



**Brand Book** / Logo Guidelines / Design System / Storytelling





**Our brand is more than a logo,  
it's how people experience us.**

---

Our brand identity system makes it  
easy to bring that experience to life.

### **Welcome!**

A brand isn't what we tell the consumer we are, it's what consumers tell each other we are. It's more than simply logos and colors, it's an identity that defines the trust we earn from patients, employees, and our community.

Who we are and how we represent ourselves as a brand is critical to shaping the way people think, feel, and respond when they see or hear the name Augusta Health.

In order to maintain a consistent brand look and feel, we have developed specific guidelines for the visual and verbal articulation of the Augusta Health brand, as well as specific directions for the application of our logo and related elements.

In a time when consumers shop for healthcare every bit as much as they do a car, it is more important than ever for Augusta Health to establish brand loyalty in our service area and beyond. Building and protecting this identity by adhering to our brand standards is everyone's responsibility. Please refer to this guide whenever you develop any communication with the Augusta Health brand.



## I / Brand Foundation



More than ever, our success within the healthcare industry depends upon how well Augusta Health can distinguish itself from its competition. That means telling a story that is uniquely our own in a way that resonates in the hearts of the community we serve. This guide will help all of our team members to tell a consistent story about Augusta Health by providing broad ideals of what we all work to accomplish each day. These ideals combined with your own experiences and examples are the spark that brings our story to life.

The hallmark of Augusta Health is the level of personalized care we deliver to every patient and visitor. That type of care serves as the building blocks of our reputation. Other hospitals and health systems may be larger or have more capabilities, but patients know that at Augusta Health, we will take care of them in a kinder, more compassionate, and more personal way than anywhere else. In essence, this is the Augusta Health Way—and that is the Augusta Health brand.

But the strength of that brand depends upon all of us. Our story is only valuable if our promises are delivered through the experiences of the people who visit our hospital, our primary care centers, and our urgent care centers. That is why every Augusta Health team member—regardless of position or job function—should focus their workday on a single question: How can I help you?

Let that question govern everything you do. Ask it to those you work with, those you work for, and those who report to you. Most of all, ask it to every patient or visitor you meet. That is the heart of a story we all must choose to practice daily, because we'll only stand out when we practice what we stand for.

## Many Parts, One Drive

**Maintaining a high level of personalized care requires vigilance and forward thinking. These two important qualities define the innovation that drives our healthcare philosophy.**

Augusta Health seeks to become a national trendsetter in adopting new ideas and ways of providing better care to our patients, our community, and each other. Our vision is to become not only the best place to receive healthcare, but the best place to work in healthcare. We can achieve our goal of serving more patients and creating more value for our caregivers by focusing on three specific areas.

---

### Innovating Community Care

**Our goal: To see the communities we serve as home.**

Augusta Health is committed to making sure the communities we serve are healthier physically, mentally, and emotionally. We are actively involved in the well-being of our neighborhoods, cities, and towns. Our vision to become a national model for community-based healthcare begins with being known as the preeminent place for medical expertise in the Shenandoah Valley—and that depends on being deeply invested in our unique and beautiful home.

### Innovating Patient Care

**Our goal: To care for our patients as if they are our family.**

Augusta Health's promise is to keep our patients at the heart of everything we do. We provide expert, compassionate, specialized care enabled by the latest technology that focuses not only on making people better, but keeping them well.

### Innovating Employee Care

**Our goal: To become the best place to work in healthcare in our region.**

We encourage teamwork and innovation to empower every caregiver from physician to environmental services to be the very best. We support diversity by hiring team members from different backgrounds and provide multiple channels to assist every team member in living out our values of quality, empathy, and integrity.



## The Augusta Health Story

Augusta Health is a mission-driven, independent, nonprofit, community health system formed in 1994 by the merger of two predecessor hospitals in the nearby cities of Staunton and Waynesboro, Virginia. Originally Augusta Medical Center, the name was changed to Augusta Health in 2009 to better reflect the continuum of services and locations provided within a system model.

Augusta Health offers a full continuum of inpatient, outpatient, and community-based services and enjoys strong partnerships with other community organizations such as the Allegheny Mountain Institute, resulting in a sustainable production farm that utilizes organic practices located on the Fishersville campus.

Augusta Health employs the Augusta Medical Group (AMG), an integrated multispecialty group comprised of approximately 200 physicians and advanced practice providers serving the community at 40 different practice locations, including numerous urgent care centers and a large number of primary care practices throughout the service area. Additional outpatient services include medical and radiation oncology treatment located in an integrated center that is an affiliate of the Duke Cancer Network; diagnostic, interventional, and electrophysiology cardiovascular service located in an integrated Heart & Vascular Center; pain management center; a behavioral health center; a durable medical equipment company; home health; hospice; a residential assisted living facility for end of life; an infusion center; and a sleep lab facility.

Augusta Health participates in a Medicare Shared Savings Program with an Accountable Care Organization (ACO) called Augusta Care Partners (ACP). Currently, ACP includes 310 providers and covers 8,400 patient lives. ACP also contracts with Augusta Health to manage the care of the Augusta Health Plan beneficiaries, a population of 3,700 covered lives. A strategic objective is for ACP to continue expansion over the next several years into a clinically

integrated network (CIN) focused on expanded population management in addition to the Medicare Shared Savings Program.

Augusta Health's primary service area population is 122,000 with an expanded service area exceeding 200,000 residents.

### Facility and Campus

In its 26-year history, the Augusta Health campus has doubled in size to include on-campus facilities for community services, including an attached three-story medical office building and a number of freestanding physician offices; a Cancer Center; a Heart and Vascular Center; a newly constructed Emergency Department; a conference center; a fitness and tennis facility; a sizeable ambulance and transportation company; a child care center; and a residential hospice house.

In order to advance Augusta Health's commitment to integrate health, wellness, and medicine, the Augusta Health Fitness Center offers a variety of wellness and fitness programs as well as trainers for improving overall health in the community. In addition, services integrate physician referrals for physical therapy; occupational therapy; cardiac rehabilitation; joint replacement; and oncology services. The Fitness Center has multiple programs and incentives for rewarding Augusta Health employees who exercise regularly. The center includes an Olympic-sized pool, indoor and outdoor tennis courts, racquetball, and comprehensive exercise facilities.

Compassionate community hospice service is provided on campus at the Shenandoah House, a residential assisted living facility for people suffering from terminal illnesses.

Augusta Health opened a \$30.6 million Heart & Vascular Center

in 2013. The four-story, 67,500 square-foot addition houses the hospital's cardiac cath labs and vascular testing services, cardiac rehab, support services, and physician offices in one central location.

A major expansion of its Emergency Room has increased the number of treatment rooms from 24 to 48, creating a critical care/acute treatment area and enhancing the family and support space. The project added 22,000 square feet of space dedicated to state-of-the-art emergency room services.

An 8,000 square-foot Diabetes Center with capacity to serve over 23,000 patients per year was completed in early 2021. A 60,000 square-foot Outpatient Pavilion is currently under construction and slated to open in early 2023. As part of its strategic Enhanced Access Initiative, this project is part of the Journey 2025 strategic plan designed to expand and improve access to quality healthcare throughout the region. The Outpatient Pavilion will have capacity to serve over 70,000 patients per year and will include a Freestanding Imaging Center, Ambulatory Surgical Center, and breast cancer services designed with a keen focus on prevention and early detection.

Augusta Health's sizable 230-acre campus ensures significant room for additional future expansion.

## Community Support

The Augusta Health Foundation has made a significant impact in the lives of patients and their families. Generous gifts from the community have provided for the construction of a new Emergency Department, new equipment and technology, expanded patient services, and care for the underserved.

Recognizing that it takes an entire community to improve health and well-being, the Augusta Health Board of Directors established the Community Partnership Committee to identify and address priority health needs identified in the triennial Community Health Needs Assessment. The Community Partnership Committee oversees an endowment used to work in partnership with local nonprofits and agencies to improve the health of the region.

## Culture

The strength of Augusta Health is based on its high-performance culture that is values-based and committed to community-based care. Augusta Health intends to remain independent and community-owned, which has galvanized the culture to focus on top decile performance across all of its performance pillars (Service, People, Quality, Growth, Financial, and Community).

## January 2025

Augusta Health has a five-year strategic plan that is based on the vision of becoming a nationally recognized model of community-based healthcare. This vision includes establishing reputational distinction for community care coordination, an inspired and engaged work force, clinically specialized care, and pursuit of innovation and transformation.

### Our Mission

To promote the health and well-being of our community through access to excellent care.







### Our Vision

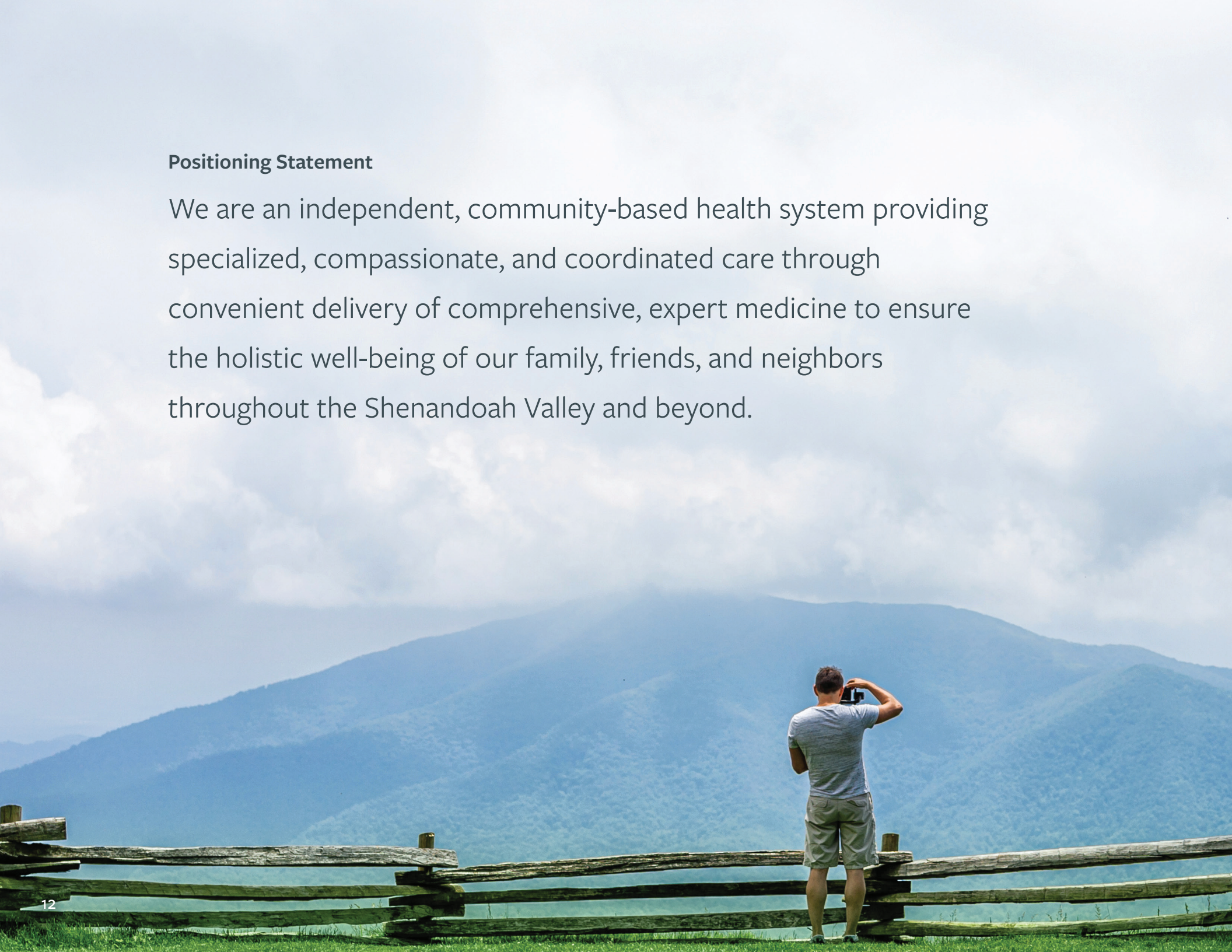
Augusta Health will be a national model for a community-based health system and recognized for its distinguished performance in:

- Unrivaled care coordination
- Inspired and engaged professionals and team members
- Patient-centered services that are recognized for being comprehensive, distinguished, compassionate, and specialized
- Transformation and innovation



### **Positioning Statement**

We are an independent, community-based health system providing specialized, compassionate, and coordinated care through convenient delivery of comprehensive, expert medicine to ensure the holistic well-being of our family, friends, and neighbors throughout the Shenandoah Valley and beyond.



### Values

Augusta Health has an established set of core values that serve as an inspiration for all, reflect who we are, and represent what we aspire to be.



**Excellence**



**Patient & Community-centeredness**



**Teamwork**



**Professionalism**

### Our Promise

We put people at the center  
of everything we do.







## II / Brand Expression







The words we use have the power to explain, reassure, and connect. Here's how to choose words that do just that.

## Style

Because some people are overwhelmed by the complexity of any health system, it is important that all written content produced by Augusta Health is created and presented in the clearest, most specific language.

- Clarity of communication is valued above all.
- Written collateral should be composed of short and direct sentences.
- Complex sentences with multiple commas should be avoided to ensure maximum ease of reading.
- Paragraphs should be equally short, with no more than seven lines of text if possible.
- The goal is to present all information on a sixth-grade reading level. Avoid medical jargon as much as possible.

Augusta Health is a place of professionalism, with doctors and nurses who are at the top of their fields. What we say is authoritative in the sense that we have the knowledge and capability to make you better, but **we dispense that knowledge in a compassionate way that's easily understood.**

## Tone

Augusta Health prides itself on being actively involved in the communities it serves. We're your neighbors, your friends. Our children play together. We go to the same places of worship, shop at the same grocery stores, and have the same hopes and fears. We're specialists at healing the body of its ailments, which brings a sense of confidence in our patients. But we also connect with our patients on a human level, which brings a sense of trust.

That human connection differentiates Augusta Health from its regional competitors and should be present throughout both our written and visual collateral. The copy's overall tone should be conversational, as if we're speaking to a friend.

### Checks for supporting tone options:

- Does it put an emphasis on solutions rather than problems?
- Is there a way to rephrase any negatives (no, not, etc.) into more positive language?
- Does it sound like a warm, caring person wrote it?
- Are lists bulleted and phrase-based?
- Is there anything that could be made easier to understand?

## Voice

The core of our brand voice is audience-first communication that is easy to understand, informal, and conversational. The brand's primary voice is optimistic and inviting.

Keep the voice positive and helpful. We consider ourselves partners with our patients and are driven by a mission to be there in every way possible for anyone in need. We are approachable, friendly, and inclusive—a modern health system, but one that recalls a small-town doctor.



## Brand Persona

A brand persona is the personification of a brand, its goals, and how it presents itself to others.

### “Nelle”

Occupation: Advanced Practice Practitioner

Age: 40

Lives in: Fishersville, VA

### Personality

- Warm, compassionate
- Smart, practical, reliable
- Altruistic
- Resilient
- Open-minded
- Organized

### Values

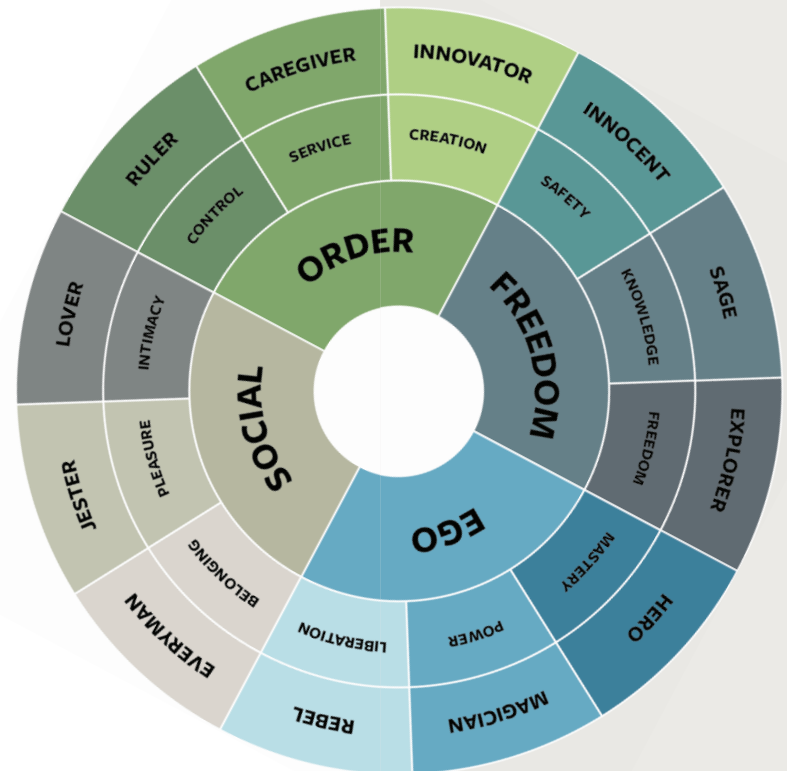
- Authenticity
- Honesty
- Credibility
- Compassion

## Brand Archetype

Archetypes are simple representations of universal figures and relationships in human psychology.

Augusta Health's primary archetype is the **Caregiver**. This brand archetype is defined by compassion and generosity, and strives to make people feel nurtured and secure.

Our secondary archetype is the **Innovator**, which suggests daring to try new ways of doing things and having the freedom and courage to explore new possibilities.





### III / Logo Guidelines

### Logo

Our logo represents us. When used correctly, it raises the profile of our organization and strengthens our brand.



## Primary Logo

The Augusta Health logo is the strongest visual element used to promote our name. Therefore it must be used consistently and correctly in order to effectively build awareness and to reinforce its legal protection as our identity.

The logo must be applied to all materials in accordance with the following standards and guidelines to ensure maximum consistency and visibility is achieved with every application.





Clear space  
for margins

Clear space  
for content

To ensure optimal legibility and maintain legal protection of the Augusta Health identity, a minimum clear space surrounding the logo must be maintained.

The clear space is proportional to the logo and is based on the width of the A in the logotype.

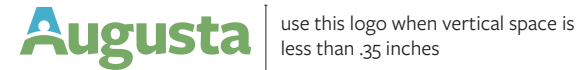
minimum width 1 inch



## Secondary Logo

Augusta Health has one secondary logo, which consists of the abbreviated name “Augusta.”

This logo should be your second choice and only used when there is limited vertical space of less than .35 inches.



## Icon

This icon should be your third choice, used in smaller spaces where a more square aspect ratio is preferred.



## Digital Avatar

Augusta Health has one avatar to be used for social media profile pictures and other digital applications.

Because of its gradient, it is not appropriate for print production.



## Watermark

We have a suite of watermarks to add to content that will be shared digitally. These should be placed unobtrusively in the bottom right corner.



## Our Logo in Color

We care for people every hour of every day.

Our logo reflects that.











## Light Mode

Use this logo on white or very light backgrounds.

This logo uses our two primary brand colors, Augusta Green and New Day.

### Augusta Green

PMS 7737U / 7489C  
HEX #78AA65

### New Day

PMS 631U / 7702C  
HEX #51B0CB

## Dark Mode

Use this logo on navy, charcoal, or very dark backgrounds.

This logo uses our two secondary brand colors, New Life and Reflection.

### New Life

PMS 366U / 359C  
HEX #A7DA7E

### Reflection

PMS 628U / 628C  
HEX #B1DEE6



## One-color

Use this logo where a two-color logo is not possible or optimal.

### Night

PMS 5463U / 7546C  
HEX #3D4D55

## Reversed

Use this logo on all mid-tone backgrounds, and on dark backgrounds where a two-color logo is not possible or optimal.

### White

HEX #FFFFFF

### Tagline

Readily identifiable, totally  
memorable: our tagline captures  
our personality and our purpose.



Care that makes a lifetime.

## Logo and Tagline Lockup

With very few exceptions, the tagline should always be locked up with the logo. When using the tagline, always use the art files. Do not type set the tagline yourself. The tagline should never exceed the width of the logo.



Care that makes a lifetime.

### Our tagline in color

The tagline comes in four colorways to suit different environments: light mode, dark mode, reversed, and one-color. The tagline colorway should always match the nearest logo colorway. For example, if a garment or document uses a dark mode logo, it should use a dark mode tagline.

#### Light Mode

Care that makes a lifetime.

#### Dark Mode

Care that makes a lifetime.

#### One-color

Care that makes a lifetime.

#### Reversed



## IV / Brand Architecture


### Building a stronger brand

We have evolved our strategic positioning to see greater cohesion in Augusta Health's identity. With this new positioning, we have eliminated the influx of diverse divisional and departmental logos for a more unified approach that will strengthen our core brand and empower all team members to share the Augusta Health story.









### Departments and Programs

All Augusta Health departments and programs are parts of the whole organization and should use the parent logo.



## Approved Placement

Think of the name of your department or program like the title of a book, and the “Augusta Health” logo as the publisher.

The departmental name should be prominent and serve as the title to the document or item.

Shown here: an example of a printed brochure cover.



## Improper Placement

Do not lock up department or program names with the Augusta Health, Augusta Medical Group, or Augusta Care Partner logos.



### Clinical Subsidiaries

Augusta Health has two clinical subsidiaries: Augusta Medical Group and Augusta Care Partners.



## Augusta Medical Group Primary Logo

Augusta Medical Group has one primary logo, which consists of the subsidiary's full name, "Augusta Medical Group."

The minimum size for this logo should be .75 inches wide.

These logos are also available in dark mode, one color, and reversed.



minimum width .75 inches



## Augusta Care Partners Primary Logo

Augusta Care Partners has one primary logo, which consists of the subsidiary's full name, "Augusta Care Partners."

The minimum size for this logo should be .75 inches wide.

These logos are also available in dark mode, one color, and reversed.



minimum width .75 inches





### Nursing Badge

Nursing is a community. A badge galvanizes that community and serves as a visual reminder of the values and charge shared by Augusta Health nurses.



## Nursing Badge Symbolism

Augusta Health's brand colors of green and blue represent healing, growth, peace, and renewal -- all things made possible by the care of nurses.

The open hand symbolizes the nurse's care. The hand is positioned to hold the nurse's responsibility and challenge (represented by the flame) and their patients' needs.

The flame from Florence Nightengale's lamp symbolizes the modern-day profession of nursing. The two flames symbolize the charge of the Augusta Health nurse: responsibility and challenge.

Compassion, teamwork, knowledge, excellence: the four nursing values.

**This badge is for nurse-facing communications and collateral only.**



minimum width 1.5 inches



### **Non-Clinical Subsidiary**

Augusta Health has one non-clinical subsidiary: The Augusta Health Foundation.







## Augusta Health Foundation Primary Logo

Augusta Health Foundation has one primary logo, which consists of the subsidiary's full name, "Augusta Health Foundation."

This logo should be your first choice and be used when there is sufficient horizontal space.

The minimum size for this logo should be 1.5 inches wide. When less space is available, please use the secondary logo.

These logos are also available in one color and reversed.



minimum width 1.5 inches





## Secondary Logo

Augusta Health Foundation has one secondary logo, which consists of the subsidiary's full name, "Augusta Health Foundation."

This logo should be your second choice and be used only when there is not sufficient horizontal space.

The minimum size for this logo should be one inch wide.



minimum width 1 inch



## Digital Avatar

Augusta Health Foundation has one avatar to be used for social media profile pictures and other digital applications.



## Watermark

We have a suite of watermarks to add to content that will be shared digitally. These should be placed unobtrusively in the bottom left corner to differentiate from the parent brand's watermark, which is placed in the lower right corner.



## Primary

### Foundation

PMS 158U / 1575C  
HEX #F47D4C

### Dusk

PMS 5265U / 5275C  
HEX #6C6A81

## Secondary

### Reflection

PMS 628U / 628C  
HEX #B1DEE6

### Shelter

PMS 9081 U /  
9081C  
HEX #DBD6CF

### Dawn

PMS 5483U / 5483C  
HEX #5D8089

### Night

PMS 5463U / 7546C  
HEX #3D4D55

## Foundation Color Palette

The Augusta Health Foundation Palette is complemented by colors from the Augusta Health palette, but differentiates its unique position and offering with two primary colors that stand out from the parent brand.

These colors say, “We’re rooted in our community and support everyone in it.”

As always, use plenty of white space in your designs.

## Parent and Subsidiary Co-branded Collateral

There are a few instances where the Augusta Health Foundation appears on collateral branded with the Augusta Health (parent) brand. In these cases, the Augusta Health Foundation logo should appear either in one-color (night) or reversed (white). This helps unify the two entities and results in a cleaner design.

The same rule applies if the Augusta Health logo appears on collateral that is branded with the Foundation's guidelines. In this case, please also use the one-color or reversed logos.



### Mayo Clinic Care Network Membership

Members of the Mayo Clinic Care Network are a group of carefully vetted, independent health care organizations who have special access to Mayo Clinic's knowledge and expertise.

## Co-branded Collateral

Augusta Health's logo should appear to the left of the MCCN logo and be as large or larger. The MCCN logo should only appear in black or white. Any collateral featuring the MCCN logo must be sent to the Integrated Communications office for advancing review and approval by Mayo Clinic.

### Use of the MCCN logo is intended to:

- Acknowledge a formal collaboration with Mayo Clinic
- Convey a clinically meaningful relationship
- Emphasize our focus on providing a superior patient experience
- Endorse each member's reputation and name

### Brand use and marketing may not:

- Imply a legal partnership
- Appear to endorse business or other activities beyond use of the network's tools and services
- Promote market exclusivity

Please refer to Mayo Clinic Care Network's logo usage guide for more information.



## Improper Logo Use

Clarity and consistency works. Avoiding these mistakes helps us build brand recognition. These rules apply to the Augusta Health, Augusta Medical Group, Augusta Care Partners, and Augusta Health Foundation logos.





Don't squish, stretch, or change dimensions.



Don't use drop shadows, strokes, or other effects.



Don't use low-resolution versions of the logo.



Don't crop the logo.



Don't alter the colors of the logo.



Don't lock up the parent logo with a subsidiary logo.



Don't lock up the parent or subsidiary logo with a center or department or name.



Don't add elements to the logo.



## V / **Typography**

### Primary Typography

Typography gives our written words a tone of voice. Ours is warm, professional, and approachable.

# This is FreightSans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

It comes in a lot of  
weights so that you can  
**give your message the  
emphasis it needs.**

**Short on space?**

Use FreightSans Compressed



## Secondary Typography

The Freight family of fonts consists of other typefaces that are appropriate for special use cases. Please only use these fonts in 20% or less of the total design.

## Special Use Font

Marydale should only be used in very specific instances to highlight a single word or phrase. It adds a casual element of human touch and brings warmth and familiarity. This is the font used to highlight the words “a lifetime” in our tagline.

## This is Freight Macro

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

## This is Freight Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

This is Marydale

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

### Alternate Primary Typography

Sometimes you won't have access to FreightSans.  
We have a plan for that, too.

## This is OpenSans

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

It *also* comes in a lot of  
weights so that you can  
**give your message the  
emphasis it needs.**

This font is loaded onto all  
Augusta Health machines or  
you can download it for free.



## VI / **Color**

### Color

Color sets the mood and evokes feeling. Our ShenValley-inspired palette says, “You can trust us to help you live a healthy, whole life.”







## Primary

### Augusta Green

PMS 7737U / 7489C

HEX #78AA65

### New Day

PMS 631U / 7702C

HEX #51BoCB

## Secondary

### New Life

PMS 366U / 359C

HEX #A7DA7E

### Reflection

PMS 628U / 628C

HEX #B1DEE6

## Neutral

### Shelter

PMS 9081U / 9081C

HEX #DBD6CF

### Dawn

PMS 5483U / 5483C

HEX #5D8089

Web-accessible HEX #597982

### Night

PMS 5463U / 7546C

HEX #3D4D55

## Color and White Space

Give our colors room to breathe by incorporating plenty of white space in your designs.

## Tips for Using Color

Keep our colors bright and beautiful by carefully selecting their pairings.

Beritati ntionsequae ratemporia que perop-  
tatus moluptatus, te ipicientia soloreh entur-  
erro culpa sae estrum reped qui blaborrum  
ium coribusae cone estius veli

When using colored type on a white or light background, select darker, more saturated colors like **Augusta Green**, **New Day**, and **Night**.

Beritati ntionsequae ratemporia que perorro  
maiorpore et te ipicientia soloreh enturerro  
culpa sae est ibusae cone estius velibus aut  
eatet ullaut utae. Ut odi eatet

When using colored type on a dark background, select lighter, less saturated colors like **White**, **New Life**, and **Reflection**.



When choosing colors for your project, you can be a little more flexible than the type examples shown above, but be mindful when placing one color over another. When it doubt, use fewer colors and lots of white space.

## Color and Causes

Only use official PMS colors to promote Augusta Health's involvement with various causes and awarenesses. When pairing these ribbons, use an Augusta Health color that complements, rather than matches the cause. Ensure that Augusta Health's colors make up at least 85% of the color palette of the design.



### PMS 186

AIDS Awareness  
Blood Donor  
Heart Disease



### PMS 288

Arthritis  
ME/CFIDS  
Colon Cancer



### PMS 1767

Birth Parent  
Breast Cancer Awareness  
Breast Cancer Survivor  
Testicular Cancer



### PMS 158

Kidney Cancer  
Leukemia



### PMS 292

Eating Disorder  
Esophageal Cancer  
Gerd  
Graves Disease  
Irritable Bowel Syndrome  
Lymphedema  
Ovarian Cancer  
Prostate Cancer  
Scleroderma  
Sexual Assault  
Thyroid Disease



### PMS 464

Anti-Tobacco



### PMS 114

Bladder Cancer  
Endometriosis  
Liver Disease  
Spinal Bifida  
Suicide



### PMS 7538

Allergies  
Aphasia  
Asthma  
Brain Cancer/Tumor  
Diabetes  
Emphysema  
Lung Cancer  
Lung Disease  
Mental Illness  
MS  
Parkinson's Disease



### PMS 375

Mental Health



### PMS 2593

Alzheimer's  
Cancer  
Colitis  
Crohn's Disease  
Cystic Fibrosis  
Epilepsy  
Fibromyalgia  
Gynecological Cancer  
Hodkin's Disease  
Leiomyosarcoma  
Lupus  
Lymphoma  
Macular Degeneration  
Pancreatic Cancer  
Rett Syndrome  
Sarcoidosis



### PMS 354

Bone Marrow  
Depression  
Kidney Transplant  
Kidney Disease  
Lyme Disease  
Organ Donation  
Tissue Donation



### White

Bone Cancer



### Black

Melanoma



### PMS 322

Substance Abuse

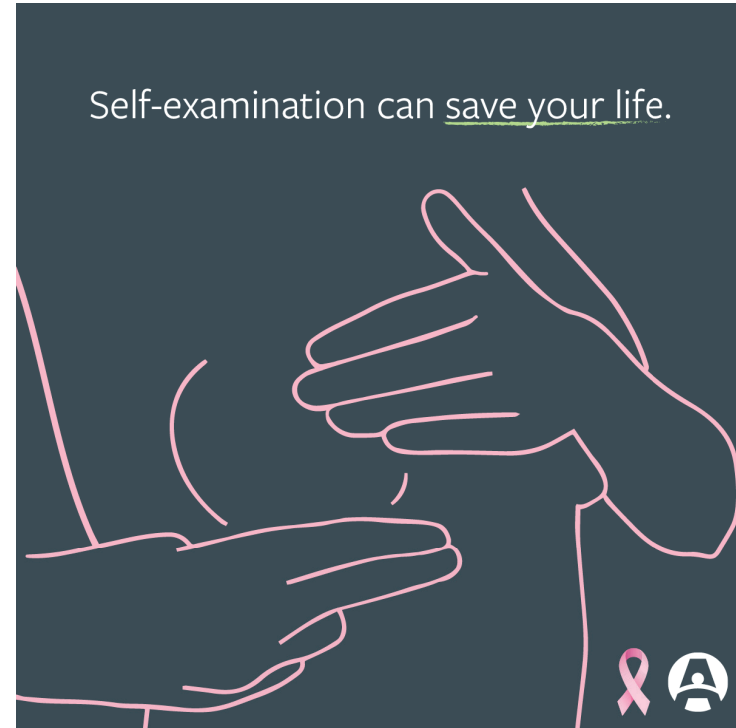


### PMS 228

Cesarian Section  
Headache  
Hospice Care



Examples of cause colors used in appropriate amounts







## VI / Imagery

### Photos, Illustrations, and Icons

Choosing the right visual is essential to communicate our story and purpose clearly, emotively, and beautifully.

We've made it easy for you to do this by compiling a list of qualities to look for in imagery.







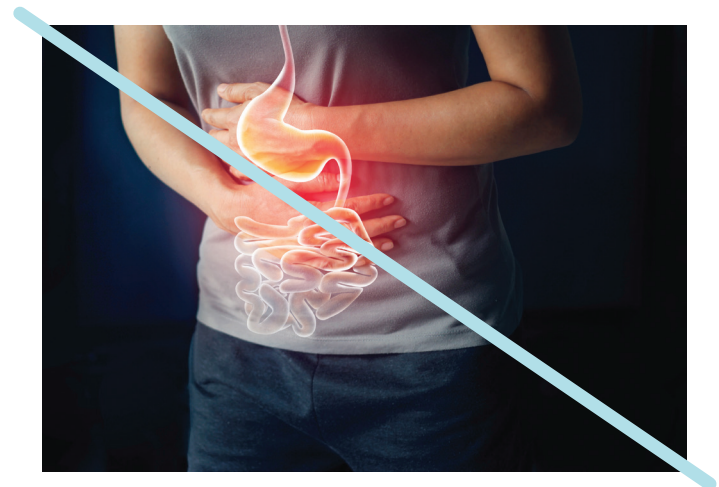
## Subject Matter

Augusta Health has two categories of images that serve to humanize our brand.

- **Aspirational, outcomes-based imagery:** For example, for a digestive wellness clinic piece, choosing a photograph of a person happily making healthy eating choices with their daughter (teaching the next generation) is preferable over a photograph of a person with a stomach ache.
- **Tender caregiver/patient relationships** (examples on the following pages): Caregivers who see the whole person is what makes the care at Augusta Health stand out. Photographs of this relationship frequently feature a reassuring touch or eye contact.

Choosing photos that include our brand colors is an organic way to make any design more cohesive and on-brand. For example, the green cucumbers and blue shirt in this photo are a stronger choice than if the subject were wearing, for example, a red shirt.

Avoid glowing organs, joints, or diagnostic scans superimposed on images.



## Lighting and Tonality

Lighting should feel natural, hopeful, and welcoming.

- Natural light creates natural tones that have a non-clinical feel.
- Avoid harsh lighting that doesn't feel real or feels too clinical/cold.
- Tones should not be dark or dim, and should never feel artificial or clinical. Stock photography that skews blue in a clinical setting should be avoided or warmed up in post-production.





## Composition

A strong composition draws attention to the subject and creates emotional impact.

- Avoid exaggerated angles and artificial perspectives like towering above or shooting from underneath
- Tightly cropping the subject at eye level creates an intimate feeling.
- Avoid strong background colors and visual noise in the frame.
- When possible, incorporate negative space to ensure strong focus and allow for potential copy space on creative executions.





## Tips for Photoshoots with Team Members

When possible, shoot staff in real interactions, and create natural settings for portraits.

- Images shouldn't feel clinical or intimidating.
- Reflect the diversity of our team members.
- Shots should capture real interactions when possible. Avoid looking staged or awkward.
- When possible, take photos in spaces that have a light, open feel, or outdoors.

### Staff Wardrobe

- Clothing should never distract from the image.
- Team members should look professional and wear their uniform.
- Avoid busy prints and fabrics and recognizable trademarks other than Augusta Health.
- Avoid overly formal clothing, hair, or makeup.

## Diversity, Equity, and Inclusion in Photography

Demonstrate Augusta Health's inclusiveness and diversity among team members and patients.

- Show both women and men in various professional roles -- not all doctors are men and not all nurses are women.
- Reflect the diversity of our patients, their families, and our team members in images. This includes all aspects of diversity, including, but not limited to race, gender (and gender expression), sexuality, age, disability, pregnant moms, kids, etc.

## Digital Illustrations

Digital illustrations are a useful tool for sharing detailed information (like infographics), sensitive information, or in situations where there might not be a suitable photograph available. Illustration mixed with photography across Augusta Health brand collateral gives us a multi-dimensional visual identity.

- Illustrations should feature at least 80% brand colors (exceptions made for hair and skin).
- Illustrations should feature a “flat vector style”, and avoid use of textures, drop shadows, or three-dimensional effects.
- Illustrations should be literal representations of people, objects, or situations, not depictions of metaphorical or figurative situations.



## Icons

Icons make it easy to create signs and documents that are easier to read and understand. Our icons have several features that make them cohesive.

- Icons should have thin lines and not be filled in.
- If the icon is appearing on a white background, circles of a pale color placed asymmetrically behind the icon help to ground the icons and unify icons of different aspect ratios. These dots also add a friendly and approachable look.
- If the icon appears on a mid-tone or dark background, it should not include the circle behind it and the stroke color of the icon should be a light color or white.
- Icons should not be huge in a composition. If you need a visual element that takes up more space, consider using an illustration or infographic.







## VI / Editorial Style Guide



## Editorial Style Guide

### Spelling

- Healthcare should be spelt as one word (not "Health care")
- Numbers one through nine should be spelled out (one, two, three....etc.)
- Use "communities" (plural) wherever possible to align with our mission statement
- Use "preventive" instead of "preventative"
- Use "flyer" instead of "flier"
- Use "email" instead of "e-mail"
- Use "U.S." instead of "US" for United States abbreviation.
- Use "COVID-19" instead of "Covid-19"

### Grammar & Formatting

- Use the Oxford (serial) comma (comma in a series with "and" or "or").
- Bulleted lists:
  - Capitalize the first word in each entry of a bulleted list
  - Do not use end punctuation
- Use a single space after end punctuation and colons
- Don't use spaces around em dashes
- In reference to companies/practices/hospitals, use "its" instead of "their"
  - Example: "Rockingham Family Physicians, a highly respected provider practice, is known for its unwavering commitment to patient care."
- Phone numbers should be formatted as: xxx-xxx-xxxx
- Use lowercase in email formatting
  - Example: humanresources@augustahealth.com
- When writing dates, format as: Month date, year
  - Example: Rockingham Family Physicians will be joining Augusta Medical Group, effective September 1, 2024.
  - Do not add "st," "nd," or "th" to dates -- September 1 not September 1st
- Time format: 6:30 p.m.





## VII / In Application

## Business Cards

Augusta Health business cards should follow the layout shown here.

**Size:** 3.5 x 2

**Color:** 4/4 using CMYK builds

**Typography:** All text is FreightSans Book with the exception of the name field which is Semibold.

**Paper:** 100lb. Cougar Cover Smooth, or similar.

### Designs available:

- Augusta Health
- Augusta Medical Group
- Augusta Care Partners
- Augusta Health Foundation



Optional reverse side design for clinical brands.



## Letterhead

Augusta Health letterhead should follow the layout shown here.

**Size:** 8.5 x 11

**Color:** 4/o using CMYK builds

**Typography:** All text is FreightSans Book with the exception of the optional department name field which is Semibold.

**Paper:** 60lb. Cougar Text Smooth, or similar.

### Designs available:

- Augusta Health
- Augusta Medical Group
- Augusta Care Partners
- Augusta Health Foundation



Care that makes a lifetime.

Department Name (remove for general use)

78 Medical Center Drive 800-932-0262  
Fishersville, VA 22939 540-332-4000  
augustahealth.com

## Envelopes

Augusta Health envelopes should follow the layout shown here.

**Size:** varies

**Color:** 2 color (7737U and 631U)

**Typography:** FreightSans Medium, size 8

Optional department name: FreightSans Semibold

**Paper:** 60lb. Cougar Text Smooth, or similar.  
Standard Flaps.

### Designs available:

- Augusta Health
- Augusta Medical Group
- Augusta Care Partners
- Augusta Health Foundation

Aligned

**Augusta**  
Health.

Department Name (optional)  
78 Medical Center Drive  
Fishersville VA 22939

Artwork at 50%

## Email Signature

All approved templates are in the templates folder on the marketing site of Pulse.

All text should be #3d4d55 with the exception of your name.

FirstName LastName  
Title

**Augusta**  
Health™

**Office:** 540-123-4567 | **Optional:** 540-123-4567

**augustahealth.com**

## Identification Badges

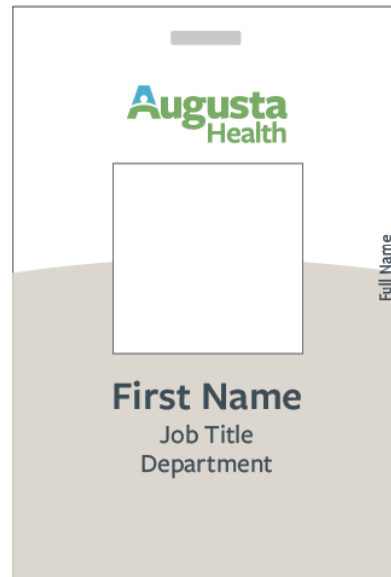
Identification badges are categorized into three styles with a distinction for each: Team member badges, title badges, and special-use badges.

Team member badges are blank with first name, job title, and department so members of the organization can recognize the member.

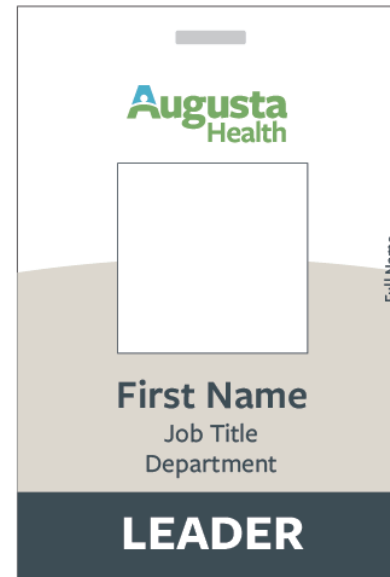
Title badges are for members of the organization who hold a title that will need to be easily recognized by staff or patients in case of emergencies.

Special-use badges can be recognized by a symbol or icon, are used as loaner badges, maintenance and IT contractors, Board of Directors, and Supply Chain Delivery.

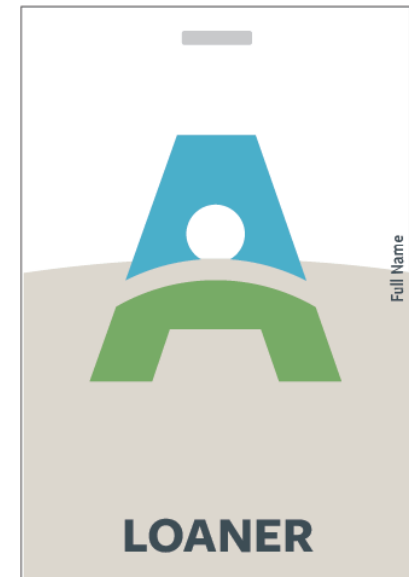
The list of badge types is still evolving and subject to change.



Team Member Badge

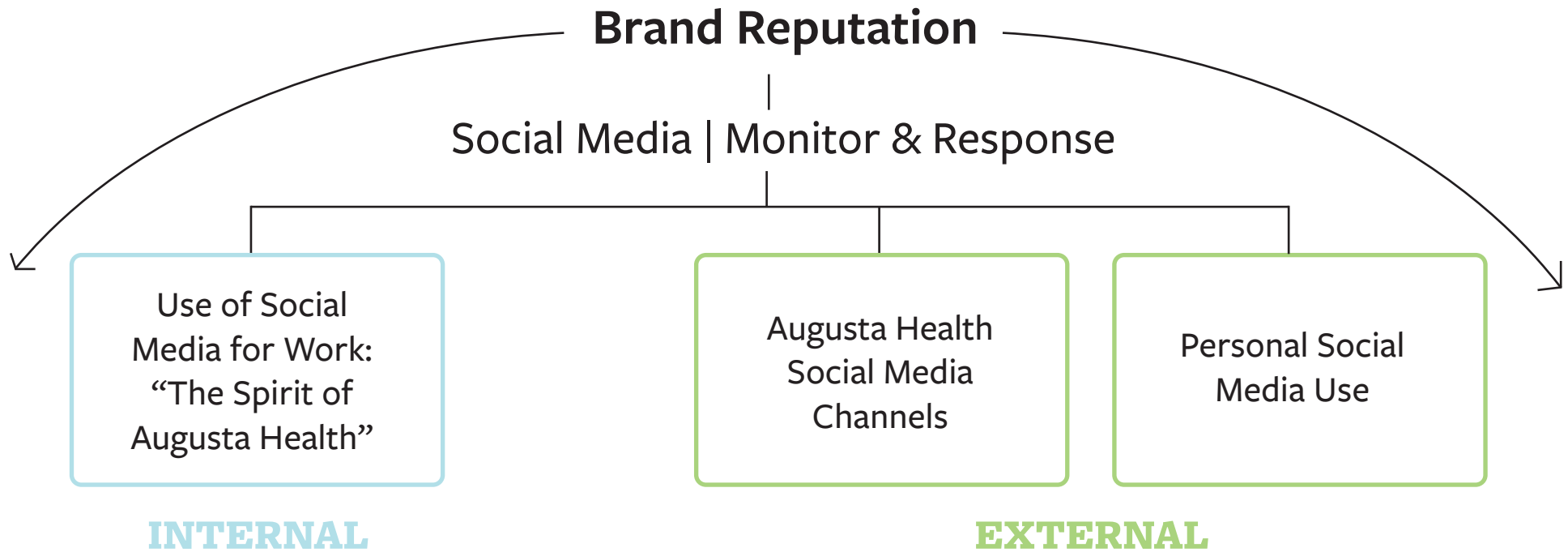


Title Badge



Special-use Badge

# Social Media Use and Brand Reputation



## Definitions:

### Community Guidelines

Applies to all external Augusta Health social media platforms as well as internal social media groups.

Augusta Health, its clinics, and its team members are focused on healing. Everyone who interacts with our organization's social media pages should do their part in maintaining a safe space free from aggressive language, harassment, offensive language, misinformation, or exposure of protected health information (PHI).

Violations of community guidelines by team members, providers, patients, or community members will not be tolerated and may result in being banned from our social media pages and groups.

## “The Spirit of Augusta Health”

An internal Facebook page monitored by leaders in various departments. This private group is for team members to share their pride in the organization, meet new people, express gratitude to teammates, and ask questions. Anyone who violates the community guidelines will be banned from the group.

## Augusta Health Social Media Channels

AH regularly monitors the online use of our name, mark, and other elements of our brand on a social media monitoring schedule. Facebook, Instagram, “X,” LinkedIn, and YouTube channels are monitored by Augusta Health Marketing. **Marketing is responsible for comments and questions posted on their respective pages. Marketing is not responsible for responding to posts \*about\* Augusta Health in groups that are private.** Augusta Health often has limited permissions in these groups as a business page. Augusta Health can use external monitoring tools to monitor google analytics, social media chatter, and press including Augusta Health’s name, logo, and brand.

## Social Media for Personal Use

AH computers and network should not be used to access SM platforms unless such action is work-related and approved by your supervisor. Additionally, AH emails should never be used to establish any SM account. AH reserves the right to monitor its network as well as all connected devices and accounts.

What should be done while using social media?

- List Augusta Health as your employer on your personal accounts. We are proud of you and your role here with us, and we hope you are proud of us too.
- Follow, like, and share AH-generated content. Engaging with each other and communicating in positive, effective ways will have a meaningful impact on AH and the community.
- Use good judgment when posting content online, and protect your personal information.

What should NEVER be done or disclosed?

- Any disclosure of Protected Health Information (PHI) is illegal and a violation of the Health Insurance Portability and Accountability Act (HIPAA). Those affiliated with AH should never make public comments about a patient, and patient information should never be released unless authorized by Communications and its Media Relations Policy.
- Do not create posts or comment on other posts that could be harmful to AH or others. SM should never be used to make disparaging comments about your peers. Images or recordings of your colleagues should not be shared via SM unless authorized by AH.
- Online employment recommendations should not be made for any current or former employee or AH business associate. All requests for this information should be submitted to Human Resources.
- **Team members are encouraged not to engage in negative comments or discussions about Augusta Health, patient experience, team members, or physicians. If you see continuous, derogatory, threatening, or extreme language, please escalate public comments to the Marketing Team so they can engage appropriate support from the organization.**

\*For more information on acceptable social media use for team members, view the full social media policy in Policy Manager.



# Augusta Health Social Media Engagements/Actions

Social media can be a great place to provide patients with the information they need, or to build relationships with our community. In doing so, Augusta Health must prioritize the safety of our patients and team members by using this framework. This framework should be used for all Augusta Health owned-social media channels.

## BAN

User has violated Augusta Health's community guidelines on the platform.

## ESCALATE

User threatens Augusta Health employees, or another user.

Comment is from a patient.

Comment includes detailed information involving PHI or PII.

Comment is a potential compliance-related item.

## HIDE

Comment is hateful, uses profanity, goes against community guidelines, or includes misleading information/nonfactual statements about the organization or medical diagnoses.

## IGNORE

Comment is a negative, personal opinion.

Comment is neutral but does not require a response.

## RESPOND: MEDICAL CARE

All comments requesting medical advice, or appointment scheduling, should use pre-determined language:

"Unfortunately, we cannot provide insight on your condition or appointment through this platform. Please call 1-833-AHC-HLTH to request an appointment with one of our providers."

## RESPOND: BRAND

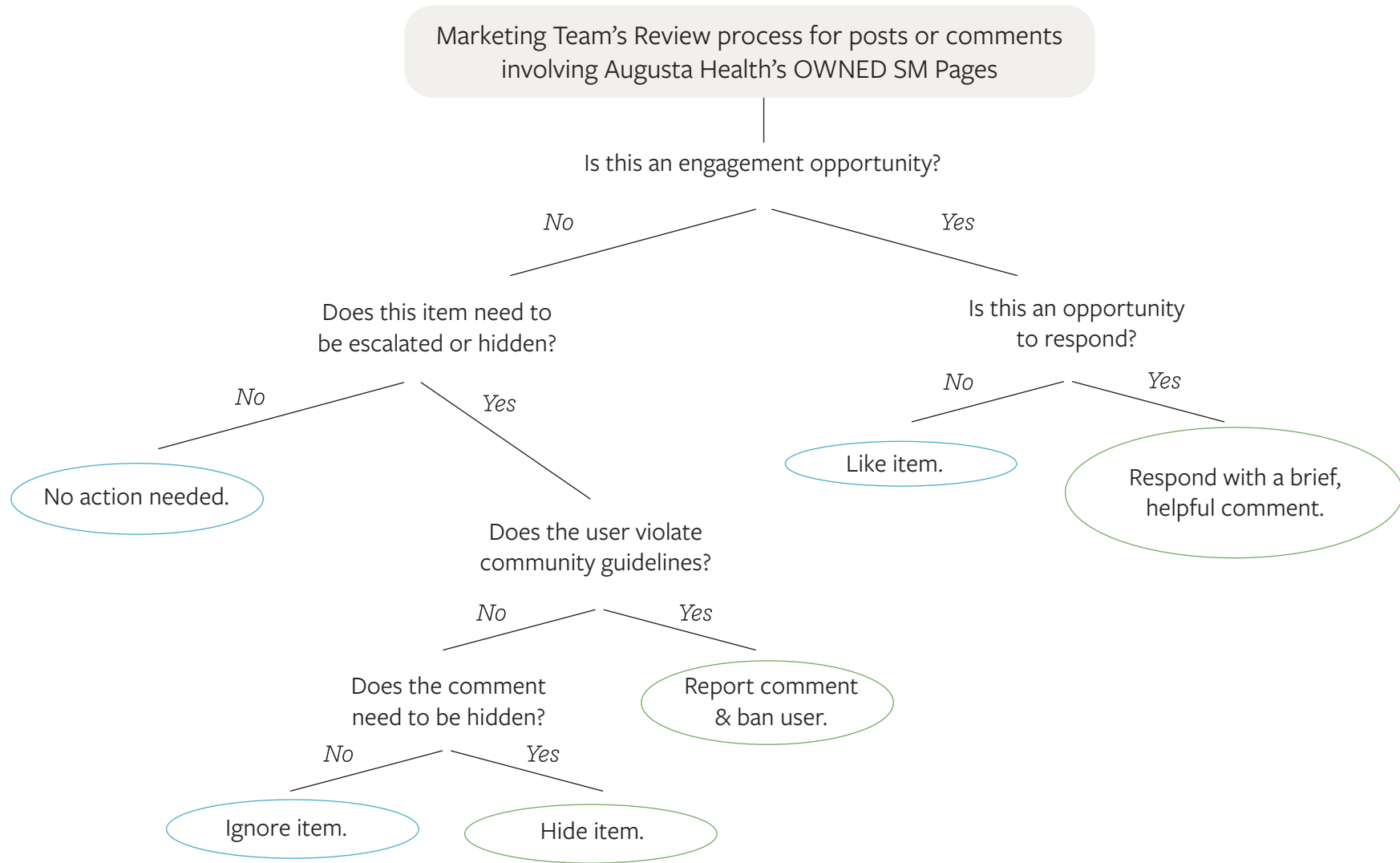
Language provides educational opportunities or community engagement growth opportunities.

Provide helpful links or phone numbers, or send appreciatory comments for comments showing love to the brand/providers.

\*This action framework is inspired by Mayo Clinic's Social Media Monitoring guide.

# Post and Comment Review

This workflow is utilized by the Augusta Health Marketing Team to monitor and manage our OWNED social media channels. This workflow is for MARKETING TEAM use ONLY.



\*This action framework is inspired by Mayo Clinic's Social Media Monitoring guide.

# Predetermined Responses

These responses should serve as a guide to respond to patients in need of assistance. Responses should be kept brief and offer some sort of helpful resource, such as a link or a phone number. Responses should NEVER reveal PHI or PII. **These responses are for MARKETING TEAM USE ONLY, and for use on Augusta Health's OWNED social media pages ONLY.**

Comments	Responses
Can anyone recommend a cardiologist in the area? I am in need of a new one since I just moved here.	Augusta Health has a great group of cardiologists at its Heart & Vascular Center. Visit <a href="https://www.augustahealth.com/service/heart-and-vascular-center/">https://www.augustahealth.com/service/heart-and-vascular-center/</a> to learn more about their offerings!
I don't recommend Augusta Health for services. I had a horrible experience with the nurse we had in my dad's room.	Augusta Health's Patient Relations Office strives to improve patient's experiences. Their contact information is: (540) 932-4742 or email <a href="mailto:patientrelations@augustahealth.com">patientrelations@augustahealth.com</a> .
I waited so long in the Emergency Room to be seen last week. I came in with a bad migraine and needed fluids.	The ED at Augusta Health triages based on a case by case basis. If cases come in with higher severity, those patients are seen first, as their conditions could be life threatening.
Does anyone know how to check Urgent Care wait times? I need to go but I can't take too much time off of work.	Urgent Care locations and wait times can be found at <a href="https://www.augustahealth.com/service/urgentcare/urgent-care-check-in/">https://www.augustahealth.com/service/urgentcare/urgent-care-check-in/</a> .
I have a cough that I can't get to go away. I can't tell if it's allergies or if I have a cold. Can you help?	Unfortunately, we cannot provide insight on your condition through this platform. Please call 1-833-AHC-HLTH to request an appointment with one of our providers.
Dr. Pitsilos is an amazing PCP. She helped my mom get back on her feet after months of having an awful cold. Thanks doctor P!	Thank you for your kind words about our provider! All our providers strive to improve the health and well-being of all people in our communities.

## Social Media Accounts:



Instagram:  
@augustahealth



Facebook:  
@AugustaHealth



"X":  
@AugustaHealthVA



LinkedIn:  
@augusta-health



YouTube:  
@AugustaHealth

## Departmental Apparel and Uniforms

In accordance with Augusta Health logo law, the logo may not be locked up with the departmental name. For this reason, the departmental name, if using, must appear opposite the logo on the right chest area.

Preferred colors for t-shirts and polos are white, navy, and charcoal gray.



Departmental names, if used, should be left-aligned and set in FreightSans Medium. The ink or thread color should match the primary color of the logo. When specifying ink or thread colors, please use coated PMS numbers.

Light Mode Colors (use on *light* backgrounds)

### Augusta Green

PMS 7489C

Thread: Madeira Lime Green 1848

### New Day

PMS 7702C

Thread: Madeira Sky Blue 1893

Dark Mode Colors (use on *dark* backgrounds)

### New Life

PMS 359C

Thread: Madeira Celery Green 1648

### Reflection

PMS 628C

Thread: Madeira Robin's Egg Blue 1892

Visit the team store to shop curated Augusta Health brand apparel: [bit.ly/AH-team-store](https://bit.ly/AH-team-store)



**T-shirts** may include the tagline "Care that makes a lifetime" on the back. T-shirts look best with a two-color design, but one-color may also be used.





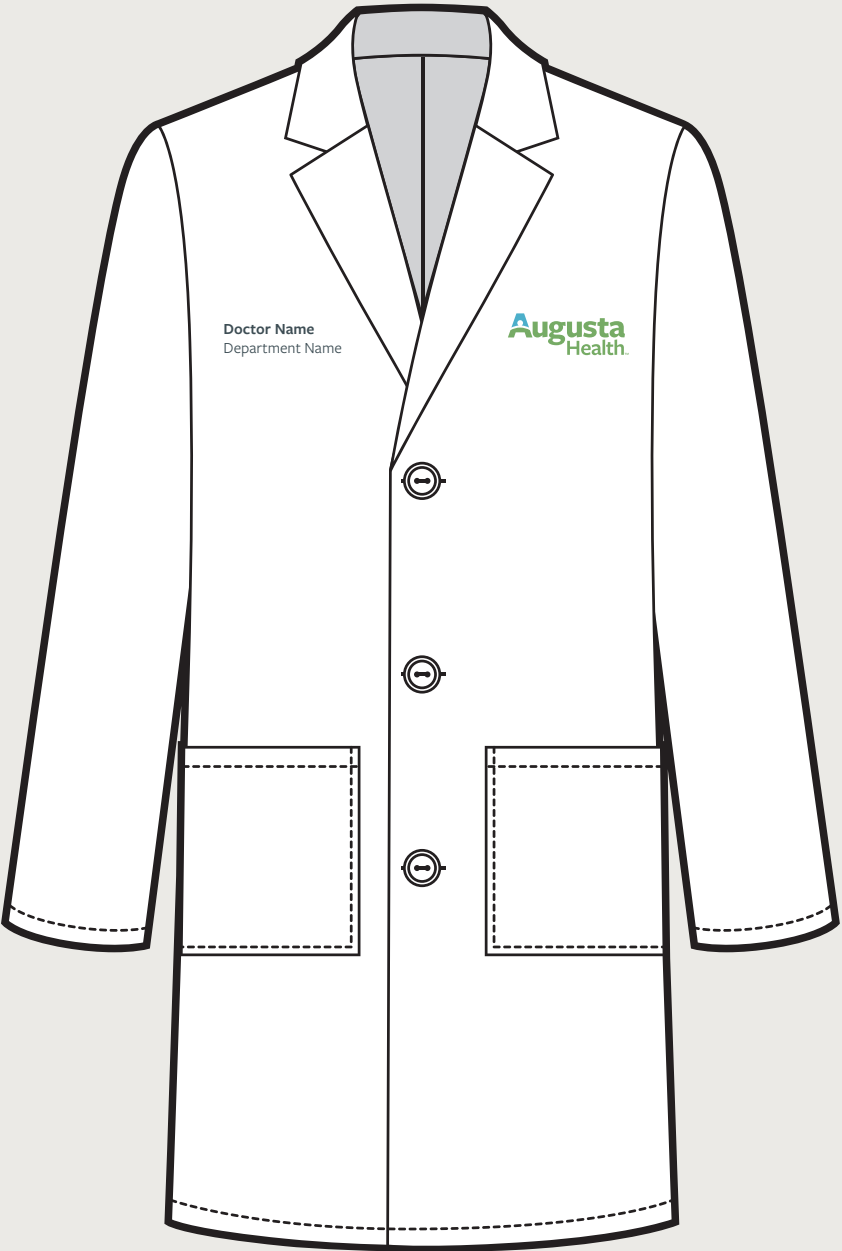
**Polos** should not include any design on the back. Polos can use either a two-color or a one-color design. Department names (if used) should appear on the right chest area.



**Jackets** should not include any design on the back. Jackets can use either a two-color or a one-color design. Department names (if used) should appear on the right chest area.

White Coats

White coats should be embroidered with the two-color Augusta Health logo on the left chest in blue and green thread, and the doctor's name (FreightSans Semibold) and department name (FreightSans Book) on the right chest in navy thread.



Scrubs

Augusta Health’s color-coded scrubs allow our patients, visitors, and other employees to easily identify the team members who are providing care or services.

Hospital Team Members:



Navy blue/white  
(Nurse)



Maroon top, Black bottoms  
(Clerical/Patient Access)



Pewter/dark grey  
(Tech)



Bright red top  
(Housekeeping)

Professional Services:



Black and/or Caribbean blue  
(Radiology, Cardiovascular,  
Cardiopulmonary Rehab)



Black and/or light blue  
(Respiratory Care)



Black and/or Maroon  
(Therapies: Physical,  
Occupational, Speech,  
Recreational)



Black and/or Teal  
(Laboratory and Pharmacy)

## Vehicle Wraps

Augusta Health vehicles are our brand ambassador on the road. Keeping the branding at its most essential elements ensures that our vehicles are recognizable even when moving fast.

### Color

All branded vehicles should have an all-white base, wrapped with Augusta Green, and use the two color “light mode” logo on the white area of the vehicle.

**Augusta Green**  
PMS 7489C

**New Day**  
PMS 7702C

### Type

Type should be set in FreightSans in either Bold or Black.

### Simplicity

The strength of the branding lies in its simplicity. Please do not add photos, images, or other visuals to the vehicle wrap.



## Signage

Augusta Health signage can be divided into three main categories: identity, informational, and directional, ranging in that order from simplest to most complex.

### Naming Convention

Augusta Health's mission is to bring care wherever the people are. To strengthen that message, our signs use a location-based naming system. "Fishersville Main Campus," "North Campus," and "Lexington" are examples of this convention.

## Color

Signs are vinyl wrapped in white and Night with a 2-color "light mode" logo in the white section, and white type on the Night section.

**Augusta Green**  
PMS 7489C

**New Day**  
PMS 7702C

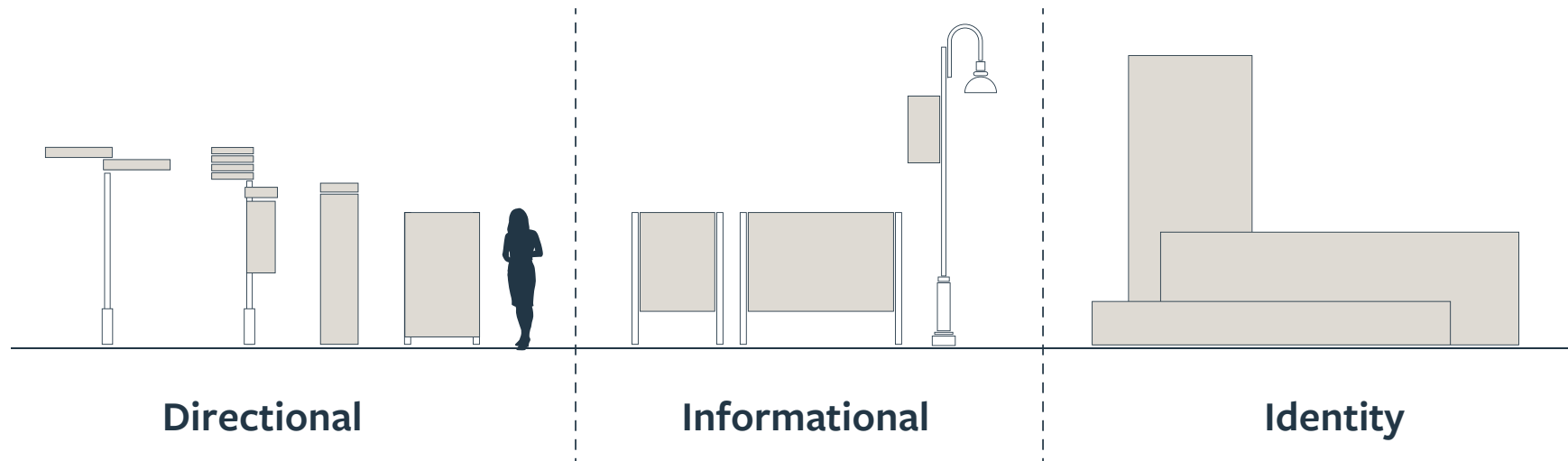
**Night**  
PMS 7546C

## Type

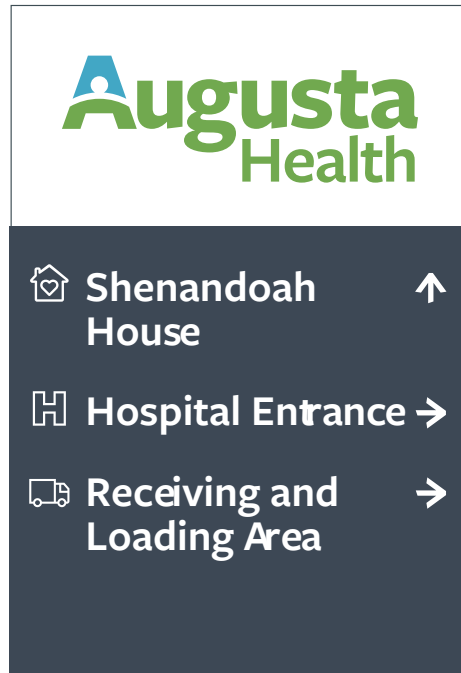
Type should be set in FreightSans Semibold.

### Icons and Arrows

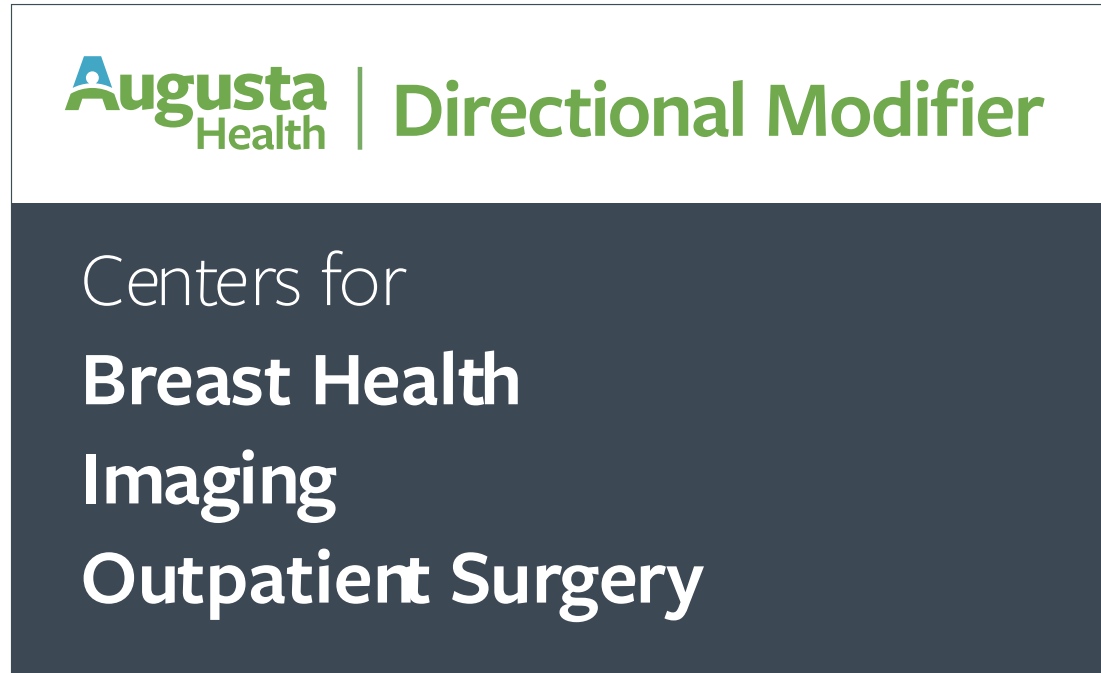
Directional signs should include literacy icons and directional arrows.



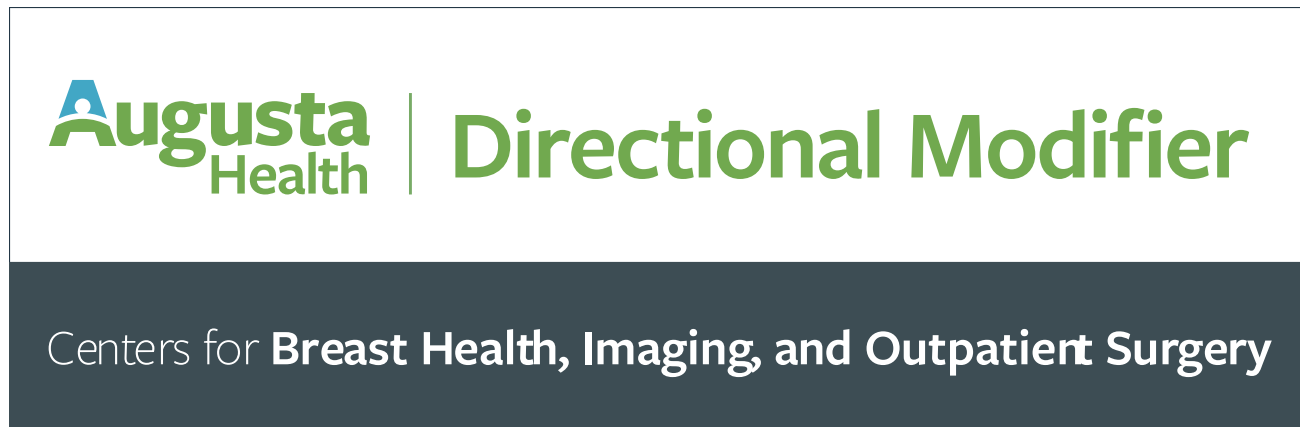
## Signage Examples



**Directional Sign** with literacy icons and arrows



**Informational Sign:** Larger than directional sign, with optional directional modifier like "East Campus" or "Lexington."



**Identity Sign:** Largest of all the signs, with the logo (and optional directional modifier) being the largest design element.



## Brand Usage Policy

### Purpose

This policy describes how Augusta Health's brand identity should be protected and adhered to in order that AH can continue to develop and display a unified image that represents our health system throughout the community.

### Scope

This policy pertains to all Augusta Health team members, contractors, vendors, or business partners who use the name of or any brand identity pertaining to Augusta Health, Augusta Medical Group, Augusta Care Partners, Augusta Health Foundation, and any subsidiary names used by Augusta Health.

### Definitions

- **“Brand”** refers to any concept or perception document that helps people identify Augusta Health internally and externally to the organization.
- **“Brand Identity”** refers to all visual elements associated with the Augusta Health brand, including but not limited to: logo, typography, color palette, and design aesthetic.
- **“Logo”** refers to all primary, secondary, and subsidiary marks, as well as icons, digital avatars, and watermarks.

### Policy

Augusta Health wants to align any tangible or digital use with its **Brand Guidelines**. Strict adherence to these guidelines helps protect the integrity of the brand and ensures that consistency is present in all communications

Any use of the Augusta Health brand or logo, apart from pre-approved

branded templates (e.g., email signature, letterhead, PowerPoints, etc.), **must be approved** by the Chief Communications Officer (CCO), or designee.

Any use of the Augusta Health brand on merchandise, (e.g., promotional items, wearables, signage, etc.) **must be approved** by the Chief Communications Officer, or designee prior to printing; such approval will not be unreasonably delayed.

Any artwork or collateral that is developed contractually (on behalf of Augusta Health), **must be approved** by the Chief Communications Officer, or designee before being finalized.

Any Augusta Health employee seeking to partner with an outside organization in a way that would involve development of new co-brand material (e.g., flyers, billboards, and other externally facing documents) must seek approval of the Chief Communications Officer or his/her designee.

If any artwork, signage, video, or other collateral is needed, a **Project Brief** (see link in Reference Section) should be submitted to the Marketing/Communications department.

### Procedure

To obtain approval for **ALL** projects using the Augusta Health brand, you must submit the project via email to **artapproval@augustahealth.com**. Please allow 24-72 business hours for feedback and/or approval.

All questions about the Augusta Health brand, identity, or guidelines, should be sent to **branding@augustahealth.com**.

## **Related Policies and Documents**

See Below

## **References**

Brand Guidelines/Logo Use Guide, located on Pulse:

<https://bit.ly/BrandGuideAH>

Project Brief, located on Pulse:

<https://bit.ly/AHProjectBrief>

## **Revision Notes**

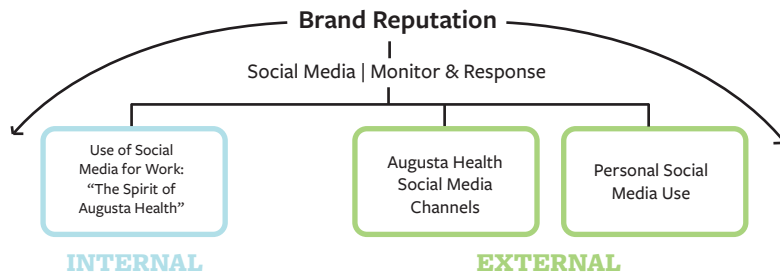
February 2022: Original Policy

# Social Media Policy

## Purpose

This policy describes how Augusta Health (AH), and its team members, contractors, vendors, students, volunteers, and business partners should be using social media (SM) unless authorizations are issued by management in writing. Recommend Defining “specific authorizations” These should be written, issued by management. Social media can be used to promote, advertise, and recruit for Augusta Health, however, there are risks in certain scenarios which can be prevented with rules for using social media. No provision contained in this policy should be interpreted as chilling an employee’s Section 7 rights under the National Labor Relations Act.

## Scope



This policy pertains to all Augusta Health team members, providers, contractors, vendors, students, volunteers, and business partners.

- All parties are expected to adhere to the values of AH and reflect the behaviors of the “the Augusta Way.” All responsible should be aware of the impact their personal and business online interactions may have on the AH brand.
- Responsible parties must never use the name of or post on behalf of Augusta Health, nor should they use AH intellectual property such as its marks, logos, brand identity, etc. without express consent and approval from the Director of Communications and

Marketing.

- AH will use SM as an effective communication tool and accepts responsibility over the content posted to its SM accounts and will not mislead or obscure AH’s identity. AH will not intentionally use copyrighted materials, business names/logos, or other trademarks without proper consents in place.

## Definitions

- “Social Media” (SM) refers to any website or platform that allows the creation or exchange of independently created and user-generated content. Examples of SM platforms include, but are not limited to, Facebook, Instagram, LinkedIn, “X” (formerly Twitter), or YouTube.
- Protected Health Information (PHI):
  - “Individually identifiable health information” is information, including demographic data, that relates to:
    - the individual’s past, present, or future physical or mental health or condition,
    - the provision of health care to the individual, or
    - the past, present, or future payment for the provision of health care to the individual,

and that identifies the individual or for which there is a reasonable basis to believe it can be used to identify the individual. Individually identifiable health information includes many common identifiers but may also include any information that could identify a person (HIPPA 45 C.F.R 160.103 and 164.501)

- Community Guidelines: Applies to all external Augusta Health social media platforms, as well as internal social media groups. Augusta Health, its clinics, and its team members are focused on healing. Everyone who interacts with our organization’s social media pages should do their part in maintaining a safe space free from aggressive language, harassment, offensive language, misinformation, or exposure of protected health information

(PHI). Violations of community guidelines by team members, providers, patients, or community members will not be tolerated and may result in being banned from our social media pages and groups.

- Internal Use of SM For Work - “The Spirit of Augusta Health”: An internal Facebook page monitored by leaders in various departments. This private group is for team members to share their pride for the organization, meet new people, express gratitude to teammates, and ask questions. Anyone who violates the community guidelines should be banned from the group.
- External Use of SM – Augusta Health Social Media Channels: Refers to social media profiles owned and operated by the Augusta Health Marketing Team. This includes Facebook, Instagram, LinkedIn, “X” (formerly Twitter), and YouTube.
- External Use of SM – Personal Social Media Use: Refers to social media profiles owned and operated by individual users. Augusta Health reserves the right to investigate any social media posts by Augusta Health team members that violate Community Guidelines. Augusta Health Team Members are expected to only engage with Augusta Health channels and other Team Members with positivity.

## Policy

A. Augusta Health continues to create a workplace where team members can express themselves. We recognize that every member of our workforce has access to social media (SM) at home Using SM responsibly is in the best interest of our team members and AH.

B. AH regularly monitors the online use of our name, logo, and other elements of our brand. AH may investigate an individual’s public SM accounts should circumstances warrant such action. This may include involving Human Resources should a team member post harmful content including but not limited to: aggressive language, harassment,

misinformation, or exposure of PHI. Even if a post on a personal channel does not explicitly mention Augusta Health in such language, community members notice when team members use harmful language online. This hurts our brand reputation and makes patients hesitant to seek care at AH.federal laws and regulations.

C. AH computers and network should not be used to access SM platforms unless such action is work-related and approved by your supervisor. Additionally, AH emails should never be used to establish any SM account. AH reserves the right to monitor its network, as well as all connected devices and accounts. AH also expects full compliance with its Acceptable Use Policy.

D. AH Marketing monitors the online use of our name, mark, and other elements of our brand on a social media monitoring schedule. Facebook, Instagram, “X,” LinkedIn, and YouTube channels are monitored by the Augusta Health Marketing Team. Marketing is responsible for comments and questions posted on their owned pages. Marketing is not responsible for responding to posts \*about\* Augusta Health in groups that are private. Augusta Health often has limited permissions in these groups as a business page.

- Augusta Health can use external monitoring tools to monitor Google Analytics, social media chatter, and press including Augusta Health’s name, logo, and brand.

E. Augusta Health controls which team members are allowed to post on behalf of Augusta Health, or on its “Spirit of Augusta Health” page. Team members have been trained on the Acceptable Uses of Social Media Policy.

F. Disciplinary action up to termination of employment or contract may occur for violating this policy.

## Procedure

SOCIAL MEDIA AT AUGUSTA HEALTH: What should be done when using the Augusta Health internal social media – “Spirit of Augusta Health”

A. Can employees access social media from their work computers?

- AH computers and network should not be used to access SM platforms, except the “Spirit of Augusta Health” unless such action is work-related and approved by your supervisor. Additionally, AH emails should never be used to establish any SM account. AH reserves the right to monitor its network, as well as all connected devices and accounts. AH also expects full compliance with its Acceptable Use Policy.

B. What about Spirit of Augusta Health?

- Team members may access the Spirit of Augusta Health Facebook page if a supervisor approves the use of company technology to access the page, or if team member is an admin of the Spirit of the Augusta Health page.

2. Questions About The Spirit of Augusta Health Facebook Page?

- For any questions about the Spirit of Augusta Health Facebook page and acceptable use of the page, please contact Human Resources.

B. AUGUSTA HEALTH SOCIAL MEDIA CHANNELS: How Does Marketing and Communications use Social Media channels?

- Social Media Engagements/Actions
  - Social media can be a great place to provide patients with the information they need, or to build relationships with our community. In doing so, the Augusta Health Marketing Team must prioritize the safety of our patients and team members by using the framework outlined in the social media section of the Augusta Health Brand Guidelines.
  - The Augusta Health Marketing Team is responsible for all posts, shares, and comments made on its owned pages. The

Marketing Team follows a curated content calendar and posting schedule to ensure optimum performance of social media platforms.

- Augusta Health controls which team members are allowed to post on behalf of Augusta. Team members have been trained on acceptable uses of SM.

2. Post and Comment Review

- The Augusta Health Marketing Team uses a workflow outlined in the social media section of the Augusta Health Brand Guidelines to manage our social media channels.
- It is not the responsibility of the Augusta Health Marketing Team to respond to any comments or posts made on pages/groups other than owned AH social media channels.

3. Predetermined Responses

- The Augusta Health Marketing Team has a guide in the social media section of the Augusta Health Brand Guidelines to assist in respond to patients in need of assistance. Responses should be kept brief and offer some sort of helpful resource, such as a link or a phone number. Responses on the AH-owned social media channels should NEVER reveal PHI or PII, and only be posted by Communications and Marketing.

C. PRIVATE SOCIAL MEDIA CHANNELS: What should be done when using SM for Personal Use?

- AH computers and network should not be used to access SM platforms for personal use unless such action is work-related and approved by your supervisor.
- You can list Augusta Health as your employer on your personal accounts. We are proud of you and your role here with us, and we hope you are proud of us too.
- You can follow, like, and share AH generated content. Engaging with each other and communicating in positive, effective ways will have a meaningful impact on AH and the community. Social media can be a great tool for advertisement and recruitment.
- Be honest and be yourself, but do not speak on behalf of AH unless authorized to do so.



- Team members are encouraged not to engage in negative comments or discussions about Augusta Health, patient experience, team members or physicians.
- If you see continuous, derogatory, threatening, or extreme language, please escalate public comments to the Augusta Health Marketing Team so they can engage appropriate support from the organization.

D. What should NEVER be done or disclosed on any social media platform?

- Any disclosure of Protected Health Information (PHI) or Personally Identifiable information (PII) is illegal and a violation of the Health Insurance Portability and Accountability Act (HIPAA). Those affiliated with AH should never make public comments about a patient, and patient information should never be released unless authorized by Communications and its Media Relations Policy. For additional information on PHI and HIPAA, please refer to the Principles of Compliance Policy and the Uses and Disclosures of Protected Health Information Policy. If you are unsure of whether your comments or posts will violate HIPAA, it is best to not comment or post at all.
- Do not create posts or comment on other posts that could be harmful to AH or others. Discriminatory remarks about a person's race, ethnicity, religion, disability, or sexual orientation, as well as demeaning or profane language may be perceived as harassment or intimidation and will not be tolerated by AH. Remember, even comments posted under the guise of privacy may still make their way to public view.
- SM should never be used to make disparaging comments about your peers. Images or recordings of your colleagues should not be shared via SM unless authorized by AH.
- Confidential and/or proprietary information, as well as customer or patient data should never be disclosed unless authorized by the Media Relations Policy.
- No endorsements of products or services should be made

without disclosure. Undisclosed relationships may be a violation of federal laws and regulations.

- Online employment recommendations should not be made for any current or former employee or AH business associate. All requests for this information should be submitted to Human Resources.
- Financial or operating information should not be disclosed to any outlet unless authorized.
- Any act or action that would violate any AH policy, procedure, or guideline.

#### **Questions/Concerns:**

- Do you have questions? Please refer to the Frequently Asked Questions (FAQs) in the appendix of this policy. Should you have questions not answered in the FAQ, please contact one of the following departments: Communications, Compliance, or Human Resources.
- Do you have concerns? If you are aware of SM use that appears to violate this policy, you should report your concern to [communications@augustahealth.com](mailto:communications@augustahealth.com). Anonymous reports may be directed to our Compliance Hotline at 888-750-3230 or [ComplianceHotline@augustahealth.com](mailto:ComplianceHotline@augustahealth.com).

#### **Related Policies and Documents:**

- Augusta Health Brand Guidelines
- Acceptable Use Policy
- Media Relations Policy
- Principles of Compliance Policy
- Uses and Disclosures of Protected Health Information Policy
- Corrective Action Counseling Policy
- Protection for Discrimination, Harassment & Retaliation
- Workplace Violence Prevention Policy
- Augusta Health HIPAA Authorization Form



[branding@augustahealth.com](mailto:branding@augustahealth.com)