Pinning an engagement question to your poll

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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 to a site or article's theme improves response rates.

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.

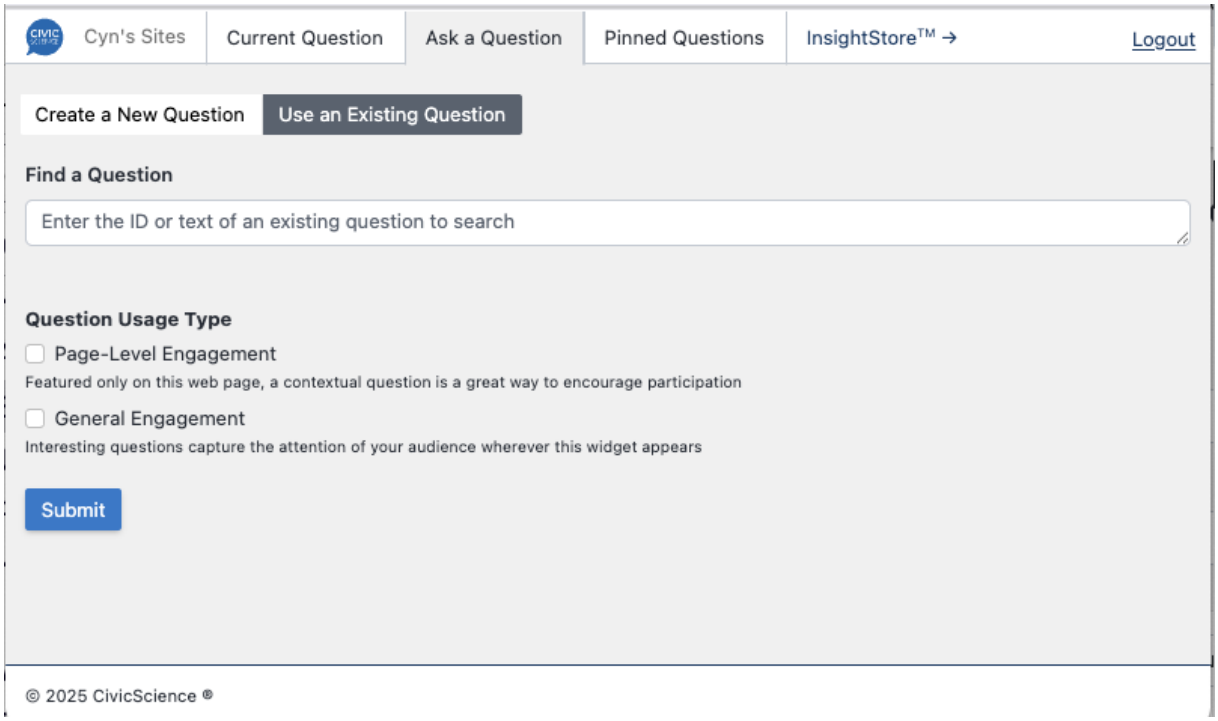
3. Extract the question ID from the URL, i.e., 573903.

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:



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



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.

To pin a checkbox or matrix question, use the radio question for its first answer option in step 7.

Please Note:

- 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