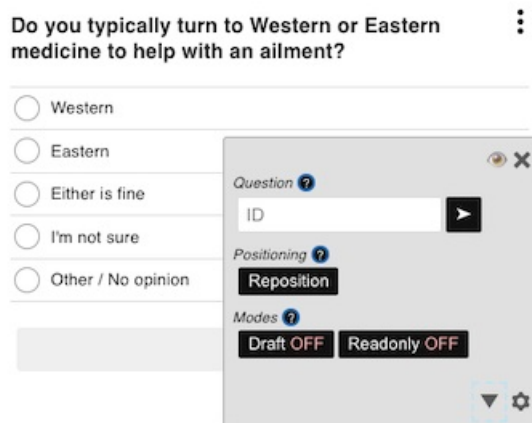


# Pinning a news/pop culture question to your poll

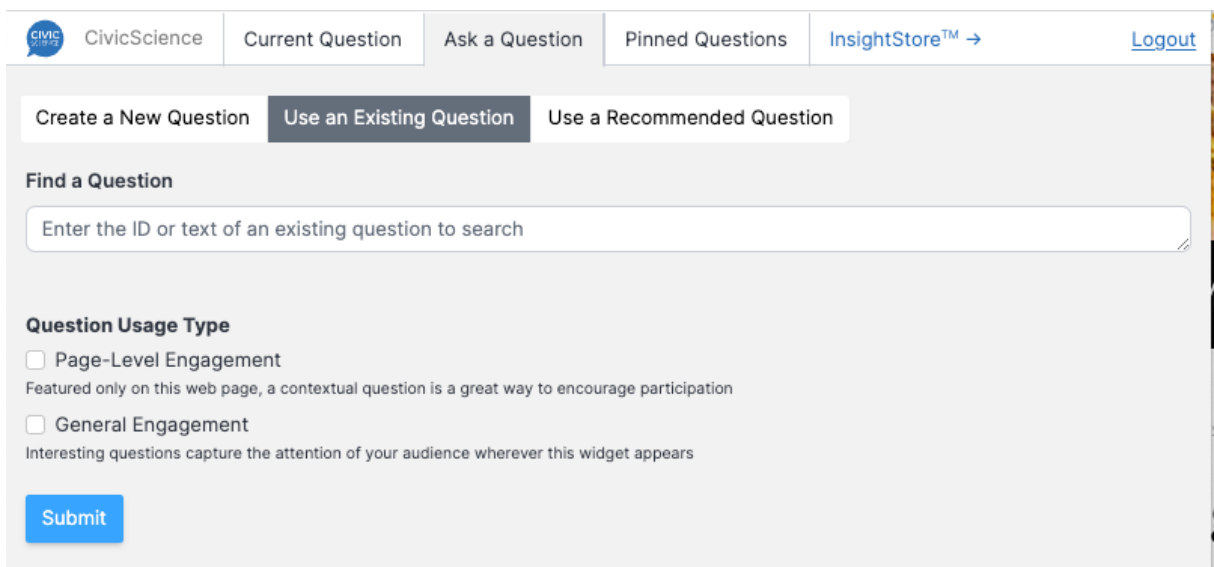
11/06/2024 2:09 pm EST

Using the [poll unit admin tool](#), you can link to a specific news/pop culture question.

1. Sign in to the InsightStore. The login page is at <https://insightstore.civicscience.com/login>.
2. Find the question you want to ask via the InsightStore [question list](#) and navigate to its details page. An example URL is <https://www.civicscience.com/attrdtl/OverviewDash?q=573903>.
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 the *Ask a Question* tab, then on *Use an Existing Question*.



7. Enter the question ID from step 1 in the *Find a Question* text box, select *Page-Level Engagement*

or *General Engagement*, and click *Submit*.

8. Refresh the page where the poll unit resides and see the pinned question.

***Please Note:***

- Only [news/pop culture questions](#) can be pinned
  - The question must be visible to the current [target](#)
  - A respondent who has already answered the pinned question or is not in the segment the question was deployed to will not see the pinned question
-