Basic poll unit integration

07/23/2025 12:54 pm EDT

The poll unit code snippet consists of a `<script>` and a `<div>` tag that will display the poll unit.

The poll unit integration will typically be handled by the media partner's content management team, with assistance from the CivicScience Account Management team. In some cases, the media partner's development team must first review the code and proposed integration for approval and proper integration. The CivicScience development team is available to discuss the code and proposed integration before setup and to review any deployments.

There are several ways to integrate poll units into your site. The first, covered here, assumes that you have access to the site's code. The second uses Google Tag Manager. The third, fourth, and fifth methods are for sites that use WordPress as their content management system (CMS). In any case, the first few steps will always be the same.

Initial Setup

An initial setup synchronizes CivicScience and media partner IDs. The CivicScience development team will handle the initial setup for most media partners.

The CivicScience development team will build a script to synchronize the media partner and CivicScience unique user IDs (UUID). If the media partner desires bidirectional synchronization, this step might require discussions with the media partner development team.

Placement and Styling

The poll unit will appear on the web page wherever the code snippet is placed. The best practice is to embed it directly into an article's content. Generally, poll units placed closer to the top of the page tend to gather more responses.

A poll unit will expand to fit the space of the container in which it is placed. The media partner can add margins and padding to the container or to outer elements wrapping the container (elements under the media partner's control) to adjust the spacing between the poll unit and other parts of their page. A poll unit will automatically fill the width of its container. Thus, the media partner can apply their own stylesheet rules to the container or elements wrapping the container to ensure that the poll unit has the appropriate width. As questions of varying lengths appear in the poll unit, the default size of the instance will grow and shrink vertically, sometimes shifting the content below it.

> **!** *It is important not to wrap a poll unit in an element with a fixed height. Doing so is likely to either waste space if the container is too tall or hide the answer choices if it is too short. Either scenario will impact engagement rates and the ability to collect responses.*

Please note that a poll unit will not achieve full functionality if it is deployed inside an `<iframe>`. If the site architecture requires deployment within an `<iframe>,` additional steps may be necessary for integrating the poll unit. It's best to have the integration process reviewed by both CivicScience and the media partner's developer team if an `<iframe>` installation is required.

Basic Integration

The basic poll unit integration code can be found in the InsightStore on your target's *Target > Settings > Integration* page, or a media partner's CivicScience account manager can supply that code. The integration code is an HTML snippet. An example follows.

```
<div id="civsci-id-123456789" data-civicscience-Widget="000"></div>
<script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
```

The `"000"` value for the `data-civicscience-Widget` attribute in the example will be replaced with the media partner's target identifier, which can be either a number or a Unique User Identifier (UUID).

Once downloaded from the InsightStore, the media partner inserts the snippet into the HTML code of their page, positioning the poll unit wherever they prefer.

Poll Unit Demonstrations

Examples of poll units in action may be viewed here.