

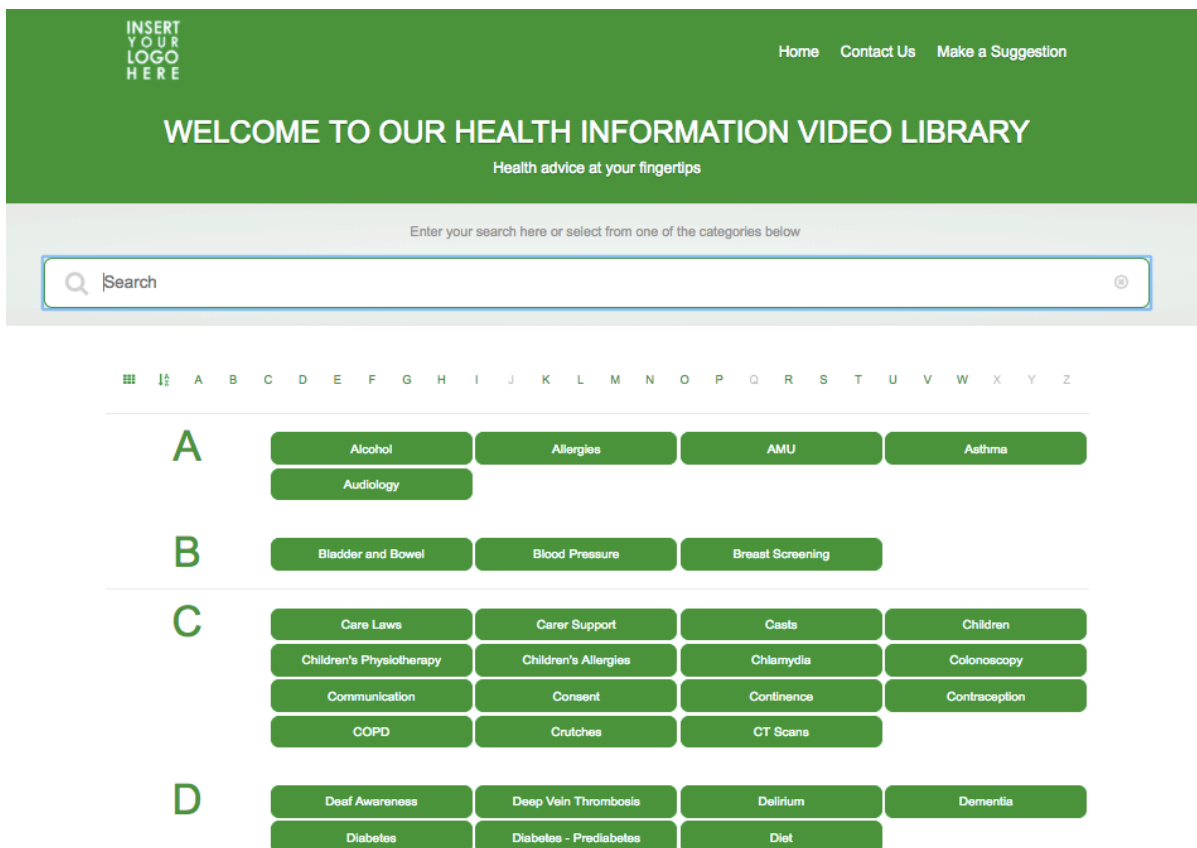
Help Guide: Using your Informal Carer Video Library effectively in your organisation

We hope you find this guide useful in getting you up and running using video.

We encourage you to share this guide with your team.

1. Familiarise yourself with the library

There are over 200 videos categorised into over 30 specialisms, covering many of the common conditions your service users may experience. We recommend taking some time to familiarise yourself with the content.



The screenshot shows the homepage of the Health Information Video Library. At the top left, there is a placeholder for a logo: "INSERT YOUR LOGO HERE". To the right are navigation links: "Home", "Contact Us", and "Make a Suggestion". The main heading is "WELCOME TO OUR HEALTH INFORMATION VIDEO LIBRARY" with the tagline "Health advice at your fingertips". Below this is a search bar with the text "Enter your search here or select from one of the categories below" and a search input field containing "Search". A navigation menu below the search bar lists letters A through Z. The content is organized into four main sections: A, B, C, and D. Each section contains several green buttons representing different health topics.

Section	Category	Item
A	Alcohol	Allergies
		AMU
A	Asthma	Audiology
B	Bladder and Bowel	Blood Pressure
		Breast Screening
C	Care Laws	Carer Support
		Casts
	Children's Physiotherapy	Children
		Children's Allergies
	Chlamydia	Colonoscopy
		Communication
	Consent	Continence
		Contraception
	COPD	Crutches
		CT Scans
D	Deaf Awareness	Deep Vein Thrombosis
		Delirium
	Diabetes	Dementia
		Diabetes - Prediabetes
Diet		

2. Log in to the Content Management System

Scroll to the bottom of the page and click on 'login'

Login using your username and password

Click on 'Admin' at the top of the page to take you to the Content Management System

3. Personalise your Video Library

Adding your logo, titles and contact details

Click on 'Account' Tab

INSERT YOUR LOGO HERE

Home Super Admin Admin Contact Us Make a Suggestion

EDIT ACCOUNT

Pages Uploads **Account** Users

Name

Name in logo

Logo (PNG File) No file chosen

Favicon (PNG file) No file chosen

Contact email

Contact number

Addr1

Addr2

Fb u r l

Linked in u r l

Twitter u r l

Meta keywords

Meta description

Title main

Title sub text

^

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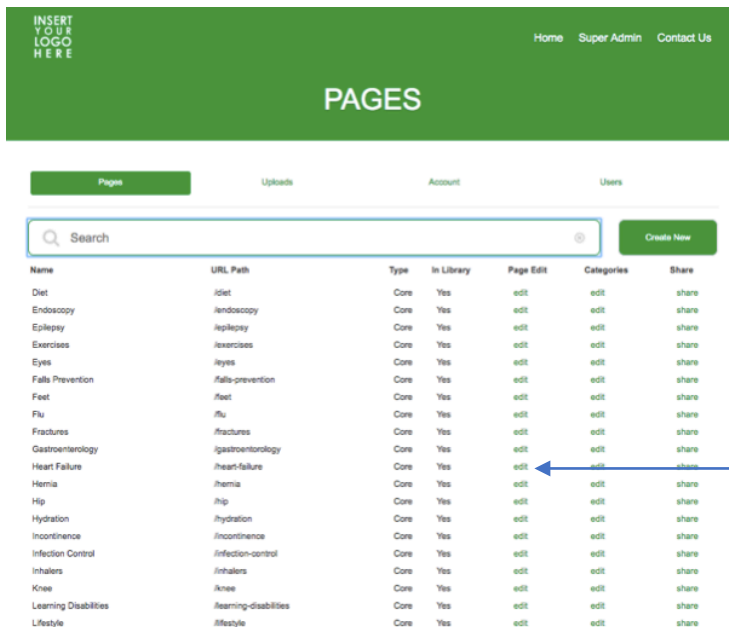
[Logout](#) [Privacy and Cookie Policies](#) [Terms And Conditions](#)

These videos and the others on this website are only to be viewed and used by patients or service users when prescribed as a package of care by a suitable and affiliated health care professional or practitioner.
If you are a patient or service user, please obtain guidance from your health care professional before placing any reliance on the contents of these videos.
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Add/remove/edit pages from the Video Library

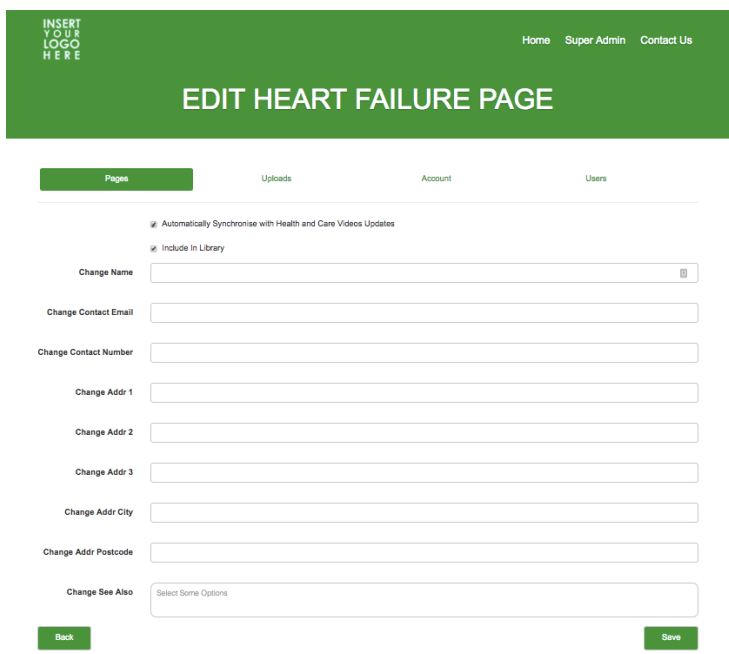
Click on the 'Pages' tab

Click 'edit' in the 'Page Edit' column of the Page you would like to edit - here we have chosen Heart Failure



Name	URL Path	Type	In Library	Page Edit	Categories	Share
Diet	/diet	Core	Yes	edit	edit	share
Endoscopy	/endoscopy	Core	Yes	edit	edit	share
Epilepsy	/epilepsy	Core	Yes	edit	edit	share
Exercises	/exercises	Core	Yes	edit	edit	share
Eyes	/eyes	Core	Yes	edit	edit	share
Falls Prevention	/falls-prevention	Core	Yes	edit	edit	share
Feet	/feet	Core	Yes	edit	edit	share
Flu	/flu	Core	Yes	edit	edit	share
Fractures	/fractures	Core	Yes	edit	edit	share
Gastroenterology	/gastroenterology	Core	Yes	edit	edit	share
Heart Failure	/heart-failure	Core	Yes	edit	edit	share
Hernia	/hernia	Core	Yes	edit	edit	share
Hip	/hip	Core	Yes	edit	edit	share
Hydration	/hydration	Core	Yes	edit	edit	share
Incontinence	/incontinence	Core	Yes	edit	edit	share
Infection Control	/infection-control	Core	Yes	edit	edit	share
Inhalers	/inhalers	Core	Yes	edit	edit	share
Knee	/knee	Core	Yes	edit	edit	share
Learning Disabilities	/learning-disabilities	Core	Yes	edit	edit	share
Lifestyle	/lifestyle	Core	Yes	edit	edit	share

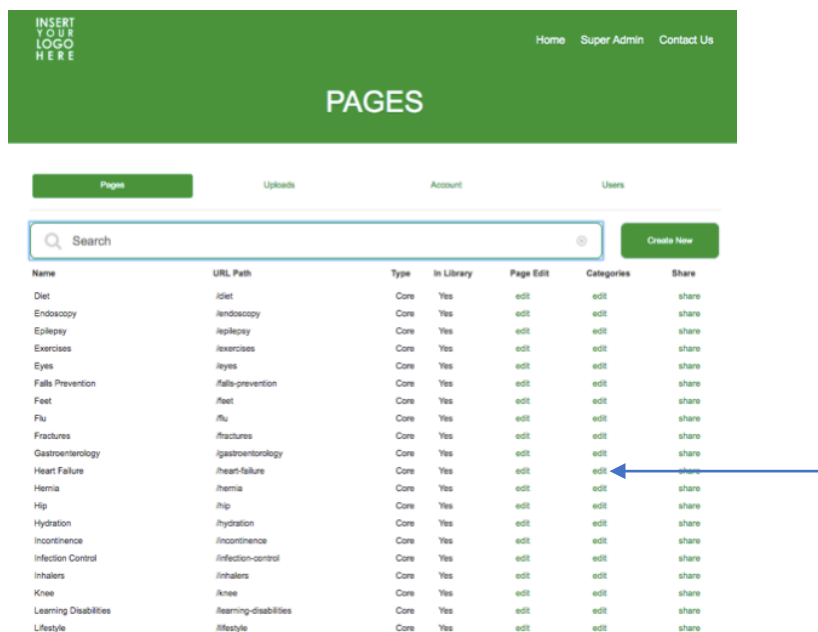
Here you can add or remove the Page from your Library, change the Page Name and the contact details for that Page



Add/remove/edit categories within pages from the Video Library

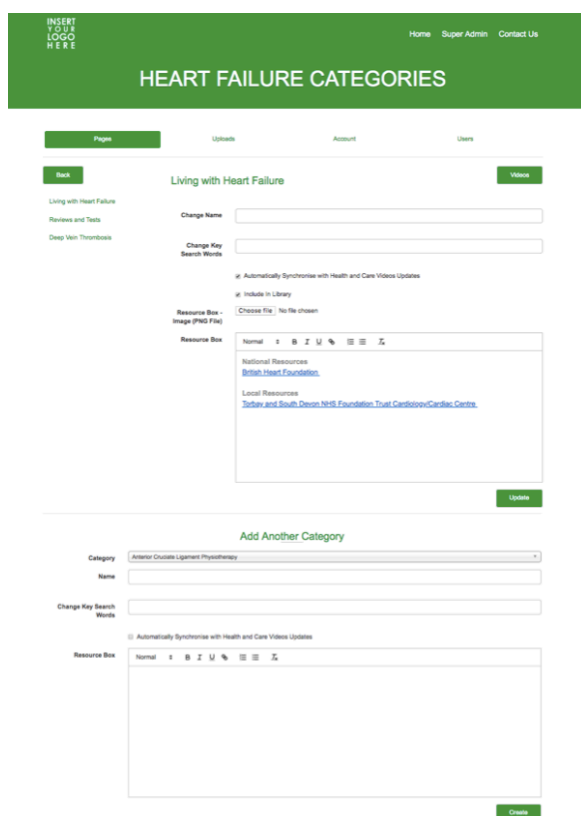
Click on the 'Pages' tab

Click 'edit' in the 'Categories' column of the Page you would like to edit - here we have chosen Heart Failure



Name	URL Path	Type	In Library	Page Edit	Categories	Share
Diet	/diet	Core	Yes	edit	edit	share
Endoscopy	/endoscopy	Core	Yes	edit	edit	share
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Exercises	/exercises	Core	Yes	edit	edit	share
Eyes	/eyes	Core	Yes	edit	edit	share
Falls Prevention	/falls-prevention	Core	Yes	edit	edit	share
Feet	/feet	Core	Yes	edit	edit	share
Flu	/flu	Core	Yes	edit	edit	share
Fractures	/fractures	Core	Yes	edit	edit	share
Gastroenterology	/gastroenterology	Core	Yes	edit	edit	share
Heart Failure	/heart-failure	Core	Yes	edit	edit	share
Hernia	/hernia	Core	Yes	edit	edit	share
Hip	/hip	Core	Yes	edit	edit	share
Hydration	/hydration	Core	Yes	edit	edit	share
Incontinence	/incontinence	Core	Yes	edit	edit	share
Infection Control	/infection-control	Core	Yes	edit	edit	share
Inhalers	/inhalers	Core	Yes	edit	edit	share
Knee	/knee	Core	Yes	edit	edit	share
Learning Disabilities	/learning-disabilities	Core	Yes	edit	edit	share
Lifestyle	/lifestyle	Core	Yes	edit	edit	share

Here you can change the Category Name add/remove/edit categories within pages eg Living With Heart Failure



HEART FAILURE CATEGORIES

Living with Heart Failure

Change Name:

Change Key Search Words:

Automatically Synchronise with Health and Care Videos Updates

Include in Library

Resource Box - No file chosen

Resource Box:

Add Another Category

Category:

Name:

Change Key Search Words:

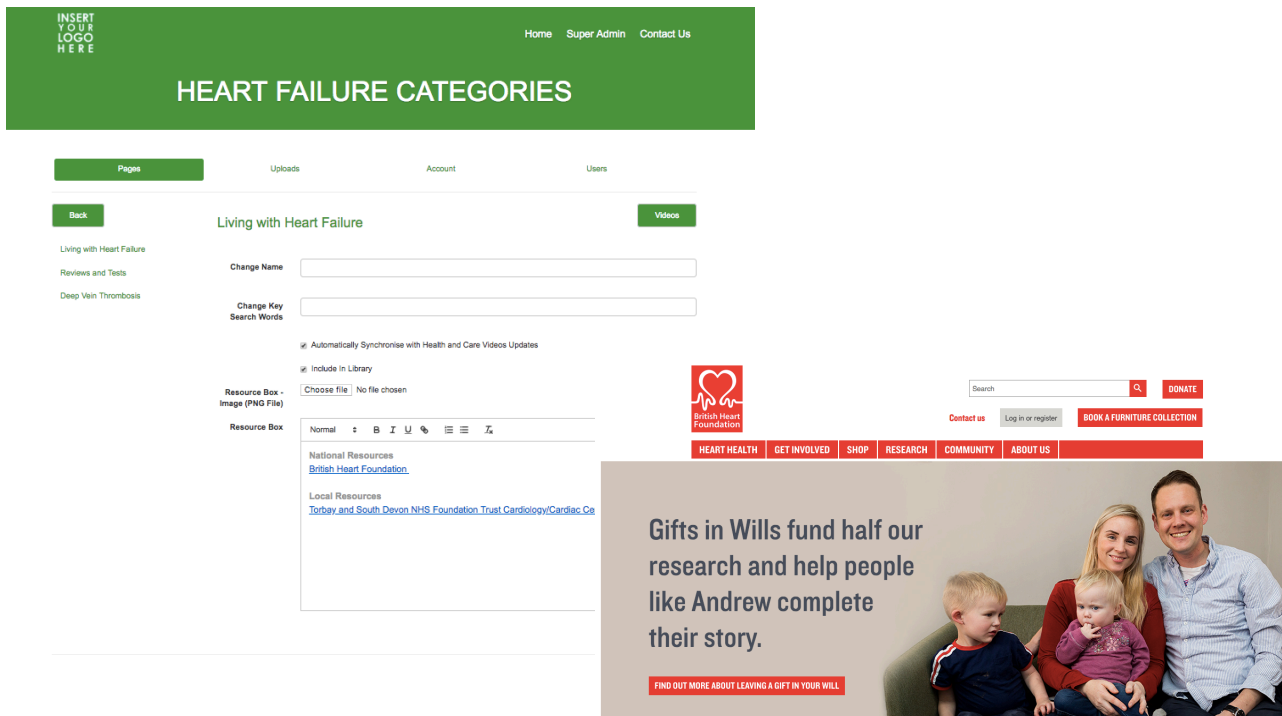
Automatically Synchronise with Health and Care Videos Updates

Resource Box:

Add other resources - PDFs/Web Links/Information

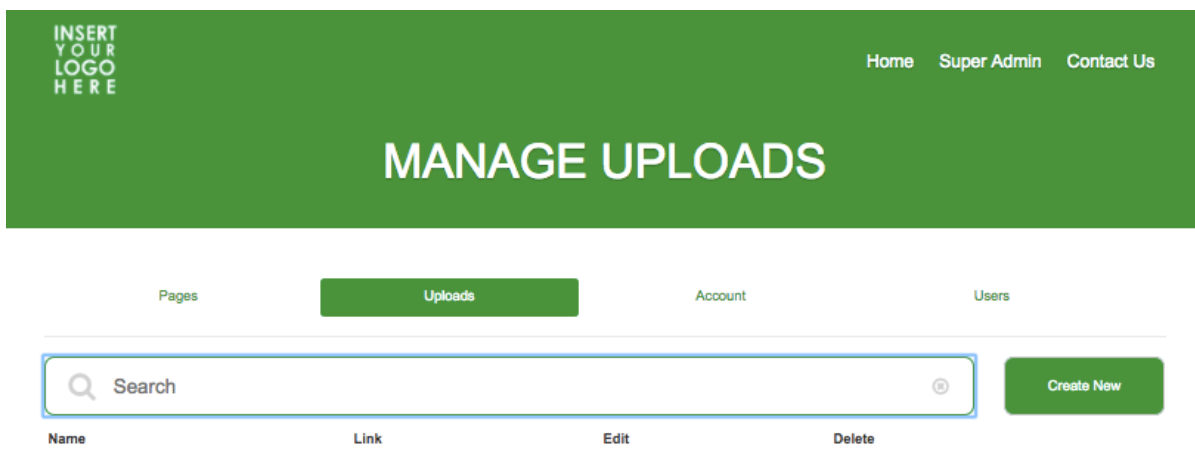
Add links to other resources into a resource box eg <https://www.bhf.org.uk> (British Heart Foundation)

Add images to resource boxes by clicking choose file next to 'Resource Box - image (PNG file)'



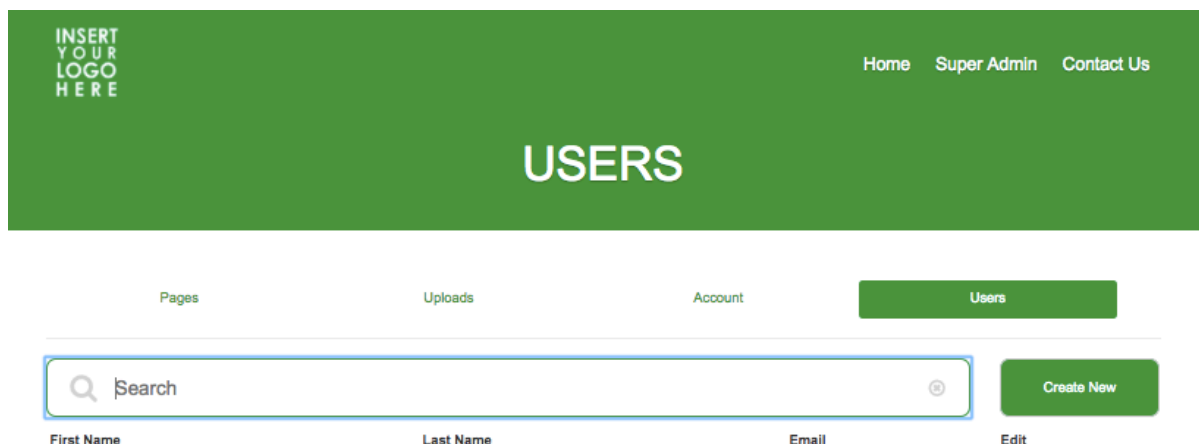
Add PDFs by clicking on the 'Uploads' tab

Upload the PDF file you want to add then copy and paste the link from here into the resource box as above



Add/remove practice staff to control who can edit your video library

Click on 'Users' and 'Create New' or 'Edit'



4. Get your team on board

It is important your team know the reasons behind using video and the benefits it can bring to them and their service users

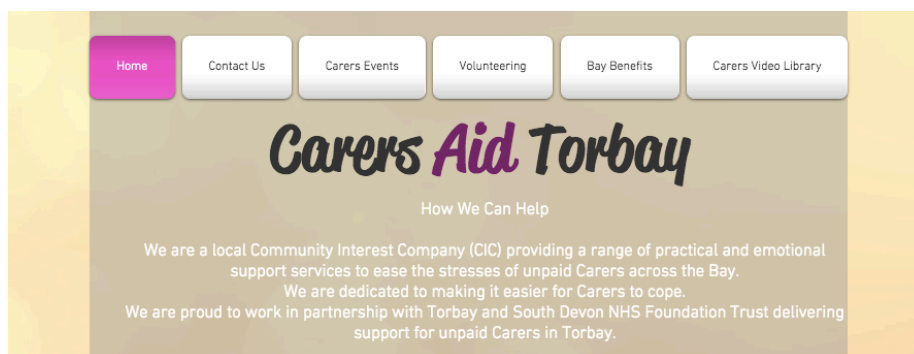
- Hold a launch session for all staff
- Encourage staff to generate ideas for new videos or how they can be used in their work
- Include regular information in your internal newsletter
- Put leaflets in waiting areas

5. Implementing your Video Library

Create a sub-domain of your website eg hcvideos.voluntaryorganisation.com

We will provide an IP address to direct the sub-domain to

You can then create a tab for your homepage with the link to your Video Library



6. Social Media

Social media is a fantastic way to shout about and share your new valuable resource and enhanced service with a wide audience.

Posting regularly on Facebook and Twitter will help direct people to your website and video library.

Make sure you're following the project on social media...



@TorbayCommunityCarersProject



@TCCarersProject

Shortened links

If you are short on space in your tweet, using a link shortening site is a great way to direct people to your video library and still write an informative tweet/post. In some cases you can even customise the link eg. <http://bit.ly/TCCarersProject>

<https://bitly.com/>

<https://tinyurl.com/>

Scheduling Tools

Facebook allows you to create drafts and schedule posts and you can do the same on Twitter with <https://tweetdeck.twitter.com>. To schedule on multiple social media channels <https://hootsuite.com> is a good tool to familiarise yourself with although others are available.

Top Tip - Try to make all social media posts visual by including an image, and always link back to your website!

Example Social Media Posts:

Have you had a look at our new health information video library yet? Easily accessible health advice at your fingertips thanks to @TCCarersProject ****Insert Link to Video Library Here**** #ConnectingTorbay #TCCarersProject

We're thrilled to be working with @Torbay_Council and @hcvlibrary on the @TCCarersProject and now have our very own health information video library containing over 200 videos to support you as a #carer - Take a look here: ****Insert Link to Video Library Here**** #ConnectingTorbay #TCCarersProject



Do you need advice on a health issue? Why not take a look at our health information video library, containing over 200 videos, brought to you by @TCCarersProject [*Insert Link to Video Library Here*](#) #ConnectingTorbay #TCCarersProject

Our new health information video library contains over 200 videos to help support you as a #carer, covering topics like #dementia #carelaws #painmanagement and #consent - Take a look here: [**Insert Link to Video Library Here**](#) #ConnectingTorbay #TCCarersProject

Other ways to increase awareness:

- Hold a demonstration day
- Get the local press involved - Increase awareness by sending your local newspaper a press release detailing your enhanced service
- Get interactive on Twitter: Our project hashtags are #ConnectingTorbay and #TCCarersProject but here are some key accounts and hashtags that may be of interest to you:

[@TorbaySDevonNHS](#)
[@SpottedTorquay](#)
[@wearesouthdevon](#)
[@BreezeDevonNews](#)
[@WMNNews](#)
[@BoostTorbay](#)
[@Torbay_Hour](#) #TorbayHour
[@TQHeraldExpress](#)

Top Tip - Did you know you can tag up to 10 people in live photo tweets on Twitter? A great way to spread the word and notify local press!

10. Got suggestions for new video content?

We will always welcome your ideas. Please feel free to email daisy@healthandcarevideos.com with any content suggestions or complete the form by clicking on the 'Make a Suggestion' button on the top right of the Video Library.