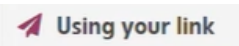



Creating your invitation link:

You can pre-plan what will go into your invitation links using the table below. Please note, these are examples only, you can fill in your own information between the [square brackets]. A screen-recording walkthrough of how to create your custom invitation link can be found here: [create and customise invitation links](#).

Invitation link planning table

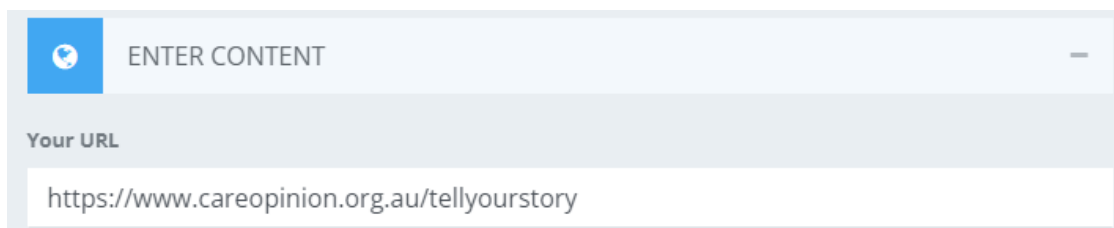
	[Service/Department name]
Name	[Example-link-name]
Description	[This link is to enable our patients, clients, consumers and loved ones to share their stories about their experiences with our services.]
Welcome and feedback focus	<p>Organisation</p> <p>We would like to hear about your recent experience of care. You can post feedback about any aspect of your care. In particular, we are keen to hear feedback about [how our compassionate care made a difference for you and/or your loved ones.]</p>
Service to receive feedback	<p>[Hospital level] ➤ [Department ward level]</p> <p>*When filling this out, click the green + button beside the service/department/ward/ clinic you wish to select. You will be able to choose from a list of all of the services listed on the platform under your health service organisation (your service tree). All stories shared via the invitation link will automatically link to the service you select in this step.</p>
Hashtags	#ExampleHashtag #KindnessCampaign
Invite additional feedback	<p>[Thank you for sharing your story about maternity care. If you have a moment would you be willing to complete our short maternity survey? It will take about 5 minutes and will help us improve care for others.]</p> <p>[https://yoursurveylinkhere]</p> <p>*This is a link to your own survey, results will go directly to your health service.</p>
URL for sharing	<p>[Paste your invitation link here]</p> <p>*You can copy your invitation link by dropping down “Tell your story” or “Kiosk” under the  tab, then clicking on the copy icon ().</p>

Creating a QR Code:

We use QR Code Monkey to create free, and colour co-ordinated QR codes for promotional material. When creating the QR Code please note the background colour that will be behind the QR Code so you can create it accordingly.

Step 1: Open <https://www.qrcode-monkey.com/>

Step 2: Copy your invitation link into the 'Your URL' bar.



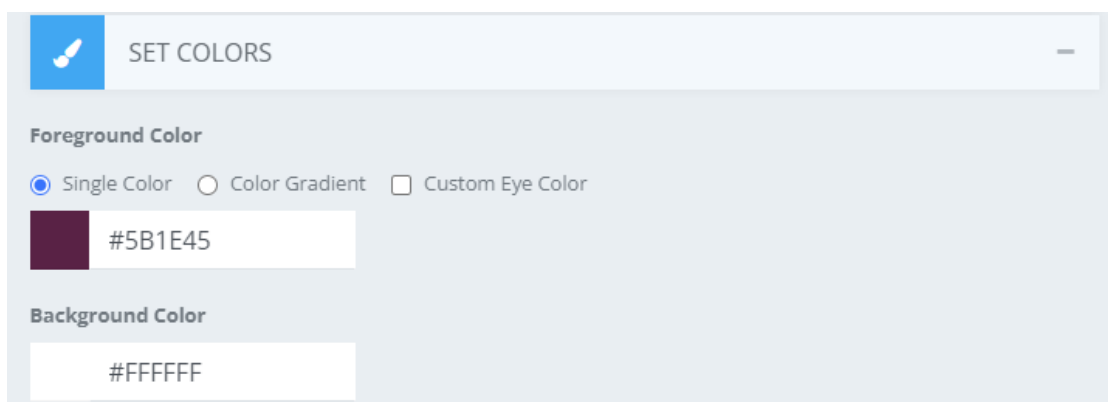
ENTER CONTENT

Your URL

<https://www.careopinion.org.au/tellyourstory>

Step 3: Drop down 'set colours'.

Step 4: Leave 'Single colour' selected. The Foreground colour will be the colour of the code, the background colour will be the colour of the background. Please see the images below as an example. Enter the HEX Code* for the colour you wish to be in the foreground and background.



SET COLORS

Foreground Color

Single Color Color Gradient Custom Eye Color

#5B1E45

Background Color

#FFFFFF

Step 5: Click 'create QR Code' to see what it will look like, then click 'Download PNG'.

*The HEX Code is the letter and number combination code used to identify the colour. You can find all of the HEX Codes in our Visual Identity Guidelines. In the table below are our most commonly used QR Code colours.

White background #FFFFFF	Purple background #5B1E45	Pink background #B10059	White background #FFFFFF	Grey background #4D4D4F
Purple foreground #5B1E45	White foreground #FFFFFF	White foreground #FFFFFF	Pink foreground #B10059	White foreground #FFFFFF
