



**Invitation
links**

Aims of today's webinar

- Explain what an invitation link is
- Explain what an invitation link can do
- Talk about ways that you can use an invitation link to invite feedback
- The pros and cons of using an invitation link
- Live website demonstration
- Examples of invitation links currently being used
- Important things to remember
- Questions

Inviting online feedback

The simplest way to invite people to share their experiences on Care Opinion is just to provide a link to the site.

Another way is to make an "**invitation link**" and provide that instead.

What does an invitation link do?

An invitation link allows you to:

- customise various aspects of our story-telling workflow
- easily access widget codes, kiosk links or QR codes to share with people using services
- keep track of which stories came via which invitation links, and run reports and visualisations easily

The “tell your story” workflow is our full process on the website


- You can use pictures
- Give what was good/could be improved tags
- Provide optional demographic information, FFT and ratings.
- Tag story to multiple providers
- Formatted to work on mobile devices

The screenshot displays a five-step progress bar at the top: 'Your story' (active), 'About you', 'Services', 'Tags', and 'Sign off'. Below the progress bar is a form with the following elements:

- A text input field with the label 'What is your story about?' and a help icon.
- A notification: 'This story is being added by Sarah (Not you?)'.
- A text input field with the label 'What happened? How did you feel?' and a help icon.
- A large empty text area for the story content.
- A banner with the text 'Use one or more pictures to tell your story' and an icon of three people.
- A word count indicator: '0 words (of 1000 allowed)'.
- A date input field with the label 'When did your story happen?' and a help icon, currently set to 'Today'.
- 'Back' and 'Next' navigation buttons at the bottom.

The “kiosk workflow” turns mobiles and tablets into a handheld kiosk

- Linked to one service
- Author cannot add what was good and what could be improved tags
- No option to add demographic information and ratings
- Author is not logged in. Safe to pass to another user.
- Tablet can be locked to this page
- Still needs to be on the internet
- FFT rating can be added in



The screenshot shows the Care Opinion mobile interface. At the top, there is the Care Opinion logo with the tagline "What's your story?". Below the logo, the text reads "Share your story about" followed by "Craigavon Area Hospital / Emergency Department". A prompt asks the user to "Say what's good, what could be better, and how you are feeling about your care." Below this, a question asks "What will happen to your story?". A disclaimer states "Care Opinion will share your story online so everyone can read it. Your personal details are never shared, so you stay safe." Another line of text says "When your story is published, or you receive a response, Care Opinion will let you know by email." At the bottom, it states "Care Opinion is an independent non-profit feedback service." and there is a prominent "Start" button with a right-pointing arrow.

What does an invitation link look like?

- A link to share feedback using the tell your story work flow:

<https://www.careopinion.org.uk/49/Paediatrics-Major-Trauma-Team>

The link can also be hyperlinked, for example: [We'd love to hear your feedback](#)

- A kiosk link to share feedback : [**https://www.careopinion.org.uk/49/Paediatrics-Major-Trauma-Team/kiosk**](https://www.careopinion.org.uk/49/Paediatrics-Major-Trauma-Team/kiosk) (This can be a QR code)
- A widget code: `<iframe src="https://www.careopinion.org.uk/49/Paediatrics-Major-Trauma-Team/widget" width="400" height="600" allowTransparency="true" frameborder="0"></iframe>` (This embeds the story telling process on your website)



Share your story about

Craigavon Area Hospital / Emergency Department

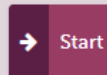
Say what's good, what could be better, and how you are feeling about your care.

What will happen to your story?

Care Opinion will share your story online so everyone can read it. Your personal details are never shared, so you stay safe.

When your story is published, or you receive a response, Care Opinion will let you know by email.

Care Opinion is an independent non-profit feedback service.





to www.careopinion.org.uk.

Fill in the Care Opinion form below to tell your story

[Your story](#)[About you](#)[Services](#)[Tags](#)[Sign off](#)

Tell Your Story

What's your story?

Tell us about an experience of health care or social care (within the last 3 years).

Your story might be about you, or someone close to you. You can say what happened, what was good, and what could have been better.

In the box below you can use words, or some pictures, or both, to help you tell your story. It might take 5 or 10 minutes.

If you need immediate help, these [advice/support services](#) may be able to help.

What happens to your story?

We will read your story and show it on this web site. (Sometimes we can't.)

When we publish your story we will email you. We will also try to email staff in the services who need to see it.

Often, staff will reply to you here. If they do, we will email you.

We don't share your confidential personal details with anyone else.

Services we work with

- Hospitals, ambulances and emergency care
- Hospices, community services and mental health care
- Some general practices
- Dental care in hospitals, but not local dentists
- Care homes for adults, in England and Scotland
- Home care for adults, in England and Scotland

If you prefer, watch a [signed videos](#) (BSL or ISL) about this site

[> Next](#)

How can I use an invitation link?

Invitation links can be added to most correspondence that you have with patients and/or service users.

Here are some ideas:

- Emails
- Texts – appointment reminders etc
- Letters
- On staff email footers
- As a QR code on posters & leaflets
- Social Media
- On a tablet or Ipad



What are the pros of using an invitation link ?

With an invitation link you can customise the “tell your story” workflow, or direct people to the "kiosk workflow".

Your invitation link can:

- make sure a specific health/care service is pre-selected
- add specific tags to new stories
- after a story is told, invite the author to visit your own survey or consultation too
- For English services you can add the FFT question to the kiosk work flow
- Track stories relating to a specific topic by using subscriber tagging
- Feedback focus

What are the cons of using an invitation link?

- You need to share a specific link with people, be that via email, a message on paper or a QR code
- Stories that are **not** submitted via this link are not tracked, ie if the patient chooses to call or fill in a leaflet
- Invitation links can only be tagged to one service. E.g. The emergency department at the Northern General, to use the kiosk mode
- It may be more complicated than you need if you just want feedback for a single department/location and don't want to track the link.

Customising your invitation link

Invitation links can be customised in a number of ways:

- Add a personalised message from your service or yourself personally

Care Opinion says:



We would like to hear about your recent experience of care.

Care Opinion says:



We would like to hear about your recent experience of care.

This invitation is from James Munro, Chief executive.

You can post feedback about any aspect of your care.

In particular, we are keen to hear feedback about **information and aftercare**.

Customising your invitation link

Invitation links can be customised in a number of ways:

- Add pre-selected tags to stories

these tags will be added to stories told with this link:

communication (public)

customer service (shared)

maternity (shared)

- Link an external survey

Would you be willing to give a little more feedback?

This invitation comes from Care Opinion:

"Thank you for sharing your story about maternity care at East Surrey Hospital. If you have a moment, could you help us by completing our short maternity survey? This will take less than 5 minutes."

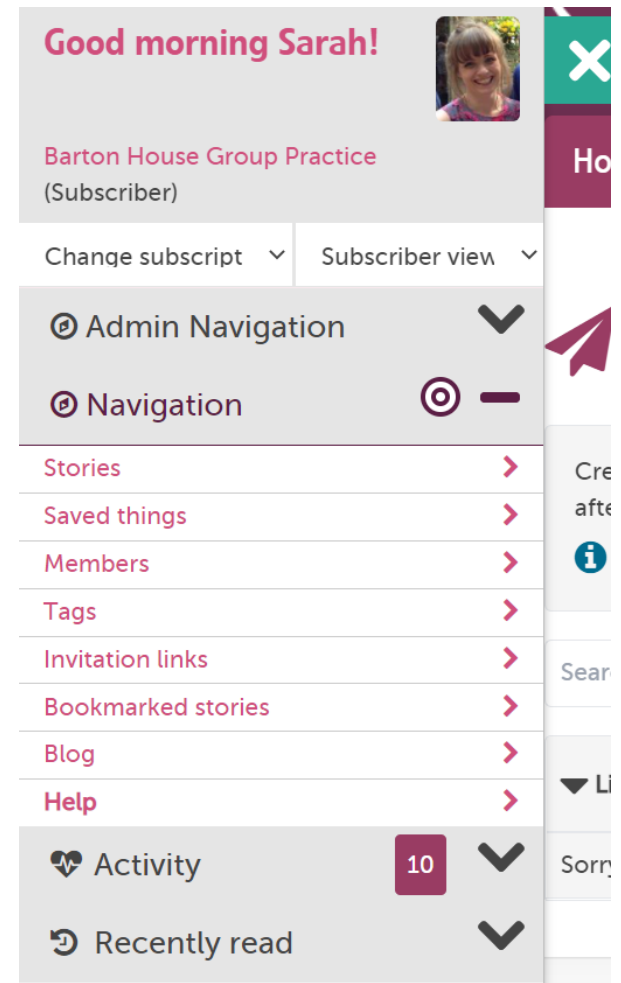
[🔗 Accept invitation and open page in a new tab](#)

(You can still return to this page afterwards.)

How to create an invitation Link

Example: I am a GP practice manager and I want to get feedback on our nursing services. I plan to text patients after their appointment and/or ask them to scan a QR code on the way out.

1: I need to be logged in and go to “invitation links” in the drawer



This takes me to the invite link page for my subscription. I can see if any of my colleagues have created links previously (no links in this case)

2: I need to click “new invitation link”

Invitation links

Create an invitation link if you want to invite feedback about a specific service, automatically tag new stories, or offer your own online survey after a story is shared.

 [Learn more about invitation links](#)

Search by link name, tag or service code



 [+ New invitation link](#)

▼ Link name

▼ Description

▼ Date created

▼ Created by

Sorry, no invitation links to display

3: I give my link a name – this will show on the end of the URL.

Note: **It does not have any effect on where the stories are tagged to** – this is on the next slide. The name cannot be edited after it has been shared

4: I give the link a description so me and my colleagues know what it is to be used for.

New Invitation Link

Name

The name will be used to create the URL for the invitation. Changing this after creation will mean the old link will stop working, so choose wisely!

You can customise an invitation link after creation.

(between 3 and 60 characters, letters, numbers and dashes)

Description

The description will be shown to other members in your subscription to describe how it should be used.

This link is to ask for feedback on our nursing services (e.g asthma, Routine contraception, Cervical smear). We will test this link to patient and also put on a posting in Nursing room 1 and 2


(max 400 characters)

 Create



Overview

This link is to ask for feedback on our nursing services (e.g asthma, routine contraception, Cervical smear). We will text this link to patient and also put on a poster in Nursing room 1 and 2

 This link doesn't have any additional actions. You can add actions to the link in the [edit](#) section below.

Using your link

You can use your link to invite feedback via our "tell your story" page, a kiosk page, or a widget on your own site.

For each of these, find the link you need, or download a QR code, below.


▶ Tell your story

▶ Kiosk

▶ Widget

5: **Important!** If you want the feedback to be linked to a service, In this case my GP practice, you need scroll done the page and add it in the “edit” section

6: click the **green plus** then save.

 **Edit**

▶ Name


▶ Description

▼ Service to receive feedback


If you want a specific service to be pre-selected in the "tell your story" workflow, add it here. (The story author can still choose other services their feedback is about.)

If you want to use your invitation link in kiosk mode, adding a service is required.

Search for a service

 Barton House Group Practice (Stoke Newington)
(No child services)

No service will be pre-selected.

 Save

7: Still in the Edit section: I also add a subscriber tag of “nursing services” so I know the feedback is about this specially and I can also use this tag to link in feedback that has not come in via the invite link.

► Description

► Service to receive feedback

▼ Tags

If you want stories told with this link to have tags added automatically, add the tags here.

Your tags can be added either as public tags (everyone can see) or as shared tags (only your subscription members can see).

(up to 50 characters)

nursing services Shared ▾ ✕

 Save

► Your survey or consultation

✕ Delete invitation link

8: You can also also the monkey theme for children's services

▶ Invite additional feedback


▼ Theme

You can select a theme to be used when this Invitation Link is used. We will be adding more themes in the future.

Monkey ▼



Useful for children services or younger story tellers

 Save

9: Finally, if I want to add a link to my own in-house survey at the end of the Tell your story workflow (not the kiosk workflow) I can add this here too, with a short patient facing description.

► Tags

▼ Your survey or consultation

If you want to ask an author for additional feedback after they tell their story, add your own invitation and link.

For example, you could add an invitation to complete an online survey or respond to an online consultation.

Invitation text

This invitation will be shown to an author after they submit their story

Can you tell us a bit more by filling in our quick patient survey on appointment bookings? It is 3 multiple choice questions and will take 2 minutes to complete. Thank you from Sarah at Barton House.

(up to 400 characters)

Survey link

If the author accepts your invitation, we will direct them to this link

<https://example.nhs.uk/bhappointment>

(max 400 characters)



**Now you are ready
to share your link
with the **

Using your link

You can use your link to invite feedback via our "tell your story" page, a kiosk page, or a widget on your own site.

For each of these, find the link you need, or download a QR code, below.

▼ Tell your story

Use this link or QR code to invite feedback via the "tell your story" page on Care Opinion.

<https://www.careopinion.org.uk/2686/nursing-services>

Copy link 



▼ Kiosk

Use this link or QR code to invite feedback via a kiosk page.

A kiosk page is best when a single device, like a tablet, will be used by many people in a public setting.

Stories told via this kiosk page will be linked to **Barton House Group Practice (Stoke Newington)**

<https://www.careopinion.org.uk/2686/nursing-services/kiosk>



Create QR code 

▼ Widget

Use the embed code below to add our "tell your story" widget to your own website.

If you need to, you can adjust the width and height of the widget. (If you make it too small, it might be hard to use).

```
<iframe src="https://www.careopinion.org.uk/2686/nursing-services/widget" width="400" height="600" allowTransparency="true" frameborder="0"></iframe>
```





 Northern Health
and Social Care Trust



We would like to hear about your experience of Covid-19
Testing within the Northern Trust.

Please tell us:

What was good about the service?

What could we do to improve this service?

Please enter the link below into your web browser to direct
you to Care Opinion.

<https://www.careopinion.org.uk/share/2798/covid-testing>

Or scan the following QR Code on your handheld device.



Or call Care Opinion Directly on 0800 122 3135

Your Experience Matters to Us



What's your story?

Learning Disability
Transitions to Adult Services
Please tell us about your experience

It's **safe** and **anonymous**



Tell us what was good or what could have been better and get a response on the Care Opinion website – www.careopinion.org.uk



Tell us your experience of our service

Mental Health for Older Adults

East & South

Your story matters and could help bring about positive change to meet the needs of our patients and their families.

Scan here to share your story:



visit:

<https://www.careopinion.org.uk/799/mhoa-east>

or freephone: 0800 122 3135

See stories submitted on this link here

Invitation links / nursing-services




 View stories

 Edit


Overview

This link is to ask for feedback on our nursing services (e.g asthma, routine contraception, Cervical smear). We will text this link to patient and also put on a poster in Nursing room 1 and 2

When this link is used:

- this service will be pre-selected for story authors:  [Barton House Group Practice \(Stoke Newington\)](#)
- these tags will be added to stories told with this link:

nursing services (shared)

- after an author tells their story we will offer this invitation for additional feedback:
 - *Can you tell us a bit more by filling in our quick patient survey on appointment bookings? It is 3 multiple choice questions and will take 2 minutes to complete. Thank you from Sarah at Barton House.*
- using your link:  <https://example.nhs.uk/bhappointment>

Some things to note

- You should not change the name of an invitation link **after** you have created it
- Be careful deleting active links. You will lose the connection between the stories
- You can use all the CO reports and visualisations on stories submitted on the link





**Thank
you**