publish content to non-enhanced LWR sites use a CMS Workspace.

Create and Manage a CMS Workspace
Get started in the Digital Experiences app with a CMS workspace or an enhanced CMS workspace. Use the guided setup process to name your CMS workspace, add channels, and set the default language. After creating a workspace, you can change its name and description details to clarify its use and make

it easier to find. When you no longer need an enhanced workspace, you can delete it.

Add or Remove a Channel from a CMS Workspace

CMS channels deliver content from a CMS workspace to an audience. Content published in a CMS workspace is available to all the channels added to the workspace. To control where your content is available, you can add and remove channels.

Share Content Across Enhanced CMS Workspaces

Save time and space when you share content across enhanced CMS workspaces, and reuse content between workspaces without duplicating records. Work with content shared from a source workspace to a target workspace in the Shared with Workspaces folder. After workspaces are shared, you can make copies of a shared content record and save it to a folder in a target enhanced CMS workspace.

Organize CMS Workspaces and Content With Folders

Keep your Salesforce CMS workspace tidy and your content organized with folders. Create folders with up to five levels of hierarchy, and edit, move, rename, and delete folders to easily navigate the content in your workspace. Folders are unique to each CMS workspace, and they're shared with every user in that workspace.

Search CMS Content in Enhanced Workspaces

Find CMS content items within your enhanced CMS workspaces and folders. Use advanced search functions, such as wildcards and logical operators, to maximize your search results. Search results consist of matches for all text fields within CMS content items, including content title, body, and metadata. Both primary content and content variants are searched.

See Also

Role-Based Access in Salesforce CMS

CMS Content

The Build Your Own Template (LWR)

LWR Sites for Experience Cloud: Create an LWR Site

Create and Manage a CMS Workspace

Get started in the Digital Experiences app with a CMS workspace or an enhanced CMS workspace. Use the guided setup process to name your CMS workspace, add channels, and set the default language. After creating a workspace, you can change its name and description details to clarify its use and make it easier to find. When you no longer need an enhanced workspace, you can delete it.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create a workspace in the Digital Experiences app:	Modify All Data OR Create CMS Workspaces and Channels
To delete an enhanced CMS workspace:	A CMS workspace contributor role of content admin
To manage workspace details, content, contributors, languages, folders, and channels in a CMS workspace:	A CMS workspace contributor role of content admin AND if adding Experience Cloud site channels, Create and Set Up Experiences
To share or unshare an enhanced CMS workspace:	A CMS workspace contributor role of content admin or content manager

As of Winter ’25, any new workspace that you create is enhanced by default. Before you can create a CMS workspace, enable a new setting. From Setup, in the Quick Find box, enter *`Digital Experiences`*, and then select **Salesforce CMS**. Enable **Create both CMS workspaces and enhanced CMS workspaces**.

Whether you’re creating a CMS workspace or an enhanced CMS workspace, the Salesforce CMS setup process guides you step by step.

Note When you create an enhanced CMS workspace, you must enter an API name. You can add an

API name only when you create a new enhanced CMS workspace, and you can’t change the API name after you create the workspace. If your enhanced CMS workspace was created before Summer ’24, you can’t add or edit the API name.

You can create up to 2,000 CMS workspaces in a Salesforce org.

See Also

Use Content from External Providers in Enhanced CMS Workspaces
Manage Trusted URLs

Create a CMS Workspace

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app.
2. From the Digital Experiences Home tab, click **Create a CMS Workspace** or **Add Workspace**.
3. If the preference Create both CMS workspaces and enhanced CMS workspaces is enabled, select **CMS Workspace** or **Enhanced CMS Workspace**.
4. Add an existing channel, or create one for the workspace, and click **Next**. Or, to add channels later, click **Skip**.

   Tip To create an enhanced LWR site channel in the Digital Experiences app, see the *LWR Sites for Experience Cloud* guide. Then add the site channel to the enhanced CMS workspace.

5. Select the default language, and then click **Finish**. You can’t change the default language later, but you can add other languages to the workspace.

   Note If you plan to add CMS content to an Experience Builder site, it’s important that the site and the CMS workspace have the same default language so that the content appears properly. If the default languages are different, translate the content in your CMS workspace to your default site language, and then add the translated content to your site.

Edit CMS Workspace Details

1. Open the workspace.
2. To edit details for a CMS workspace, click **Edit**.
3. To edit details for an enhanced CMS workspace, click the settings menu, and then select **Workspace Details**.
4. Edit the name or description.
5. Save your changes.

Delete an Enhanced CMS Workspace

Deleting a workspace deletes all of its content and settings. Any active workflows, publication schedules, and content imports or exports will be canceled and deleted. You can’t undo this action. Before you can delete an enhanced CMS workspace,

- Remove all channels from the workspace.

- Unshare the workspace. Go to the workspace sharing settings and move all workspaces to the Unshared column.

1. Open the enhanced CMS workspace.
2. Click the settings menu, then select **Delete Workspace**.
3. Confirm that you want to delete the workspace.
   You receive an email when the workspace is deleted.

Add or Remove a Channel from a CMS Workspace

CMS channels deliver content from a CMS workspace to an audience. Content published in a CMS workspace is available to all the channels added to the workspace. To control where your content is available, you can add and remove channels.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create a channel in the Digital Experiences app:	Modify All Data OR Create CMS Workspaces and Channels
To add or remove channels in a CMS workspace:	A CMS workspace contributor role of content admin AND if adding Experience Cloud site channels, Create and Set Up Experiences

Add a Channel to a CMS Workspace

To make the content in a CMS workspace available to your audience, add a CMS channel to the workspace. The steps for adding channels to a CMS workspace are different from adding channels to an enhanced CMS workspace.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app.
2. On the Digital Experiences Home tab, find the workspace in the All CMS Workspaces list.

3. To add a channel to a CMS workspace, complete these steps.
    a. Open the workspace, and click **Channels**.
    b. Click **Add Channel**.
    c. Select or create a channel. To save your changes, click **Add**.
    You receive an email when your workspace's channels are updated.
4. To add a channel to an enhanced CMS workspace, complete these steps.
    Enhanced CMS workspaces support public and restricted CMS channels, enhanced LWR sites, and Aura sites.
    a. Open the enhanced workspace.
    b. Click , and select **Channels**.
    c. Click **Manage Channels**.
    d. Select or create a channel, and save your changes.
    You receive an email when your workspace's channels are updated.

Remove a Channel from an Enhanced CMS Workspace

You can remove enhanced LWR site channels, Aura site channels, and public or restricted channels from enhanced CMS workspaces. Before you can remove an enhanced LWR site channel from your workspace, open the site in Experience Builder, and remove any CMS content from the site.

1. Open your enhanced CMS workspace.
2. Click , and select **Channels**.
3. Click **Manage Channels**.
4. To select a channel to remove, click .
5. Save your changes.
    You receive an email when your workspace's channels are updated.

See Also

Display Salesforce CMS Content in Your LWR Site

Share Content Across Enhanced CMS Workspaces

Save time and space when you share content across enhanced CMS workspaces, and reuse content between workspaces without duplicating records. Work with content shared from a source workspace to a target workspace in the Shared with Workspaces folder. After workspaces are shared, you can make copies of a shared content record and save it to a folder in a target enhanced CMS workspace.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create a workspace in the Digital Experiences app:	Modify All Data OR Create CMS Workspaces and Channels
To delete an enhanced CMS workspace:	A CMS workspace contributor role of content admin
To manage workspace details, content, contributors, languages, folders, and channels in a CMS workspace:	A CMS workspace contributor role of content admin AND if adding Experience Cloud site channels, Create and Set Up Experiences
To share or unshare an enhanced CMS workspace:	A CMS workspace contributor role of content admin or content manager

To share and unshare content created in one workspace (source) to a target workspace, you must be a content admin or content manager in both the source and target workspaces. When you share a workspace, all items in the source workspace, including drafts, are accessible to the target workspace.

To modify and delete shared content, you must be a content admin, content manager, or content author in the source workspace. To publish and unpublish shared content, you must be a content admin or content manager in the source workspace.

When you share a source workspace, its published content becomes available to all channels in the target workspace. Similarly, when you unshare a source workspace with a target workspace, its content items become unavailable in the target workspace and are unpublished. The content is then unavailable to channels in the target workspace and unavailable to other content items in the target workspace that reference it.

Note All the content included in a manual collection must belong to the same source workspace. When you create a manual collection, shared content is hidden from the content picker.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app.
2. On the Digital Experiences Home tab, find the workspace in the All CMS Workspaces table.
3. To open the enhanced CMS workspace, click the workspace name.
4. Click , and then select **Workspace Sharing**.
5. Move the target workspace from the Unshared column to the Shared column, and save your changes.

Example You have three enhanced CMS workspaces in your org, named Space A, Space B, and

Space C. You share content from Space A (source) to Space B (target), and from Space B (source) to Space C (target).When you share Space A to Space B, you can add an image in Space A to a news piece in Space B. When you publish the news article, the image is published, and the news article and image are both available to Space B's channels. But if you share Space B to Space C before you publish the news article, then publishing the news piece to Space C's channels doesn't publish the image. Instead, you must share Space A to Space C, and then publish the image.

To work with shared content, visit the target workspace and open the Shared with Workspaces folder. To see a list of workspaces that use a particular content item, open the Usage Info tab of the content detail page.

See Also

Create and Manage CMS Content

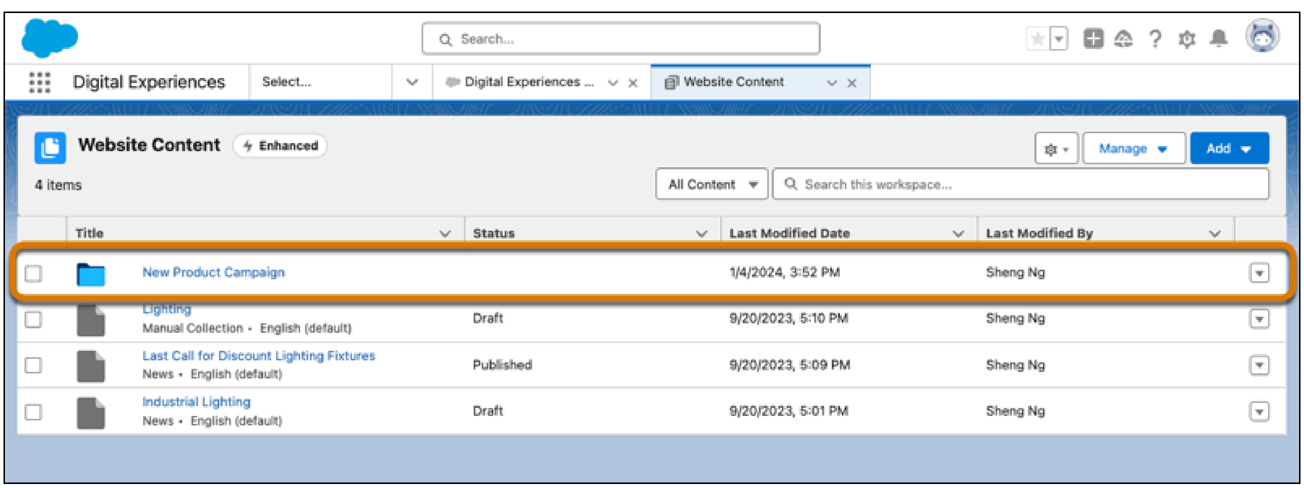
Organize CMS Workspaces and Content With Folders

Keep your Salesforce CMS workspace tidy and your content organized with folders. Create folders with up to five levels of hierarchy, and edit, move, rename, and delete folders to easily navigate the content in your workspace. Folders are unique to each CMS workspace, and they're shared with every user in that workspace.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

Add folders to a workspace, and then view the folders in the workspace content list. Folders appear at the top of the content list, above individual content items.



Each folder has a folder ID that appears in the URL. The folder ID is a unique, alphanumeric identifier automatically assigned to the folder when it's created. Because of this unique ID, folders are unique to the workspace and can't be moved to another workspace. Bookmark the URL to readily find and share the link to specific folders with other members of the workspace.

To organize your content into folders, first create a folder in a CMS workspace. Then select your content, and move it into a folder. Or open a folder and create new content. Then move the content between folders or back to the workspace.

Create Folders in a CMS Workspace

Use folders to organize all content types in your workspace. Create a folder hierarchy with child folders up to five levels, and add content to any level.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create and manage folders in a CMS workspace:	A CMS workspace contributor role of content admin

Creating a folder in a CMS workspace is different from creating a folder in an enhanced CMS workspace.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app (previously named Salesforce CMS).
2. Open a workspace for edit.
3. To add a folder to a CMS workspace, click **Add Folder**.
4. To add a folder to an enhanced CMS workspace, click **Add**, and then select **Folder**.
5. Enter a name, and save. When you name a folder, you can't use forward slashes and trailing or leading spaces in the name.
6. To add a child folder, open the folder and repeat these steps.

Manage Folders and Move Content in a CMS Workspace

Move content between folders, rename folders, and delete folders from your CMS workspace.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create and manage folders in a CMS workspace:	A CMS workspace contributor role of content admin

You can move content between any folders in a CMS workspace, or move content to a new folder in the workspace. You can't delete folders with content inside. First, empty the folder by moving the content to a different location in the workspace. You can't move folders from one parent folder to another.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app (previously named Salesforce CMS).
2. Open a workspace for edit.
3. To move content from the workspace into a folder, from a folder into the workspace, or from one folder to another, follow these steps.
   a. Select the content.
   b. To move one content item or multiple content items at once, click **Move Content**.
   c. To move only one content item, select **Move** from the row level actions.
4. To rename or delete a folder, follow these steps.
   a. Select the folder.
   b. From the row-level actions, click the down arrow, and then select **Edit** or **Delete**.

Search CMS Content in Enhanced Workspaces

Find CMS content items within your enhanced CMS workspaces and folders. Use advanced search functions, such as wildcards and logical operators, to maximize your search results. Search results consist of matches for all text fields within CMS content items, including content title, body, and metadata. Both primary content and content variants are searched.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create a workspace in the Digital Experiences app:	Modify All Data

USER PERMISSIONS NEEDED	
	OR Create CMS Workspaces and Channels
To delete an enhanced CMS workspace:	A CMS workspace contributor role of content admin
To manage workspace details, content, contributors, languages, folders, and channels in a CMS workspace:	A CMS workspace contributor role of content admin AND if adding Experience Cloud site channels, Create and Set Up Experiences
To share or unshare an enhanced CMS workspace:	A CMS workspace contributor role of content admin or content manager

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app (previously named Salesforce CMS).
2. On the Digital Experiences Home tab, locate your enhanced workspace in the All CMS Workspaces table and click the workspace name.
3. Enter your search query in the Search this workspace field.
   a. To search within only specific content types, click the All Content dropdown and specify a standard or custom content type.
   b. To adjust your search scope, use Salesforce Object Search Language (SOSL). SOSL supports the use of wildcards and logical operators like AND, OR, or AND NOT.
4. As you type, search suggestions appear below the search bar. To jump directly to a suggested content item, click the suggestion in the dropdown.
5. To run the search, press the enter key. The Search Results page shows all matches within the enhanced workspace.

Example To get results that match your exact search query and your exact search query plus additional characters, use the * wildcard in your search. A search for design* returns the results design, designs, designer, and designing. Here are some additional examples of how SOSL commands can impact your search results. For more ways you can use SOSL in your workspace searches, see FIND {SearchQuery}.

Search Query	Search Results
Sm?th	Smith, Smyth
Sm?th*	Smith, Smyth, Smythe
“Joe”	Joe, and not Joseph

Search Query	Search Results
coffee OR tea	coffee, coffee beans, coffee drinks, tea, tea lattes

Search doesn’t review enhanced CMS workspace folder names.

Use role-based access to control who does what in each CMS workspace. Contributors are users or public groups in your org that you add to your CMS workspace. Contributors can belong to more than one workspace and have specific roles in each workspace, according to the level of access they need.

REQUIRED EDITIONS

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Content admin

These contributors have access to all content in the CMS workspace and can manage contributors and content sharing.

Note If you used CMS for Experience Cloud previously, as part of your migration to Salesforce CMS, we automatically assign a content admin role to existing Digital Experiences users with Create and Setup Experiences permissions.

Content manager

These contributors have full access to all content in the CMS workspace.

Content author

These contributors can create, edit, and view content in the CMS workspace. They can't publish content.

A contributor can have a content admin or a content manager role. Content admins have access to all content in the CMS workspace, and they can manage workspace languages, workspace contributors, content translations, and content sharing. Content managers have access to all content in the CMS workspace, including creating content, publishing content, and marking content for translation. Your Salesforce admin can control who has access to what in all of the Digital Experiences app (previously named Salesforce CMS) and your Experience Cloud sites.

Example AWZ Computing has four Experience Cloud sites: two internal and two external for two different regions. Their Salesforce admin wants to provide authoring and sharing ability by region and by campaign. They create three workspaces: one for their two external sites, which use the same content, one for their internal sites, and a temporary one for a targeted campaign.They add an admin to each workspace, besides themselves, to help manage the workspace, and they add content managers who author content. Because of the potentially sensitive nature of the content, only the Human Resources group needs access to administer and contribute to the workspace for the internal communications. Content admins can administer a workspace and create content for it, so they make the HR group the only content admins for the Internal Communications workspace other than themselves.Later, HR contacts the Salesforce admin to explain that they're working on an incentive program tied to their fall campaign. To reach the eligible people with the information, they want to add content and information to the Fall US Campaign workspace. Because contributors can have different roles in different workspaces, the Salesforce admin makes the HR group content managers in the Fall US Campaign workspace. This role provides them authoring rights, but not full control of the workspace.The Salesforce admin created a matrix they can update as business needs change.

CMS Workspace Name	Channels	Contributors (Users and Public Groups)
External Sites	North America Europe	Salesforce adminSite admin as content adminMarketing writer as content manager
Fall US Campaign	North America Company intranet	Salesforce adminSite admin as content adminMarketing writer as content managerHR as content manager
Internal Communications	Company intranet USCompany intranet EMEA	Salesforce adminHR as content admin

Add Contributors to a CMS Workspace

In the Digital Experiences app (previously named Salesforce CMS), add users or public groups as contributors to a specific CMS workspace by assigning them an access role. A contributor's access role is specific to a CMS workspace.

Change a Contributor's Access Role

You can change a contributor's access role to increase or decrease the level of access. A contributor's access role is specific to a CMS workspace, so you must change the contributor's role in each assigned workspace. Admins can't change their own role.

Remove a Contributor from a CMS Workspace

If a contributor leaves your company or is transferred to a different team, you can remove the contributor from a CMS workspace. The user or public group is removed from the workspace but not from Salesforce.

See Also

Role-Based Access in Experience Builder
Control Chatter Access Through Permission Sets

Add Contributors to a CMS Workspace

In the Digital Experiences app (previously named Salesforce CMS), add users or public groups as contributors to a specific CMS workspace by assigning them an access role. A contributor's access role is specific to a CMS workspace.

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USER PERMISSIONS NEEDED	
To manage contributors in a CMS workspace:	A CMS workspace contributor role of content admin

1. From the App Launcher, find and open **Digital Experiences**.
2. Open a workspace.
3. Select **Contributors** and click **Add Contributors**.
4. Search for users or public groups.
5. Next to the users or public groups that you want to add, click +.
6. Click **Next**.
7. For each user or public group, assign a contributor role.
8. Click **Finish**.

See Also

Role-Based Access in Experience Builder

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USER PERMISSIONS NEEDED	
To manage contributors in a CMS workspace:	A CMS workspace contributor role of content admin

1. In the Digital Experiences app, go to CMS Workspaces and open the appropriate workspace.
2. On the Contributor's tab, click next to the contributor you want to change and select **Change Role**.

Note To prevent you from accidentally removing your access to a workspace, you can't edit or remove your own contributor role. To change your level of access, another admin must update your role.

3. Select the new contributor role, and click **Update**.

See Also

Role-Based Access in Experience Builder

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USER PERMISSIONS NEEDED	
To manage contributors in a CMS workspace:	A CMS workspace contributor role of content admin

1. In the Digital Experiences app, go to CMS Workspaces and open the appropriate workspace.
2. On the Contributors tab, click the down button and select **Remove**.

Note To prevent you from accidentally removing your access to a workspace, you can't edit or remove your own contributor role. To change your level of access, another admin must update your role.

After you remove a contributor from a CMS workspace, the contributor can no longer access that workspace.

See Also

Role-Based Access in Experience Builder

Control Chatter Access Through Permission Sets

Salesforce CMS

Create, organize, schedule, publish, and delete digital content in CMS workspaces.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

CMS content items are unique to each CMS workspace. You can create original content directly in a CMS workspace by using the CMS content editor, or import content to a workspace from another source. When you publish content, it's shared with all channels associated with that CMS workspace. You can see how your content looks on your site and set up publication schedules to plan the delivery to your CMS channels.

Save time and space when you share content between enhanced CMS workspaces. To reuse content between workspaces without duplicating records, work with content shared from a source workspace to a target workspace in the Shared with Workspaces folder. After workspaces are shared, you can make copies of a shared content record and save it to a folder in a target enhanced CMS workspace.

Managed content and variants of managed content items are considered one content record. For example, a managed content item with three translations is one record. CMS content refers to content created and added to your CMS workspaces. You can add other kinds of content to an Experience Cloud site such as Salesforce CRM data. To work with content such as Salesforce files and libraries, Salesforce knowledge, or an external CMS, see Find Your Way Around Experience Workspaces.

Deliver personalized content to your audience with dynamic collections. In enhanced CMS workspaces, tag content with content taxonomy terms, and then create dynamic collections based on the tags.

Note Take time to consider your needs and plan your site's content management strategy.

Types of CMS Content
Every CMS workspace comes with standard content types. You can also create custom content types for your specific needs, like blog posts or product announcements. To create custom content types, use the Managed Content API or CMS Content Type Manager in AppExchange.

Create and Manage CMS Content
Create and edit content in your CMS and enhanced CMS workspaces without changing what's live in

your CMS channels. In enhanced CMS workspaces, clone existing content records of any type, including the content's variants.

Use Content from External Providers in Enhanced CMS Workspaces
Connect your external content provider or digital asset management (DAM) system to Salesforce CMS to streamline content creation in enhanced CMS workspaces.

Apply Taxonomy Tags to Content
When a content taxonomist creates a content taxonomy for your org, you search for tags and add them to the content record. Tag your enhanced CMS content with taxonomy tags, and then define conditions that automatically add content items to a dynamic collection.

Work with Image Content in Salesforce CMS
Updating your Salesforce CMS content with images is easy, and there’s lots of flexibility when you work with image references in other content.

Publish Content to CMS Channels
In CMS workspaces, publishing a content item makes it immediately available for use in all channels added to the workspace including site channels. If you publish a new version of content that's live, the existing live content is replaced with the new version. You can publish content immediately or schedule a later publication date.

Unpublish Content from CMS Channels
Remove content from published destinations and make it unavailable for use in CMS channels with manual unpublishing.

Delete Content in a CMS Workspace
As your business grows and changes, so does your content. To keep your workspace tidy, delete unpublished CMS content. Deleting content removes all versions and variants from your workspace.

Work with Extensions in Salesforce CMS
Use extensions to add productivity tools to the content editor in an enhanced CMS workspace. Streamline your content workflow with generative AI tools, spell checkers, and translation services. Developers can build extensions for specific CMS content types.

Add Videos to Content from the Rich Text Editor
Embed video in rich text fields to enliven your content with product reviews, promotional videos, instructional walk-throughs, and more.

Create Content Publication Schedules in Salesforce CMS
Publish and unpublish Salesforce CMS content at designated dates and times.

Export and Import Content with Salesforce CMS
Get an overview of how to add content to a CMS or enhanced CMS workspace, or transfer content from one org to another. Learn more about how to format and handle content in some common use-case scenarios.

Translate Salesforce CMS Content
To meet the global demands of your business, offer your content in multiple languages. First, set up your CMS workspace with the languages you require. Then manage the content through the translation lifecycle, from draft to publish.

Salesforce CMS Content Key
The Salesforce CMS content key is a unique identifier that sticks with your content through version

updates and across Salesforce orgs, sites, and components. You can use the content key to copy content between orgs, such as from sandbox to production, using the Salesforce CMS export and import feature.

View CMS Content Details in Enhanced CMS Workspaces
The content detail page in enhanced CMS workspaces gives a summary of a content item. If the content item has variants, you can switch between them from the left navigation menu. In the center column, see a quick view of the content. View content details, version history, and see where the content is published or referenced. Edit, publish, or unpublish, and run content workflows for your content.

View Content Version History in Salesforce CMS
On the content detail page, the Version History list shows all versions of a content item, its status, and the date and time it was last modified.

See Also
Add Salesforce CMS Content to Your Experience Builder Site
Role-Based Access in Salesforce CMS
CMS Developer Guide: Connect Your External CMS to Your Experience Builder Site
Select a Security Level in Experience Builder Sites
View Content Version History in Salesforce CMS
CSP and Lightning Locker in Experience Builder Sites
Manage Trusted URLs
Create Content Publication Schedules in Salesforce CMS

Types of CMS Content

Every CMS workspace comes with standard content types. You can also create custom content types for your specific needs, like blog posts or product announcements. To create custom content types, use the Managed Content API or CMS Content Type Manager in AppExchange.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

Standard Content Types

Create and manage your CMS content from your CMS workspace or your enhanced CMS workspace.

Type	Description	Good For...	Considerations...
Document	Upload a rich media file, or link to an external URL. Files can be up to 2 GB. In a marketing workspace, you can add a DOC, DOCX, XLS, XLSX, PPT, PPTX, or PDF file up to 100 MB.	Providing long form documents or presentations that are visible to all users in your site, including visitors to your site who aren’t logged in. For example, a brochure.	To use the Document content type in Aura and LWR sites, you must customize the component. For example, to preview or download file-based content types, customize the component to link the Source field to the file.
Image	Upload a media file or link to a trusted external URL. You can add an AVIF, BMP, DWG, GIF, JPG, JPEG, PNG, PSD, SVG, TIFF, WEBP, XMOB, or XPSD file up to 25 MB. For WhatsApp messages in a marketing	Enlivening documents, news articles, and sites with logos, product photos, graphics, or other visuals. To make your content more efficient for visitors who use screen readers and other assistive technologies, you can mark an image	The preview function is available for image content in a CMS workspace or from a Lightning Experience site page. This limitation applies to CMS Single Item and CMS Collection components.

Type	Description	Good For...	Considerations...
	workspace, you can add a JPEG or PNG file up to 5 MB. See Manage Trusted URLs. Images that were previously stored in Asset Libraries can be found in their CMS workspace. See Work with Image Content in Salesforce CMS	as decorative. A decorative image doesn't require an alt tag, so the visitor isn't distracted by unnecessary descriptions. Use this option for background images, ornamental icons, and other images that don't contain critical information.	
News	Use the rich text editor to create content that supports videos and images. Use image content from your CMS workspace as banner images. See Add Videos to Content from the Rich Text Editor.	Providing news articles on your site.	To add an image to a News item, publish the image first.
Audio	Upload a rich media file. You can add an AAC, M4A, MP3, OGG, WAV, or AMR file up to 16 MB.	Enlivening WhatsApp messages with audio content.	Available for use in a marketing workspace with the WhatsApp content type.
Video	Upload a rich media file. You can add an ASF, AVI, M4V, MOV, MP4, MPEG, OGV, 3GPP, or 3GPP2 file up to 16 MB.	Enlivening WhatsApp messages with video content.	Available for use in a marketing workspace with the WhatsApp content type.

Custom Content Types

To get more content that suits your business needs, you can create custom content types like blog posts, FAQs, product announcements, and more. You can use CMS Content Type Manager in AppExchange. To create custom content types programmatically with Metadata API and Tooling API, see Create Custom Content Type Sample in *CMS Developer Guide*.

For custom content types, you can also fill out important date, time, and time zone details, and add links to other sources. Use the ManagedContentType XML component in Metadata API or the ManagedContentType JSON object in Tooling API to set up custom content types that include **date**, **datetime**, and **URL** nodes.

You can have up to 100 active custom content types, in addition to the standard types. To add more custom types, contact Salesforce.

Considerations for CMS Content

- When you create a custom content type, you must also create a content detail page. In Experience Builder, create a new custom page and select CMS Content Page.
- For URL links, make sure that the domain you use is allowlisted by your Salesforce org so that your users can access your content. Learn more about how you can add websites to a CORS allowlist for your org.
- Links or connections to external resources, such as images, can cause alerts about security issues in your site, depending on your Content Security Policy (CSP) settings.
- Review the guidelines for the number of files that you can store in your org. Images and documents don’t count toward content record limits, but they do count toward your org’s storage limit.
- A **Content Slug** is a friendly name, with no spaces that is added to the base URL of your site. Initially, the slug is based on the title of your content, but doesn’t always match it. You can edit the content slug to adjust the result.

Create and Manage CMS Content

Create and edit content in your CMS and enhanced CMS workspaces without changing what's live in your CMS channels. In enhanced CMS workspaces, clone existing content records of any type, including the content's variants.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create, edit, or clone content:	Any CMS workspace contributor role
To publish or unpublish content:	A CMS workspace contributor role of content admin or content manager
To tag or untag content:	View Content Taxonomy AND any CMS workspace contributor role

Create CMS Content

The procedure to add content to a CMS workspace is different from the procedure to add content to an enhanced CMS workspace. Content is specific to the workspace where it was authored, and you create it in the default language for the workspace.

In enhanced CMS workspaces, you can do more with your content. Share content across workspaces, make copies of a content record and variants of any content type, and classify content with taxonomy tags.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app.
2. To add content to a CMS workspace, follow these steps.
   a. Open the CMS workspace then click **Add Content**.
   b. Select the content type, then click **Create**.
   c. Fill in the fields.
   d. To add a source file for document and image content types, upload a file or insert a link from a URL.

      Note When you link to an image or document source with an external URL, make sure that your org supports the domain used for the URL. Review the Content Security Policy (CSP) settings in Setup, and add the domain of the hosted content to your org's trusted URL list. If you don't add the domain to this list, it can raise security alerts for your Experience Cloud site, and users can't access or preview the content.

   e. Save your changes.
      Your content is added to the CMS workspace. To make it available to your CMS channels, publish the content.
3. To add content to an enhanced CMS workspace, follow these steps.
   a. Open the enhanced CMS workspace.
   b. Click **Add +**, then select **Content**.
   c. Select the content type, then click **Create**.
      The CMS content editor opens.
   d. Fill in the fields.
      If you leave the API name field blank, Salesforce creates an API name for you. You can't change the API name after you save the content.

e. To add a source file from your local drive, drag the file into the source field or upload the file. To add an external file, click **Add External Asset** and then insert a URL link or choose files from an external provider, if installed.

> **Note** When you link to external content, make sure that your org supports the domain used for the external URL. Review the Content Security Policy (CSP) settings in Setup, and add the domain of the hosted content to your org's trusted URL list. If you don't add the domain to this list, it can raise security alerts for your site, and users can't access or preview the content.

f. Save your content.
Your content is added to the enhanced CMS workspace.

To make the content available to your CMS channels, publish the content.

Edit CMS Content

The procedure to edit content in a CMS workspace is different from the procedure to edit content in an enhanced CMS workspace. In a CMS workspace, you edit content in the content detail page. After you save or publish your content, you see all versions in the Version History list on the content details page.

In an enhanced CMS workspace, you edit content in the CMS content editor. After you save or publish your content, you see the last modified date and time in the Details tab.

1. To edit content in a CMS workspace, follow these steps.
   a. Open a CMS workspace.
   b. To open the content details page, click the content title.
   c. To edit unpublished content, simply make your changes.
      The first version of the content is created in draft status.
   d. To edit content that's already published and shared to your channels, click **Edit as Draft**.
      A new version of the content is created in draft status. The previous version remains published until you unpublish it or publish the new version.
   e. Save your changes. The changes aren't available to your CMS channels.
   f. To publish your changes and make them available to your CMS channels, click **Publish**. When you publish a new version, the previous version status is set to archived. All components in all channels that use the content update with the new version immediately. To update your Version History list, select **Refresh Tab** in the tab menu.
2. To edit content in an enhanced CMS workspace, follow these steps.
   a. Open an enhanced CMS workspace.
   b. To open the content detail page, click the content title. Or click ▾, then select **Edit** from the row-level actions.
   c. Click **Edit**.
   d. Make your changes to draft or published content in the content editor.

      > **Note** If your content was created before Summer '24, you can't add or edit the API name. You can add an API name only when you create new content in an enhanced CMS workspace.

   e. Save your changes. The changes aren't available to your CMS channels. If the content was published, it's marked as revised.

To make the changes available to your CMS channels, publish the content.

Clone CMS Content

Make copies of a content record and variants of any content type in an enhanced CMS workspace.

1. From the content detail page, click **Clone**.
2. Or, from the row-level actions in the workspace's content list, select **Clone**.
3. Save your changes. If the enhanced CMS workspace is shared with another workspace, select a folder to save the content in.

To make the content available to your CMS channels, publish the content.

Use Content from External Providers in Enhanced CMS Workspaces

Connect your external content provider or digital asset management (DAM) system to Salesforce CMS to streamline content creation in enhanced CMS workspaces.

REQUIRED EDITIONS

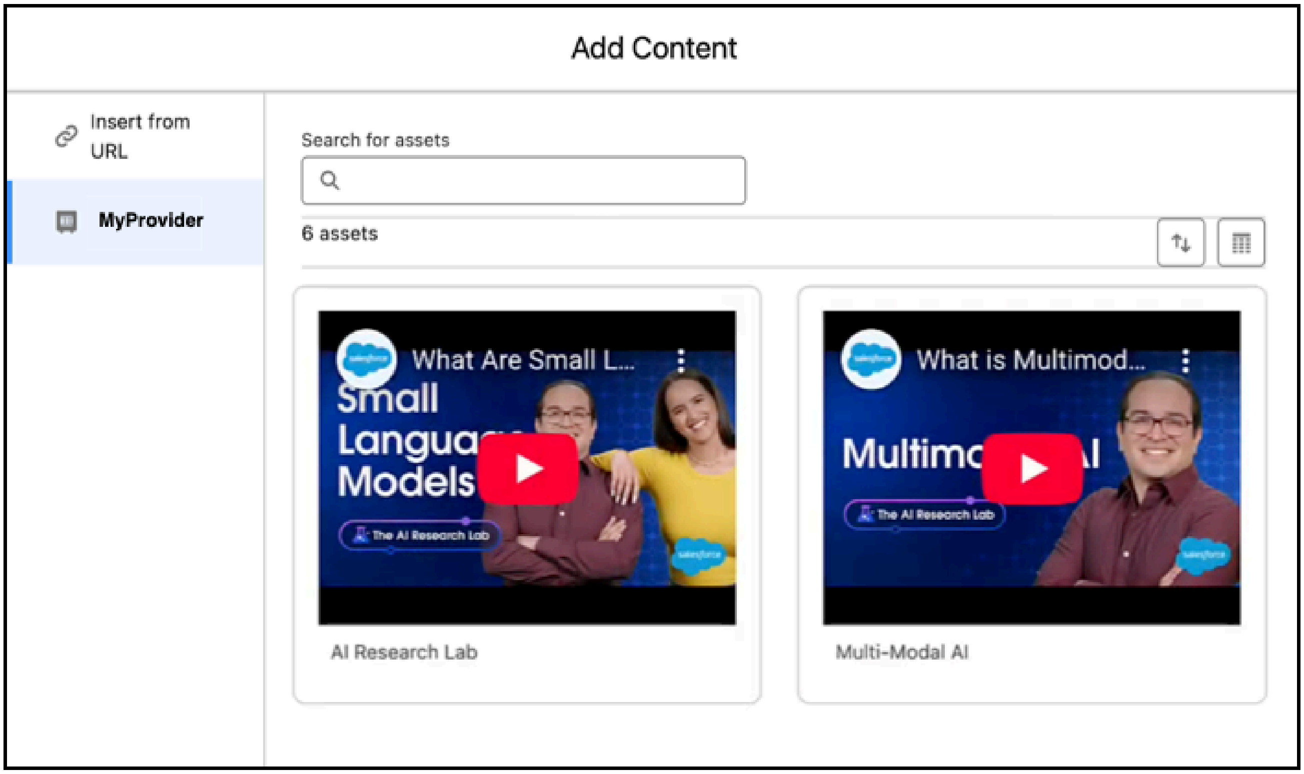
Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

If you use an external content provider or DAM system to store images, videos, documents, or audio files, you can browse and reference these assets directly when creating content in your workspace.

Typically, your external provider creates a managed package that you can install in your org. As part of that process, you must create an instance of the external provider, which appears in the content selector in Salesforce CMS. Refer to your provider's package instructions for more details.

After the package is installed, you can access and use media from the external provider directly in your enhanced CMS workspace.

Example For example, lets say you want to use a video from your DAM system in Salesforce CMS. In this case, you click **Add | Content** in your enhanced workspace and select **Image**. Then click **Add External Asset**, choose the installed external provider, and select the video.



Trusted URLs

When working with media from external providers, make sure that your org supports the domain used for the external URL. Review the Content Security Policy (CSP) settings in Setup, and add the domain of the hosted content to your org's trusted URL list. If you don't add the domain to this list, it can raise security alerts, and users can't access or preview the content.

See Also
- Create and Manage CMS Content
- Manage Trusted URLs

Apply Taxonomy Tags to Content

When a content taxonomist creates a content taxonomy for your org, you search for tags and add them to the content record. Tag your enhanced CMS content with taxonomy tags, and then define conditions that automatically add content items to a dynamic collection.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create, edit, or clone content:	Any CMS workspace contributor role
To publish or unpublish content:	A CMS workspace contributor role of content admin or content manager
To tag or untag content:	View Content Taxonomy AND any CMS workspace contributor role

You can add and remove tags from content in any state. When the content publishes, all changes to content tags go live and apply to the content item and its variants.

- If the content has a status of draft or revised, then the changes to tags save. The changes to tags publish when the content next publishes.
- If the content has a status of published and has no other unpublished changes, then the tags publish when you save.

To classify content in an enhanced CMS workspace, apply content taxonomy tags. For the best dynamic collection results, tag the content as specifically as possible. To add new tags to your enhanced CMS workspace, work with your content taxonomist to manage terms in a content taxonomy.

1. Open an enhanced CMS workspace.
2. Open the content detail page.
   - Click the content title.
   - Click , then select **Edit** from the row-level actions.
3. Open the Tags tab on the content detail page. Click **Tags**.
4. Search for tags and add them to the draft or published content.
5. To apply the tags to draft or revised content, save your changes.
6. To remove a tag from a content record, open the Tags tab on the content detail page. Then click the tag you want removed.
7. To make the tag changes available to your CMS channels, save and publish the tags.

To make the content changes available to your CMS channels, publish the content.

Work with Image Content in Salesforce CMS

Updating your Salesforce CMS content with images is easy, and there's lots of flexibility when you work with image references in other content.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

Publish a new version of an image, and all content that references it gets updated too. Unpublish an image, and all content that references it no longer displays the image. You can still publish a blog post with a reference to an unpublished or deleted image. A message displays in the authoring detail page to let you know that the image reference isn't available, but that doesn't hold you back from publishing your content. Read on to learn more about the nuances and edge-case scenarios for image references when you publish, unpublish, draft, or delete images.

Salesforce CMS Image Content and References

When you update images in Salesforce CMS, the content that references the image updates too. For example, you're creating a news piece about how to choose a day pack for outdoor adventures. You add an image of outdoor gear to your CMS workspace and publish it. Next, you add the image to the news piece and publish the news content. The image is now live in the news content for your readers to see.

Later, you want to change the image in the published news piece from a piece of outdoor gear to hiking socks. In Salesforce CMS, you edit the image and publish it. The news piece, which is already published and live for your readers, updates with the new image immediately.

Image References

Whether you're working in a CMS workspace or an enhanced CMS workspace, you can publish images to various channels and sites. But adding image references to content in a CMS workspace is different from adding image references to content in an enhanced CMS workspace.

In a CMS workspace, you can add references to images in CMS content items such as news or documents. For example, you can add a banner image to news content and a thumbnail to a document.

To add a thumbnail to a document, add the image's relative URL in the Link to Thumbnail field. The relative URL for CMS images is `/cms/delivery/media/{CMS content key}`. For example, if the image's CMS content key is `MC12345`, the relative URL is `/cms/delivery/media/MC12345`. If you want to use an external image as the document thumbnail, enter the full external URL in the Link to Thumbnail field. Ensure that the domain of the hosted image is added to your org's trusted URL list in Setup.

In a CMS workspace, the Used by card on the content detail page tells you which other content or channels use or reference the image.

Note Experience Cloud site references link to the site level. If you remove the image reference from a site component such as an LWR template site logo, browser icon (favicon), or Rich Text Editor, the link displays in the Used by card even if the site no longer uses it.

In an enhanced CMS workspace, you can add an image reference only to news content. The Usage Info tab on the content detail page shows which other content or channels use or reference the image.

Publish Image Scenarios

You can publish saved images in Salesforce CMS. When you publish an image for the first time or after an update, it's immediately available for use in all channels. When you update then publish an image, the new image replaces your last published version, and the previous version is archived in Salesforce CMS.

Scenario	Result
Publish an image for the first time.	The image is immediately available for use in all channels. Configure your site to reference and include this image. After you add a reference to this image in another piece of content and publish that content, the image appears on your live site.
Update and publish an image that isn't referenced anywhere.	The image is immediately available for use. It replaces your last published version in the CMS workspace. The previous version is archived.
Update and publish an image that's referenced in other content.	The image is immediately available for use in all channels. It replaces your last published version in the CMS workspace. The previous version is archived. If you added the image to your site, it immediately updates your live site and all content references. If the previous image is cached, it remains visible until the cache expires or is cleared.

Unpublish Image Scenarios

When you unpublish an image, it's immediately removed from your live site and from all content that references it. The image is archived.

Scenario	Result
Unpublish an image that's referenced in other content.	The image is immediately removed from your live site and from all content that references it. The image is archived. A broken content icon appears in the published content where the image is referenced.
Unpublish an image that isn't referenced in other content.	The image is immediately removed from your live site and from all content that references it. The image is archived.

Draft Image Scenarios

When you edit a published image and save it as a draft, it can be used as a reference in other content. Any content that references the draft updates when the image is published or deleted.

Scenario	Result
Create a draft of an update to a published image.	You can work on a draft of the image while the published version is live on the site. The published image doesn't change until the draft is published.
Create a draft of an unpublished image.	You can work on a draft of the image. References to the unpublished image don't change until the draft is published.

Delete Image Scenarios

After you unpublish an image, you can delete the image from Salesforce CMS. When you delete an image, it's removed from your CMS workspace and all versions are deleted. A broken content icon appears in the published content where the image is referenced.

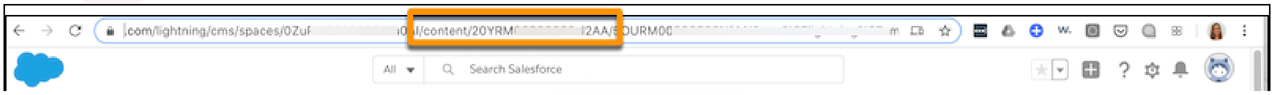
Note After you delete a file, it can remain cached for up to 90 days.

Salesforce CMS Managed Content ID (MCID)

The managed content ID (MCID) is a unique identifier for content in Salesforce CMS. You can find the MCID in two places after content is added to the workspace.

- The output file from the import success email you receive after content is imported.
- In your CMS workspace, the MCID appears in the URL on the content detail page. Open the content

detail page, and in the browser address bar, locate the `/content/20Y.../` portion of the URL. The prefix `20Y` indicates the MCID.



See Also

[Manage Trusted URLs]

Publish Content to CMS Channels

In CMS workspaces, publishing a content item makes it immediately available for use in all channels added to the workspace including site channels. If you publish a new version of content that's live, the existing live content is replaced with the new version. You can publish content immediately or schedule a later publication date.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create, edit, or clone content:	Any CMS workspace contributor role
To publish or unpublish content:	A CMS workspace contributor role of content admin or content manager
To tag or untag content:	View Content Taxonomy AND any CMS workspace contributor role

Publishing content in a CMS workspace differs from publishing content in an enhanced CMS workspace. In a CMS workspace, when you publish content, you publish all its translations. In an enhanced CMS workspace, when you publish a translated content variant, the primary content in the default language publishes at the same time.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app.
2. To publish content in a CMS workspace, follow these steps.
   a. Open the CMS workspace.
   b. To open the detail page, click the content title.
   c. To publish the content immediately, click **Publish** and **Publish** again.
   d. To publish the content later, click **Schedule Publish**, select a date and time, and click **Create**.

If the content references another content item, such as a banner image, the referenced content is also published.

3. To publish content in an enhanced CMS workspace, follow these steps.
   a. Open the enhanced CMS workspace.
   b. To open the content detail page, click the content title. Or to open the content editor, click , and then select **Edit** from the row-level actions.
   c. Click **Publish**.
   d. Select any translated variants and referenced content, and click **Next**.
      Referenced content items don't appear in the published parent content until they're also published.
   e. To publish the content immediately, click **Publish Now**.
   f. To publish the content later, select **Schedule Publish**, and enter a date and time.
   g. Optional: To make the content available to channels temporarily, select **Schedule Unpublish**, and enter a date and time.
   h. Click **Schedule**.

Unpublish Content from CMS Channels

Remove content from published destinations and make it unavailable for use in CMS channels with manual unpublishing.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create, edit, or clone content:	Any CMS workspace contributor role
To publish or unpublish content:	A CMS workspace contributor role of content admin or content manager
To tag or untag content:	View Content Taxonomy AND any CMS workspace contributor role

In a CMS workspace, unpublishing content archives the content item. In an enhanced CMS workspace, unpublishing content returns the content to Draft status.

In both kinds of workspaces, an unpublished content item is unavailable in your channels. The content no longer appears in your site and is unavailable for use in any components in Experience Builder. If the content was used in a CMS Single Item component instead of a collection, the component appears as a blank space or with an error message on your site. If it's part of a collection, the content no longer appears as part of the collection results.

Assess the impact to your users before unpublishing the content. For the best user experience, remove the component from your site or replace the content before you unpublish it.

The procedure to unpublish content in a CMS workspace is different from the procedure to unpublish content in an enhanced CMS workspace.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app (previously named Salesforce CMS).
2. To unpublish content in a CMS workspace, follow these steps.
   a. Open the CMS workspace.
   b. To open the content detail page, click the title of the content item.
   c. Click **Unpublish**.
3. To unpublish content in an enhanced CMS workspace, follow these steps.
   a. Open the enhanced CMS workspace.
   b. To open the content detail page, click the content title. Or, to open the CMS content editor, click , and then select **Edit** from the row-level actions.
   c. Click **Unpublish**.
   d. Select translation variants and referenced content to unpublish at the same time.
   e. Select **Unpublish Now**.

See Also
Create Content Publication Schedules in Salesforce CMS

Delete Content in a CMS Workspace

As your business grows and changes, so does your content. To keep your workspace tidy, delete unpublished CMS content. Deleting content removes all versions and variants from your workspace.

REQUIRED EDITIONS

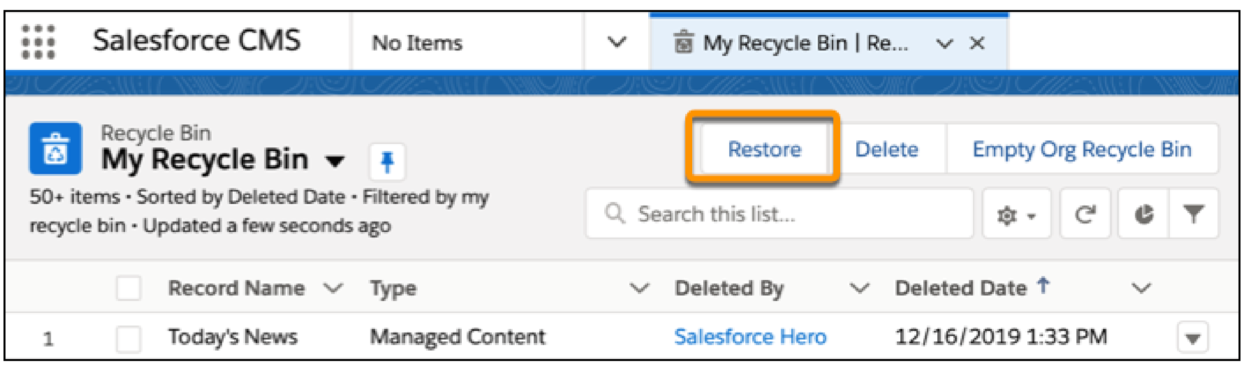
Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create, edit, or clone content:	Any CMS workspace contributor role
To publish or unpublish content:	A CMS workspace contributor role of content admin or content manager
To tag or untag content:	View Content Taxonomy

USER PERMISSIONS NEEDED	
	AND any CMS workspace contributor role

The procedure to delete content in a CMS workspace is different from the procedure to delete content in an enhanced CMS workspace.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app (previously named Salesforce CMS).
2. To delete all versions of a content item in a CMS workspace, follow these steps.
   a. Open the CMS workspace.
   b. To open the content details page, click the title of the content item.
   c. Click **Delete**.
3. To delete a managed content item and all variants in an enhanced CMS workspace, follow these steps.
   a. Open the enhanced CMS workspace.
   b. To open the content details page, click the content title. Or, to open the CMS content editor, click , and then select **Edit** from the row-level actions.
   c. Click **Delete**.
4. To restore a managed content item to your CMS workspace or your enhanced CMS workspace, locate the managed content in the Salesforce Recycle Bin.
   a. In Lightning Experience, from the App Launcher, open the Recycle Bin.
   b. Select the content items, and then click **Restore**.



Work with Extensions in Salesforce CMS

Use extensions to add productivity tools to the content editor in an enhanced CMS workspace. Streamline your content workflow with generative AI tools, spell checkers, and translation services. Developers can build extensions for specific CMS content types.

REQUIRED EDITIONS

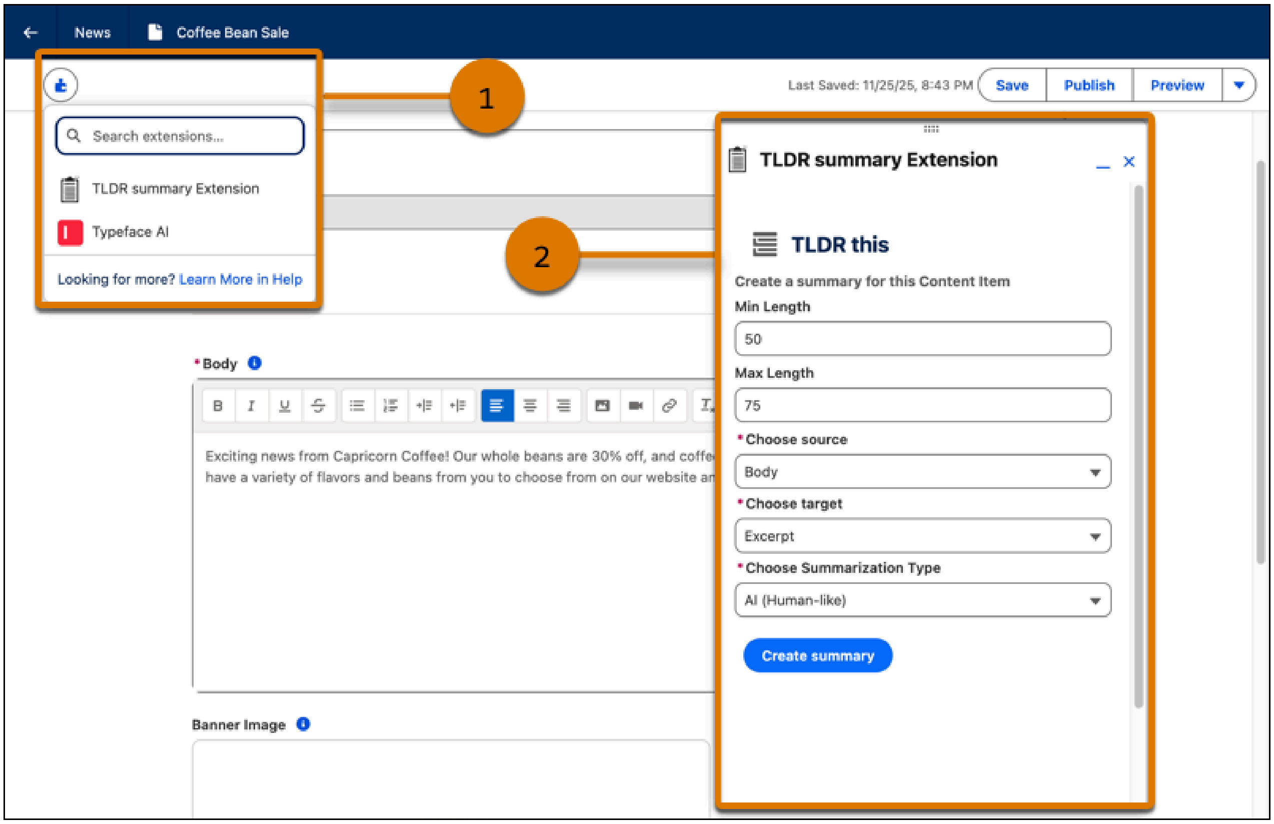
Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create, edit, or clone content:	Any CMS workspace contributor role
To publish or unpublish content:	A CMS workspace contributor role of content admin or content manager
To tag or untag content:	View Content Taxonomy AND any CMS workspace contributor role

Developers who can create and deploy Lightning web components can build extensions and add them to the CMS content editor. To learn how to build an extension, see Extensions in CMS. Salesforce partners can create extensions and share them on AppExchange.

To use an extension in the content editor, find the extensions button in the top left of the content editor. Content creators can move the floating extension panel around the editor as they work. Extensions have read and write access to content item properties, so content creators can see updates in the draft as they work.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app.
2. Open an enhanced CMS workspace, and then open a content item from the workspace.
3. Click **Edit**.
4. In the CMS content editor, click , and then select the extension that you want to use (1).
   Only installed extensions that are compatible with the content type that you're editing appear in the extensions menu.
5. Complete the task in the extension and apply any changes to your content (2).



Add Videos to Content from the Rich Text Editor

Embed video in rich text fields to enliven your content with product reviews, promotional videos, instructional walk-throughs, and more.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create, edit, or clone content:	Any CMS workspace contributor role
To publish or unpublish content:	A CMS workspace contributor role of content admin or content manager
To tag or untag content:	View Content Taxonomy AND any CMS workspace contributor role

Video domains must be configured with https and hosted on an approved site.

Approved video hosting domains:

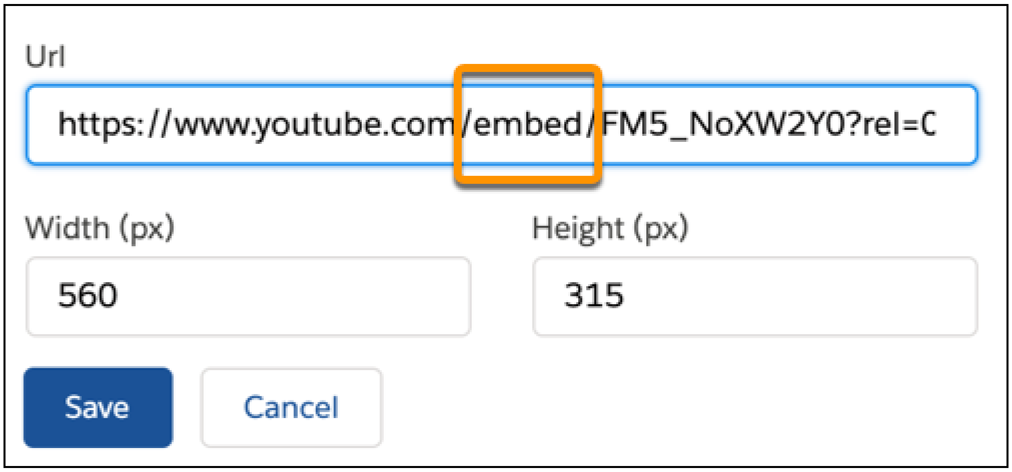
- scormanywhere.secure.force.com
- scormanywhere.secure.force.com
- youtube.com
- youtube-nocookie.com
- youtube.ca
- youtube.jp
- youtube.com.br
- youtube.co.uk
- youtube.nl
- youtube.pl
- youtube.es
- youtube.ie
- youtube.fr
- player.vimeo.com
- play.vidyard.com
- players.brightcove.net bcove.video
- player.cloudinary.com
- fast.wistia.net
- i1.adis.ws
- s1.adis.ws

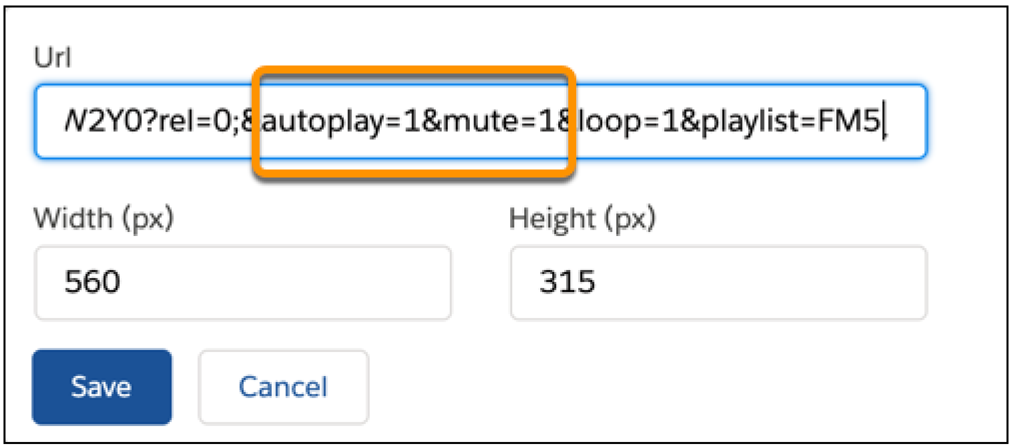
To add video from the rich text editor:

1. In the RTE toolbar, click to add a video.
2. Enter the URL of the video on your hosting domain.
3. Adjust width and height of your video, if needed.
4. Click **Save**.

Tip

- If your video doesn't show in the editor, add the URL link to the Cross-Origin Resource Sharing (CORS) allowed programs list so Salesforce can access the link and show the video.
- To set up your video to play automatically, replace `watch` with `embed` in the video URL. Type `autoplay=1` and `mute=1` in the URL to give your users a better video experience.





Create Content Publication Schedules in Salesforce CMS

Publish and unpublish Salesforce CMS content at designated dates and times.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create and manage publication schedules:	A CMS workspace contributor role of content admin or content manager

With content publication schedules, you can manage the content lifecycle without manually publishing and unpublishing each piece of content. When the schedule completes successfully, the published content replaces its last published version. If this content is on your site, the updated version appears on the site immediately. Unpublished content is removed from your live site and from all content that references it.

Creating a content publication schedule in a CMS workspace is different from creating one in an enhanced CMS workspace.

1. Open the Digital Experiences app (previously named Salesforce CMS) from the App Launcher in Lightning Experience.
2. In the CMS workspace where the content was created, click the title of the content you want to schedule.
3. To work with publication schedules in a CMS workspace, follow these steps.
   a. To make sure that you're viewing the correct version of your content, refer to the Version History card.
   b. To create a publication schedule for unpublished content, click **Schedule Publish**. To create a publication schedule for published content to unpublish from your site, click **Schedule Unpublish**.
   c. Enter a date, time, and time zone.
   d. You can include other content that's referenced by the item you're scheduling, such as an image in a news piece, in the content publication schedule. To include referenced content, select **Publish referenced content**.
   If other unpublished content references the content you're creating a schedule for, make sure to publish it, too, because only published content appears on your site.

   Likewise, if you want to unpublish content that's referenced by content in a publication schedule, you must create a separate publication schedule to unpublish the referenced content.

   e. When you schedule content for publication, you also have the option to create an auto-unpublish schedule for that content. To create an auto-unpublish schedule or expiration for content in the publication schedule for publish, enable **Auto unpublish**. Then enter a date, time, and time zone.
   f. To confirm and create the publication schedule, click **Schedule**.
   g. To view the content schedule status, refresh the tab. On the workspace title tab or the content tab, click | **Refresh Tab**. Then click **Publication Activity**.
4. To work with publication schedules in an enhanced workspace, follow these steps.
   a. Open the content.
   b. Click **Publish** or **Unpublish**.
   c. Select translations and, if applicable, related content to include in the schedule.
   d. Enter a date, time, and time zone.
   e. If you're creating a schedule to publish content, and you also want to create a schedule to unpublish the content, select **Schedule Unpublish**, and enter a date and time.
   f. Click **Schedule**.

   Work with Content Publication Schedules
   Content admins and content managers can manage publication schedules and statuses for the entire CMS workspace with the Publication Calendar. From the Publication Calendar, you can manage all scheduled content for the CMS workspace in one location. Or you can manage schedules for a content

item on the Publication Activity tab of its content detail page. When you create and edit publication schedules, keep these considerations in mind.

Edit Content Publication Schedules
View, edit, and delete publication schedules in a CMS workspace.

Work with Content Publication Schedules

Content admins and content managers can manage publication schedules and statuses for the entire CMS workspace with the Publication Calendar. From the Publication Calendar, you can manage all scheduled content for the CMS workspace in one location. Or you can manage schedules for a content item on the Publication Activity tab of its content detail page. When you create and edit publication schedules, keep these considerations in mind.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

You can schedule content in CMS workspaces and enhanced CMS workspaces, with some differences.

Both types of workspaces provide a Publication Calendar view and a Publication Activity tab on the content detail page. To view and manage all the scheduled content in the workspace, use the Publication Calendar. To view and manage the publication schedules for an individual content item, use the Publication Activity tab on the content detail page.

Workspace Type	Schedule Status	Publication Calendar	Publication Activity Tab
CMS Workspace	• Pending: Content publications that are scheduled to publish or unpublish. You can edit or delete pending publication schedules up to five minutes before their scheduled publication time. • Completed: Content publications that have successfully published or unpublished according to their schedule. You can view schedule details for	The Publication Calendar is organized into three tabs, which correspond to the schedule's status: Pending, Completed, and Failed. Each tab displays the publication date, publication name, and the user who last modified the schedule.	The Publication Activity tab shows publication activity for each content version and includes publication date, publication name, and status. To make sure you're viewing the correct version of your content, refer to the Version History card.

Workspace Type	Schedule Status	Publication Calendar	Publication Activity Tab
	completed schedules. • Canceled: Content publications that are deleted. This status is visible only on the Publication Activity tab. • Failed: Content publications that didn’t complete their scheduled publish or unpublish. This status is visible only on the Publication Calendar.		
Enhanced CMS Workspace	• Successful: The publication schedule was processed and completed with no errors. You can view schedule details,but you can’t edit or delete completed schedules. • Pending: The publication schedule is planned, and will process in the future. You can edit and delete pending schedules. • Error: The publication schedule was processed with no errors. Open the schedule details page and view more information about the errors. • Deleted: The publication schedule was deleted.	The Publication Calendar is a single table that displays the publication date, publication name, action (publish or unpublish), status, and which user last edited the schedule.	The Publication Activity tab displays the publication date, publication name, action (publish or unpublish), status, and which user last edited the schedule for the current version of the content. By default, the Publication Activity tab shows the pending schedule events for a content item, and the Publication Calendar shows all successful, pending, and error schedule events for the enhanced CMS workspace. To customize your

Workspace Type	Schedule Status	Publication Calendar	Publication Activity Tab
			views, filter by status.

Considerations for both CMS workspaces and enhanced CMS workspaces

- You can schedule content to publish or unpublish at least five minutes in the future. The time zone field defaults to that of your org. When you create a publication schedule for regional content, consider the time zone of the intended audience.
- Referenced content can't be unpublished with a publication schedule. Instead, you must unpublish it from its content detail page.
- The publication schedule applies to the version of content at the time of scheduling. If you edited the content after it's scheduled, the newer version isn't published as part of the scheduled event. Any content referencing it points to the latest published version.

Considerations for enhanced CMS workspaces

- You can create a publication schedule for content or content variants, and can include other content or content variants as referenced content in the schedule. You can only create a publication schedule for content or content variants that aren't part of a pending schedule. However, you can include content as a reference in multiple pending schedules. If the content is already published at the time of the scheduled event, no operation is performed on the content item.
- You can include published content in a future publication schedule. This way, if another user unpublishes the content, it can be published again at a designated time.
- You can delete content or content variants that aren't part of a publication schedule. First, delete the publication schedule, then delete the content.

Edit Content Publication Schedules

View, edit, and delete publication schedules in a CMS workspace.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create and manage publication schedules:	A CMS workspace contributor role of content admin or content manager

Editing a content publication schedule in a CMS workspace is different from editing one in an enhanced CMS workspace.

1. Open the Digital Experiences app (previously named Salesforce CMS) from the App Launcher in Lightning Experience.
2. Open the CMS workspace where the content was created.
3. To work with publication schedules in a standard workspace, follow these steps.
   a. To view publication schedules for the workspace, click **Publication Calendar**.
   b. To view publication schedules for a content item, open the content detail page and click **Publication Activity**.
   c. To view, edit, or delete a schedule, select from the row-level actions, and select an action.
   d. To view the content schedule status, refresh the tab. On the workspace title tab, select **| Refresh Tab**.
4. To work with publication schedules in an enhanced workspace, follow these steps.
   a. To view a list of publication schedules for the workspace, click **Settings | Publication Calendar**. Optionally, filter your view of the publication schedules by status.
   b. To view a list of publication schedules for a content item, open the content detail page and click **Publication Activity**.
   c. To open the schedule event details page and view, edit, or delete a schedule, click the publication name.

Export and Import Content with Salesforce CMS

Get an overview of how to add content to a CMS or enhanced CMS workspace, or transfer content from one org to another. Learn more about how to format and handle content in some common use-case scenarios.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

You can create original content piece by piece in the Digital Experiences app, but content import makes it easy to populate your workspace with content from another source. Define content details and create image references with JSON files, and choose to publish all content after import at once. Move content from one workspace when you export content as JSON files in a `.zip` archive, then import the `.zip` archive to a workspace in another Salesforce org.

Export and import of content works differently in a CMS workspace than it does in an enhanced CMS workspace. In a CMS workspace, you can include multiple content items in a single JSON file for import, whereas in an enhanced CMS workspace, each content item must be defined in its own `content.json` file. Learn more about what to do for these common use-case scenarios.

Export Content from a CMS Workspace

When you export from a CMS workspace, each piece of content formats in an individual JSON file included in a `.zip` archive.

During export the content details for each content item export to individual JSON files in a `.zip` archive. All media content exports to a separate `.zip` archive, and all other content exports to another. For example, when news content references a banner image, the banner image and the news content export to separate `.zip` archives such as `1-media-content-[jobId].zip` and `2-content-[jobId].zip`.

Export Content from an Enhanced CMS Workspace

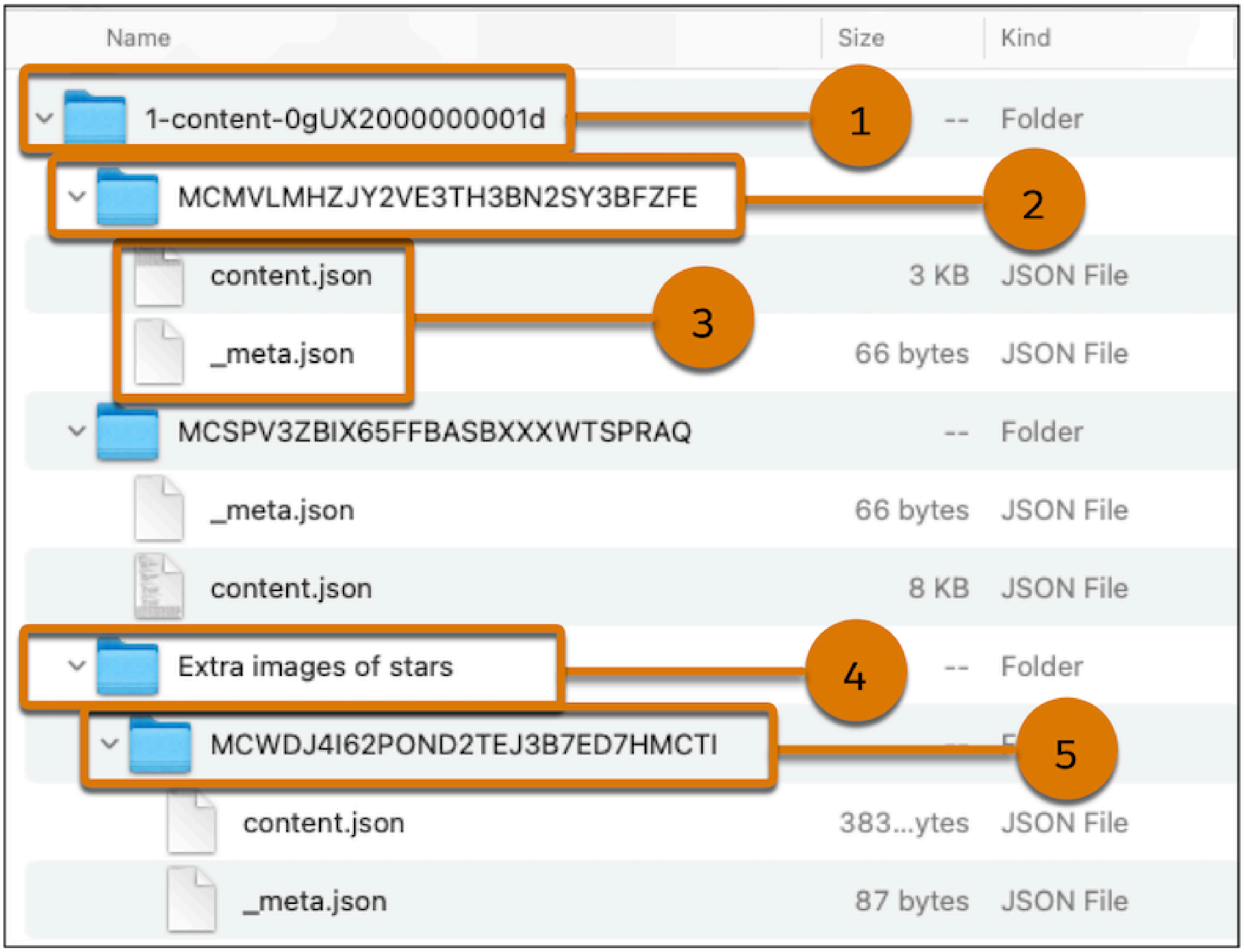
You can export one or more content items at a time from an enhanced CMS workspace. Each content item is exported into a folder and uses the content key as the folder title (1). The content property definition appears in an individual `content.json` file. These folders and files compress into a `.zip` archive.

The Digital Experience app considers the content types image and document as media, and handles export and import of these content types differently. For instance, all media content selected for export is compressed into one or more .zip archives named `1-media-content-[jobId].zip`.

All other content types selected for export are compressed to one `.zip` archive named `1-content-[jobId].zip`. For example, when news content references a banner image, image content exports to the `1-media-content-[jobId].zip` and the news content exports to the `1-content-[jobId].zip`.

The media or content `.zip` archives organize the exported content into folders that contain JSON files of the content properties, metadata, and translation variant definitions.

Within the `1-content-[jobId] folder` (1), each content item is in a folder named after its content key (2). Within that folder is a content.json file (3), which defines the content item in JSON format. The content key and any folder paths for the content item appear in the `_meta.json` file. Workspace folders are also included in the export and maintain their title from the workspace (4). However, in the `1-content-[jobId]` folder, the content item in the workspace folder appears in another folder named after its content key (5).



Import Content After Export

When you import the `.zip` archives into a CMS workspace or an enhanced CMS workspace, import the media `.zip` archive first, then import the corresponding content export `.zip` archive.

Note When you export content that's nested in subfolders from a CMS workspace, all of the content is imported at the root folder in the main workspace view.

Import Content from an External Source

Transfer content from an external source or CMS, or mass-import images from an external digital asset manager (DAM) to a CMS workspace or an enhanced CMS workspace.

For a CMS workspace, first prepare your content for import by creating JSON files that describe the content. Then add the JSON files to a `.zip` archive.

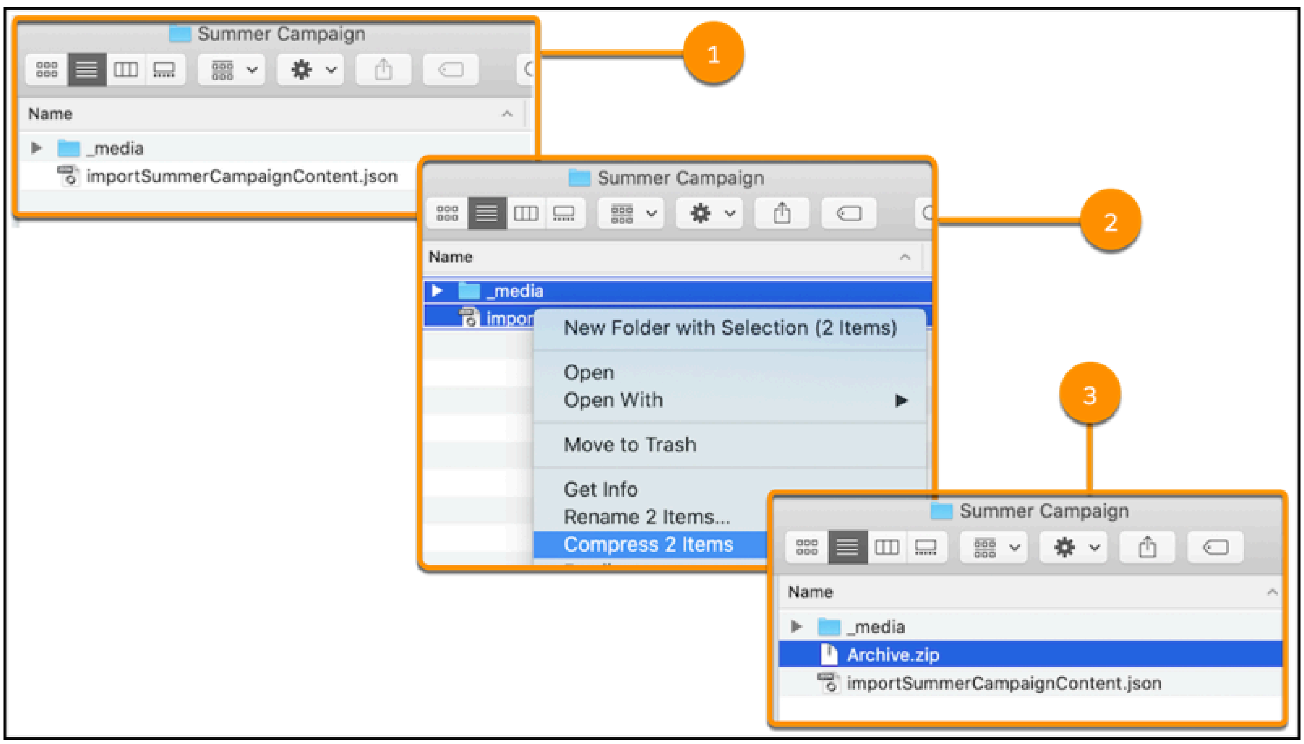
You can include various content types in the same JSON file and import up to 5,000 items at the same time. If the `.zip` archive contains over 5,000 items, none of them are imported into the workspace.

For an enhanced CMS workspace, prepare your content for import by creating JSON files that describe the content and file paths. Then compress each `content.json` file to a `.zip` archive. Include one content item in each `content.json` file. For image and document content types, create a top-level folder and add the `content.json`. Then add a folder named `_media`, and add the media source file to that folder. Create a `.zip` archive of the top-level folder.

Import Local Files to a CMS Workspace

To import local files, such as documents and images, create a folder named `_media`, then add the local content files. When you enter the content details into a JSON file, use the `ref` attribute to reference the local image or document filename and its location inside the `_media` folder. For example, if an image is called salesforce21.png and is nested in a folder called Level 2, add the reference as `Level1/Level2/salesforce21.png`.

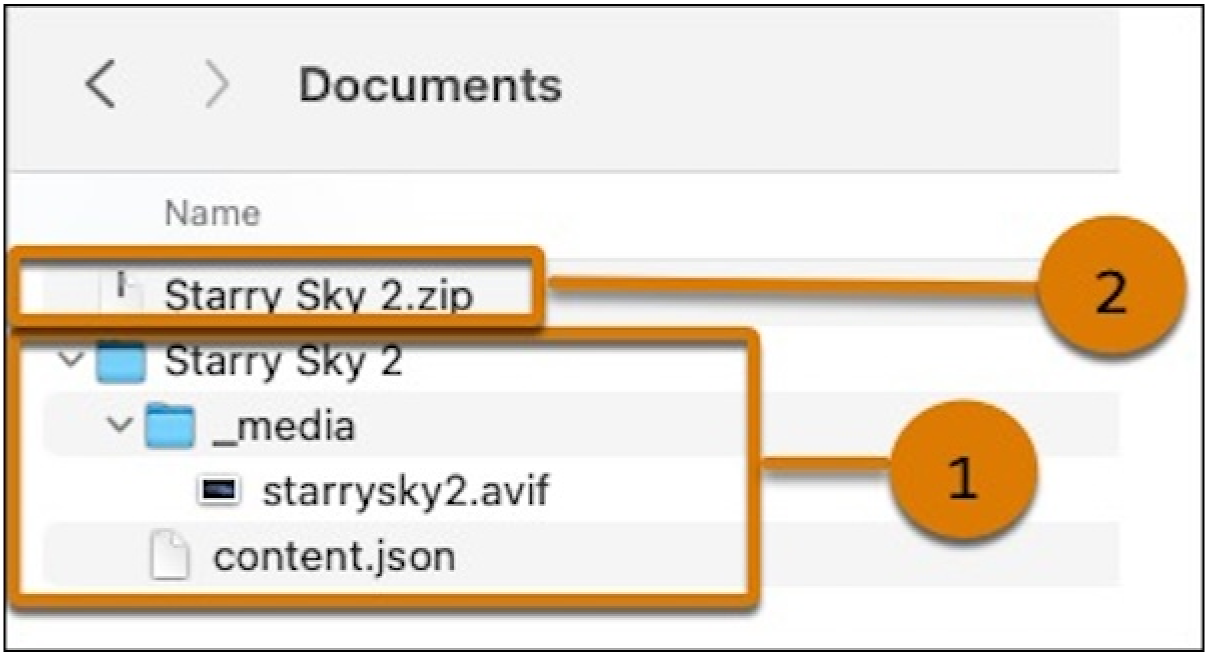
Add the `_media` folder to the location of the JSON files and create a `.zip` archive. For example, the `_media` folder and the JSON file are at the root level of a folder named Summer Campaign (1). Then create a .zip archive of the `_media` folder and JSON file (2). The .zip archive of the `_media` folder and the JSON file is in the root of the folder (3).



Import Local Files to an Enhanced CMS Workspace

To import local media files, such as documents and images, create a folder with any name. Inside that folder, create a folder named `_media`, then add the local content file. Enter the content details into a JSON file name, and save the file to the top-level folder as `content.json`.

Create a `.zip` archive of the top-level folder. For example, the `_media` folder and the `content.json` file are in a folder named Starry Sky 2 (1). Create a `.zip` archive of the Starry Sky 2 folder (2), then import that `.zip` archive into your enhanced CMS workspace.



Import Content with References to Other Content

When one content item references another, import or add the referenced item into a CMS workspace or an enhanced CMS workspace before you import the content that references it. For example, if a news item references an image, ensure that the image is in the workspace so that the news item can reference the image's content key. Or, after export, import the media `.zip` archive first, then import the corresponding content export `.zip` archive.

Bulk Publish After Import

To bulk publish content after import, import content in a CMS workspace or an enhanced CMS workspace. Then select **Publish content after import** to change the status of all the content in your import to published. If the content is already in your workspace, it replaces your last published version. The published content is immediately available to use in all channels, updated in your live site, and in all content references.

Note We recommend that you use this feature to publish images that are referenced by other content after import. If you don't select this option, your content imports in the draft status and you can publish content individually in the Digital Experiences app.

Considerations for CMS Collection Components

CMS Collection components aren't included when you import or export in Salesforce CMS. Recreate your CMS Collection in the CMS destination org. If you use the same name for the collection, it's not necessary to add it to the component again after you recreate it. CMS Collection components retain content references when you use the same name for the collection.

JSON File Format for Content in Salesforce CMS
Understand the content details from an export, then define your content details in JSON format to import content into a CMS workspace.

JSON File Format for Content in an Enhanced CMS Workspace
Understand the content details from an export, then define your content details in JSON format for import. The export and import process works differently in enhanced CMS workspaces than it does in CMS workspaces. In enhanced CMS workspaces, each content item must have its own content.json file. Optionally, to specify the content key and folder placement of each content item, include a _meta.json file for each content.json.

Export Content from Salesforce CMS
Export content, such as images, news, documents, or custom content types to .zip archives of JSON files and media files from a CMS workspace or an enhanced CMS workspace. Transfer content from sandbox to production, or one org to another by importing the exported .zip archive.

Import Content into Salesforce CMS
Import images, news, documents, or custom content types into a CMS workspace or an enhanced CMS workspace by uploading a .zip archive of JSON files. Transfer content from an external source or CMS, or mass-import images from an external digital asset manager (DAM), for product enrichment.

JSON File Format for Content in Salesforce CMS

Understand the content details from an export, then define your content details in JSON format to import content into a CMS workspace.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

Content Properties

The format of the JSON file depends on the content type–image, news, or custom content. Each one has different properties.

Here's an example of the `JSON` structure for importing mixed content items in an array.

```
{
    "content": [{
            "contentKey": "MC4NFMB52LHFFWPNFNKHQJHLFBQM",
            "type": "cms_image",
            "urlName": "content1a",
            "body": {
                "title": "My Image",
                "altText": "My Image",
                "thumbUrl": "https://encrypted-tbn0.gstatic.com/images?q=R3RYw
ZIUV6wo_tQ&usq=CA",
                "source": {
                    "url": "https://encrypted-tbn0.gstatic.com/images?q=R3RYwZ
IUV6wo_tQ&usq=CA}"
                }
            }
        },
        {
            "contentKey": "MC4NFMB52LHFFWPNFNKHQKJLMNFR",
            "type": "news",
            "urlName": "content2a",
            "body": {
                "title": "My News Item",
                "body": "<p>This is the body of my news item, which includes a
n uploaded banner image.</p>",
                "bannerImage": {
                    "ref": "MCFQ2WJD3O6NGCXOI3DIOF4RJQOI"
                },
                "excerpt": "This is a summary of my news item."
            }
        }
    ]
}
```

Tip You can omit optional fields from the JSON.

Field Name	Type	Description
`body`	`body`	Required. Includes properties that define the body of the content item. Body properties differ by content type. • cms_image body

Field Name	Type	Description
		• news body • custom content body
`contentKey`	string	A unique identifier generated by Salesforce CMS. This field isn't required for import, but if it's omitted or left empty, a new content key is assigned to the content after import. Content exported from Salesforce CMS includes this identifier.
`type`	string	Required. Defines the content type. Valid values depend on the content type. • `cms_image` for images • `news` for news • For custom content types, any value as defined by the user. For example, `blog`.
`urlName`	string	Optional. Text for the link to the URL. Valid format: • Doesn't include null, empty, or white space. • Doesn't begin or end with a hyphen. • All letters are lowercase. • Ends with a lowercase letter. • Doesn't have groups of contiguous non-letters, decimal digits, marks, and hyphens. Replace with a single hyphen.

`cms_image` Body Properties

The `cms_image` type has these body properties.

Field Name	Type	Description
`altText`	string	Optional. Accessibility text to describe the content.
`source`	source	Required. An image node (`IMG`).
`thumbUrl`	string	Optional. URL address of the thumbnail image.
`title`	string	Required. The title of the content item. This node is a name field (`NAMEFIELD`).

source

The `source` field represents an image node (`IMG`) within the `cms_image` content type. At least one source field is required.

Field Name	Type	Description
`ref`	string	Required. File path of the image in the media folder of the .zip archive, or the content key of the image.
`url`	string	Required. URL address of the image. Valid URL bases are `http://` or `https://` .

Here's an example of the `JSON` structure for importing several images in an array. Salesforce CMS assigns a content key to new content after import.

```
{
    "content": [{
            "type": "cms_image",
            "urlName": "lampplus",
            "body": {
                "title": "Uttermost Rovasenda Pale Mint Green Ceramic Table La
mp",
                "altText": "Uttermost Rovasenda Pale Mint Green Ceramic Table
Lamp",
                "thumbUrl": "https://encrypted-tbn0.gstatic.com/images?q=R3RYw
ZIUV6wo_tQ&usq=CA",
                "source": {
```

```
                    "url": "https://encrypted-tbn0.gstatic.com/images?q=R3RYwZ
IUV6wo_tQ&usq=CA}"
                }
            }
        },
        {
            "type": "cms_image",
            "urlName": "lampplus",
            "body": {
                "title": "Modern Table Lamps Set of 2 with USB Gold Metal for
Living Room Bedroom Bedside",
                "altText": "Modern Table Lamps Set of 2 with USB Gold Metal fo
r Living Room Bedroom Bedside",
                "thumbUrl": "https://myimageurl.com/images/g/wP8AAOSw3S1ct-iC/
s-l640.jpg",
                "source": {
                    "url": "https://myimageurl.com/images/g/wP8AAOSw3S1ct-iC/
s-l640.jpg"
                }
            }
        },
        {
            "type": "cms_image",
            "urlName": "lampplus",
            "body": {
                "title": "Hanging Pendant Lamp with Bluetooth Accessibility",
                "altText": "Hanging Pendant Lamp with Bluetooth Accessibilit
y",
                "source": {
                    "ref": "SummerCampaign/Sale/hangingpendantlamp.png"
                }
            }
        }
    ]
}
```

`news` Body Properties

The `news` type has these body properties.

Field Name	Type	Description
`bannerImage`	bannerImage	Optional. An image node (`IMG`) to display a graphic as a banner

Field Name	Type	Description
		in the news item.
`body`	string	Optional. A rich text node (`RTE`) with text to describe the banner image. Can also include references to the Salesforce managed content ID (MCID) or content key of an image. The graphic for this reference must be imported and available in Salesforce CMS before the news content piece can be imported.
`excerpt`	string	Optional. Used to summarize the news piece. This node is a multi-line text (`MTEXT`).

bannerImage

The `bannerImage` field represents an image node (`IMG`) within the `news` content type.

Field Name	Type	Description
`ref`	string	Optional. Salesforce managed content ID (MCID) or content key of an image. The graphic for this reference must be imported and available in Salesforce CMS before the news content piece can be imported.

Here's an example of the JSON structure for a news item that references an image by using the image's content key.

```
{
"content":[
    {
    "contentKey":"MC4NFMB52LHFFWPNFNKHQJHLFBQM",
    "type":"news",
    "urlName":"content1a",
    "body":{
```

```
        "title":"Content1",
        "body":"<p>This is body with uploaded banner1.<\/p>",
        "bannerImage": {
            "ref":"MCFQ2WJD3O6NGCXOI3DIOF4RJQOI"
            },
        "excerpt":"This is a summary of my news item."
        }
    }]
}
```

Here’s an example of the JSON structure for a news item that references an image in the rich text editor (RTE).

```
{
    "content": [{
        "contentKey": "MC4NFMB52OSDINTHIFEGINBVWTHY",
        "type": "news",
        "urlName": "content2a",
        "body": {
            "title": "Content 2",
            "body": "<p>This is body with an image reference inline.<\/p>
<p><br><\/p> <p><img data-fileid=\"20YRM0000004MyW\" data-cms-filename=\"Sales
forceLogo.png\"><\/img><\/p> <iframe frameborder=\"0\" scrolling=\"auto\" allo
wfullscreen=\"true\" src=\"https:\/\/www.youtube.com\/embed\/X1XM4PwKVn0?showi
nfo=0\" width=\"560px\" height=\"315px\"><\/iframe> <p><br><\/p>",
            "excerpt": "This is a summary of my news item."
        }
    }]
}
```

Here’s an example of the JSON structure for a news item that references an image by using the content key in the rich text editor (RTE).

{

"content": [{

"contentKey": "MC8HYNJ89QAZXSWEDCVFRTGBNHYU",

"type": "news",

"urlName": "content3a",

"body": {

"title": "Content 3",

"body": "<img src=’ ‘ data-contentKey=’ ‘MCFQ2WJD3O6NGCXOI3DIOF4RJQOI’>",

"excerpt": "This excerpt is a summary of my news item."

}

}]

}

Custom Content Body Properties

Your content needs a name, but the rest of the content type properties are up to you. You can set any nodes depending on the type of content that you want to import. Here are some example properties.

Note For custom content type, all optional fields can be defined as required.

Example Field Name	Type	Description
`dateNode`	string	Optional. Date node (`DATE`). Valid format is yyyy-MM-dd.
`dateTimeNode`	dateTimeNode	Optional. Datetime node (`DATETIME`). Defines the body of the date, time, and time zone of the content.
`nameNode`	string	Required. The name field node (`NAMEFIELD`) is a free text field.
`urlNode`	string	Optional. URL address of the content.

dateTimeNode

The `dateTimeNode` field represents a managed content date and time node (`DateTime`) within the custom content type.

Field Name	Type	Description
`dateTimeValue`	string	Optional. Valid format is yyyy-MM-dd'T'HH:mm:ss.SSS'Z' (UTC datetime in ISO 8601 format). Valid format for the date is YYYY-MM-DD. Valid format for the time is 24-hour style.
`timeZone`	string	Optional. Valid format is

Field Name	Type	Description
		Country/City.

Here's an example of the JSON structure for importing a custom content item. Salesforce CMS assigns a content key after import.

```
{
    "content": [{
        "type": "customContentType",
        "body": {
            "nameNode": "CustomContentImportTest",
            "urlNode": "http://www.exampletube.com/myVideo",
            "dateNode": "1994-07-01",
            "dateTimeNode": {
                "dateTimeValue": "2008-09-15T15:53:00.000Z",
                "timeZone": "America/Los_Angeles"
            }
        }
    }]
}
```

Note Sometimes, the JSON file might start with a hidden character called a byte order mark. This character is not visible in all text editors and it can cause the import to fail with a file read error. To fix this, save the file using a text editor that lets you choose the encoding UTF-8.

See Also

JSON File Format for Content in an Enhanced CMS Workspace
Import Content into Salesforce CMS

JSON File Format for Content in an Enhanced CMS Workspace

Understand the content details from an export, then define your content details in JSON format for import. The export and import process works differently in enhanced CMS workspaces than it does in CMS workspaces. In enhanced CMS workspaces, each content item must have its own content.json file. Optionally, to specify the content key and folder placement of each content item, include a _meta.json file for each content.json.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

Content Properties for content.json

The format of the `content.json` file depends on the content type–news, image, document, audio, video, or custom content. Each one has different properties. Enhanced CMS workspaces consider image, document, audio, and video content types as media, and those content types have similar content body properties.

All `content.json` files have these fields. You can omit optional fields from the JSON.

Field Name	Type	Description
`contentBody`	`contentBody`	Required. The content body includes properties that define the body of the content record. Body properties differ by content type. • Media content types (sfdc_cms__image, sfdc_cms__document, sfdc_cms__audio, and sfdc_cms__video) • sfdc_cms__news body • custom content body
`contentKey`	string	A unique identifier generated by Salesforce CMS. This field isn't required for import, but if it's omitted or left empty, a new content key is assigned to the content after import. If you include a content key that already exists in CMS, the imported content replaces the existing content in your workspace. Content exported from Salesforce CMS includes this identifier.
`title`	string	Required. The title of the content record. This node is a name field (`NAMEFIELD`).

Field Name	Type	Description
`type`	string	Required. The content type: • `sfdc_cms__image` for images • `sfcd_cms__document` for documents • `sfcd_cms__news` for news • `sfdc_cms__audio` for audio • `sfdc_cms__video` for video • For custom content types, any value as defined by the user. For example, `blog`.

Media Content Body Properties

The `sfdc_cms__image`, `sfdc_cms__document`, `sfdc_cms__audio`, and `sfdc_cms__video` types have these content body (`contentBody`) properties.

Field Name	Type	Description
`sfdc_cms:media`	source	Required. A managed content media source node (`MediaSource`). Defines the properties of the source.
`url`	string	Optional. URL address of the image, document, audio, or video.

The `source` field represents a managed content media source node (`MediaSource`) within the `sfdc_cms__image`, `sfdc_cms__document`, `sfdc_cms__audio`, and `sfdc_cms__video` content types. A source field is required.

Field Name	Type	Description
`mimeType`	string	Optional. MIME type of the media source.
`ref`	string	Optional. Content key (`contentKey`) of the referenced content.

Field Name	Type	Description
`type`	string	Required. Either file or the URL address of the image or document file. Valid URL bases are `http://` or `https://`.

Here's an example of the `JSON` structure for importing an image content record. Salesforce CMS assigns a content key to new content after import.

```
{
  "type" : "sfdc_cms__image",
  "title" : "Trailhead",
  "contentBody" : {
    "sfdc_cms:media" : {
      "source" : {
        "type" : "file",
        "mimeType" : "image/png"
      }
    }
  }
}
```

Here's an example of the `JSON` structure for importing a document content record. Salesforce CMS assigns a content key to new content after import.

```
{
  "type" : "sfdc_cms__document",
  "title" : "Unveiling the Mysteries of Stars_ Exploring the Heart of the Cosm
opolitans",
  "contentBody" : {
    "sfdc_cms:media" : {
      "source" : {
        "mimeType" : "application/pdf",
        "ref" : "0sNX200000007r7MAA",
        "type" : "file",
      },
      "url" : ""
    }
  }
}
```

`sfdc_cms__news` Content Body Properties

The `sfdc_cms__news` type has these content body (`contentBody`) properties.

Field Name	Type	Description
`bannerImage`	bannerImage	Optional. A managed content node (`IMG`) to display a graphic as a banner in the news item.
`body`	string	Required. A rich text node (`RTE`).
`excerpt`	string	Optional. Used to summarize the news piece. This node is a multi-line text (`MTEXT`).

The `bannerImage` field represents an image node (`IMG`) within the `sfdc_cms__news` content type.

Field Name	Type	Description
`altText`	string	Optional. Accessibility text to describe the content.
`ref`	string	Optional. Content key (`contentKey`) of an image. You must import the graphic for this reference in the enhanced CMS workspace before you import the news content record.
`type`	string	The type of reference. For images, the value is `imageReference` .
`url`	string	The path to the source graphic.

Here's an example of the `JSON` structure for a news item that references an image by using the image's content key.

```
{
  "type" : "sfdc_cms__news",
  "title" : "Astronomers Unveil New Stellar Marvel: The Lumina Nova",
  "contentBody" : {
    "bannerImage" : {
      "altText" : "Blue sky with many stars.",
```

```
            "source" : {
        "ref" : {
          "contentKey" : "MCDB6GUACSNNGTZAEAI5PGSHA7UY"
        },
        "type" : "imageReference"
      },
      "url" : "/cms/media/MCDB6GUACSNNGTZAEAI5PGSHA7UY"
    },
    "body" : "<div><em>By Xena Bobina, Contributing Writer</em></div><div><br
/></div><div>In a groundbreaking discovery that promises to reshape our unders
tanding of the cosmos, astronomers have announced the identification of a prev
iously unknown star, dubbed Lumina Nova.</div><div>Located in the distant reac
hes of the Milky Way galaxy, Lumina Nova shines with a brilliance unmatched by
any other stellar object in its vicinity. Its luminosity far surpasses that of
our own Sun, captivating scientists with its dazzling display.</div><div>Dr. J
onathan Reyes, lead astronomer on the research team, described the moment of d
iscovery as nothing short of extraordinary. ,
    "excerpt" : "It's a thrilling opportunity to deepen our understanding of t
he universe."
  }
}
```

Custom Content Body Properties

Your content needs a name, but the rest of the content type properties are up to you. You can set any nodes depending on the type of content that you want to import. Here are some example properties.

Note For custom content type, all optional fields can be defined as required.

Example Field Name	Type	Description
`dateNode`	string	Optional. Date node (`DATE`). Valid format is yyyy-MM-dd.
`dateTimeNode`	dateTimeNode	Optional. Datetime node (`DATETIME`). Defines the body of the date, time, and time zone of the content.
`nameNode`	string	Required. The name field node (`NAMEFIELD`) is a free text field.
`urlNode`	string	Optional. URL address of the content.

The `dateTimeNode` field represents a managed content date and time node (`DateTime`) within the custom content type.

Field Name	Type	Description
`dateTimeValue`	string	Optional. Valid format is yyyy-MM-dd'T'HH:mm:ss.SSS'Z' (UTC datetime in ISO 8601 format). Valid format for the date is YYYY-MM-DD. Valid format for the time is 24-hour style.
`timeZone`	string	Optional. Valid format is Country/City.

Here's an example of the JSON structure for importing a custom content item. Salesforce CMS assigns a content key after import.

```
{
    "content": [{
        "type": "customContentType",
        "body": {
            "nameNode": "CustomContentImportTest",
            "urlNode": "http://www.exampletube.com/myVideo",
            "dateNode": "1994-07-01",
            "dateTimeNode": {
                "dateTimeValue": "2008-09-15T15:53:00.000Z",
                "timeZone": "America/Los_Angeles"
            }
        }
    }]
}
```

Content Properties for _meta.json

The `_meta.json` file is optional, depending on whether the content is existing or new. If the `_meta.json` file isn't included in the .zip archive for import, the content defined in the `content.json` file is assigned a new content key and put in the workspace root folder.

Field Name	Type	Description
`contentKey`	string	Optional. The content key of the content item.
`path`	string	Optional. This field isn't required

Field Name	Type	Description
		for import, but if it's omitted or left empty, the content imports to the root level of the workspace. When importing content in folders, use this field to specify the location of a content item within folders.
`taxonomyTerms`	array	Optional. This field contains developer names of the taxonomy terms applied as tags to the content item. To import content with taxonomy terms, make sure that your org has a content taxonomy that includes the terms and that you have the View Content Taxonomy permission enabled.

Here's an example of the JSON structure for importing a content item with taxonomy tags and specifying which enhanced CMS workspace folder that you want the content to import into.

```
{
  "contentKey" : "MCLYY5A5UXOBH6RHTICCNTAKEXR4",
  "path" : "",
  "taxonomyTerms" : ["Term 1", "Term 2"]
}
```

Note Sometimes, the JSON file might start with a hidden character called a byte order mark. This character is not visible in all text editors and it can cause the import to fail with a file read error. To fix this, save the file using a text editor that lets you choose the encoding UTF-8.

See Also

[Export and Import Content with Salesforce CMS]
[Import Content into Salesforce CMS]
[JSON File Format for Content in Salesforce CMS]

Export Content from Salesforce CMS

Export content, such as images, news, documents, or custom content types to .zip archives of JSON files and media files from a CMS workspace or an enhanced CMS workspace. Transfer content from sandbox to production, or one org to another by importing the exported .zip archive.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To export and import content in a CMS workspace:	A CMS workspace contributor role of content admin or content manager
To export and import content with taxonomy tags in an enhanced CMS workspace:	A CMS workspace contributor role of content admin or content manager AND View Content Taxonomy

Export of content works differently in a CMS workspace than it does in an enhanced CMS workspace. When you export content from a CMS workspace, you receive the JSON files for download in an email. In enhanced CMS, you receive the JSON files for download in your email and can download the files and see export status information from the Export & Import Status tab.

In both types of workspaces, make sure your export contains 5,000 items or less.

1. Open the Digital Experiences app from the App Launcher in Lightning Experience.
2. In the workspace, select the content and folders for export.

   Note Folders don't export, only the content inside does.

3. To export content from a CMS workspace, click | **Export Content**.
   a. (Optional) If the images in your export were updated or are different from the version in the CMS workspace you're importing them into. select **Include referenced images**.
4. To export content from an enhanced CMS workspace, click **Manage** | **Export**.
   a. (Optional) select **Include taxonomy tags**.
      If you include tags, make sure that you have the View Content Taxonomy permission enabled.
5. Click **Export**.

   Note The content details for each content item export to individual JSON files in a .zip archive. All image, document, audio, and video content types, also referred to as media content, export to a separate .zip archive, and all other content exports to another. Any taxonomy tags export to the `_meta.json` file in the .zip archive for the tagged content item.

6. Go to the inbox for the email address registered on your Salesforce account, and open the export-confirmation email from Salesforce CMS.
   The email has a success or error message and includes a link to download the .zip archives and an output file or an error file.
7. To view and download the file, click the link in the email. Log in to Salesforce before you download the file.

a. To view export and import status and download event details in an enhanced CMS workspace, visit the Export & Import Status tab. Click | **Export & Import Status**.

Example You export news content from an enhanced CMS workspace. The news content references a banner image and has taxonomy tags. The news content and banner image export to separate .zip archives. The image content appears in a folder named `1-media-content-[jobId].zip`. All other content appears in a folder named `1-content-[jobId].zip`. When you unzip the files, you see folders with the same name as the content keys for the news and image content. The news content folder contains a `content.json` file and a `_meta.json` file, which contains any taxonomy tags included in the export. The image folder contains the same files in addition to a `_media` folder, which contains the media file.

See Also
JSON File Format for Content in an Enhanced CMS Workspace
Manage Export and Import Content and Translation Details
JSON File Format for Content in Salesforce CMS

Import Content into Salesforce CMS

Import images, news, documents, or custom content types into a CMS workspace or an enhanced CMS workspace by uploading a .zip archive of JSON files. Transfer content from an external source or CMS, or mass-import images from an external digital asset manager (DAM), for product enrichment.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To export and import content in a CMS workspace:	A CMS workspace contributor role of content admin or content manager
To export and import content with taxonomy tags in an enhanced CMS workspace:	A CMS workspace contributor role of content admin or content manager AND View Content Taxonomy

Import of content works differently in a CMS workspace than it does in an enhanced CMS workspace.

For a CMS workspace, first prepare your content for import by creating JSON files that describe the content. Then compress the JSON files to a `.zip` archive. In a CMS workspace, you can include multiple content items in a single JSON file for import. When you import .zip archives into a CMS workspace, import the media .zip archive first, then import the corresponding content export .zip archive. When you import content from a CMS workspace, you receive information about the import status in an email.

For an enhanced CMS workspace, prepare your content for import by creating JSON files that describe the content and file paths. Then compress each `content.json` file to a `.zip` archive. Include one content item in each `content.json` file. If your content has taxonomy terms in the `_meta.json` file, make sure that your org has a content taxonomy that includes the terms and that you have the View Content Taxonomy permission enabled.

In an enhanced CMS workspace, you receive information about the import status in an email, and you can see import status information from the Export & Import Status tab.

1. Open the Digital Experiences app from the App Launcher in Lightning Experience.
2. To import content in a CMS workspace, click | **Import Content**.
3. To import content in an enhanced CMS workspace, click **Manage** | **Import**.
4. Select the .zip archive and click **Import**.
5. To publish all content in your import, select **Publish all content after import**.

   Note If the content is already in your CMS workspace or enhanced CMS workspace, it replaces your last published version. The published content is immediately available to use in all channels, updated in your live site, and in all content references. We recommend that you use this feature to publish images that are referenced by other content after import. If you don't select this option, your content imports in the draft status and you can publish content separately through the workspace.

6. After you import the content into the workspace, the system sends a confirmation email to the address registered on your Salesforce account. The email has a success or error message and includes a link to download an output file or an error file. To view and download the file, click the link in the email. Log in to Salesforce before you download the file.
   a. To view export and import status and download event details in an enhanced CMS workspace, visit the Export & Import Status tab. Click | **Export & Import Status**.
7. To view the imported content, refresh the workspace. On the workspace title tab, click | **Refresh Tab**.

   The content appears in the workspace.

See Also

JSON File Format for Content in an Enhanced CMS Workspace
Manage Export and Import Content and Translation Details
JSON File Format for Content in Salesforce CMS

Translate Salesforce CMS Content

To meet the global demands of your business, offer your content in multiple languages. First, set up your CMS workspace with the languages you require. Then manage the content through the translation lifecycle, from draft to publish.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

Add Languages to a CMS Workspace

Offer translated content to your publishing channels by adding languages to CMS workspaces.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To manage languages in a CMS workspace:	A CMS workspace contributor role of content admin

All of the languages supported by your Salesforce org are available to add as translation languages in both a CMS workspace and an enhanced CMS workspace. You select the default language for your workspace when you create a workspace.

You can add translation languages to a workspace but you can't remove them after you save.

The procedure to add languages to a CMS workspace is slightly different from the procedure to add languages to an enhanced CMS workspace.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app (previously named

Salesforce CMS).

2. To add a language to a CMS workspace, take these steps.
   a. Open the CMS workspace and click **Languages**.
   b. Move languages from the Available Languages list to the Selected Languages list, and then save your changes.
3. To add a language to an enhanced CMS workspace, take these steps.
   a. Open the enhanced CMS workspace.
   b. From the workspace settings menu, click , and then select **Languages**.
   c. Move languages from the Additional Language list to the Selected Additional Language list, and then save your changes.

Work with Content in the Translation Lifecycle

When your CMS workspace is set up with multiple languages, you can offer translated content and manage all versions of your content from your CMS workspace. Identify content to be translated, export it for your localization partner, import the translated content, and publish it to the destination.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To export and import content in a CMS workspace:	A CMS workspace contributor role of content admin or content manager
To export and import content with taxonomy tags in an enhanced CMS workspace:	A CMS workspace contributor role of content admin or content manager AND View Content Taxonomy

Your Salesforce org has a limit of 500 content items per license. Versions and translations of content items are counted as one content record. For example, a content item with two versions and three translations is counted as one record against your license.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app (previously named Salesforce CMS).
2. Identify content to export for translation.
   a. In the CMS workspace, open the content.
   b. On the content details page, click **Ready for Translation**.
      The content is locked from changes.
3. To edit content marked as Ready for Translation, click **Edit as Draft**.

A copy of the content is created in Draft status, and the old version is archived. Content is initially created or posted to a CMS workspace in Draft status. You can change the content when it's in Draft status.

4. Export content for translation from the CMS workspace.
   a. In the CMS workspace, click **Export for Translation**.
      All content with a status of Ready for Translation is selected for export and the export process begins. The content is exported into a separate .xlf file for each CMS workspace language. Depending on the amount of content you're exporting, it can take time for the process to finish. You receive a notification email with a link to download a .zip archive of the .xlf files.
   b. Send the downloaded files to your localization service.
      When you get the files back, you're ready to import.

   Important Keep the original content in Ready for Translation status until you import your translation files. You can import translated versions of your content when the original content is in Ready for Translation status only.

5. Import translated content into the CMS workspace.
   a. Take the .xlf file from your localization service and create a .zip archive. Keep the .zip archive locally available.
   b. In the CMS workspace, click **Import Translated Content**.
   c. Use the file selector to navigate to the .zip archive and select your file.
      A confirmation message notifies you when the import is in process. Then you get a confirmation email when the import is complete and the content is added to your workspace.
6. View and manage your translated content.
   a. In the CMS workspace, open your content.
   b. On the content details page, click the Translations tab. From here, view the available translations of the content for each language.
   c. After you've reviewed the translated versions of your content and everything is ready, click **Publish**.
   d. If you have an update for a published content item, click **Edit as Draft** to create a draft. To remove the content from your destinations, click **Unpublish**.
      In both cases, the original content version and all translations are archived.

Work with Enhanced CMS Content in the Translation Lifecycle

When your enhanced CMS workspace is set up with multiple languages, you can offer translated content and manage all versions of your content from your enhanced CMS workspace. Identify content to be translated, export it for your localization partner, import the translated content, and publish it to CMS channels.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To export and import content in a CMS workspace:	A CMS workspace contributor role of content admin or content manager
To export and import content with taxonomy tags in an enhanced CMS workspace:	A CMS workspace contributor role of content admin or content manager AND View Content Taxonomy

Managed content and variants of managed content items are counted as one content record. For example, a managed content item with three translations is counted as one record against your license.

The translation lifecycle for content in a CMS workspace is different from the lifecycle for content in an enhanced CMS workspace. When you import translated content to an enhanced CMS workspace, language variants are created for each translation language.

For example, a managed content item is of content type News and a default language of English. When you translate the News content into other languages such as Spanish, Japanese, and French, a managed content variant for each language is created.

Note You can't export and import translations across different orgs. To add translations to the target org, you can export the content from the target org, translate it, and then import the translated content back into the target org. Or, you can translate the content in the source org, export the content with the translation, and then import the content with the translation into the target org.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app (previously named Salesforce CMS).
2. Identify content to export for translation.
   a. In an enhanced CMS workspace, select one or more content items.
3. Export content for translation from the enhanced CMS workspace.
   a. In an enhanced CMS workspace, click **Manage | Export**.
   b. Select languages from the Available Languages column and use the arrows to add or remove them from the Languages to Export column. Click **Export**.
   The selected content is exported to a separate .xlf file for each enhanced CMS workspace language. Depending on the amount of content that you export, the process can take time to finish. You receive a notification email with a link to download a .zip archive of the .xlf files.
   c. Send the downloaded files to your localization service.
4. Import translated content to an enhanced CMS workspace.
   a. Take the .xlf file from your localization service and create a .zip archive. Keep the .zip archive locally available.
   b. In the enhanced CMS workspace, click **Manage | Import**.
   c. Use the file selector to navigate to the .zip archive and select your file.
   A confirmation message notifies you when the import is in process. After the import is complete

and the content variants are added to your workspace in Draft status, you receive a confirmation email.

5. View and manage your translated content in an enhanced CMS workspace.
   a. In an enhanced CMS workspace, locate your managed content.
   b. To view translated content variants, click the content title. From Content Variant Details, select the translated variant from the Languages dropdown menu.
   c. After you review the content variants and everything is ready, publish the managed content.
      The managed content and the content variants publish at the same time. If you publish a content variant, the managed content in the workspace's default language publishes too, but other variants remain in their current status.
   d. To unpublish the content variants, unpublish the managed content. The content variants return to Draft status.
   e. To delete a content variant, delete the managed content.

Manage Export and Import Content and Translation Details

Export and import statuses are visible to multiple users of your enhanced CMS workspace from the Export & Import Status tab.

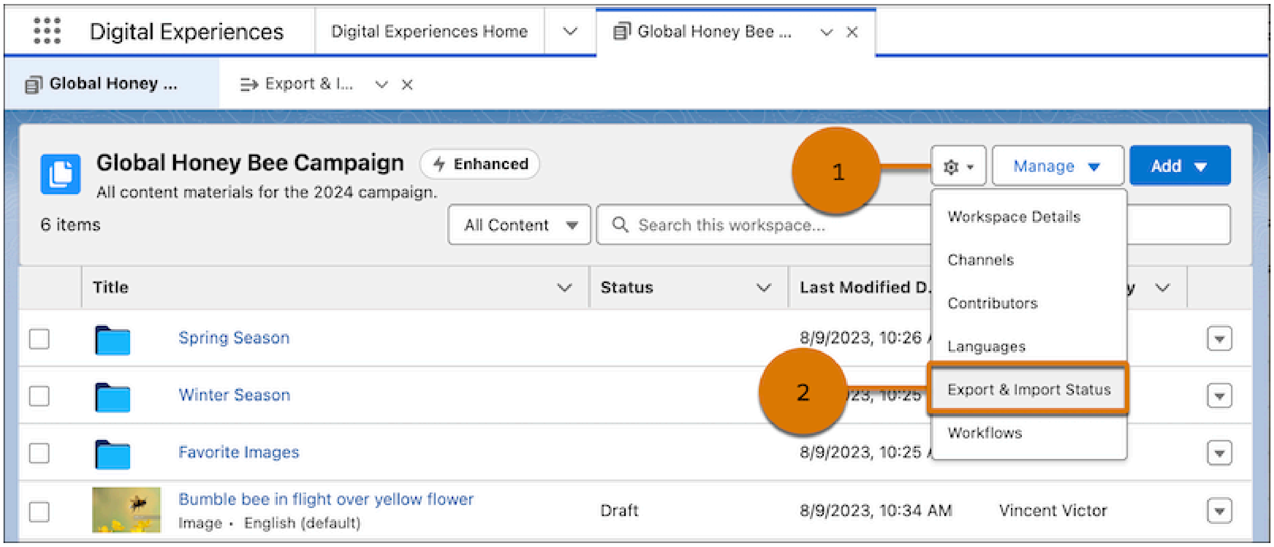
REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

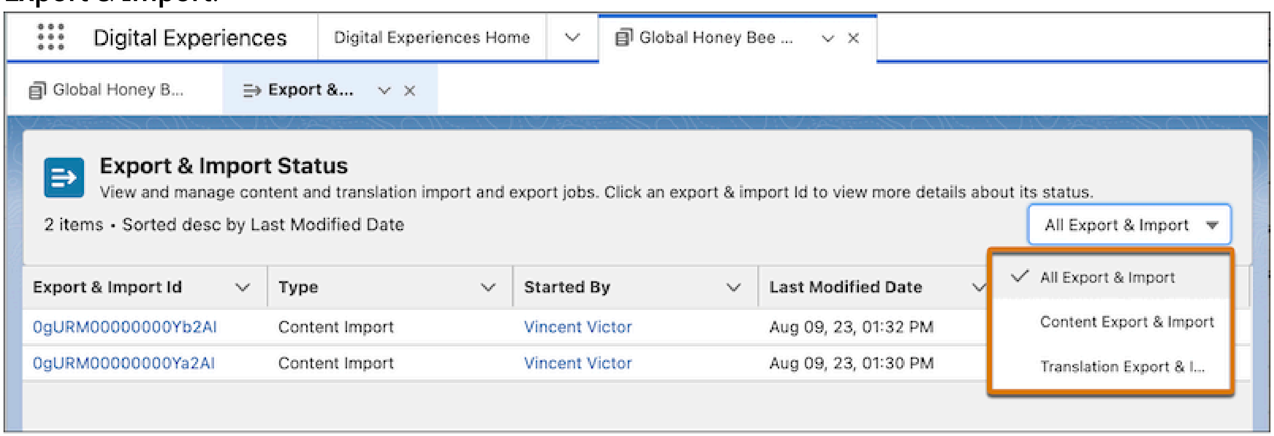
USER PERMISSIONS NEEDED	
To export and import content in a CMS workspace:	A CMS workspace contributor role of content admin or content manager
To export and import content with taxonomy tags in an enhanced CMS workspace:	A CMS workspace contributor role of content admin or content manager AND View Content Taxonomy

Multiple content admins and content managers can see who initiated an export and import, and when. They can also download files for exported content, details about export and import status, and success and error output. The status tab captures content and translation export and import statuses. In non-enhanced CMS workspaces, single users receive error, success, and detail logs through a link in an email.

1. From the enhanced CMS workspace settings menu, click (1), and then click **Export & Import Status** (2).



2. To sort the Export & Import status information by type, from the dropdown, select **Content Export & Import** or **Translation Export & Import**. To see all Export & Import statuses at one time, select **All Export & Import**.



3. To access the detailed files, click an Export & Import ID and download the available files.

Salesforce CMS Content Key

The Salesforce CMS content key is a unique identifier that sticks with your content through version updates and across Salesforce orgs, sites, and components. You can use the content key to copy content between orgs, such as from sandbox to production, using the Salesforce CMS export and import feature.

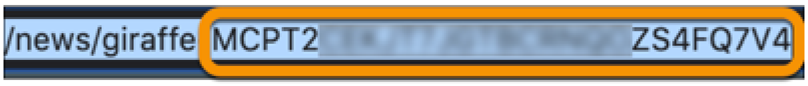
REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

Content keys help you track your content and maintain consistency. When you add a new content item to a Salesforce CMS workspace, it's automatically assigned a content key. The content key value can't be customized.

Content keys are 28 characters long and begin with the prefix MC, which stands for Managed Content. The content key can be found:

- In the output file from the success email you receive after content is imported or exported. The content key is listed in the ref attribute.
- On the content details page in a CMS workspace.
- On the content variant details page in an enhanced CMS workspace.
- In the Managed Content Delivery API response.
- On the content detail page URL in an Experience Builder site. In the browser address bar locate the `/{content type name}/{content slug}-MC` portion of the URL.



Content Key Considerations

When using the content key, there are few things to keep in mind.

- For custom components, use the `lightning:navigation` component to navigate to a given `pageReference` or to generate a URL from a `pageReference` using the `standard__managedContentPage` type. See *Lightning Aura Components Developer Guide:* pageReference Types.
- In Experience Builder site channels, we recommend that you change the existing Navigation Menu item on the CMS detail page to use the Content Key based URL. This action ensures that navigation to your content still works if your site is moved to another org. In your Salesforce CMS workspace, copy the URL on the content details page. Then, in Experience Builder, go to **Settings | Navigation**. Click the navigation menu name and then menu item. In the URL field, replace the URL with the one you copied from the CMS detail page. Then click **Save Menu**.

For more information about how to import CMS content, see Import Content into Salesforce CMS.

View CMS Content Details in Enhanced CMS Workspaces

The content detail page in enhanced CMS workspaces gives a summary of a content item. If the content item has variants, you can switch between them from the left navigation menu. In the center column, see a quick view of the content. View content details, version history, and see where the content is published or referenced. Edit, publish, or unpublish, and run content workflows for your content.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

Usage

Click Usage Info to see a list of places where the content is published or referenced. View each site, flow, collection, or other record along with key details like variant name, language, and when it was published. Usage is listed for each published variant of a content item.

Workflows

Create custom workflows directly from the Workflows card on the content detail page. Streamline your content review and approval processes, translation requests, and more. Set up content roles to predefine access and easily reuse your workflows.

More information about CMS workflows

More information about CMS contributors and roles

Details

The Details card shows you key details about your content item. See when and by whom it was created and modified, publication status, and content slug.

Note Note: A content slug is a name that is added to your site's URL to help identify the page. The slug is initially based on your content's title, but doesn't always match it. You can edit the content slug, as long as it's a unique name to the workspace, without spaces.

Versions

Version History shows all versions of a content item, its status, and the date and time it was last modified. With this point-in-time snapshot of your content, you can compare versions and see the date and time they were published.

Your most recent content version is marked Current. In the Version History card, your content can have a status of Draft, Published, or Revised.

- Draft: Content that hasn't been published, or published content that has been unpublished
- Published: Content that's published and live on your site or other channels
- Revised: Published versions with new edits that haven't been republished

Use the restore arrow to open a previously published version as a new draft. Save the draft or publish it as a new content version. If you close the draft without saving it, your content version history remains unchanged. Restoring a previous version as a new draft overwrites a current version in Draft status.

Note In instances where one content item is referenced in another content item, the container item displays the most recent version, even in a previously published version of the container item. For example, say you create a content collection in October that references an image of a yellow hat. In December, the collection is updated with an image of a red hat. If you open the collection version from October, it displays a red hat. To avoid confusion, update the collection with an entirely new image file, rather than updating the picture within the image file. In other words, replace "yellow-hat.img" with a new image file called red-hat.img", rather than updating a "hat" file with a new picture.

View Content Version History in Salesforce CMS

On the content detail page, the Version History list shows all versions of a content item, its status, and the date and time it was last modified.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

Version history gives you a point-in-time snapshot of your content, so you can compare versions and see the date and time they were published. Version History works a bit differently between a CMS workspace and an enhanced CMS workspace.

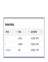
Content Version History in a CMS Workspace

The version currently open in your content preview window is labeled Viewing. Your content can have a status of Draft, Staged, Published, or Archived.

- Draft: Content that hasn't been published or scheduled for publication
- Staged: Content that's scheduled to publish or unpublish
- Published: Content that's published and available for use in your live sites
- Archived: Previously published versions of content that has been unpublished and is no longer available on your sites

One draft or published version exists at a time, but you can have many archived versions. To view an iteration of the content, click the version number. Depending on its status, you can review, copy, edit, publish, or unpublish the content.

To update your view of the versions, select **Refresh Tab** in the tab menu.



See Also

Salesforce CMS Content Key
Page Layouts

Salesforce CMS

Your CMS workspace grows and changes with time, which makes role-based workflows useful and sometimes necessary. Workflows allow content creators to request an approval, translation, or anything else you can dream up, directly from a content item and send that request directly to the relevant user. The workflow captures a full audit trail of each assigned or completed step. With workflows, you always know where you are in the process and who's responsible for the next step.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

Workflows are built on Flow Orchestrations and appear in your enhanced CMS workspaces. Content authors are often responsible for creating and editing content items, but frequently require managerial review and approval before the content can be published. Workflows appear as a component on your CMS content items and allow content authors to automate workflows. If users want to create unique workflows or edit existing ones, the flows are managed and created in Flow Builder.

Enable CMS Workflows
With workflows you can attach your approvals and other business processes directly to CMS content items. Access workflows from your content items and variants, and create a full audit trail that you can refer to later. Workflows and Approvals are automatically turned on in all CMS enhanced workspaces.

Building Blocks of a CMS Workflow
CMS workflows are built on Flow Orchestrations that use common flow and orchestration elements in addition to process and step types that are unique to CMS.

Use Workflows in CMS
Workflows are built on Flow Orchestration and with them you can create processes that are attached to CMS content items. From a content item, launch a ready to use flow such as an approval, a translation, or another process that you can create from scratch. Modify workflows in Flow Builder and create multiple, selectable workflows for various use cases.

Anatomy of the Basic Approval Request Workflow
Workflows and approvals are built using Flow Orchestration technology. Salesforce Flow Orchestration was created so you can quickly create sophisticated, multi-user, multi-step automated business processes without code. Enhanced CMS workspaces include a pre-existing approval workflow that you can use to get started.

Enable CMS Workflows

With workflows you can attach your approvals and other business processes directly to CMS content items. Access workflows from your content items and variants, and create a full audit trail that you can refer to later. Workflows and Approvals are automatically turned on in all CMS enhanced workspaces.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create a workflow:	Manage Flows
To execute a flow:	Run Flows

To turn Workflows and Approvals on or off:

1. Open the Digital Experiences app (previously named Salesforce CMS) from the App Launcher in Lightning Experience.
2. From the Digital Experiences Home tab, select an enhanced workspace.
3. Click and select **Workflows**.
4. On the Manage Workflow Status window, turn on Workflows and Approvals.
5. Find the individual flow that you want to enable and select the associated checkbox. The Basic Approval Request workflow is automatically turned on and assigned to all available content types.
6. For each workflow, select the content types where you want the workflow to appear and move them from the Available column to the Selected column.
7. Save your work.

Use workflows from the content detail pages of CMS content items. Create, edit, and access workflows from Flow Builder. The Basic Approval Workflow is prebuilt and available to use without configuration.

Building Blocks of a CMS Workflow

CMS workflows are built on Flow Orchestrations that use common flow and orchestration elements in addition to process and step types that are unique to CMS.

REQUIRED EDITIONS

Available in: Lightning Experience

Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

CMS-Specific Orchestration Elements

Stages, steps, and flows are the building blocks of any orchestration, but CMS workflows contain special, CMS-specific items.

- Flow Orchestration for CMS: a custom process type that includes all the CMS-specific step types and makes them available in the Workflows component. For a workflow to appear in your CMS workspace and to use the CMS step types, you must use the Flow Orchestration for CMS process type.
- CMS Role-Based Interactive: an interactive step type similar to standard interactive steps, but specialized to include CMS roles.
- CMS Modification Status: a background step that locks or unlocks content edits for CMS content items. When unlocked, content can be edited.
- CMS Publication Readiness: a background step that sets a publication readiness flag for CMS content items. When the flag is set to ready, the content is publishable.
- CMS Publish Variant: a background step that automatically publishes a content variant.
- CMS Unpublish Variant: a background step that automatically unpublishes a published content variant.

Common Orchestration Elements

Using CMS-specific building blocks is necessary for your workflows, but you can enhance them using common building blocks made for any flow.

- Invocable actions
- Screen flows
- Standard steps

See Also

Flow Orchestration

Building Blocks of Orchestrations

Use Workflows in CMS

Workflows are built on Flow Orchestration and with them you can create processes that are attached to CMS content items. From a content item, launch a ready to use flow such as an approval, a translation, or another process that you can create from scratch. Modify workflows in Flow Builder and create multiple, selectable workflows for various use cases.

REQUIRED EDITIONS

Available in: Lightning Experience

Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create a workflow:	Manage Flows
To execute a flow:	Run Flows

Note When you turn on Workflows, the Basic Approval Request workflow is automatically available in your workspace. The feature includes flows that are ready to use.

To launch a workflow:

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app (previously named Salesforce CMS).
2. Open an enhanced CMS workspace and select a content item. Workflows appear on the content details page.
3. From the dropdown list, select a workflow and click **Start**.

Note You can't cancel a running workflow from your CMS workspace.

The example workflow uses the Content Author and Content Manager roles to automatically assign workflow steps to the users assigned to those roles. To learn more about roles in Salesforce CMS, see Role-Based Access in Salesforce CMS.

See Also
Anatomy of the Basic Approval Request Workflow
Building Blocks of a CMS Workflow

Anatomy of the Basic Approval Request Workflow

Workflows and approvals are built using Flow Orchestration technology. Salesforce Flow Orchestration was created so you can quickly create sophisticated, multi-user, multi-step automated business processes without code. Enhanced CMS workspaces include a pre-existing approval workflow that you can use to get started.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

The workflow uses CMS Role-Based Interactive, CMS Modification Status, and CMS Publication Readiness steps. CMS Modification Status and CMS Publication Readiness are background steps that lock or unlock content edits and set a publication readiness flag, respectively. CMS Role-Based Interactive steps are similar to standard interactive steps, except that they're specialized to include CMS roles. You can learn more about standard step types at Flow Orchestration Resource: Step.

Initiate Content Review Request

The first stage sets the workflow in motion. It begins when a user requests an approval from the content detail page of a CMS content item. It consists of three steps: Prevent Content Publication, Allow Content Edits, and Submit Review Request.

- Prevent Content Publication: A background step that prevents the associated content from being published for the duration of the workflow.
- Allow Content Edits: A background step that allows content edits during the current step.
- Submit Review Request: An interactive step that surfaces the CMS: Submit Content for Review screen flow. The screen flow presents a feedback field where content authors can provide context for the review. When they submit, the review request is sent to the reviewer group.

Review Content

The Review Content stage has three steps: Prevent Content Modifications, Approve or Request Revision, and Withdraw Review Request. The last two steps include variable fields where you can specify the targeted groups or users to receive review requests or allow to withdraw reviews. You can't publish during the Review Content stage.

- Prevent Content Modifications: A background step that prevents the associated content from being edited until edits are allowed in a later step.
- Approve or Request Revision: An interactive step that shows the CMS: Review Content screen flow and directs the request to the Content Manager role for review. The screen includes a review request that's sent to your content reviewers. From the screen flow, the assigned reviewer can review the content, provide feedback, and either approve the content or request a revision. If they approve the content, the workflow moves to the Content Ready for Publication stage. If they request a revision, the workflow moves to the Revise Content stage.
- Withdraw Review Request: An interactive step using the CMS: Withdraw Review Request screen flow. It allows the submitter to withdraw their review from consideration and submit the review again later. If a review is withdrawn, the content is sent to the Revise Content stage.

Revise Content

Revise Content is an optional step that runs only if the content author withdraws the review or the reviewer finds an issue and wants the content author to fix it. The two steps are: Allow Content Modification and Revise and Resubmit Content.

- Allow Content Modification: A background step that uses the same step type from the earlier Allow Content Edits step in the first stage. When the reviewer requests a revision, the content is made editable so the requester can go back and make the requested changes.
- Revise and Resubmit Content: An interactive step that shows the CMS: Submit Content for Review

screen flow and directs the revision request to the Content Author role. Optionally, provide feedback to include with the revision request.

Ready Content for Publication

The Ready Content for Publication stage occurs when the review is approved, regardless of the number of revisions it's been through. It consists of two steps: Approved Content and Allow Content Publication.

- Approved Content: An interactive step that surfaces the CMS: Notify Content Author screen flow and notifies the Content Author role that the review is complete. Any feedback attached to the notification is also included.
- Allow Content Publication: A background step allows publication. Upon completion, the workflow is done and returns to the Initiate Content Review Request screen where a new workflow can be started.

Included Flows

Flow Label	Description
Basic Approval Request	Lets a content author submit a content variant for content manager review and allows for content variant revisions before the content manager approves for publication.
CMS: Check Whether Any Step is Completed	Determines whether either of two specified steps in a stage have been completed.
CMS: Withdraw Review Request	Lets a content author withdraw a review request in order to edit the underlying content variant.
CMS: Review Content	Lets a content manager conditionally view a content author's feedback, provide revision comments, and approve or request revisions of a content variant.
CMS: Submit Content for Review	Lets a content author conditionally view a reviewer's feedback, provide revision comments, and submit a content variant for review.
CMS: Notify Content Author	Notifies the content author that their content variant is approved, and allows the content author to conditionally view the final feedback for the content variant.

See Also

Building Blocks of a CMS Workflow

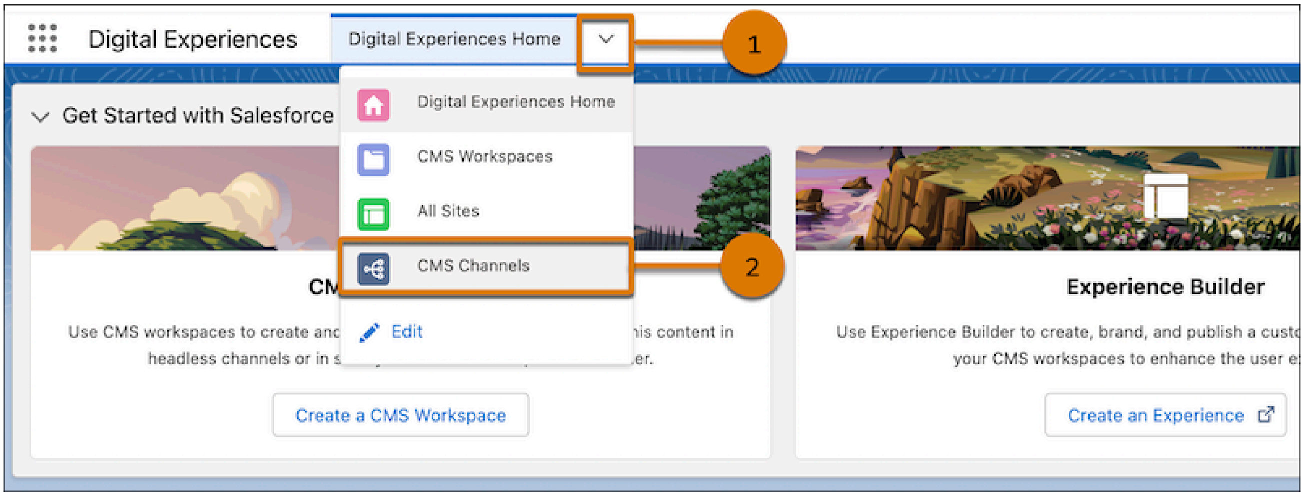
Salesforce CMS

CMS channels deliver published content from your CMS workspaces to an audience. Create a CMS channel, and then associate that channel with a CMS workspace. Channels can correspond to publishing endpoints such as a website or email message. Or create custom endpoint integration with third-party sites by using Salesforce headless APIs.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

In the Digital Experiences app, you create channels and add those channels to CMS workspaces. Salesforce supports unlimited Experience Cloud site channels and up to 300 other channels. To view all CMS Channels on the CMS Channels tab, click the down arrow on the tab menu (1), and select **CMS Channels** (2).



Decide on a Connection Type

All CMS channels have a connection type. The connection type determines which audience can access the CMS content delivered in the channel. When you create a CMS channel in the Digital Experiences app choose from public, restricted, or the B2C Commerce Page Designer connection types. When you create a CMS channel outside of the app, the connection types can be Experience Cloud sites, Account

Engagement emails (which are public connections), or external channels.

To publish content intended for a public audience or to connect content to custom applications, create a public connection type. Public connections are ideal for marketing emails, websites, and custom apps. Only public channels can have an assigned domain.

Public channel content can be served with high-performance delivery when you use a content delivery network (CDN), which you can configure in Salesforce Setup. You can assign a CDN to a public channel from within the Digital Experiences app. An easy way to get started is to use Salesforce's CDN for Digital Experiences and a default domain hosted by our CDN partner (requires a custom domain). Or use a CDN of your choice to deliver Salesforce CMS content to your Experience Cloud site. Then, edit the channel to configure the domain.

To publish content intended for specific users such as an employee intranet, partner portal, Lightning app, or connected Salesforce app, create a restricted channel. Define a permission set and apply it to the restricted channel for the users that you want to access the content through APIs. You can't serve restricted channel content from a CDN.

Note As of Spring '25, all public and restricted channels are enhanced channels. If you have a public or restricted channel that was non-enhanced before Spring '25, that channel has the Use non-enhanced APIs setting enabled.

Create a Public Channel for Orgs Hosted on Hyperforce

To deliver content with high performance and low latency, orgs hosted on Hyperforce can use the Dedicated Content Delivery setting. This setting is on by default for all new public channels in an enhanced CMS workspace.

To enable Dedicated Content Delivery for existing public channels on Hyperforce, edit the channel settings. When you enable this setting, newly published content is served through Hyperforce. Existing published content is served through Hyperforce when it's next published.

Create a Commerce Cloud Channel

To develop rich, content-driven shopping experiences for your customers by using your Salesforce CMS content and the B2C commerce page designer, create a Commerce Cloud channel.

To establish a trust relationship between Salesforce CMS and your B2C Commerce instance, contact Salesforce Customer Support or your success manager. To use your CMS content in the B2C Commerce Page Designer, your Business Manager admin must configure the connected Commerce Cloud instance in the Business Manager.

Create an Experience Cloud Site Channel

You can create a site connection by adding the site channel to your CMS workspace. First create an

Experience Cloud site, then add the Experience Cloud site channel to a CMS workspace. When you publish content from a CMS workspace to an Aura or LWR Experience Cloud site channel, the content is automatically available to use in Experience Builder. To curate, organize, and publish content from a CMS workspace to Aura and LWR sites use the Digital Experiences app. When you create an Experience Builder site, ensure that it's based on the most up-to-date Lightning template.

You can use Salesforce CMS content in sites created with all Experience Builder templates. To publish content to enhanced LWR sites with the Microsite or Build Your Own (LWR) templates, use an enhanced CMS workspace. Control user access to published content with the site settings.

Publish content to Aura site channels from CMS workspaces or from enhanced CMS workspaces with the Use non-enhanced APIs setting. This setting is enabled by default for Aura site channels and all public or restricted channels that were non-enhanced before Spring '25. Then continue using non-enhanced CMS Managed Content Resources to get these content types from enhanced CMS workspaces. When you enable this setting, Salesforce does the work of connecting these resources for you. If you're already using Enhanced CMS Workspaces Resources, it's not necessary nor recommended to enable this channel setting. When you enable this setting for enhanced channels that use enhanced APIs, there's a small performance impact.

Note Content search in a channel only works with non-enhanced CMS Managed Content Resource APIs.

To share and organize Salesforce CMS content with the B2B Commerce managed package or in other Salesforce Tabs + Visualforce sites, use the API. See the Connect REST API Developer Guide and Apex Reference Guide.

Create an Account Engagement Email Channel

To share Salesforce CMS content with your Account Engagement email design materials, create a public connection type and use Salesforce's CDN for Digital Experiences as the domain for that CMS channel. See the Configure Salesforce CMS for Account Engagement Email help.

Create an External Channel

Deliver your Salesforce CMS content across all the places your customers consume it. Use our headless APIs to connect to external third-party sites. See the Connect REST API Developer Guide and the Apex Reference Guide.

Create and Manage CMS Channels
To deliver content from Salesforce CMS workspaces to your audience, create a CMS channel in the Digital Experience app. Select a channel type, and configure the channel's settings, depending on your use case. Edit channel settings at any time, and when you no longer need the channel, you can delete it from your org.

Configure the Salesforce CDN for Salesforce CMS
Use the Salesforce content delivery network (CDN) to serve Salesforce CMS content on your sites, send

enhanced emails, and serve custom applications. Set a cache duration for CMS content served in Salesforce CDN channels and configure a domain that links content from your public channel to the CDN.

Preview Salesforce CMS Content on Your Site
See how your CMS content looks on your Aura, LWR, or enhanced LWR site on a desktop or mobile device. You can preview image, document, news, or custom content types in any status on site channels connected to the CMS workspace.

Collections in Enhanced CMS Workspaces
A collection is a set of CMS content items. Collections keep content items grouped and ready to use in your channels. You can create collections right from your enhanced CMS workspace.

Enable Search for Content in CMS Channels
Make finding CMS content easier for your users. Configure search within all your channels, including Experience Cloud sites, Commerce Cloud, Marketing Cloud Engagement, Heroku, LEX apps, and more.

See Also
Serve Your Experience Cloud Site with the Salesforce Content Delivery Network (CDN)
The Build Your Own Template (LWR)
LWR Sites for Experience Cloud: Create an LWR Site

Create and Manage CMS Channels

To deliver content from Salesforce CMS workspaces to your audience, create a CMS channel in the Digital Experience app. Select a channel type, and configure the channel's settings, depending on your use case. Edit channel settings at any time, and when you no longer need the channel, you can delete it from your org.

REQUIRED EDITIONS

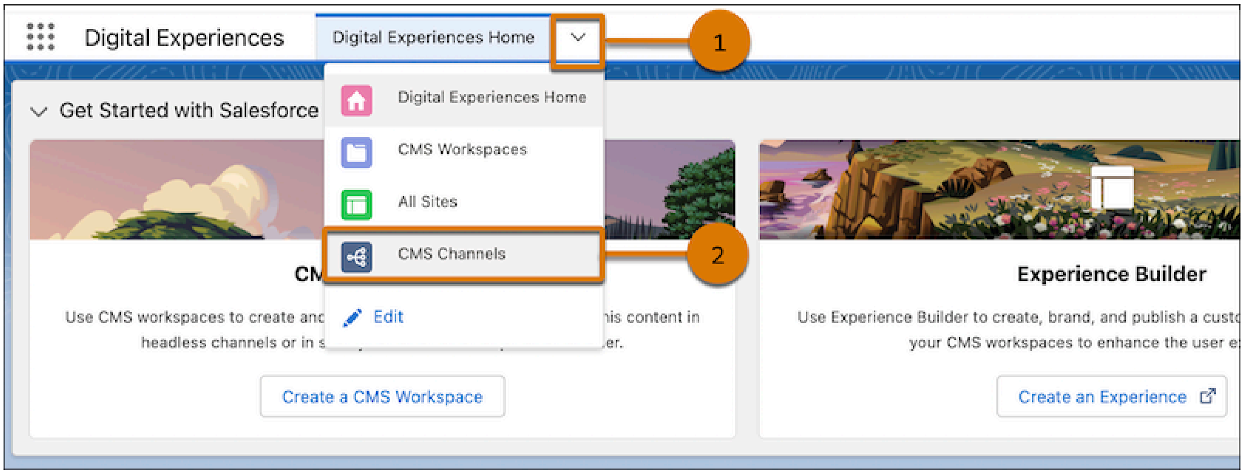
Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create a channel in the Digital Experiences app:	Modify All Data OR Create CMS Workspaces and Channels
To manage channel settings:	A CMS workspace contributor role of content admin

Create a CMS Channel

Create a channel from the CMS Channels tab or from a CMS workspace. Create public or restricted channels, depending on where you want your content to be available. You can also create a channel to use Salesforce CMS content with the Salesforce B2C Commerce Page Designer.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app.
2. To create a channel from a CMS workspace or enhanced CMS workspace, on the Digital Experiences Home tab, find the workspace in the all CMS workspaces list, and click the workspace name.
   a. In a CMS workspace, click **Channels** | **Add Channel** | **New**.
   b. In an enhanced CMS workspace, click | **Channels** | **Manage Channels** | **New**.
3. To create a CMS channel from the CMS Channels tab:
   a. Click (1), and click **CMS Channels** (2).



b. Click **Create Channel**.

4. Choose the type of channel that you want to create.
   - To create a channel with publicly available content, click **Public**.
   - To create a channel with content that's restricted to specific users, click **Restricted**.
   - To use Salesforce CMS Content with the Salesforce B2C Commerce Page Designer, click **B2C Commerce Page Designer**.
5. To create a Public channel:
   a. Enter a name, set the cache duration for images and documents and for other CMS content types, and click **Next**.
   b. Configure domain settings, and click **Next**.
   c. To allow non-enhanced APIs to access published content from enhanced and non-enhanced workspaces, enable the **Use non-enhanced APIs** setting.
   d. If you enable the Use non-enhanced APIs setting, you can choose to enable search. Search works only with non-enhanced APIs.
   e. Click **Done**.
6. To create a Restricted channel:
   a. Enter a name, select a permission set, and click **Next**.
   The selected permission set has read-only access to the content in Salesforce CMS workspaces that it's connected with.
   b. To allow non-enhanced APIs to access published content from enhanced and non-enhanced workspaces, enable the **Use non-enhanced APIs** setting.
   c. If you enable Use non-enhanced APIs, you can choose to enable search. Search works only with non-enhanced APIs.
   d. Click **Done**.
7. To create a B2C Commerce Page Designer channel:
   a. Enter a name, and click **Next**.
   b. Enable search, and click **Done**.

If you haven't already done so, make your Salesforce CMS content available to this new channel by adding the channel to a CMS workspace.

Edit a CMS Channel

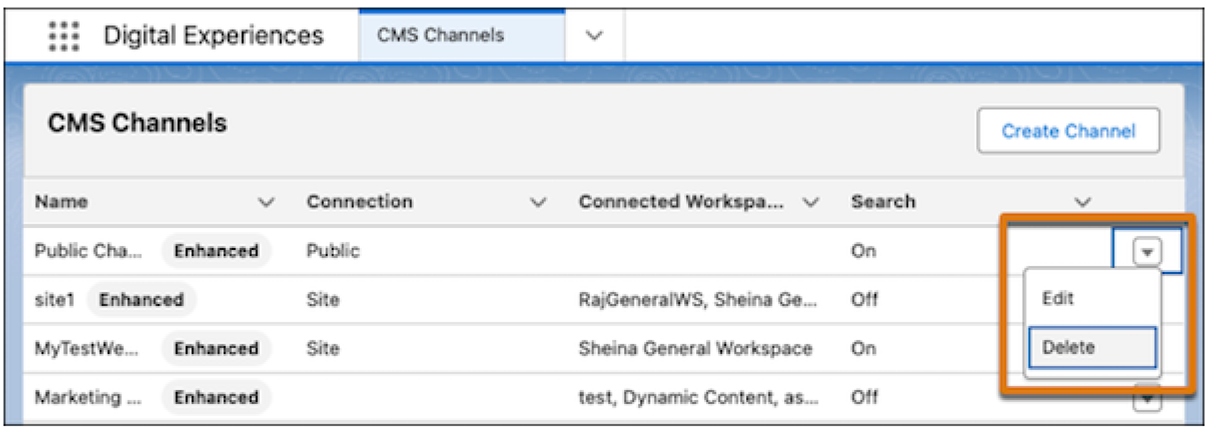
Edit your CMS channel settings, such as cache duration or search settings, anytime after you create the channel. Depending on the channel type, some settings aren't available for edit.

1. From the Digital Experiences app, click , and click **CMS Channels**.
2. Find the channel that you want to edit in the All CMS Channels list, and from the dropdown menu, click **Edit**.
3. Customize the channel settings, and save your changes.

Delete a CMS Channel

Before you delete a channel, you must remove it from all enhanced CMS workspaces. If the channel is connected to a non-enhanced workspace, you can't remove it, and you can't delete it. You can remove LWR and Aura site channels from enhanced CMS workspaces, but you can't delete those channels.

1. From the Digital Experiences app, click , and click **CMS Channels**.
2. Find the channel that you want to delete in the All CMS Channels list, and from the dropdown menu, click **Delete**.



3. Confirm that you want to delete the channel.
   If you must restore the channel, you can do so from your org's Recycle Bin.

See Also

- The Build Your Own Template (LWR)
- *LWR Sites for Experience Cloud:* Create an LWR Site
- Enable Search for Content in CMS Channels
- Page Designer Resources

Configure the Salesforce CDN for Salesforce CMS

Use the Salesforce content delivery network (CDN) to serve Salesforce CMS content on your sites, send enhanced emails, and serve custom applications. Set a cache duration for CMS content served in Salesforce CDN channels and configure a domain that links content from your public channel to the

CDN.

REQUIRED EDITIONS

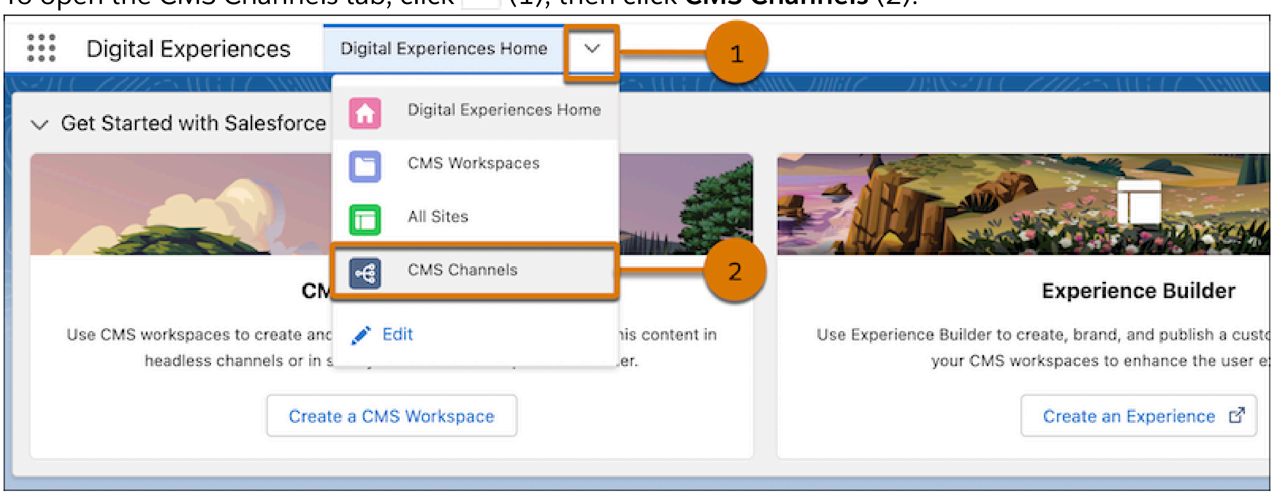
Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create a channel in the Digital Experiences app:	Modify All Data OR Create CMS Workspaces and Channels
To manage channel settings:	A CMS workspace contributor role of content admin

First, follow these steps to Serve Your Experience Cloud Site with the Salesforce Content Delivery Network (CDN). Then create a public CMS channel.

To configure Salesforce CDN and link your domain to a public CMS channel so the Salesforce CDN can serve the content, take these steps.

1. To link your domain to a public CMS channel so the Salesforce CDN can serve the content, in Lightning Experience, from the App Launcher, open the Digital Experiences app (previously named Salesforce CMS).
2. To open the CMS Channels tab, click ▾ (1), then click **CMS Channels** (2).



3. To serve content from a Salesforce CMS workspace, edit a public channel associated with that CMS workspace. Click ▾ , and select **Edit**.
4. To set a cache duration for CMS content served in Salesforce CDN channels, click the General tab. Set the duration for as little as 1 hour and as many as 8,760 hours, which is 1 year.
   - In a public channel or a site channel, use a long cache duration for images and documents that

change infrequently, like your company logo. The default is 720 hours, which is 30 days.
   - In a public channel, for other content types that change frequently and that you want to render soon after you publish, use a short duration. The default is 1 hour.
   - In a site channel, the default cache duration for other content types is 1 hour, and you can't change it.
5. To configure a domain to link content associated with the public channel to the Salesforce CDN, click the Domain tab. Select a domain from the menu and enable or disable it.
   - The default domain for public channels requires My Domain. If you don't have a deployed My Domain, set one up and deploy it to your users.
   - If you have a deployed My Domain, you can start sharing your Salesforce CMS content to a public channel with the default domain. Select the default My Domain URL. The default domain URL format is `https://MyDomainName.cdn.salesforce-experiences.com`.
6. To serve Salesforce CMS content in enhanced emails, use the Salesforce CDN as your channel domain. Create an interactive email design experience with enhanced emails in Account Engagement. Make sure that you use Connected Campaigns and Handlebars Merge Language and enable Account Engagement through a verified Salesforce Connector. Then, select a public channel associated with a CMS workspace to source your images.

Preview Salesforce CMS Content on Your Site

See how your CMS content looks on your Aura, LWR, or enhanced LWR site on a desktop or mobile device. You can preview image, document, news, or custom content types in any status on site channels connected to the CMS workspace.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create a workspace in the Digital Experiences app:	Modify All Data OR Create CMS Workspaces and Channels
To delete an enhanced CMS workspace:	A CMS workspace contributor role of content admin
To manage workspace details, content, contributors, languages, folders, and channels in a CMS workspace:	A CMS workspace contributor role of content admin

USER PERMISSIONS NEEDED	
	AND if adding Experience Cloud site channels, Create and Set Up Experiences
To share or unshare an enhanced CMS workspace:	A CMS workspace contributor role of content admin or content manager

Before you begin, make sure that your site is set up for CMS content. In a CMS workspace, a content admin must add the site as a channel. Then, from the Pages menu in Experience Builder, create a CMS Content page for the content type that you want to preview. For users to preview content, the admin must add them as site contributors.

For users to preview content in an enhanced CMS workspace as a guest user, the site must be enabled for public access.

Previewing content in a CMS workspace is different from previewing content in an enhanced CMS workspace.

Note You can't preview content on Experience Cloud sites made from these templates.

- Salesforce Tabs + Visualforce
- Help Center
- Customer Account Portal

In enhanced CMS workspaces, you can preview content only on enhanced LWR sites.

1. Open the Digital Experiences app from the App Launcher in Lightning Experience.
2. In the workspace, click the content title.
3. On the content details page:
   - In a CMS workspace, choose the content version that you want to preview, and click **Preview** to open a separate preview tab.
   - In an enhanced CMS workspace, click **Preview** to open the preview window.

   Note If your content references an image that has an external URL, add the domain of the hosted image to your trusted URL list in Setup. Otherwise, the preview doesn't appear correctly.
4. To see the content in a different view mode, such as desktop or mobile, select an option in the Preview Device menu.
5. To view the content in a different site that's connected to the workspace, select the site in the Channel menu.
6. In an enhanced CMS workspace, to view the content as a guest user or an authenticated user, select an option in the Preview As menu.

See Also

CMS Channels

Page Properties and Types in Experience Builder
Add Contributors to an Experience Builder Site
Control Public Access to Your Experience Builder Sites
Manage Trusted URLs

Collections in Enhanced CMS Workspaces

A collection is a set of CMS content items. Collections keep content items grouped and ready to use in your channels. You can create collections right from your enhanced CMS workspace.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

Use collections to gather items for repeater displays like grids to use and reuse in any channel in the workspace. Collect a series of news items to scroll across the top of your site, gather product images for a seasonal promotion, or group related documents for your AI recommendation engine.

You can create two types of collections in enhanced CMS workspaces: manual and dynamic. Manual collections provide a curated, static grouping of up to 50 content items. To add new content to the collection, you edit the collection.

Dynamic collections are automatically created based on search results of content in a channel. To create dynamic collections, you define conditions, and then Salesforce searches channels connected to the workspace for content that meets the conditions. The collection results can include up to 250 content items, ordered by relevance. Collection results change as content that meets the defined conditions is added or removed.

Note There are two ways to create collections of CMS content.

- If you're working with an enhanced LWR site, you can create manual or dynamic collections in the enhanced CMS workspace where your CMS content was authored or shared.
- If you're working with an Aura site, create manual or automatic collections from the Content Management area of the Experience Workspace. For more information, see Salesforce CMS Collections for Aura Sites.

Manage a Manual Collection
Create manual collections that provide a curated, static grouping of up to 50 items of a single content type in enhanced CMS workspaces. To add new content to the static collection, edit the collection. You can publish, unpublish, and delete manual collections.

Manage a Dynamic Collection
A dynamic collection continuously updates based on the conditions and available content in your

channels. Tag your enhanced CMS content with taxonomy tags, and then define conditions that automatically add content items to the collection.

Manage a Manual Collection

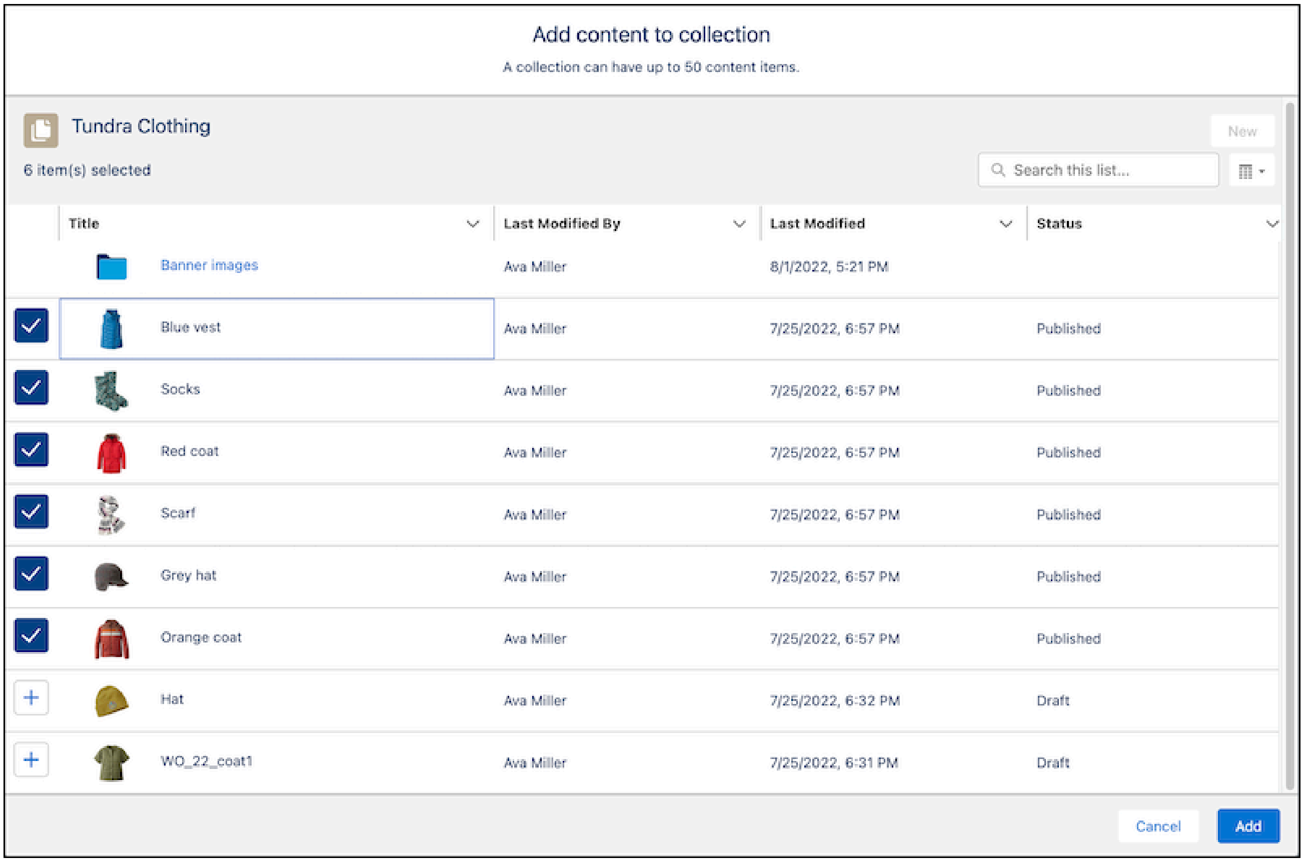
Create manual collections that provide a curated, static grouping of up to 50 items of a single content type in enhanced CMS workspaces. To add new content to the static collection, edit the collection. You can publish, unpublish, and delete manual collections.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create, edit, and delete manual collections in a CMS workspace:	Any CMS workspace contributor role

1. In the Digital Experiences app, open an enhanced CMS workspace.
2. Click **Add** and select **Collection**.
3. Click **Manual Collection**.
4. Enter a title and a collection description, and select the content type.
5. To create the collection, add at least one content item.
6. Click **Add content to collection**.
   The content picker displays the content that you can add to the collection. You can add up to 50 content items that match the collection's content type and reside in the same CMS workspace. A tally of your selected items displays at the top of the list.
7. Click the **+** next to the items that you want to add, and click **Add**.
8. Reorder the content items in the list as needed by using the action menu in each row, and then save your changes.
9. To edit the title, description, or to change a content item, select the collection from the workspace, click **Edit**, and then save your changes.
10. To publish, unpublish, or delete a collection, open the collection for edit.
    - To make the collection available in your channels, click **Publish**.
    - You can unpublish a collection that isn't being used by other records. To make the collection unavailable in your channels, click **Unpublish**.
    - To delete an unpublished collection but not the content items within the collection, click **Delete**.



Manage a Dynamic Collection

A dynamic collection continuously updates based on the conditions and available content in your channels. Tag your enhanced CMS content with taxonomy tags, and then define conditions that automatically add content items to the collection.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create, edit, and delete dynamic collections in a CMS workspace:	View Content Taxonomy AND any CMS workspace contributor role

Conditions for a collection can apply to content from multiple workspaces connected to the channel. To preview the content that appears in the collection, you must have a content contributor role for the workspace the channel connects to. You can change the conditions for a collection, but you can’t change the content type.

Unlike a manual collection, to add content to a dynamic collection, you define conditions with a resource, operator, and value. Then, Salesforce searches the channel for content that meets the conditions. The collection search results can include up to 250 content items. For the best dynamic collection results, tag the content as specifically as possible.

Note How the search results appear differs by the number of content items that meet the conditions. When fewer than 250 content items match the conditions, the results are ordered by the most recent publish date. When more than 250 content items match the conditions, the results order can vary.

Before you import a dynamic collection, first use data loader to import taxonomy terms. To import a dynamic collection, the taxonomy terms must be available in the target org. To import a content taxonomy and terms, go to Salesforce Developers to learn how to use Data Loader to import a content taxonomy.

1. In the Digital Experiences app, open an enhanced CMS workspace.
2. Click **Add** and select **Collection**.
3. Click **Dynamic Collection**.
4. Enter a title and description for the collection, and then select the content type.
5. Define conditions that automatically add content items to the collection.
   a. Click **Manage Conditions**.
   b. Leave the field Add content item when as **All Conditions are Met**.
   c. For Resource, select **Tag**.
   d. For Operator, select either **Equals**, **All of**, or **Any of**.

Operator Option	Description
Equals	Use for an exact match of content with the tag specified in the Value field. When you use this operator, you can include one tag in the Value field.
All of	If the content has all of the tags specified in the Value field of the condition, the content is eligible to appear in the results. For example, if Value = A AND B, then the results include content that has both A and B tags. When you use this operator, you can include between two and five tags in the Value field.
Any of	If the content has any of the tags specified in the Value field of the condition, the content is eligible to appear in the results. For example, if Value = A OR B, then the results include content that has either A or B tags. When you use this operator, you can include between two and five tags in the Value field.

   e. For Value, search for and enter content tags .
6. Click **Apply Conditions**, and save your changes.

7. To preview content that appears in the collection by channel, click **Review Content Items**, and then select an available channel.
8. Save your changes.
9. To make the collection available to your channels, publish the collection.
10. To make the collection unavailable to your channels, unpublish the collection.

Example When you tag content, keep in mind that only the specified tags apply to the content, not the entire content taxonomy hierarchy. For example, Bob, a taxonomist, creates a parent taxonomy named Sport Memorabilia. He adds the term `jersey` as a child to Sport Memorabilia, and the term `retired` as a child to `jersey`. Then, Sheng, a content admin, applies those three tags to images in an enhanced CMS workspace. Sheng creates a dynamic collection of images and defines the conditions as

- Add Content when All Conditions are met
- Resource = Tag
- Operator = Equals
- Tag = jersey

The dynamic collection results contain only images tagged with `jersey`.

Enable Search for Content in CMS Channels

Make finding CMS content easier for your users. Configure search within all your channels, including Experience Cloud sites, Commerce Cloud, Marketing Cloud Engagement, Heroku, LEX apps, and more.

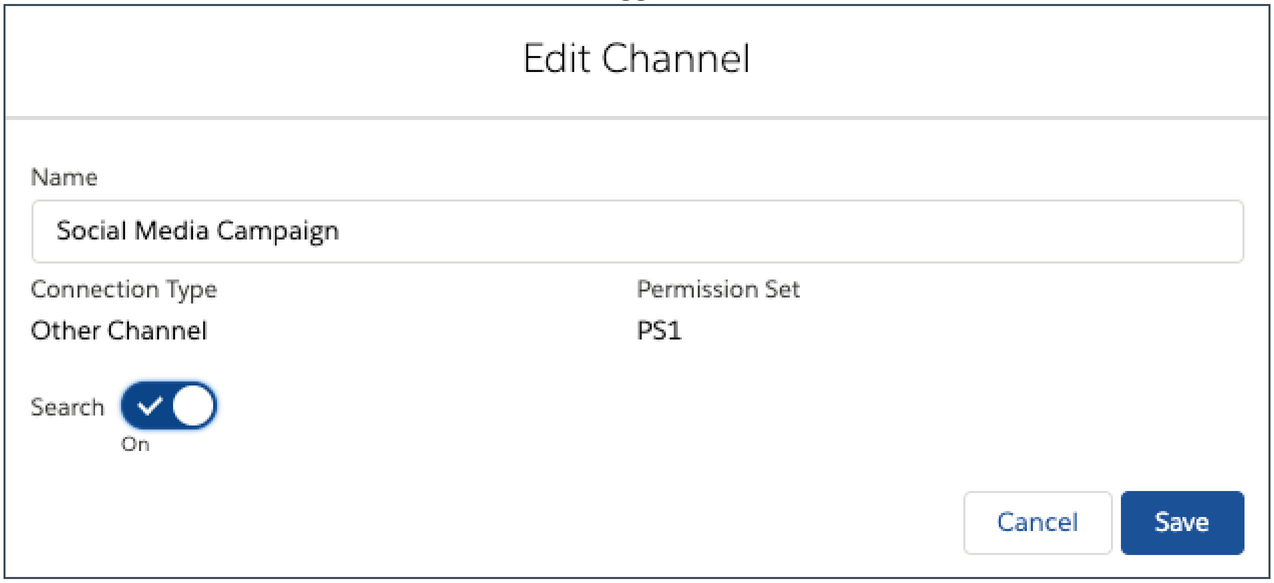
REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create a channel in the Digital Experiences app:	Modify All Data OR Create CMS Workspaces and Channels
To manage channel settings:	A CMS workspace contributor role of content admin

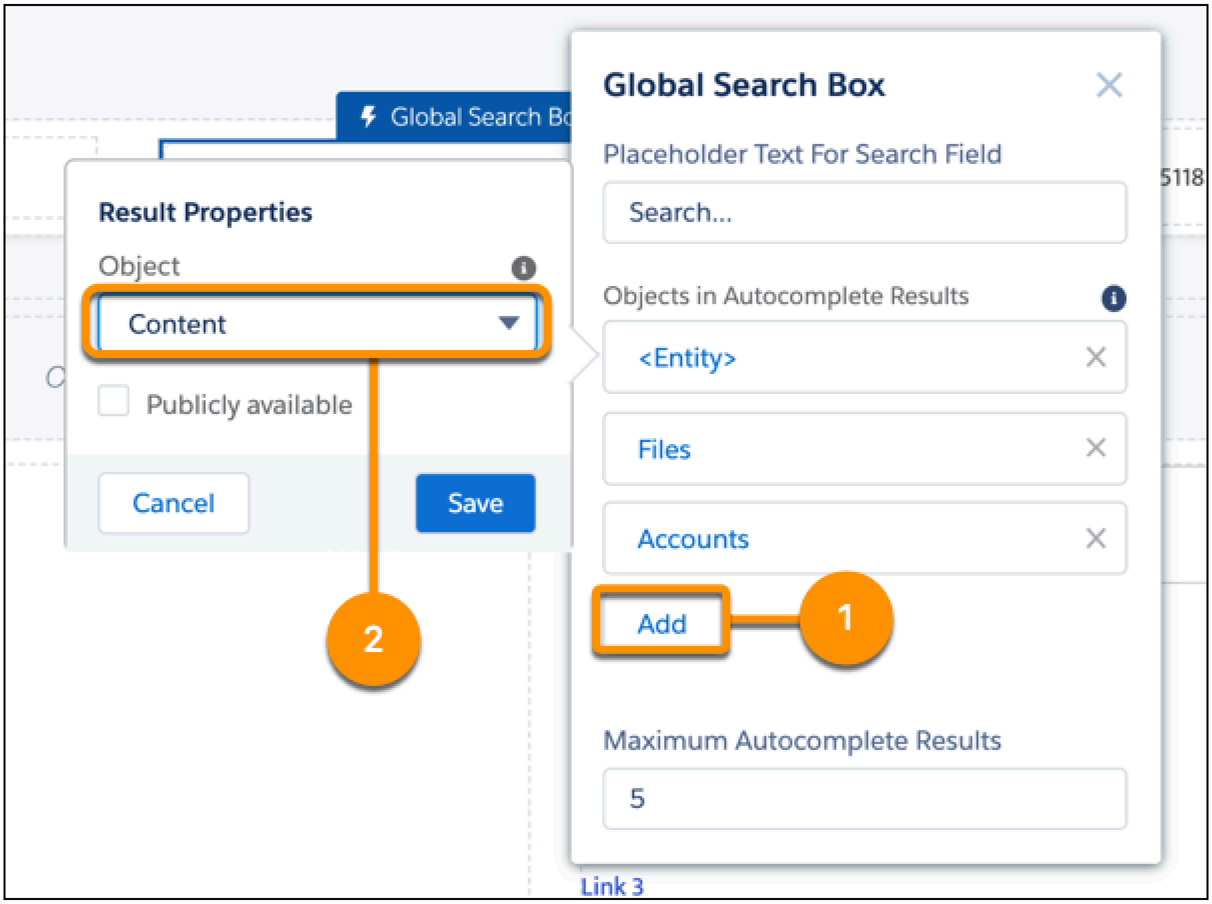
Enable search for your Salesforce org's channels in the CMS Channels tab and get your users to the CMS content they need.

1. From Setup, open the relevant user profile and click **Edit**. In the Tab Settings section, set CMS Channels to **Default On**.
   If the profile uses the Enhanced Profile User Interface, open the user profile and click **Object Settings | Tab Settings**.
2. Save your changes, log out of your org, and then log back in to access your changes.
3. To enable search for your channels in your org, open the CMS Channels tab in Salesforce CMS. Select | **Edit** beside a channel and click the Search toggle.

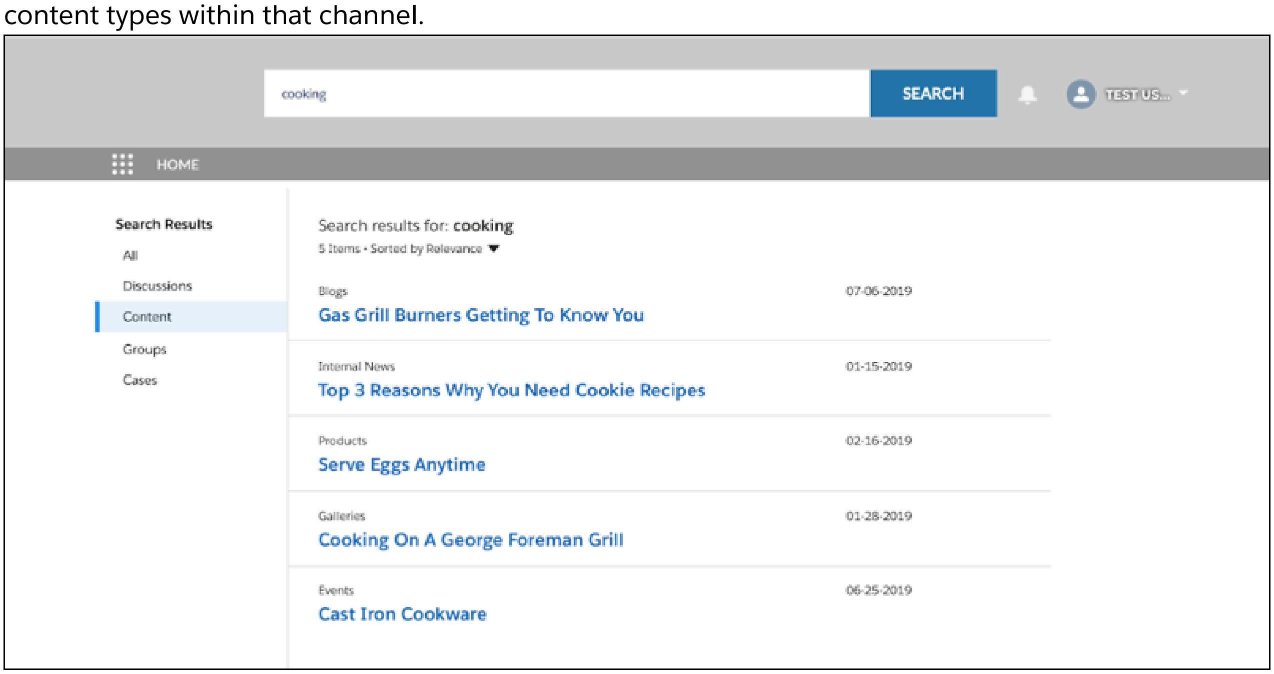


4. **Note** If you use Experience Builder to create the site where your content appears, you must also configure the Global Search Box component after you enable search for a channel.

   Open your site in Experience Builder and click the Global Search Box.
5. Add the Content object to the Global Search Box component by clicking **Add**(1) and changing the object property to **Content**(2) from the dropdown.



6. Save your changes. After you enable search for a channel, users can then search for all published CMS content types within that channel.



Set up a content detail page for your custom content type so users can search for it in the site. Connect REST API supports searching managed content.

Salesforce CMS

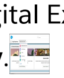
A taxonomy is a hierarchy of terms used to classify CMS content. The terms are organized in parent and child relationships, and they describe what the content is or how the content is used.

REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

In the Digital Experiences app, a taxonomist creates a content taxonomy and defines its structure. The taxonomist manages taxonomies for their organization by ensuring that all terms and term relationships are regularly updated and correctly maintained. Then, from the CMS content page, a CMS content admin or manager applies those terms as tags to enhanced CMS content. Use content taxonomy to:

- Improve organization: Content is categorized systematically so that management and retrieval is straightforward and efficient.
- Enhance discoverability: With well-defined categories, content is easier to find, benefiting content managers and their audiences.
- Track performance: Track how different types of content perform to improve strategic decision-making.

To work with content taxonomies in the Digital Experiences app, from the Digital Experiences Home tab, click , and then click **Content Taxonomy**.

The difference between terms and tags

Terms and tags sound like similar things, but they're different. Terms exist in the content taxonomy hierarchy, while tags are used in CMS content

Terms are specific labels or categories within a content taxonomy used by content taxonomists to classify information. Terms are organized in a hierarchical structure of parent and child relationships known as a content taxonomy tree.

Tags are the practical applications of terms, used by content admins and managers to associate CMS content with taxonomy terms. Tagging content makes it discoverable and manageable across various content areas.

Terms and tags work together to categorize content. By tagging content with specific taxonomy terms, you can ensure that the content is included in dynamic collections, which are search-based results that gather content from multiple workspaces connected to a channel.

Considerations for Managing Terms

When you add a new term, it's automatically assigned a unique term ID. The term ID can't be customized or changed.

Taxonomy terms are organized into taxonomy paths, which is the term's relationship to the top level taxonomy and its parents.

When a term has child terms, you can delete the term and its children, or you can delete the term and reassign its children to another term. When you delete a term from the content taxonomy, it's no longer available as a content tag. Removing the tag from a content record can affect content personalization. Before you delete a term, remove the tag from the content associated with the term.

Example Bob, a taxonomist, creates a parent taxonomy named Sport Memorabilia. He creates the terms jerseys, trophies, and signed photos, and then he organizes them as child terms to the Sports Memorabilia taxonomy. Then, Sheng, a content admin, tags images of jerseys with the jerseys tag. Sheng publishes the content with the tags.

Create a Content Taxonomy and Manage Terms
Each org can have one, overarching content taxonomy. Create a new taxonomy, or use Data Loader to import an existing taxonomy. Then, add, edit, delete, and view terms in a content taxonomy.

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REQUIRED EDITIONS

Available in: Lightning Experience
Available in: **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To create, edit, and delete content taxonomy in the Digital Experiences App:	Modify All Data OR Manage Content Taxonomy
To view content taxonomy in a CMS workspace:	View Content Taxonomy AND any CMS workspace contributor role

Create and Edit a Content Taxonomy

Note Before you import a dynamic collection, first use data loader to import taxonomy terms. To import a dynamic collection, the taxonomy terms must be available in the target org. To import a content taxonomy and terms, go to Salesforce Developers to learn how to use Data Loader to import a content taxonomy.

You can create one content taxonomy for each org.

1. In Lightning Experience, from the App Launcher, open the Digital Experiences app.
2. Open the Content Taxonomy tab. From the Digital Experiences Home tab, click , and then select **Content Taxonomy**.
3. Click **Create Content Taxonomy**.
4. Enter a name and description, and then click **Create**.
5. To edit a content taxonomy name or description, open the Content Taxonomy tab. Select the top-level, root term from the content taxonomy tree, and then click then click **Edit**. Save your changes.

Manage Terms in a Content Taxonomy

Add terms to a taxonomy, and designate their parent and child relationship to one another.

Before you delete a term that's included in a dynamic collection, edit the conditions of the dynamic collection and remove or replace the Value tag.

1. Open the Content Taxonomy tab. From the Digital Experiences Home tab, click ▾, and then select **Content Taxonomy**.
2. To expand the content taxonomy tree, click the carats beside parent terms.
3. Add, edit, or delete a term.
   - To add a term, select the term that you want to be the parent, or select the taxonomy itself to make a root term, and then click **Add Child Term**. Add your changes.
   - To edit a term, select the term from the content taxonomy tree, and then click **Edit**. Save your changes.
   - To delete a term, select the term from the content taxonomy tree, and then click **Delete**. If a term has child terms, you can delete the parent term and its children, or you can delete the term and reassign its children to another term.