Pinning an engagement question to your poll

08/12/2025 2:27 pm EDT

To pin a question means to ensure that it is the first engagement question seen by any respondent who visits a particular target. Pinning questions relevant to a site or article's theme improves the response rate.

You can link to a specific engagement question using the poll unit admin tool.

- 1. Sign in to the InsightStore. The login page is at https://insightstore.civicscience.com/login.
- 2. Search the InsightStore's question list for the question you want to ask and navigate to its details page. An example URL is https://insightstore.civicscience.com/questions/573903/results/profile.
- 3. Extract the question ID from the URL, i.e., 573903.
- 4. Go to the page on your site where the poll unit resides and scroll to its location.
- 5. Click the gear icon in the lower right corner of the poll unit to reveal the editable menu:

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6. Click on Ask a Question and then Use an Existing Question.

CIVI	Cyn's Sites	Current Question	Ask a Question	Pinned Questions	InsightStore [™] →	<u>Logout</u>		
С	Create a New Question Use an Existing Question							
Find a Question								
E	Enter the ID or text of an existing question to search							
Question Usage Type Page-Level Engagement Featured only on this web page, a contextual question is a great way to encourage participation General Engagement Interesting questions capture the attention of your audience wherever this widget appears Submit								
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- 7. In the *Find a Question* text box, enter the question ID from step 1. Select *Page-Level Engagement* or *General Engagement* and click *Submit*.
- 8. Refresh the page where the poll unit resides, and you should see the pinned question.



- Only engagement questions can be pinned, as pinning value or profile questions could skew their results
- The question must be visible to the current target
- A respondent who has already answered the pinned question or who is not in the segment to which the question was deployed will not see the pinned question