

Syndicated content guideline

November 2024

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What is Syndicated content?

We have developed a way that we can push our advice and information content to the local Healthwatch website template.

The content will be pushed to your websites as unpublished content, so you can choose what to publish on your website and whether you want to tailor the content to include local information as well.

This guide will help you understand how to access syndicated content, publish it and monitor for updates published by Healthwatch England.

The process

1. **Content is created by Healthwatch England and pushed to your websites.** This 'push' will happen weekly every Monday morning – around 8am.
2. **You can review and edit the unpublished content on your website.** You will have full editing permissions so you can add in any local information you think is relevant or change links that might direct someone to the Healthwatch England website to your own – for example, if we have a call to action for someone to give us feedback, you might want to update the link to go to your own webform rather than ours.
3. **Once you are happy with the article, you can publish it.** This will then appear on your website as Advice and Information content along with your other articles.
4. **If we make changes to a syndicated article we will notify you of the changes on the content page in the backend of your website.**

New content

Each Monday at 8am, any content we have marked as 'syndicated content' will be pushed onto your websites.

You can find this content by going to the content page in the back end of the website.

[+ Add content](#)

Displaying 1 - 50 of 157

Title Content type Author Published status Language Article type

Article Options

<input type="checkbox"/>	Title	Content type	Author	Status	Updated	Operations
<input type="checkbox"/>	Testing syndicated content (CIRCLE)	HWE advice and information	HWE_websupport	Unpublished	Wednesday, 13 November 2024 - 13:19	<input type="button" value="Edit"/>
<input type="checkbox"/>	Last test	HWE advice and information	HWE_websupport	Unpublished	Wednesday, 13 November 2024 - 11:37	<input type="button" value="Edit"/>
<input type="checkbox"/>	This is a new test syndicated content	HWE advice and information	HWE_websupport	Unpublished	Wednesday, 13 November 2024 - 11:37	<input type="button" value="Edit"/>

Any content that appears in your content list as "HWE advice and information" is advice content we have published on our own website and made available to you to copy.

You can review the article by clicking "edit" on the right-hand side of the table.

Once you are editing the article, it will appear exactly like a new article, you can edit text, change links and add content in. This is so that you can add any local content that might be relevant to your audience.

Once you are happy with the article, tick the "publish" box at the bottom of the page and click "save". This will publish the article to your website.

In the back end of the website the content will always display as "HWE advice and information" so that you can identify which content has come via this method.

Once published, in the front end of the website, the article will simply appear as "advice and information" and be no different to the articles you create yourself. We do not feel it is necessary or useful for the public to know whether this is original or copied content – and does not help the public's user experience.

If you review the content and decide you don't want it on your website, you have two choices:

- Leave it as unpublished in the back end in case you might want to use some of the content later.
- Delete it, if you are confident you will never want to use it. Please note once it is deleted, you cannot retrieve the article.

Updated content

At the top of the content page in the back end of the website, a new toolbar will appear which shows any updated we have made to articles.

Updates on HWE content, please review:

Local version	Review local	Published	Updated by HWE on	Reason for update	HWE Link
Last test	Review >>	No	Monday, 11 November 2024 - 14:34		HWE Link >>
Another test	Review >>	No	Monday, 11 November 2024 - 14:29		HWE Link >>
This is a new test syndicated content	Review >>	No	Monday, 11 November 2024 - 13:55		HWE Link >>

In this table you can see:

- The title of the updated article.
- A link to the article on your website.
- The date the update was made.
- The reason for the review update – this should explain the changes that have been made.
- A link to review the original content on Healthwatch England website. This is so you can look for details of the changes and copy them into your own article easily.

Reviewing content

When you click on "review" to make the amends to your article, this will take you into the edit page of your own article. You'll also need to open up the HWE link to see details of the changes.

Once you have made the amendments, you will also see a new block under the related content section. This is titled “Mark as reviewed”.

Mark as reviewed

Updated/reviewed*

Changes made by HWE ▾

If this item has been recently updated by HWE, you need to change the status to “Reviewed by LHW” to dismiss notices about this item.

In order to dismiss the notification from the toolbar on the content page, you need to change the dropdown to “reviewed by LHW”. This will then remove it from your toolbar once you click “save”.

Any questions?

If you have any questions about using syndicated content, please contact the team on Digital@healthwatch.co.uk

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healthwatch