

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**



Before we start...

- **Recording**
- **Camera & Mic**
- **Live Captions**
- **PowerPoint Live**
- **Post session email**

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**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

# Tagging

**What are tags?** A key word or phrase that can be added to a Care Opinion story, in different ways, to enable themes and content to be grouped together. They serve many functions on the site.

It might be helpful to think of tags as having a similar purpose to adding a hashtag on an Instagram post; which people do to enable other users to search through lots of content to find certain themes/interests relevant to them.

**What is subscriber tagging?** Tags that can be added and utilised specifically by subscribers, to aid subscriber needs/functionality e.g. reporting

We will explore this in more detail throughout this training.

## ▼ 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

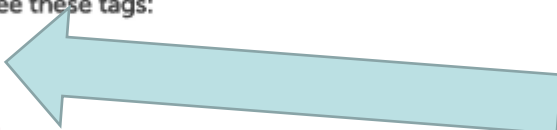
injection

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

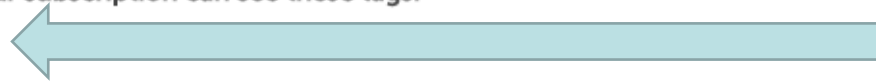
depression

mental health

OCD

Only members of your subscription can see these tags:

self referral



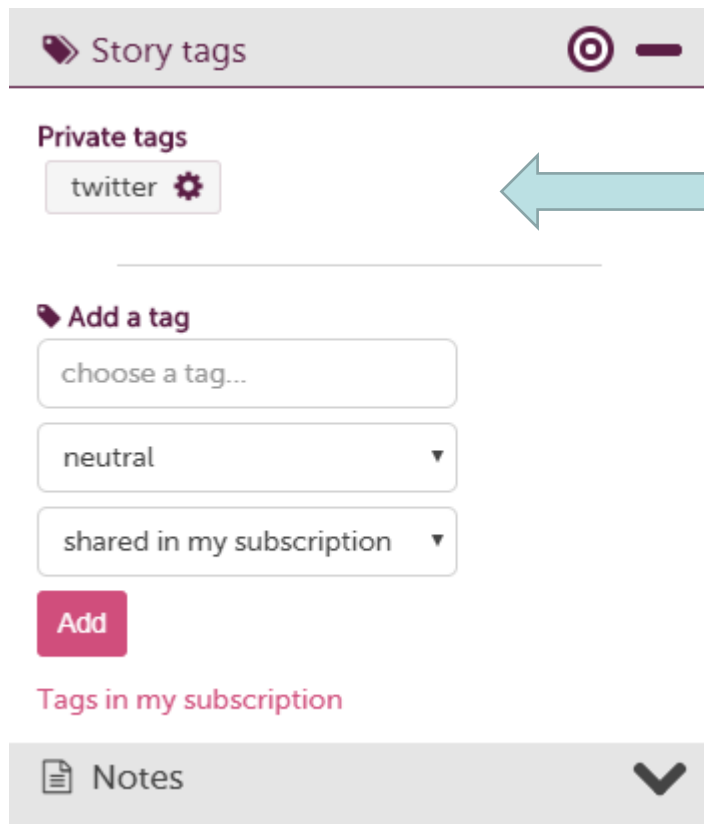
**Anyone in your organisation can see these and click them**

 [Alert me to further responses to this story](#)

---


 **Responses**

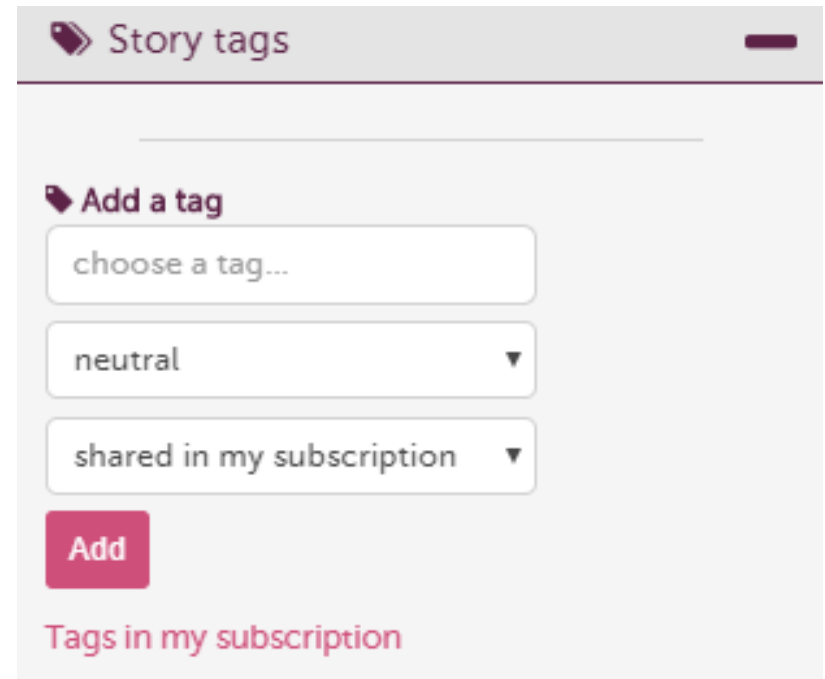
# Private Tags appear in the drawer (menu on the left) when logged in



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



Story tags

Add a tag

choose a tag...

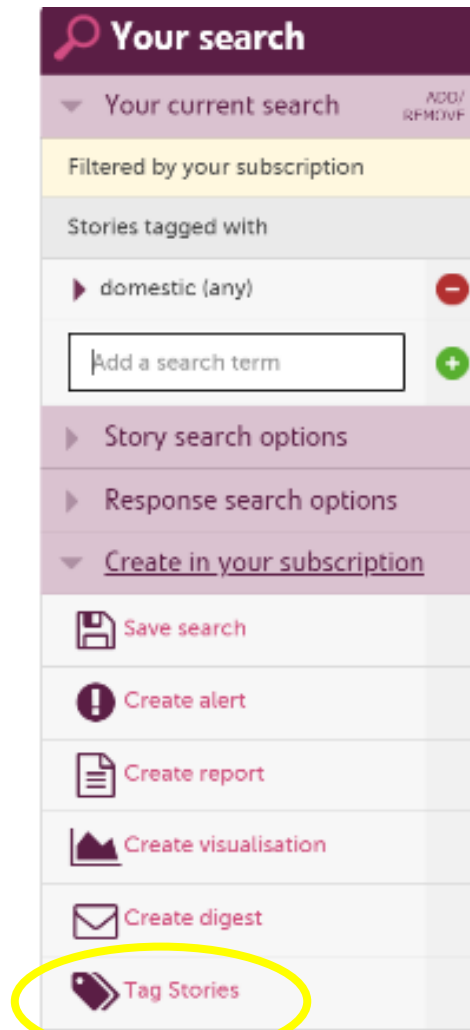
neutral ▼

shared in my subscription ▼

Add

Tags in my subscription

# Or batch add tags



**Your search**

▼ Your current search ADD/REMOVE

Filtered by your subscription

Stories tagged with

- ▶ domestic (any) −

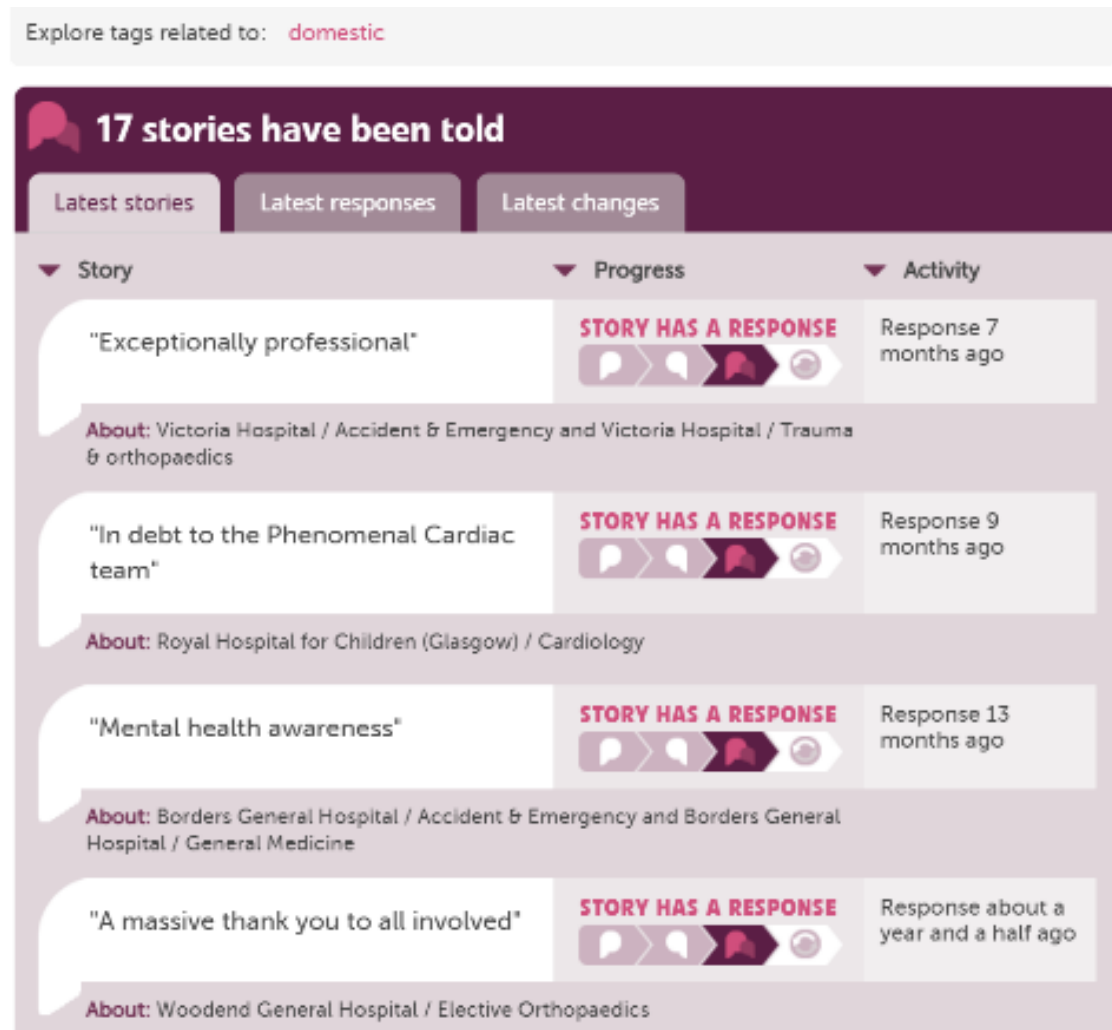
+

▶ 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 &amp; Emergency and Victoria Hospital / Trauma &amp; orthopaedics</p>	<p><b>STORY HAS A RESPONSE</b></p> <p></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><b>STORY HAS A RESPONSE</b></p> <p></p>	<p>Response 9 months ago</p>
<p>"Mental health awareness"</p> <p>About: Borders General Hospital / Accident &amp; Emergency and Borders General Hospital / General Medicine</p>	<p><b>STORY HAS A RESPONSE</b></p> <p></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><b>STORY HAS A RESPONSE</b></p> <p></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

**Good morning Sarah!**  
Care Opinion (Administrator)


Change subscription ▾ Subscriber view ▾

- Admin Navigation ▾
- Navigation (selected) ▾
- Stories >
- Saved things >
- Members >
- Tags >
- Invitation links >
- Bookmarked stories >
- Blog >
- Help >
- Activity 203.1k ▾
- Recently read ▾

← Tags are here



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 consent to publish	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	84	0	84	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"	<b>STORY HAS A RESPONSE</b> 	Response last week
"Care received at nhs hospitals"	<b>STORY HAS A RESPONSE</b> 	Response 2 weeks ago
"Depression"	<b>STORY HAS A RESPONSE</b> 	Response 3 weeks
"Poor patient service"	<b>STORY HAS A RESPONSE</b> 	Response last week
"Therapy Choir was brilliant"	<b>STORY HAS A RESPONSE</b> 	Response 3 weeks ago

**Add additional filters e.g. service, date range**

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

### **i** 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](#)

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:**

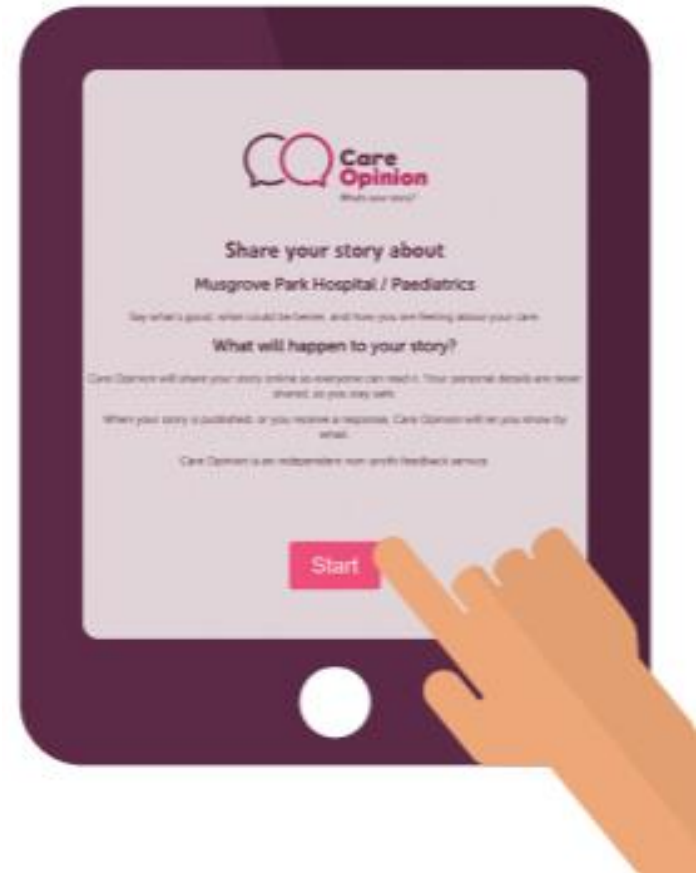
SCAN ME



**visit:**

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

**or freephone: 0800 122 3135**



# 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, the form contains 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 dark purple button with a right-pointing arrow and the text 'Use one or more pictures to tell your story', accompanied by a small image of three people.
- A word count indicator: '0 words (of 1000 allowed)'.
- A text input field with the label 'When did your story happen?' and a help icon, currently showing 'Today' and a dropdown arrow.
- '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, it asks "What will happen to your story?" and provides reassurance: "Care Opinion will share your story online so everyone can read it. Your personal details are never shared, so you stay safe." It also states: "When your story is published, or you receive a response, Care Opinion will let you know by email." At the bottom, it notes "Care Opinion is an independent non-profit feedback service." and features a prominent "Start" button with a right-pointing arrow.



# 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

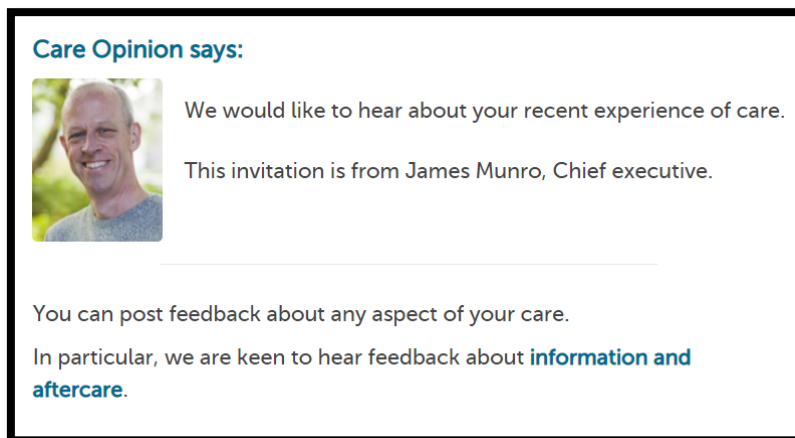
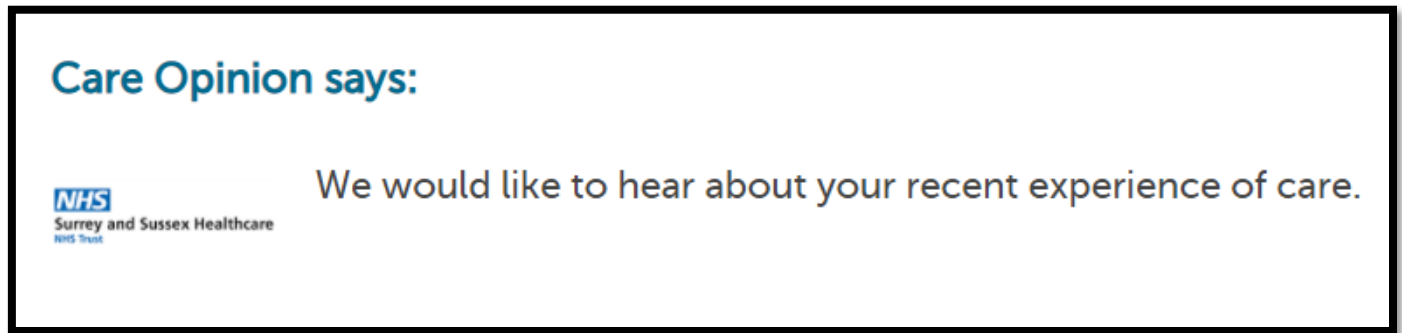
# What are the cons of using an invitation link?

- 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."

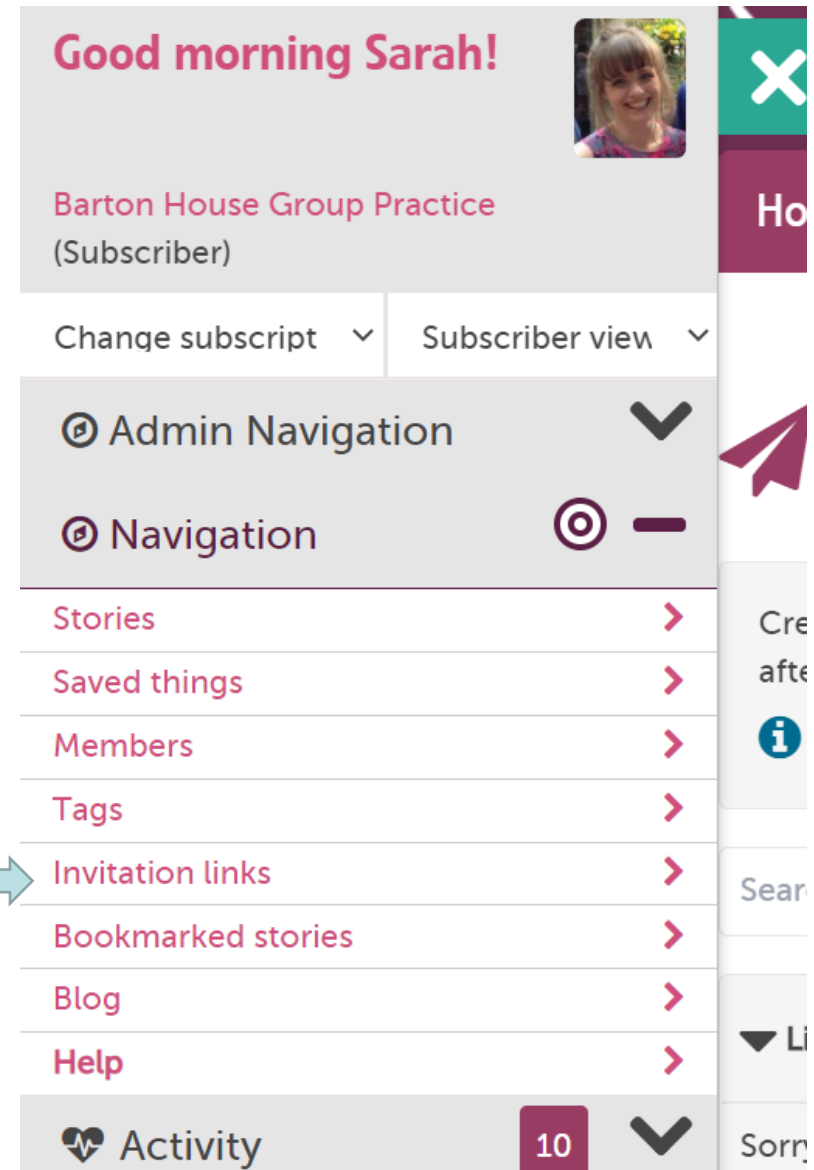
[🔗 Accept invitation and open page in a new tab](#)

(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](#)

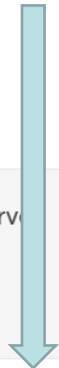
▼ Link name

▼ 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)

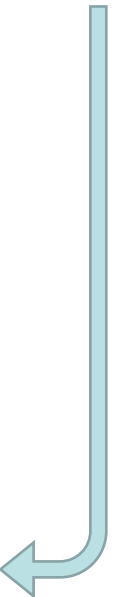
### Description

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 inv

For each of these, find the l

### ▼ Tell your story

Use this link or QR code to

[https://www.careopinio](https://www.careopinion.org.uk)

### ▼ Kiosk

Use this link

A kiosk pag

Stories told

<https://w>

### ▼ Widget

Use the em

If you need

```
<iframe s  
allowTrar
```



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



Le  
Transiti  
Please tel

Tell us what was good or what c  
Opinion w

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>

# Helpful Resources



**Subscriber Know How Page:**

<https://www.careopinion.org.uk/info/subscriber-know-how>



**Contact us:** [info@careopinion.org.uk](mailto:info@careopinion.org.uk)

# Upcoming “How To” training webinars

## **How to use Reports & Visualisations:**

Tuesday 19th September 2023 10am

Link to register:

<https://events.teams.microsoft.com/event/5d5c16ed-0679-4a56-890b-83fcb25d713e@50734ca9-3e54-4e5d-a09b-849a8e267fc0>

## **How to respond well and demonstrate impact:**

Tuesday 5th September 2023 10am

Link to register:

<https://events.teams.microsoft.com/event/ebb179ba-0101-4674-bb66-055fc9e4ba95@50734ca9-3e54-4e5d-a09b-849a8e267fc0>

And many more can be found on the Know How Page: [Training and support webinars | Care Opinion](#)



**Thank  
you**