Embedding a Care Opinion presence on your service’s website

The inclusion of a Care Opinion presence on subscribing services’ websites is critical to raising awareness

of the Care Opinion service and to enable consumers to easily submit their feedback (stories).

While displaying the Care Opinion’s logo is a good start, it is only effective when there is contextual text to inform and educate consumers on how and why to share their stories about your service.

# Text to accompany the logo and widget

There are two sections:

1. The invitation to consumers to tell their story and is designed to sit alongside the logo or widget could as reads as follows:

*[Service name] is committed to listening to the feedback of those who have accessed our services. Your feedback offers invaluable insight which could not only improve aspects of our care but also acknowledge the moments that you believe are worthy of praise. By anonymously sharing a ‘story’- be it either good, bad, little or big. [Service name] is able to make improvements in a timely and patient- centered way for the benefit of our community. Please click on the link below to be heard.*

1. A blurb about Care Opinion so they understand that we are not actually the service, as this is a common mistake when our logo or widget is on a service’s website.

*Care Opinion is an independent site for the consumers, families and carers of those who have accessed aged, health, and community services in Alberta. Care Opinion gives you a public voice to share your experience about the services you use. Care Opinion is safe, confidential and independent of services and authorities. We work with individuals and services to moderate stories to keep the process of sharing experiences safe and constructive for everyone. Sharing your stories about health and care services on Care Opinion will help make services better.*

# Animation

We have an animated video called ‘Care Opinion in 2 minutes’ which can be good to add to your website to assist consumers to better understand the platform. Please ask your support lead to provide the most current version of this animation.

**Widgets**

Care Opinion offers different widgets to assist consumers to engage with the platform without leaving your website. There are different widgets that can be added, including:

* the storytelling widget (where consumers can share their stories on the platform through your webpage)
* the stories widget (displaying the latest stories told about your service)
* the ratings widget (displaying the current ratings for your service)
* the activities widget (displaying a summary of the number of stories told, changes made, percentage of stories responded to and numbers of staff reading stories).

*Please note that adding a widget to your service’s website requires access to the website’s HTML code.*

**Storytelling Widget**

To embed the storytelling widget on your webpage, you will need to place the HTML code below onto the page you want the widget to appear. Please note that you must have a browser that supports iframes to view the Care Opinion widget</iframe>.

*<iframe sr*[*c="http://www.careopinion.org.au/widget/YourOpinion*](http://www.careopinion.org.au/widget/YourOpinion)*" allowTransparency="true" scrolling="no" width="700" height="900" frameborder="0">You must have a browser that supports iframes to view the Care Opinion widget</iframe>*

If your browser does not support iframes, the final ‘sentence’ in this code will show rather than the

widget itself.

You can adjust the height and width of your widget, subject to a few constraints:

1. The width can go down to about 480 pixels as a minimum. Below that it will get a bit disorderly.
2. The height needs to stay above 900 pixels because later in the story-telling process more vertical space is used. For this reason, we also recommend that you do not put anything below the widget on the page.
3. Typically, if you make the widget narrower, you'll also need to increase the height.
4. It is worth testing the full workflow once you have the widget in place, to make sure nothing is cut off the bottom of each step. But note you will be sending stories to our live site, so please enter "testing" in the story title so we know not to publish your test stories!

To ensure your consumers understand that feedback submitted via the widget is handled by Care Opinion and independent to your service, please ensure you add text about the platform (see suggested text on page 1)

**Stories, Ratings & Activity Widgets**

1. Go to the [search page](https://www.careopinion.org.au/opinions).
2. Create a search which shows the kind of stories you want. For example, you might want stories about a particular service provider or from a certain area/department.
3. Now click on the 'Make a widget' link in the bottom left of the page and select the type of widget you wish to create (stories, ratings or activity).
4. Follow the instructions under the relevant widget type. You will need to scroll down to the bottom of the page where you will find the HTML code that you will need to add into the webpage on which you'd like the widget to sit.
5. Please note that the widget supports any search you can do on the site, apart from a phrase search. The widget will ignore any filtering by phrase.

**Kiosk mode**

Another way to facilitate consumers sharing their stories is to direct people to tell their stories via the kiosk mode. This allows consumers to tell their stories via the simplified storytelling workflow.

The kiosk mode link can be added to websites and email signatures, turned into a QR code and/or sent out via text or email to consumers.

1. Go to the [search page](https://www.careopinion.org.au/opinions).
2. Enter your service’s name and click on the service page located immediately under

‘Recommended pages within Care Opinion’.

1. On the right-hand side of the page, scroll down and underneath the ratings panel, click on ‘Kiosk mode’.
2. Embed the URL for that page on your website.

*The kiosk mode can be created for any department/service listed in the Care Opinion platform. To access department-specific kiosk mode links, simply expand the ‘More services within [your service]’ menu item on your service page and select the department you wish the link to be about as part of step 2 .. From there, continue through steps 3 and 4.*

**Hybrid Workflows**

You may wish to also consider integrating Care Opinion stories with your other feedback, referred to as using a **hybrid workflow**. Basically, this allows you to either ask people to complete your own surveys after they have told a story on Care Opinion or asking people to tell a story on Care Opinion after they have completed your survey. Information on how to do this can be found at <https://www.careopinion.ca/blogposts/108/integrate-care-opinion-with-other-feedback-workflows>.For further assistance creating widgets, kiosk mode links and hybrid workflows, please contact the Care Opinion support lead.