

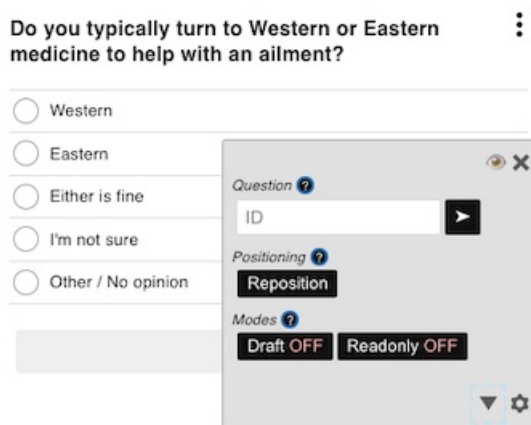
# Pinning a news/pop culture question to your poll

04/30/2025 3:21 pm EDT

To pin a question means to ensure that it is the first news or pop culture 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 news/pop culture 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:



The screenshot shows a poll unit interface. At the top, the question text is "Do you typically turn to Western or Eastern medicine to help with an ailment?". Below the question are five radio button options: "Western", "Eastern", "Either is fine", "I'm not sure", and "Other / No opinion". To the right of the question, there is a vertical ellipsis menu icon. A configuration menu is open, showing fields for "Question ID" (with a search icon), "Positioning" (with a help icon), and "Modes" (with a help icon). The "Positioning" section has a "Reposition" button. The "Modes" section has "Draft OFF" and "Readonly OFF" buttons. At the bottom right of the menu is a gear icon.

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

Cyn's Sites

Current Question

Ask a Question

Pinned Questions

InsightStore™ →

Logout

Create a New Question

Use an Existing Question

Find a Question

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.



**Please Note:**

- Only news/pop culture 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