

The background of the slide 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 'Invitation links & Tagging'.

**Invitation
links &
Tagging**

Aims:



- What are the different types of ‘tags’ on Care Opinion
- What’s the difference with ‘Subscriber Tagging’ and why would I want to add tags to stories
- Searching, sharing & reporting on Tags
- Tags and invitation links – How they work together
- How to create and share an invitation link

▼ Quick summary (optional)



Help: Add some keywords to say what was good, and what could be improved. How did you feel about the services you used?

What was good?

One or two words at a time



What could be improved?

One or two words at a time



How did you feel?

One or two words at a time



▶ **Next step**

or, [go back](#)

▼ A bit about you and your story (required)

What is your postcode? ⓘ

(confidential)

What conditions, tests or treatments are in your story? ⓘ

test

Add other conditions, tests or treatments



When did your story happen? ⓘ

Today



▶ **Next step**

or, [go back](#)



Help: Tell us any conditions (illnesses or injuries) your story is about. Add them one at a time, like "diabetes", "broken ankle", "depression".

Add any treatments or procedures you had too, like "x-ray" or "hip replacement".

The words you add will help other people to find your story.

" The human touch was not lost "

STORY HAS A RESPONSE



This story has had a response

About: New Victoria Hospital / Day surgery

Posted by *Spuege* (as a service user), last month

I would like to thank the nurses and medical staff who looked after pre, post and during my spinal block injection.



All were friendly and up beat.

I was made to feel secure in the knowledge that even in these strange times, the human touch was not lost and that the staff were able to give reassurance and support with kindness and humour.

Many, many thanks.

More about:

day surgery

injection

spinal

surgery

Only members of your subscription can see these tags:

co-great



Alert me to further responses to this story

Story summary

What's good?

friendly

humour

kindness

nursing team

reassurance

staff

staff attitude

What could be improved?

Feelings:

cared for

supported

thank you

valued

Activity



staff members have read this story

Why would I want to add tags to stories?

Other tags on stories are added by the author. You might want to group stories differently.

Some examples, you might want to:-

- **Identify** stories relating to a compliment types
- **Group** stories together in a way which may not be defined on Care Opinion, eg “facilities”, “domestic staff”;
- **Find and count** stories according to a set of quality standards your organisation defines eg “person-centred”;
- **Gather** stories for a research project which requires a set of stories about a given issue eg “communication”
- **Highlight** stories for use in training & education which you want students/staff to read and discuss, eg “attitude & behaviour”

Why would I want to add tags to stories?

Example:

Northern Ireland regional compliments group headings:

1. Quality of Treatment & Care
2. Staff Attitude & Behaviour
3. Information & Communication
4. Environment
5. Other

These can be created as subscriber tags – e.g.

“compliment treatment and care”, “compliment staff”.

This can be visible to people on your subscription only

Private (visible to me)

**Shared in my
subscription**

Public

**Tags can have
different visibility**

Subscriber Tags appear under the story when logged in

I'm not saying it's a miracle cure. You have to work hard to put the tools into practice but it's improved my life a thousand times over. I'd tried medication, counselling, alternative therapies etc but nothing worked for me. I wish I'd tried Cognitive Behavioural Therapy years ago and I'll recommend it to anyone suffering with any of these mental conditions. I can't thank Harpreet and the Ealing IAPT enough. I was always treated with respect and she never made me feel silly or inadequate because of my issues. I wish her nothing but the best for the future. Thank you.

More about:

anxiety

CBT

cognitive behavioural therapy

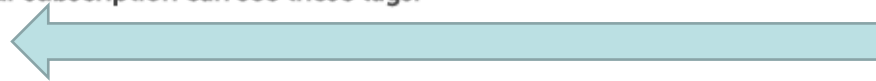
depression

mental health

OCD

Only members of your subscription can see these tags:

self referral

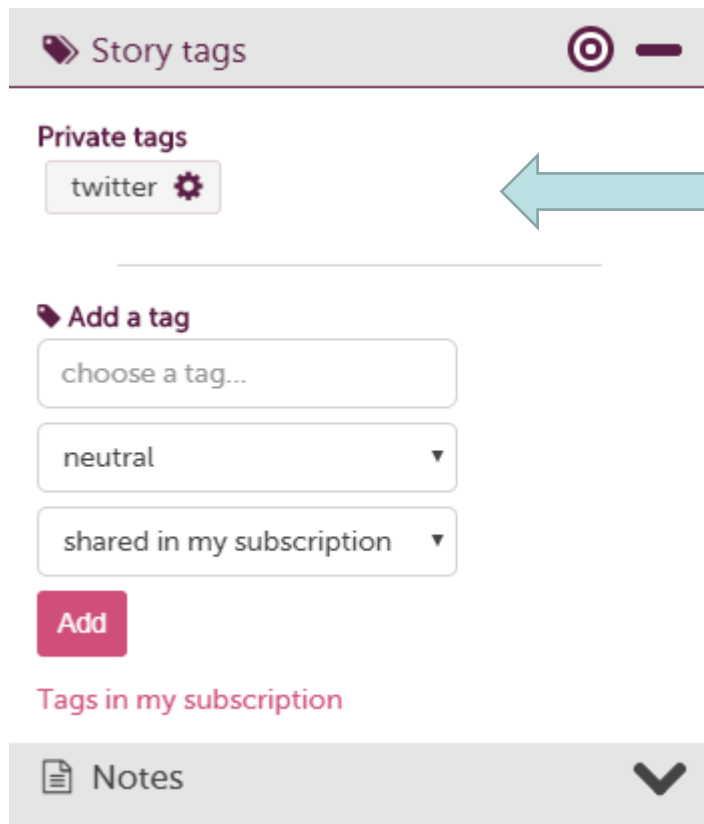


Anyone in your organisation can see these and click them

 Alert me to further responses to this story


 **Responses**

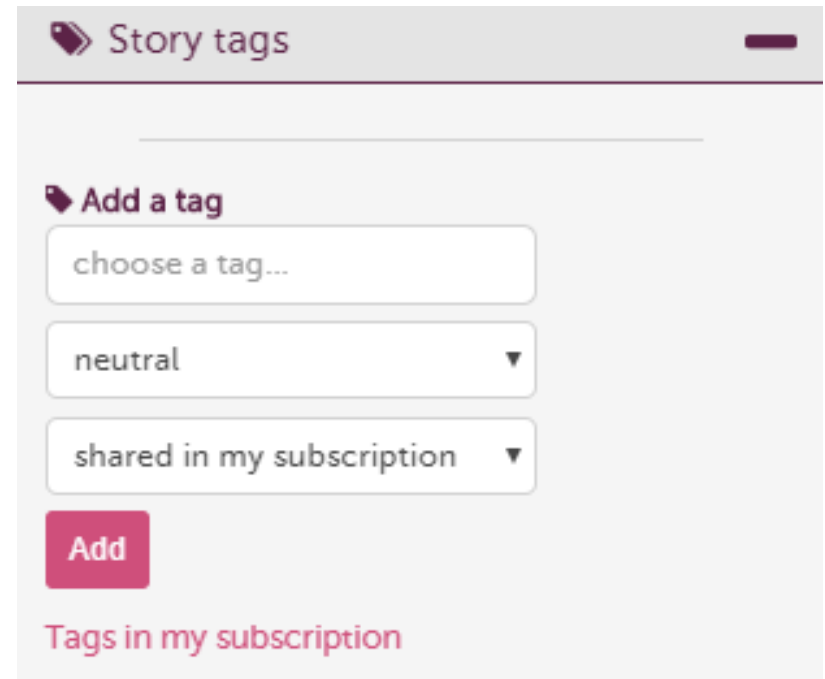
Private Tags appear in the drawer (menu on the left) when logged in



These are only visible and clickable for you

How to add a tag

- Make sure you are logged in
- Go to the story you want to tag
- Go to the Drawer  and click “story tags”
- In the first box write your tag name (existing or new)
- In second box; is it neutral, +ve or –ve
- In the third box you choose who sees the tag



The screenshot shows a mobile application interface for adding a tag. At the top, there is a header bar with a back arrow and the text "Story tags". Below the header, there is a section titled "Add a tag" with a small tag icon. This section contains three input fields: a text box with the placeholder "choose a tag...", a dropdown menu currently showing "neutral", and another dropdown menu currently showing "shared in my subscription". Below these fields is a red "Add" button. At the bottom of the dialog, there is a link that says "Tags in my subscription".

Or batch add tags

Your search

▼ Your current search ADD/
REMOVE

Filtered by your subscription

Stories tagged with

- ▶ domestic (any) −

+

▶ Story search options

▶ Response search options

▼ Create in your subscription

- Save search
- Create alert
- Create report
- Create visualisation
- Create digest
- Tag Stories**

Explore tags related to: **domestic**

17 stories have been told

Latest stories | Latest responses | Latest changes

| Story | Progress | Activity |
|---|------------------------------------|---|
| <p>"Exceptionally professional"</p> <p>About: Victoria Hospital / Accident & Emergency and Victoria Hospital / Trauma & orthopaedics</p> | <p>STORY HAS A RESPONSE</p> | <p>Response 7 months ago</p> |
| <p>"In debt to the Phenomenal Cardiac team"</p> <p>About: Royal Hospital for Children (Glasgow) / Cardiology</p> | <p>STORY HAS A RESPONSE</p> | <p>Response 9 months ago</p> |
| <p>"Mental health awareness"</p> <p>About: Borders General Hospital / Accident & Emergency and Borders General Hospital / General Medicine</p> | <p>STORY HAS A RESPONSE</p> | <p>Response 13 months ago</p> |
| <p>"A massive thank you to all involved"</p> <p>About: Woodend General Hospital / Elective Orthopaedics</p> | <p>STORY HAS A RESPONSE</p> | <p>Response about a year and a half ago</p> |

Searching, Sharing and Reporting on Tags

Search for stories about...



eg Leeds General Infirmary, heart surgery, dementia, S3 8EN



Your search



Your current search

ADD/
REMOVE

Filtered by your subscription

Add a search term



Story search options

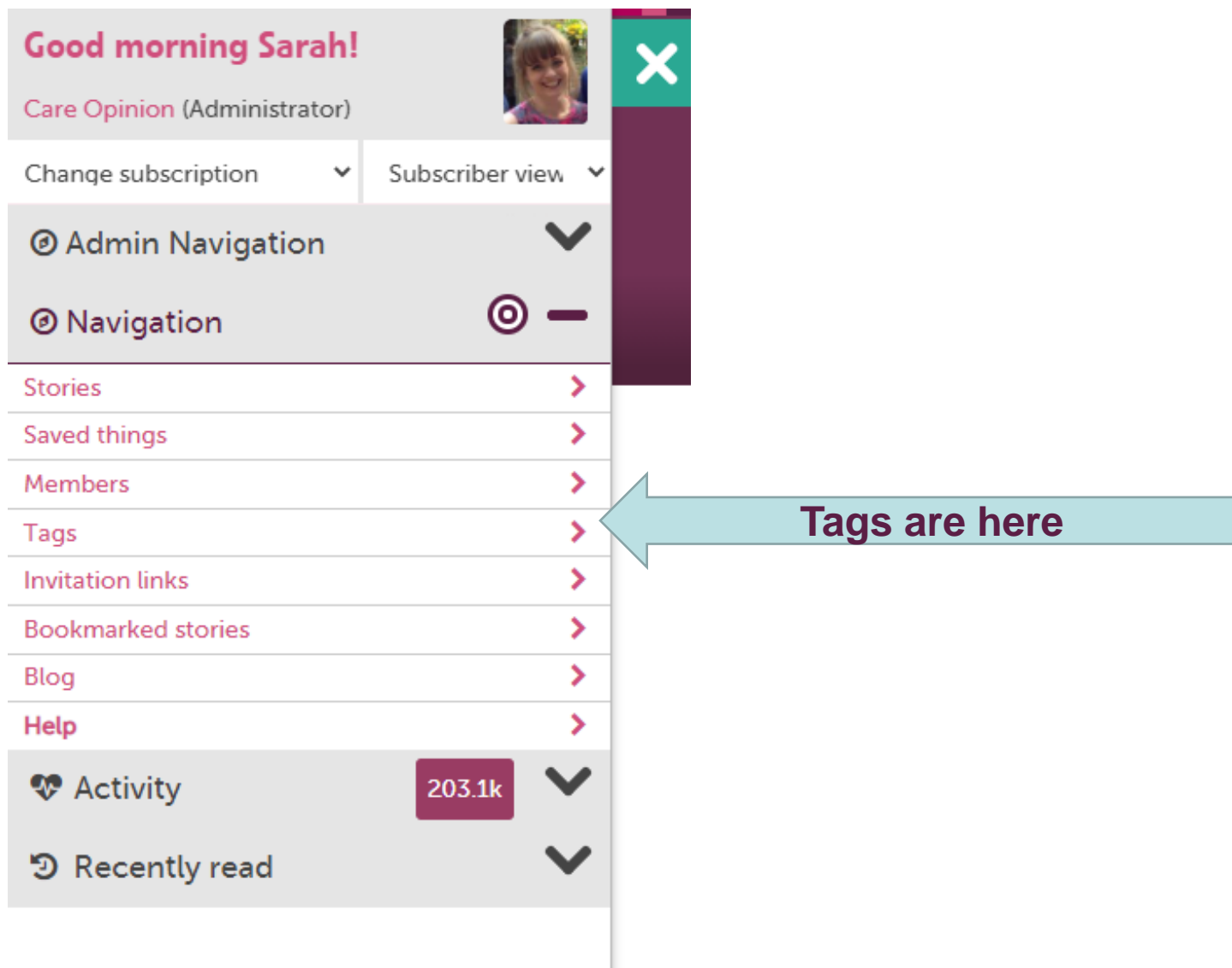


Response search options



Create report

Find tags by going to the drawer




The image shows a mobile application interface with a drawer menu. At the top, there is a header for 'Good morning Sarah!' with a profile picture and a close button (X). Below this, there are two dropdown menus: 'Change subscription' and 'Subscriber view'. The main menu items are:

- Admin Navigation (with a downward arrow)
- Navigation (with a target icon and a horizontal line)
- Stories (with a right arrow)
- Saved things (with a right arrow)
- Members (with a right arrow)
- Tags (with a right arrow)
- Invitation links (with a right arrow)
- Bookmarked stories (with a right arrow)
- Blog (with a right arrow)
- Help (with a right arrow)
- Activity (with a heart icon, a '203.1k' badge, and a downward arrow)
- Recently read (with a circular arrow icon and a downward arrow)

A light blue callout box with the text 'Tags are here' and a white arrow points to the 'Tags' menu item.

Select Language | Size: A A A Contrast: C C C BSL Welcome Sarah
Your stories Log out

 **Care Opinion**
What's your story?

Share your experiences of UK health and care services, *good or bad*.
We pass your stories to the right people to make a difference.

Home Tell your story About us

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

Care Opinion

Tags added by all members

Most story tags on Care Opinion are added by story authors or moderators. You can also add your own tags to stories to help in sharing, analysing and reporting.

Usually, you add tags to stories when you read them. Your tags can be private (to you), shared (with subscription members) or public. They can be positive, neutral or negative.


Campaign links are special invitation links you create. Use a campaign link to add tags to a new story automatically.

[More about story tags](#)

See **only tags added by me**

See shared/public tags added by

Sort by: tag name | **story count**

 **127 tags**

| Tag | Stories tagged | Visibility | | | Polarity | | |
|-------------------------|----------------|------------|--------|--------|----------|----------|----------|
| | | Private | Shared | Public | Neutral | Positive | Negative |
| activities | 1 | 0 | 1 | 0 | 0 | 1 | 0 |
| advice | 1 | 0 | 0 | 1 | 0 | 1 | 0 |
| angina | 1 | 0 | 0 | 1 | 1 | 0 | 0 |
| audiology | 1 | 0 | 0 | 1 | 0 | 1 | 0 |
| author:emma@careopinion | 1 | 0 | 1 | 0 | 1 | 0 | 0 |

My tags

See tags used by anyone in my subscription

See shared/public tags used by

e.g. Emma Smith

Sort by: tag name | [story count](#)

 **11 tags**

| Tag | Stories tagged | Visibility | | | Polarity | | |
|-----------------------------|----------------|------------|--------|--------|----------|----------|----------|
| | | Private | Shared | Public | Neutral | Positive | Negative |
| author may contact us again | 1 | 0 | 1 | 0 | 1 | 0 | 0 |
| choices-edit | 9 | 0 | 9 | 0 | 9 | 0 | 0 |
| co-great | 84 | 0 | 3 | 0 | 3 | 0 | 0 |
| co-late-reply | 3 | 0 | 3 | 0 | 3 | 0 | 0 |
| co-response | 18 | 0 | 18 | 0 | 18 | 0 | 0 |
| co-yp | 1 | 0 | 1 | 0 | 1 | 0 | 0 |
| gp response | 1 | 0 | 1 | 0 | 1 | 0 | 0 |
| gp-positive | 1 | 0 | 1 | 0 | 1 | 0 | 0 |
| self referral | 1 | 0 | 1 | 0 | 1 | 0 | 0 |
| staff feedback | 2 | 0 | 2 | 0 | 2 | 0 | 0 |
| twitter | 1 | 1 | 0 | 0 | 1 | 0 | 0 |

View stories by clicking on the numbers

Your search

▼ Your current search ADD/
REMOVE

Filtered by your subscription

Stories tagged with

- ▶ co-response (neutral) −

 +

Explore tags related to: [co-response](#)

663 stories have been told

Latest stories | Latest responses | Latest changes

| Story | Progress | Activity |
|--|---------------------------------|----------------------|
| "Non Hodgkin lymphoma" | STORY HAS A RESPONSE | Response last week |
| "Care received at nhs hospitals" <small>About: Ayr Hospital, Girvan Community Hospital, Queen Elizabeth University Hospital Glasgow / Accident & Emergency and Scottish Air Ambulance</small> | STORY HAS A RESPONSE | Response 2 weeks ago |
| "Depression" <small>About: Midlothian, Midlothian, Midlothian</small> | STORY HAS A RESPONSE | Response 3 weeks |
| "Poor patient service" <small>About: Royal Hospital for Children (Glasgow)</small> | STORY HAS A RESPONSE | Response last week |
| "Therapy Choir was brilliant" | STORY HAS A RESPONSE | Response 3 weeks ago |

Add additional filters e.g. service, date range

Use this link to turn the collection of stories into a report

Need a little help?

- [Help with searching](#)

Inviting online feedback with an invitation link

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. They look like this <https://www.careopinion.org.uk/49/aah-ed>

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

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/aah-ed>

The link can also be hyperlinked, for example: [We'd love to hear your feedback](https://www.careopinion.org.uk/49/aah-ed)

A kiosk link to share feedback: <https://www.careopinion.org.uk/49/aah-ed/kiosk>

A widget code (This embeds the story telling process on your website)

```
<iframe src="https://www.careopinion.org.uk/49/aah-ed/widget" width="400" height="600" allowTransparency="true" frameborder="0"></iframe>
```

A QR code on posters, stickers, letters





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:

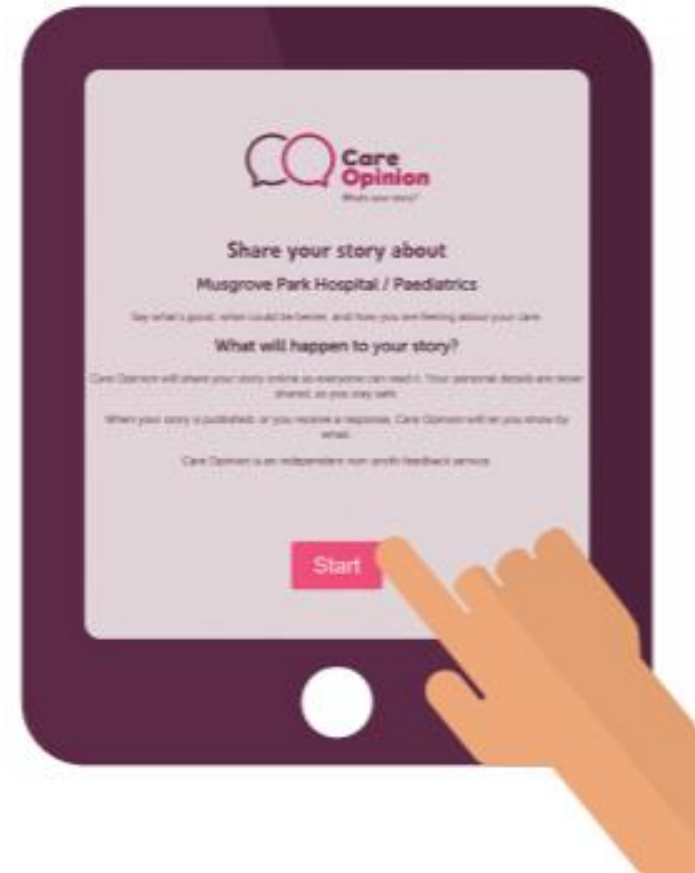
SCAN ME



visit:

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

or freephone: 0800 122 3135



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

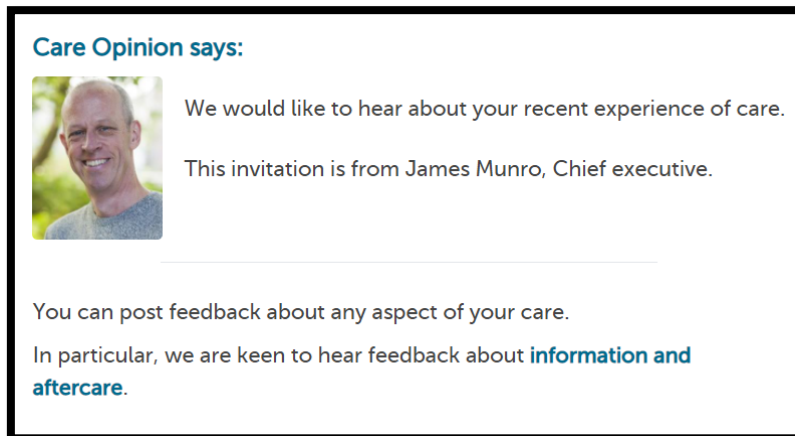
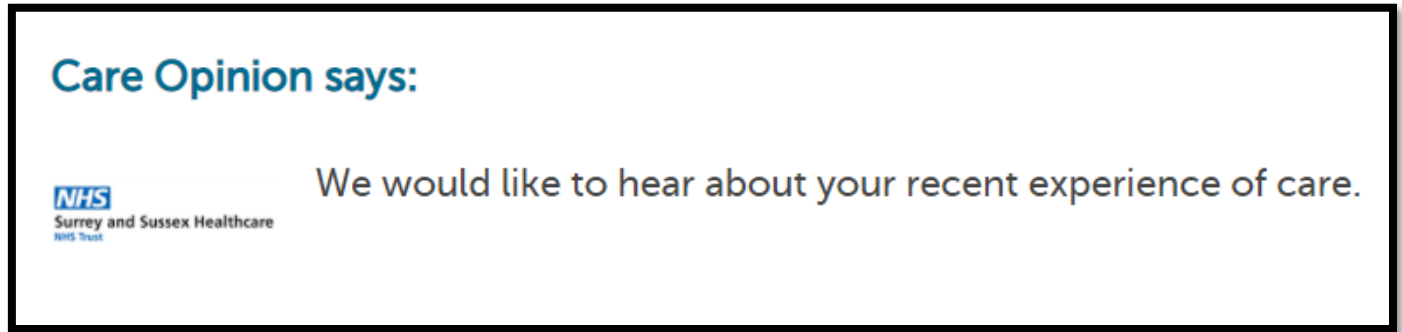
What are the cons of using an invitation link?

- 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



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."

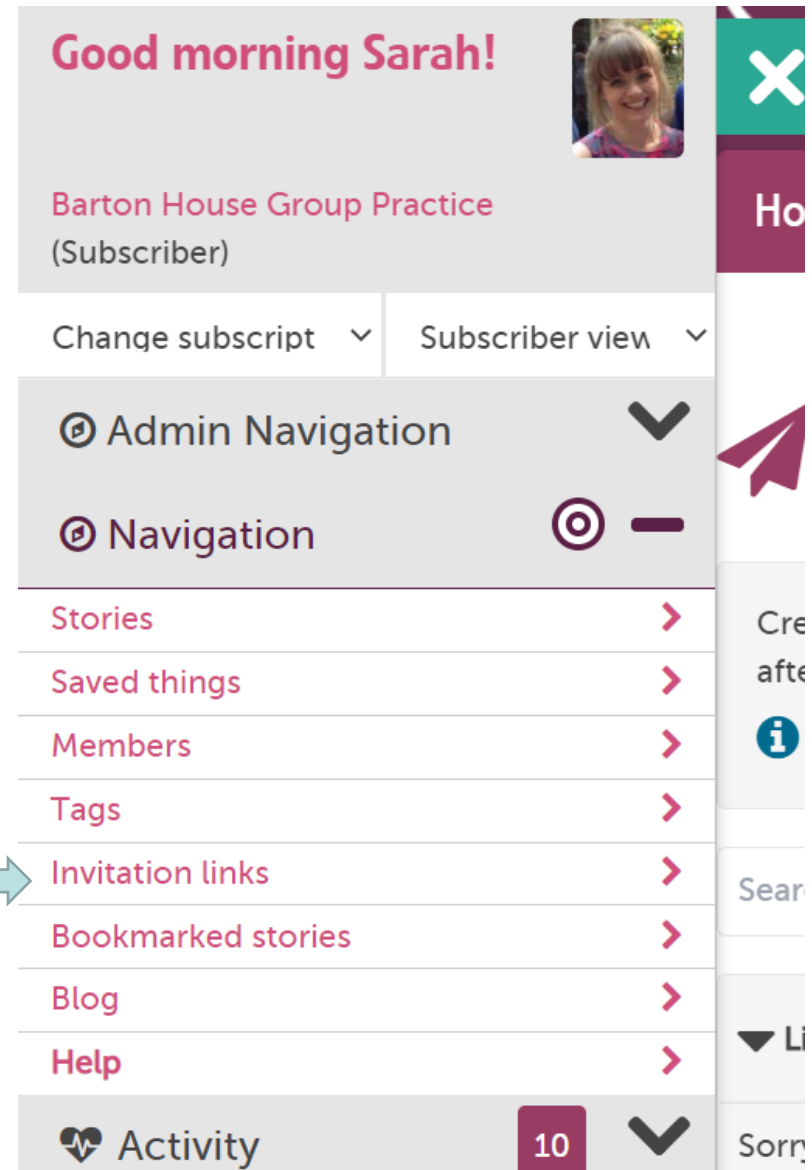
[🔗 Accept invitation and open page in a new tab](#)

(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](#)

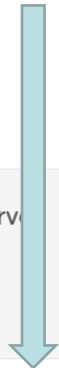
▼ Link name

▼ 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)

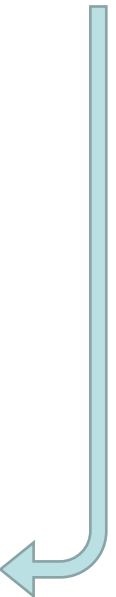
Description

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 add 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**

**create your own material or use ours
<https://www.careopinion.org.uk/info/new-materials>**

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>
```



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>

 **Create QR code**



▼ 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>
```





 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:

SCAN ME



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
- Help pages
<https://www.careopinion.org.uk/info/invitation-links>





**Thank
you**