

## Sharing an Email <sup>[1]</sup>

October 15, 2024 by [Melanie Jones](#) <sup>[2]</sup>

**NOTE** This task likely requires the assistance of your [eComm Specialist](#) <sup>[3]</sup> because sharing assets to different Business Units requires full access to those units. Most users only have access to one or a few units whereas eComm specialists have access to all Business Units.

Did you and your team create an awesome email (or other assets) that you want to share with another unit at CU? Or perhaps a similar email is getting promoted by different groups to varying audiences. Regardless of the case, the cross-collaboration is always encouraged.

**With Marketing Cloud, there is no need to reinvent the wheel.** Provide a few key pieces of information to your eComm specialist, and they can share the email between different units.

### User Instructions

Information to include in request to eComm specialist:

- Account to share email from
  - Business Unit Name (Top Right Corner)
  - Email Name (Email Properties)
- Account to share email to
  - Business Unit Name (Top Right Corner)

Once your eComm specialist has shared the asset, you should be able to find it. To do so:

- Click the **Shared** tab of Content Builder. The most recent item should be at the top of the list (if not, you can search for the name).
- Expand the dropdown (down arrow) to the far right of the item.
- Click the **Create Local Edit** to make a copy of the shared asset. The copy will be saved in the **Local** tab.
- Edit the asset as desired and send as you normally would.

Home Email Overview **Content** Subscribers Interactions A/B Testing

## Content Builder

LOCAL

SHARED

All Shared Content

Shared Content

DO NOT USE-FOR DE

SimpleSendAssets

SimpleSendTemplates

> Subscription Centers

Search
405 Content Items | All Shared Content

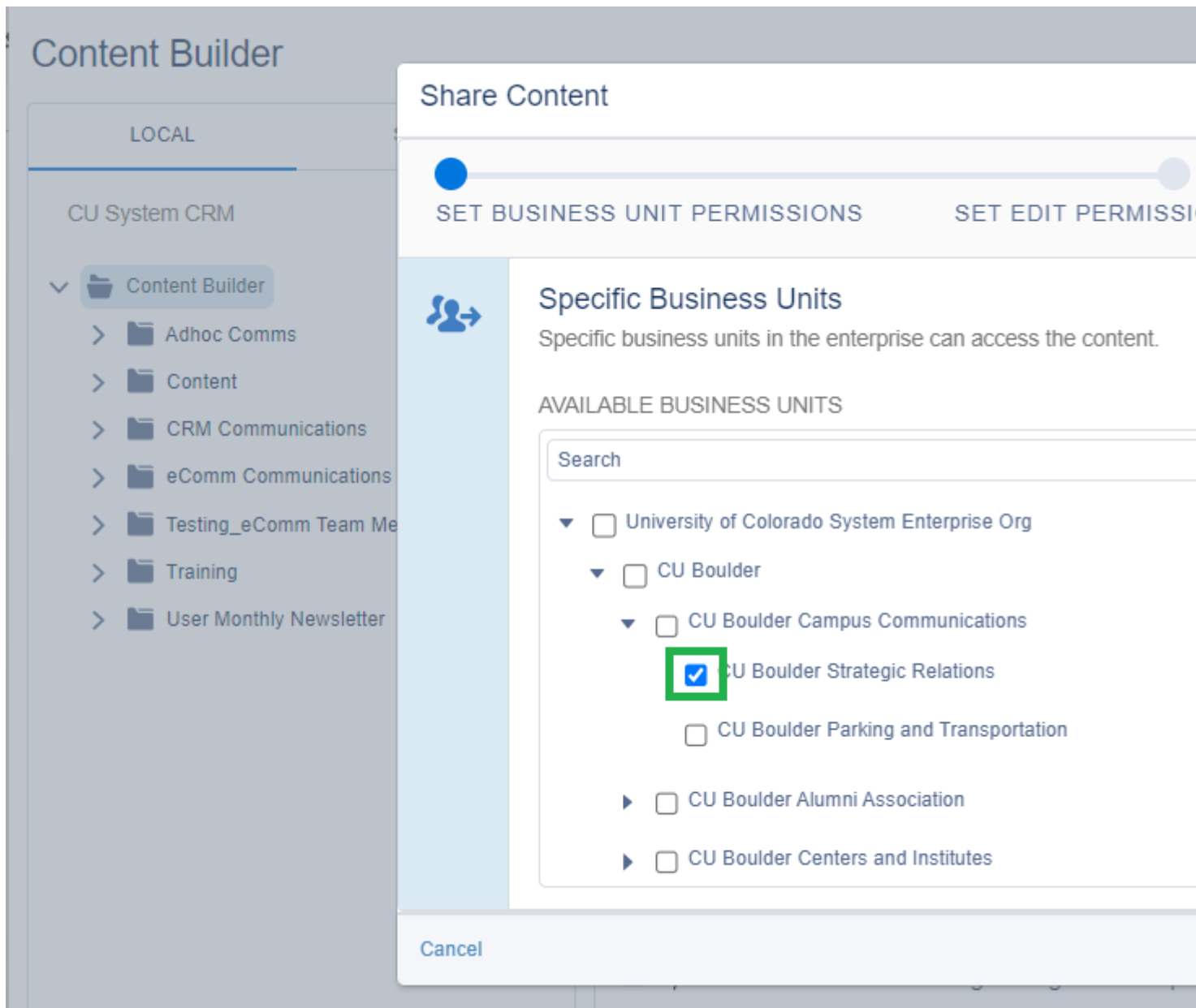
	NAME
<input type="checkbox"/>	<div>Footer Update SFMC+CV</div> <div>Marketing Cloud Commercial Email Footer</div>
<input type="checkbox"/>	<div>Education Abroad</div>
<input type="checkbox"/>	<div>23 0912 MEMO Provost Downline - P</div> <div>2023 Welcome</div> <div>The formula for success: Helping all studen</div>

## eComm Specialist Instructions

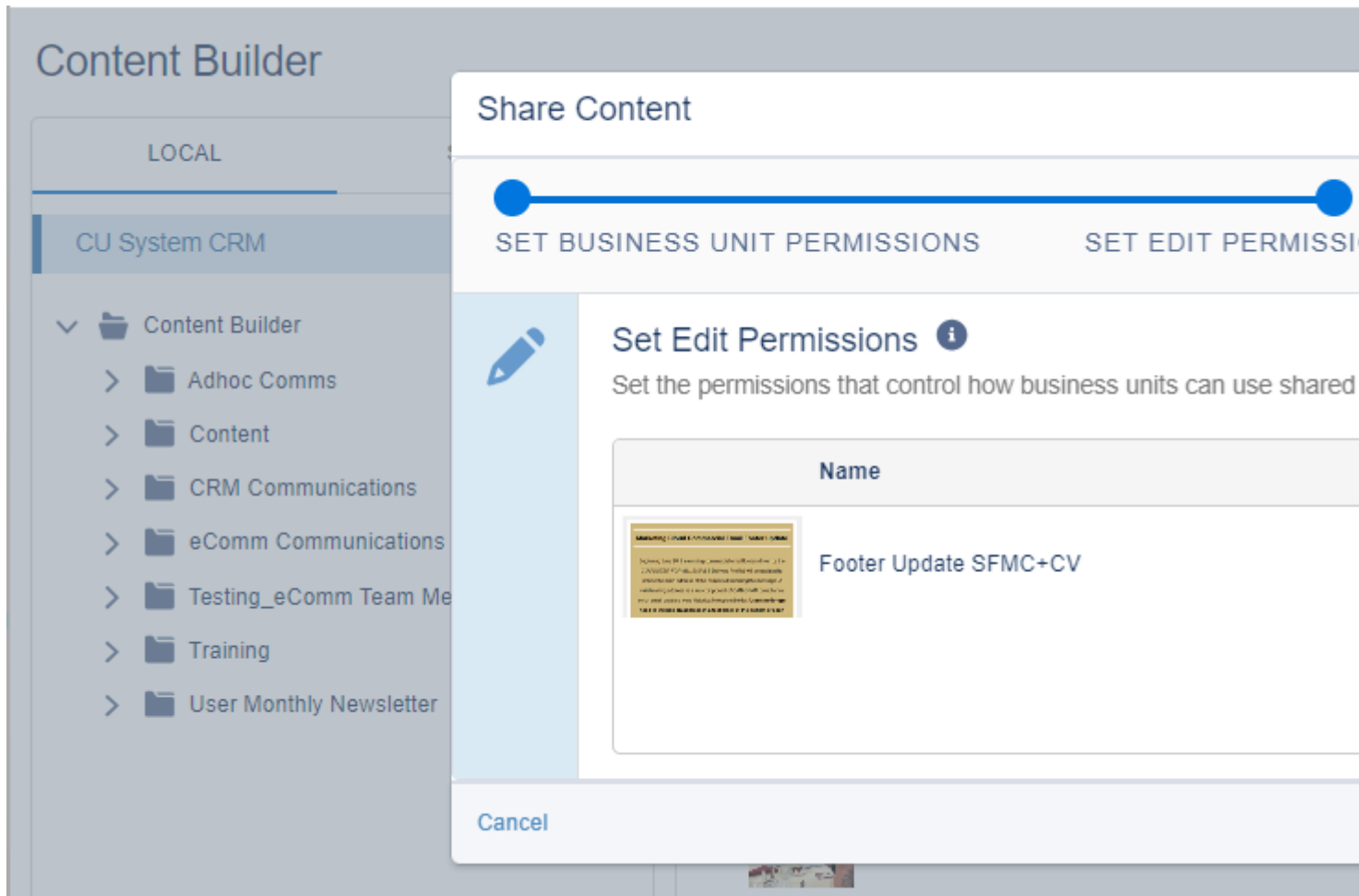
### Share

- In Content Builder, find the item you/your user want shared.
- Expand the dropdown (down arrow) to the far right of the item.
- Select **Share** in the dropdown.



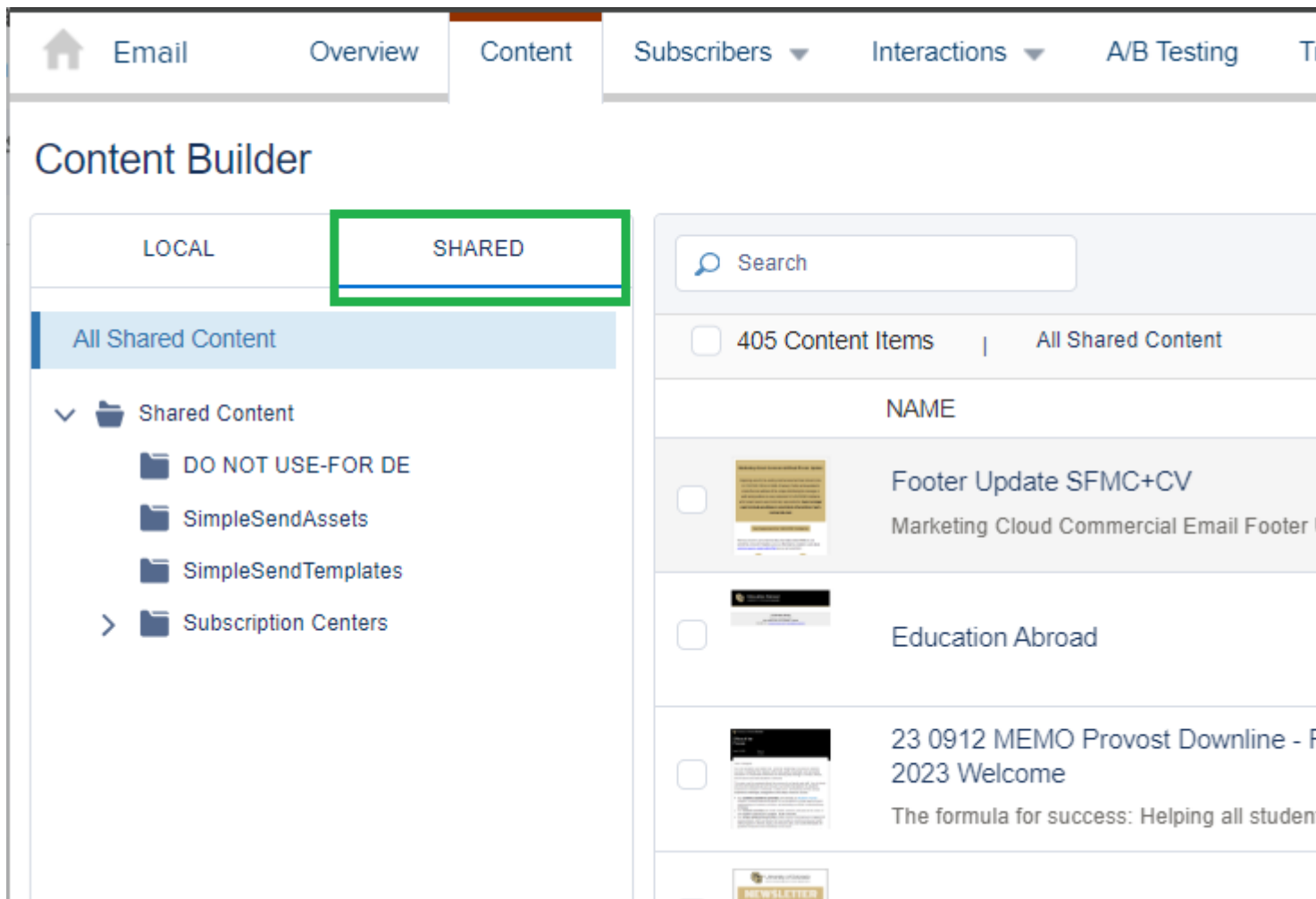


- Choose the Edit Permissions in the dropdown. **Edit Locally** is the typical option allowing the other unit to make a local copy and make edits before sending.
  - *View and Send*: This does not allow the other unit to make changes before sending. This case is not common.
  - *Edit Globally*: Both groups can edit the same content, and both units will see these changes in real time. This case is also not common.
- Click the blue **Share** button in the bottom right.



#### Business Unit Asset has Been Shared With

- The other Business Unit can now access this content in the **Shared** tab of Content Builder.
- They can expand the dropdown (down arrow) to the far right of the item.
- Click the **Create Local Edit** to make a copy of the shared asset.



### Un-Share

Once a local copy has been made, the original asset can be unshared. To do so:

- Navigate to the original Business Unit
- Use Shortcut
- View the Asset
- In Content Builder, find the item you/your user want shared. Listed to the right of the name you will see a shared icon (two heads with an arrow).
- Expand the dropdown (down arrow) to the far right of the item.
- Select **Share** in the dropdown.

- Select/view the asset.
- Once open, click **Change** across the top.



Email

Overview

Content

Subscribers ▼

Interactions ▼

A/B Testing

Tr

TEMPLATE-BASED EMAIL

## Footer Update SFMC+CV

CAMPAIGN

None

### DETAILS

Location Content Builder [Move](#)

Asset ID 1319680

Customer Key 04304f6b-33bb-4f24-a453-e5c784461976

Tags

Owner Melanie Jones

Modified October 14, 2024 11:38 AM by Melanie Jones

Created June 27, 2023 4:03 PM by Melanie Jones

Description

Email ID ⓘ 731753

Language ⓘ utf-8



Shared to 1 Business Unit

Subject

Preheader

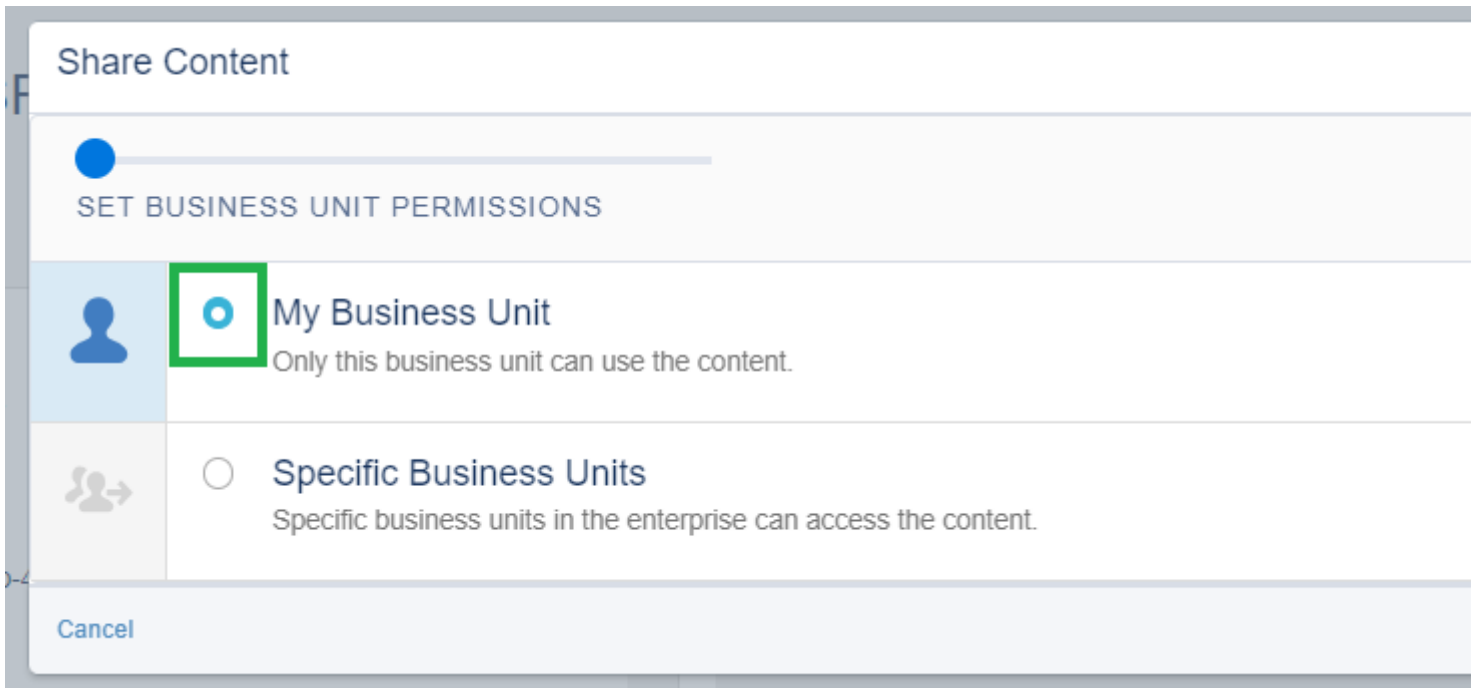
Beginning June 2  
message.

- In the popup, select the first radio button of **My Business Unit** to stop sharing the asset



with other units.

- Click the blue **Save** button in the bottom right.

A screenshot of a 'Share Content' dialog box. At the top, there's a title bar 'Share Content' and a progress bar. Below the progress bar is a section titled 'SET BUSINESS UNIT PERMISSIONS'. There are two options: 'My Business Unit' and 'Specific Business Units'. The 'My Business Unit' option is selected, indicated by a green square around its radio button. The 'Specific Business Units' option is unselected. At the bottom left, there is a 'Cancel' button.

Share Content

SET BUSINESS UNIT PERMISSIONS

☒ My Business Unit  
Only this business unit can use the content.

☐ Specific Business Units  
Specific business units in the enterprise can access the content.

Cancel

**Display Title:**

Sharing an Email

**Send email when Published:**

No

**Source URL:** <https://www.cu.edu/blog/ecommerce-wiki/sharing-email>

**Links**

[1] <https://www.cu.edu/blog/ecommerce-wiki/sharing-email> [2] <https://www.cu.edu/blog/ecommerce-wiki/author/39>

[3] <https://www.cu.edu/ecommerce/strategy/leadership>