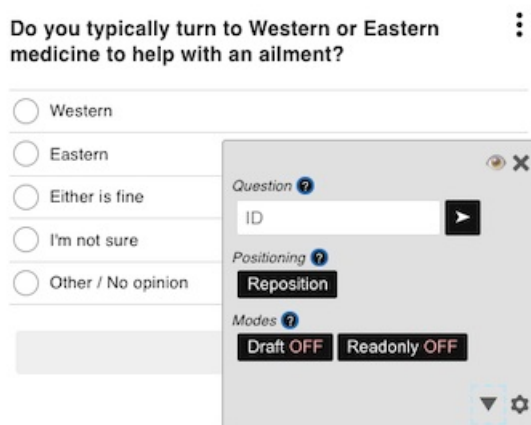


# Pinning a news/pop culture question to your poll

01/31/2024 1:10 pm EST

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

1. Find the question you want to ask via the InsightStore [question list](#) and navigate to its details page. An example URL is <https://insightstore.civicscience.com/questions/573903/results/profile>.
2. Extract the [question ID](#) from the URL, i.e., 573903.
3. Go to the page on your site where the poll unit resides and scroll to its location.
4. Click the gear icon in the lower right corner of the poll unit to reveal the editable menu:



5. Click on the *Ask a Question* tab, then on *Use an Existing Question*.

A screenshot of the "Ask a Question" tab in the InsightStore interface. The top navigation bar includes "CivicScience", "Current Question", "Ask a Question", "Pinned Questions", "InsightStore™ →", and "Logout". Below the navigation bar, there are three tabs: "Create a New Question", "Use an Existing Question" (which is selected), and "Use a Recommended Question". Under the "Use an Existing Question" tab, there is a section titled "Find a Question" with a text input field labeled "Enter the ID or text of an existing question to search". Below this, there is a section titled "Question Usage Type" with two radio button options: "Page-Level Engagement" (with a description: "Featured only on this web page, a contextual question is a great way to encourage participation") and "General Engagement" (with a description: "Interesting questions capture the attention of your audience wherever this widget appears"). A blue "Submit" button is located at the bottom left of the form.

6. Enter the question ID from step 1 in the *Find a Question* text box, select *Page-Level Engagement* or *General Engagement*, and click *Submit*.

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

***Please Note:***

- Only [news/pop culture questions](#) can be utilized in this manner
  - The question must be visible to the current [target](#)
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