Create a new question

08/12/2025 2:17 pm EDT

The *Create a New Question* sub-tab permits you to create and deploy a new engagement question.

> ⚠ Please do not use the *Select Question Sub-Type* field. It is being deprecated.

1. Write the text of your question. The character limit for questions is 133.

2. Write out the answer options for your question.

    a. You must have at least three answer options.

    b. You may have up to eight answer options, but seven or fewer is better.

    c. Remember to provide an opt-out answer.

    d. The character limit for answer options is 33.

3. Select a weighting scheme.

4. Decide on the *Question Usage Type*.

    a. Select *Page-Level Engagement* to pin the question to the page.

    b. Select *General Engagement* to deploy a question to your feeds. You will be shown a list of feeds to which the question can be deployed and asked for the number of days you wish to ask the question.

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

Ask this question for how many days?

2

Tip: Questions typically lose engagement potential after being asked for a week

Where would you like to ask this question?

☑ ▪▪▪▪▪▪▪   ☐ ▪▪ ▪▪ ▪
☐ ▪▪▪ ▪▪▪▪▪   ☐ ▪▪▪ ▪ ▪ ▪▪▪

CivicScience Feeds?

☐ Engagement-A&E-Celebrities
☐ Engagement-A&E-Entertainment and Gossip
☐ Engagement-A&E-Men's Fashion/Lifestyle
☐ Engagement-A&E-Movies
☐ Engagement-A&E-Music
☐ Engagement-A&E-Television
☐ Engagement-A&E-Women's Fashion/Lifestyle
☐ Engagement-BF
☐ Engagement-Embedded User Sites
☐ Engagement-Evergreen
☐ Engagement-Lifestyle-Autos and RVs
☐ Engagement-Lifestyle-Education
☐ Engagement-Lifestyle-Environment
☐ Engagement-Lifestyle-Finance
☐ Engagement-Lifestyle-Food
☐ Engagement-Lifestyle-Health
☐ Engagement-Lifestyle-Home & Garden
☐ Engagement-Lifestyle-Internet Humor
☐ Engagement-Lifestyle-Millennial
☐ Engagement-Lifestyle-Parenting
☐ Engagement-Lifestyle-Religion

☐ Engagement-Lifestyle-Rural Media
☐ Engagement-Lifestyle-Shopping
☐ Engagement-Lifestyle-Tech/Sci/Gaming
☐ Engagement-Lifestyle-Travel
☐ Engagement-Lifestyle-Weather
☐ Engagement-Local News
☐ Engagement-Local News (2A)
☐ Engagement-News-National
☐ Engagement-News-National (No Politics)
☐ Engagement-News-Political
☐ Engagement-Pittsburgh Sites
☐ Engagement-Spanish Translation Queue
☐ Engagement-Sports-College
☐ Engagement-Sports-Fighting
☐ Engagement-Sports-General
☐ Engagement-Sports-MLB
☐ Engagement-Sports-NBA
☐ Engagement-Sports-NFL
☐ Engagement-Sports-NHL
☐ Engagement-Sports-Outdoors
☐ Engagement-Sports-Soccer

Submit

5. Use the *Submit* button to create the question.