Creating Invitation Links

An invitation link is a special link that subscribers can create through their subscription for sharing externally, to invite more people to feedback about a service or issue.

 A link might look like this:

https://www.careopinion.ca/49/example-link

The part up to the last forward slash ( / ) is fixed, however, the digits before that (49) will also be different to this example, as it depends on the code associated with your subscription. The text after that is up to your choosing. But the invitation link also has two extra special powers you can use to specify:

• the **service** you want to be linked to stories told using this link.

• any **tags** you want to be automatically added to stories told using this link.

There are two ways that you can generate an invitation link for your service.

1. Click on ‘Invitation links ‘from the Navigation Drawer and select ‘New invitation link’ on the

right-hand side.





2. Search for the hospital or health service on Care Opinion’s search bar.

a. Click on the service name from the ‘Recommended pages within Care Opinion’ to view the service page

b. Scroll down the service page and you will find the ‘Create a campaign (invitation) link’ on the bottom right-hand side.



Both above actions will take the page to create a ‘New invitation link’ and fill in the blank fields.

Here is an example:



Once you select ‘create’, the web browser will take you to the ‘Invitation links’ page, which can also be accessed via your Navigation Drawer (*Point 1 in previous page*).

From here, the page will display additional information in relation to the newly created link, such as the URLs under ‘using your link’, which can be copied or generated as a QR Code for sharing purposes:



For more detailed guidance on how to create, customize and share an invitation link, please click on the following resources:

• https://www.careopinion.ca/info/invitation-links

• <https://www.careopinion.ca/resources/site?id=co-branding-and-promotional-material-guidelines.pdf>

**Contact us**

The Care Opinion team is dedicated to working in partnership with you and your service as a subscriber to the platform. Reach out to your Client Liaison at any time for support!