



Administrator Training




Invitation links



In this session we will explore:-

- The role of an **Operational Lead** and how subscription queries are handled.
- Tell Your Story with **Bear** – image Suite
- **Invitation Links** – Creating Editing, Sharing and searching....for your service - Live Site Demo
- Q&A

The background of the image is a dark purple color with a repeating pattern of speech bubbles. Most of the speech bubbles are outlined in a bright magenta color. One speech bubble, located in the lower right quadrant, is outlined in white and contains the text "The Role of an Operational Lead".

**The Role of
an
Operational
Lead**



Before we start!

This training is for **Operational Leads** and subscription **Administrators**.

We will be **recording the session** and will share the slides and recording in a follow up email.

We sent a survey ahead of time, asking everyone what they would like us to focus on during this training. The winning topic was...

Invitation Links

We aim to hold another session at a later date, covering a different topic.

We'd love for you to give us some feedback after the session so we can make these as helpful to everyone as possible.

Thanks!
Fraser & Lisa

The role of the Operational Lead(s)



The **Operational Lead(s)** is central to the day to day running of the Care Opinion subscription for the organisation.



They are our **main contact** for any subscription related enquiries (we'll cover more specific examples in the following slides).



Essentially, **nothing happens to the subscription without the go ahead from the Operational Lead(s)!**



As the Operational Lead(s) you will be **coordinating** how Care Opinion is used throughout the organisation. This includes **member management, material management** and **training**. The great news about this, is that you can make the subscription your own!



An example of this is in NHS GGC – The Organisational Lead(s) have set up a process for new responders, that includes mandatory training before responding to stories.

Managing requests and enquiries



Find out more at our previous Admin session Recording: [Scottish Subscription Administrator training February 2024 | Care Opinion](#)



Requests for access/removal to the subscription (e.g. new responders)

We will forward all user requests to the Operational Lead(s) to action. Administrators can also add/remove users, the operational lead should field these requests.



Requests to add new services to the service tree

We will forward these requests to the Operational Lead(s) to action. Any additions/changes to the service tree must come to us from either the Operational or Executive Leads using our new paperwork: <https://www.careopinion.org.uk/resources/service-tree-change-request-template-May 24.xlsx>



Requests for promotional materials

We will forward these requests to the Operational Lead(s) to action. The Operational Lead(s) has overall responsibility for the ordering & distribution of any materials for the organisation, including additional paid orders.



Requests for assistance with routine tasks

We will forward requests for help with routine tasks such as setting up/amending alerts & invitation links to the Operational Lead(s) to action.



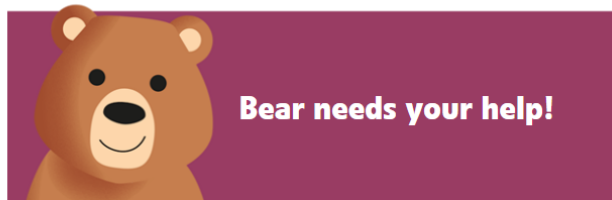
**Tell Your
Story with
Bear**

Children can share their story with help from Bear...

Tell your story with help from Bear



Tell your story with help from Bear



Hi there, I'm the Care Opinion Bear with a heart as big as the mountains!

I love listening to stories, because it brings us closer together. I am here to listen to what you have to say and lend you a helping paw!

Select the button below to begin sharing your story on Care Opinion.

Tell your story with help from Bear



Or you can also [tell your story without Bear](#)

Visit the [Children and young people help page](#) for more information.

What's your story?



Has someone helped you feel better when you were sick or needed care recently? Maybe a doctor, nurse, or someone special? I'm here to hear all about it!

Sharing your experience can help others feel brave and strong. It can make things better for everyone.

You can say why you needed to be looked after and where you had to go. You can say what you liked and what you did not like!

Please don't put your real name in your story. Ask a grown up to help if you are not sure.

What will happen to my story?

We will publish it on this site, if we can, so everyone can read it. Then we will tell the service about your story, and they might reply.

Don't worry: we never share your name or email with anyone.



<https://www.careopinion.org.uk/go/3425/tell-bear-your-story>

We can provide you an image suite with Guidance to create Bear Materials.....



Bear images

All available in EPS, PNG and SVG

These are the primary images that can be used online and in print materials



Happy



Neutral



Sad

IMPORTANT! Please read the guidance sent with the image suit and use CO Logo in all material designs.



We are developing Bear Promotional Print Materials for you to use to encourage feedback...these will be ready in the very near future...watch this space!



**Invitation
links**

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: <https://www.careopinion.org.uk/tellyourstory>

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

IMPORTANT! The invitation Link Feature is available to Admins and Responders only. Not Members.

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

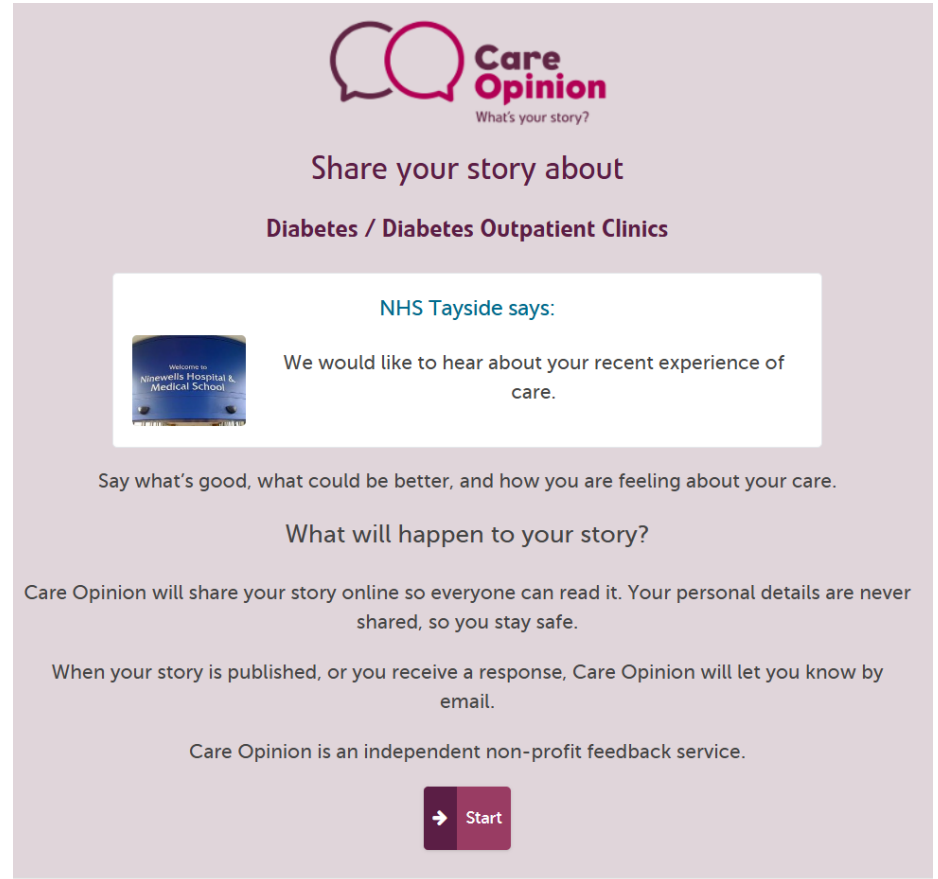
- You can use Picture Tiles
- Give what was good/could be improved tags
- Provide optional demographic information, and ratings.
- Tag story to multiple providers
- Formatted to work on mobile devices

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

- A question: "What is your story about?" with a help icon.
- A text input field.
- A notification: "This story is being added by Sarah (Not you?)".
- A question: "What happened? How did you feel?" with a help icon.
- A large text area for the story content.
- A banner with the text "Use one or more pictures to tell your story" and icons of people.
- A word count: "0 words (of 1000 allowed)".
- A question: "When did your story happen?" with a help icon.
- A date selector dropdown menu currently showing "Today".
- Navigation buttons: a "Back" button and a "Next" button.

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



The screenshot shows the Care Opinion mobile interface. At the top, the Care Opinion logo is displayed with the tagline "What's your story?". Below the logo, the text reads "Share your story about Diabetes / Diabetes Outpatient Clinics". A white box contains the text "NHS Tayside says: We would like to hear about your recent experience of care." To the left of this text is a small image of a sign that says "Welcome to Ninewells Hospital & Medical School". Below the white box, the text says "Say what's good, what could be better, and how you are feeling about your care." followed by "What will happen to your story?". Below this, it states "Care Opinion will share your story online so everyone can read it. Your personal details are never shared, so you stay safe." and "When your story is published, or you receive a response, Care Opinion will let you know by email." At the bottom, it says "Care Opinion is an independent non-profit feedback service." and there is a purple button with a white arrow and the word "Start".

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> (This can be a QR code)

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>

(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)

Kiosk/invitation Links...



Share your story about

Diabetes / Diabetes Outpatient Clinics

NHS Tayside says:



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

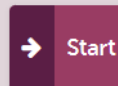
Say what's good, what could be better, and how you are feeling about your care.

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



SCAN ME



QR Codes

These can be created from an Invitation Link or a Kiosk Link automatically on the Care Opinion Website

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

<https://www.careopinion.org.uk/go/2878/whitehills-diabetes-outpatient-clinics>



You could also share a general QR Code, which takes people to the Care Opinion website. We can support you to do this if needed 😊

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".

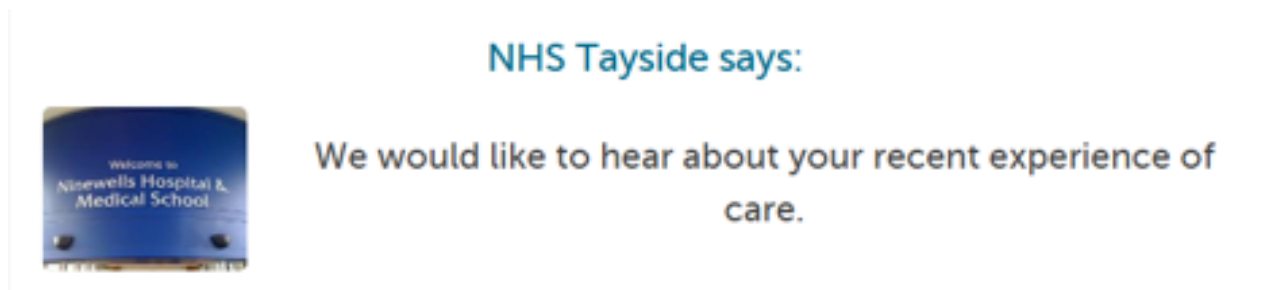
Your invitation link can:

- 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
- Track stories relating to a specific topic by using subscriber tagging
- Add a **Feedback focus**
- Encourage more feedback from your service users/patients
- QR code easy to scan for some people
- Ownership and transferring of ownership

Customising your invitation link

Invitation links can be customised in a number of ways:

- Add a **personalised message** from your service or yourself personally – This takes information from **your Profile**.



Care Opinion says:



The Subscriber Support would like to hear about your recent experience of care.

This invitation is from Lisa Dendy, Engagement & Support Officer.

Care Opinion says:



The Subscriber Support would like to hear about your recent experience of care.

This invitation is from Lisa Dendy, Engagement & Support Officer.

You can post feedback about any aspect of your care.

In particular, we are keen to hear feedback about **Waiting areas**.

- 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."

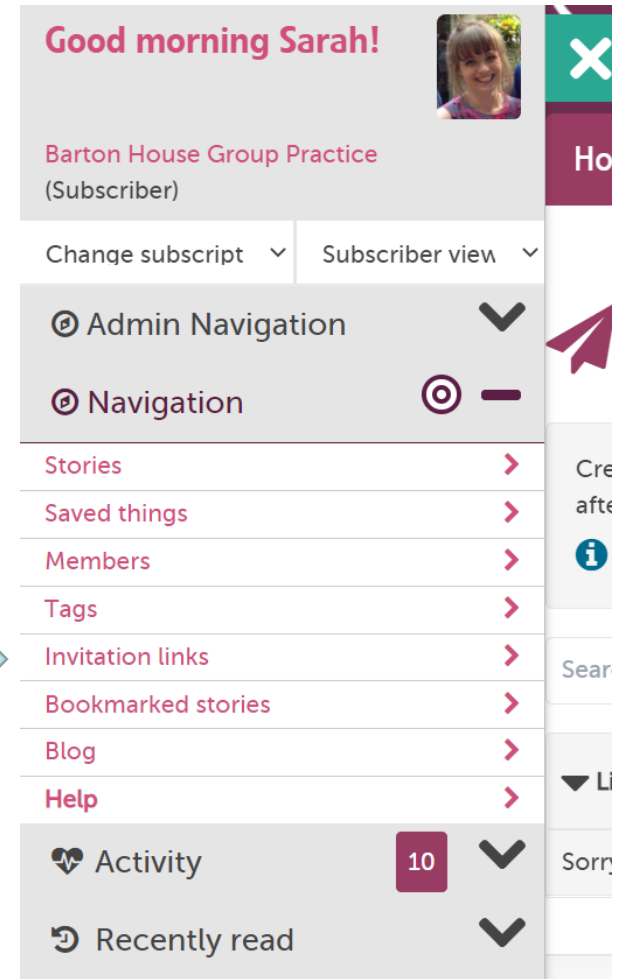
[🔗 Accept invitation and open page in a new tab](#)

(You can still return to this page afterwards.)

How to create an invitation Link

Example: I am a health service 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





Live Site...

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](#)

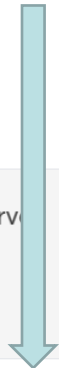
▼ Link name

▼ 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 in your browser.

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, you need to scroll down 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 add the Bear theme for children's services

▼ Theme

You can select a theme for authors using this invitation link. We will be adding more themes in the future.

Bear ▼



Useful for children's services or younger story tellers

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>



▼ 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>
```



Create QR code



 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 at 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

- Be careful deleting active links. You will lose the connection between the stories
- You should not change the name of an invitation link **after** you have created it (if created before December 2023).
- You can use all the CO reports and visualisations on stories submitted on the link



Invitation links

Resources

- [Invitation Links in a Nutshell](#)
- [Invitation Links – Know How Pages](#)
- [Private invitation links | Care Opinion](#)



**Thank
you**