



What is an invitation link?

An invitation link is a way for you to ask for feedback about a specific service or issue. An invitation link is basically a URL link that takes the user straight to a simplified version of telling their story on Care Opinion, that is already linked to your chosen service.

An invitation link also gives you the option to generate a QR code and you can also link an external survey to it.

For example, you may wish to gather feedback about a diabetes outpatient clinic. You can create an invitation link for this specific service. This means that when the link is used, the diabetes outpatient clinic will already be linked to the person's story.

You can also add tags to an invitation link. So using the example above, you could add the tag 'Diabetes' to the invitation link. Every story shared when using the link will then automatically be tagged with 'diabetes'. This can make it easier for you to search and report on the stories at a later date.

An invitation link looks like this:

<https://www.careopinion.ie/invitationlinks/3>

You can also hyperlink it, like this:

[We'd love to hear your feedback, click here to share your story with Care Opinion](#)

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

Other features of an invitation link

QR Codes

Once you have created your invitation link, you will have the option to create a QR code. A QR code allows easy navigation to a pre-determined URL for anyone who has the use of a smartphone. As long as the location of the QR code is in an area with **good mobile signal/internet connection**, it can be a really useful tool. QR codes have successfully been used on posters in waiting areas for example.





Key features:

1. Simple to use for authors with smartphones.
2. Can be used on a number of materials such as posters, leaflets, emails etc.

Here is an example of what an invitation link will do when it's used by someone:

When this link is used:

- this service will be pre-selected for story authors: [East Surrey Hospital / Breast surgery](#)

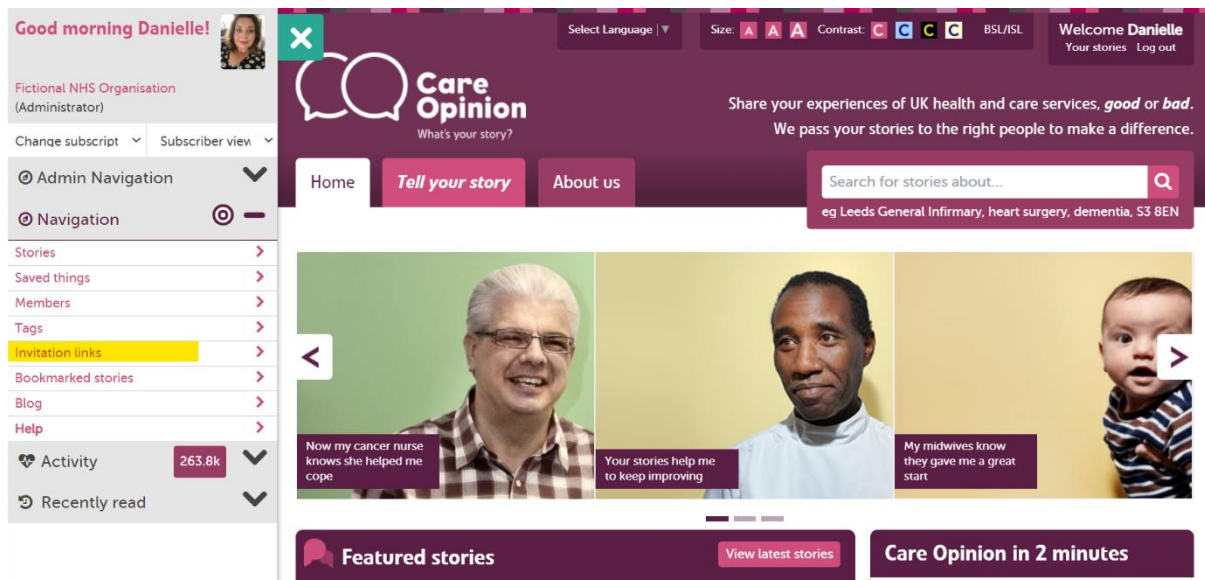
- these tags will be added to stories told with this link:

communication (public) customer service (shared) test-tag (shared)

- after an author tells their story we will offer this invitation for additional feedback:
 - *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.*
 - using your link: <https://www.oc-meridian.com/stories/invitation-link>

Sounds great! But how do I create one?

First, make sure that you're logged in

The screenshot shows the Care Opinion website interface. On the left, there is a navigation panel for 'Good morning Danielle!' (Fictional NHS Organisation Administrator). The 'Invitation links' option is highlighted in yellow. A red arrow points to this menu item. The main content area features the Care Opinion logo, a 'Tell your story' button, and a carousel of featured stories with titles like 'Now my cancer nurse knows she helped me cope', 'Your stories help me to keep improving', and 'My midwives know they gave me a great start'.

Then, in your navigation panel on the left of the screen, click "**invitation links**"



You should now be looking at this page. Here is where you can find all of the invitation links that have been created previously.


Home **Tell your story** About us

Search for stories about... 
eg Leeds General Infirmary, heart surgery, dementia, S3 8EN

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
discharge-lounge	Use this link to request feedback about the discharge lounge.	21/07/2021	Danielle McEwan
Dischargelounge		02/12/2020	Danielle McEwan

To create a new invitation link, click on the **"+ New invitation link"** button

Now for the exciting part, naming your invitation link! This is what will form the end section of your invitation link and will be visible to anyone who uses it. You can see below we are naming this link **"district-nursing-test-link"**

In the description box, give more information about when the link should be used, or any other helpful tips. You can write anything in here, it will only be visible to those in your subscription.

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.

district-nursing-test-link

(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.

Use this link to collect feedback about the district nursing service.

(max 400 characters)

 **Create**



Almost there! You have now created an invitation link! However, we still need to link a service to it. You can see from the warning message that some actions are still required.

We are going to start by clicking the "service to receive feedback", highlighted below in yellow. You can now select up to 12 services per invitation link.

Invitation links / district-nursing-test-link

district-nursing-test-link

 View stories

 Edit

Overview

Use this link to collect feedback about the district nursing service.



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

Edit


▶ Name

▶ Description

▶ Service to receive feedback

▶ Tags

▶ Your survey or consultation

 Delete invitation link



Type the name of your service in the “search for a service” box. A drop down menu with green + will then appear, like below:

▼ 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

- + NHS Borders
 - + The Knoll Hospital
 - + Galavale House
 - + Hawick Community Hospital
 - + Andrew Lang Unit
 - + Kelso Hospital
 - + Hay Lodge Hospital
 - + Borders General Hospital
 - + Westport Day Unit
 - + Gala Day Unit
 - + Gala Resource Centre
 - + Scottish Borders Learning Disability Service
 - + Eyemouth Day Hospital
 - + Melburn Lodge
 - + Huntlyburn House
 - + Borders Community Services
 - + Borders General Practices
 - + Margaret Kerr Unit

No service will be pre-selected.


Unsaved changes Save

Click on the TITLE of the service to move further down the tree. Once you are happy that you have the right service, click the **green +**.


Search for a service

- + NHS Borders
 - + Borders Community Services
 - + CAMHS (Child & Adolescent Mental Health Service)
 - + Doing Well
 - + Covid 19 Vaccination Programme
 - + Borders quit your way / Stop Smoking Service
 - + Hospital to home service
 - + Borders Addiction Service
 - + Borders Crisis Team
 - + Dietetics
 - + District Nursing
 - + Mental Health for Older Adults Central and West, Firholm Day Unit

In this case, we’ve chosen the **district nursing service**.

Remember to click the  button before moving on!

Once saved, the service(s) will be listed separately under the drop box:

 **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.

Borders Community Services / District Nursing will be pre-selected.  Remove

 Save

▶ Tags

▶ Your survey or consultation

 Delete invitation link

Great work! You can now see that the invitation link will automatically tag stories to the district nursing team.

Adding tags

Click on the “tags” heading next, and start to add any tags you’d like to automatically link to stories. You can add as little or as many as you’d like.

▶ Name

▶ 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)

district nurses Shared ✕ district nursing team Shared ✕

 Save

▶ Your survey or consultation

✕ Delete invitation link

When finished, remember to click the  button!

Linking a survey

You may have a separate survey you are carrying out about the same service, and would like to link this to your invitation link. You can do this here. After the author has shared their story, the site will invite them to complete the survey, you can personalise the message that will be shown below:

▼ 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

→ Thank you for sharing your story with Care Opinion. We'd also appreciate you completing our short survey about the District Nursing Team, this should take less than 5 minutes.

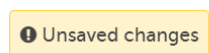

(up to 400 characters)

Survey link

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

→ e.g. <https://example.nhs.uk/patient-survey/inpatients>

(max 400 characters)

 Unsaved changes  Save

←



Adding the Care Opinion Bear theme

You can now add the Care Opinion Bear theme to your invitation link.

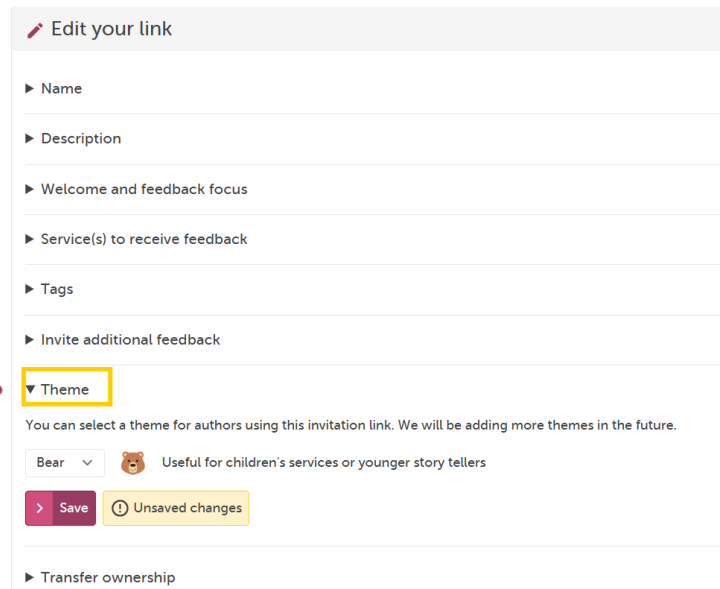
This can work really well when trying to engage children and young people.

We plan to add more themes in the future...so watch this space! Here is how to add the Bear theme to your link:

Open the 'Theme' drawer and select 'Bear' from the drop down menu.



Remember to save your change!



✎ Edit your link

▶ Name

▶ Description

▶ Welcome and feedback focus


▶ Service(s) to receive feedback


▶ Tags

▶ Invite additional feedback

▼ Theme

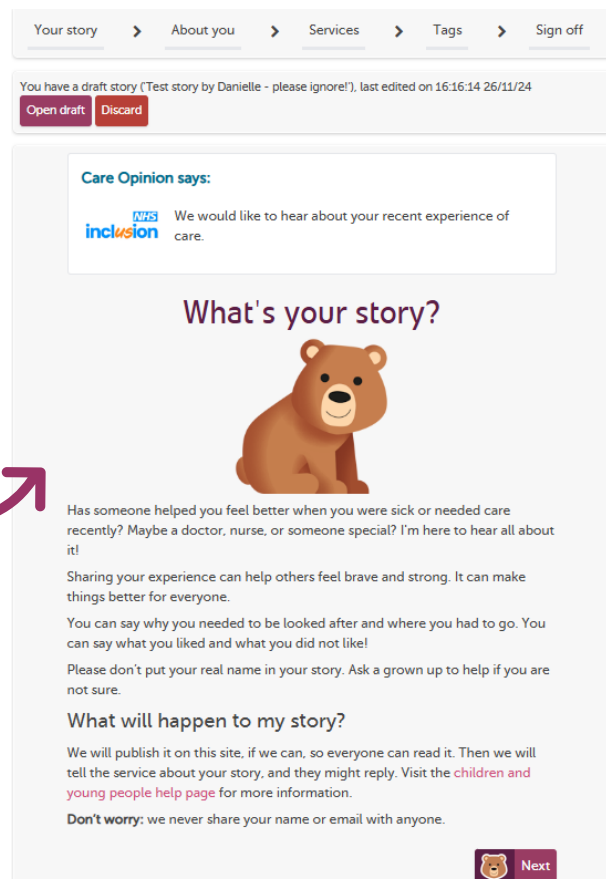
You can select a theme for authors using this invitation link. We will be adding more themes in the future.

Bear  Useful for children's services or younger story tellers

> Save  Unsaved changes

▶ Transfer ownership

Here is what people will see when they use your invitation link, when you select the Bear theme





Your story > About you > Services > Tags > Sign off


You have a draft story (Test story by Danielle - please ignore!), last edited on 16:16:14 26/11/24

Open draft Discard

Care Opinion says:

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

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

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

 Next

Sharing your invitation link

Congratulations! You should now have successfully created an invitation link! Now you can start sharing the link to generate more feedback.

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

Visit the "using your link" section. You will see that you have 3 options:

- Tell your story – here you can generate a QR code or copy the link to share
- Kiosk – here you can find a kiosk link for use with ipads etc
- Widget – code to add our "tell your story" widget to your own website

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/799/district-nursing-test-link>



▶ Kiosk

▶ Widget

Use the buttons at the side to either copy your link, or generate a QR code. The site will give you a choice of QR code sizes which it will then download for you to use.



You can scroll up to the top of the page at any time to check the details of your invitation link:

district-nursing-test-link

[View stories](#)

[Edit](#)

Overview

Use this link to generate feedback about the district nursing service.

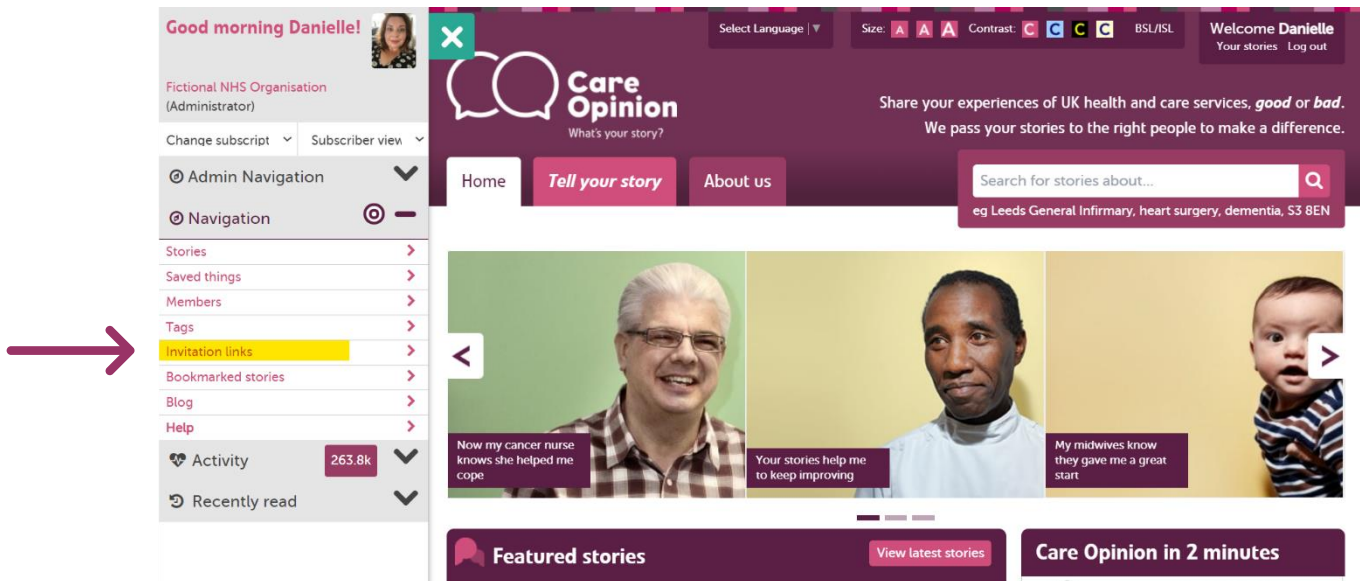
When this link is used:

- this service will be pre-selected for story authors: [Borders Community Services / District Nursing](#)
- these tags will be added to stories told with this link:

[district nurses \(shared\)](#) [district nursing team \(shared\)](#)

Checking existing links, searching for stories and making changes

You can access existing invitation links from the navigation menu on the left hand side once you login.



The screenshot shows the Care Opinion user interface. On the left, there is a navigation menu for a user named Danielle. The menu items are: Admin Navigation, Navigation, Stories, Saved things, Members, Tags, **Invitation links** (highlighted with a red arrow), Bookmarked stories, Blog, Help, Activity (263.8k), and Recently read. The main content area features the Care Opinion logo, a search bar, and a carousel of featured stories. The stories include: 'Now my cancer nurse knows she helped me cope', 'Your stories help me to keep improving', and 'My midwives know they gave me a great start'. At the bottom, there are sections for 'Featured stories' and 'Care Opinion in 2 minutes'.



We have added a range of filters to help you find your existing invitation links:

➤ 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](#) + New invitation link

Search... Q More filters

More filters

Name	Description	Name, tag or description	Private to me
<input type="text"/>	<input type="text"/>	<input type="text"/>	--- ▾

Owner

▾ Link behaviour

Has tag(s)	Tag contains	Services count	Service	Theme
--- ▾	<input type="text"/>	--- ▾	<input type="text" value="Search for a service"/>	--- ▾

Focus **Additional feedback**

--- ▾

Close Q Filter

From here you can click on the chosen link name to make amendments or see stories that have been submitted using the 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](#) + New invitation link

test Q Link mentions 'test' × Q More filters

6 invitation links, displaying 1 - 6

Link name	Description	Owner	Created	Stories told
test	test	Tracy Molloy	13/11/2024	0

If you have any questions, please ask! We're here to help. You can also head over to our ['Subscriber know how' page](#) to get more help with managing your subscription and the features of the site.

The Care Opinion Team

