



Ambassador Playbook
Grow the family you choose.

You are already an **ambassador**.

Every Augusta Health team member has the opportunity to be an ambassador. You do not need to work in Talent Acquisition, know every open job, or have a big social media following. Being an ambassador can be as simple as wearing your Augusta Health gear in the community, sharing a career opportunity with someone you know, talking authentically about your experience, or helping someone find the right Augusta Health resource.

The Team Member Ambassador Program gives you easy ways to turn those everyday moments into meaningful connections-and some of those connections may even lead to Team Builder referral rewards.





The people who make Augusta Health special know *other special people*.

You chose Augusta Health for a reason. Maybe it was the people. The purpose. The opportunity to grow. The chance to make a difference close to home.

And chances are, there are people in your life who could find something meaningful here, too.

A friend looking for their next opportunity. A family member ready for something new. A former coworker you would gladly work alongside again. Or someone you've met along the way who simply made you think, "They would be great here."

That's what being an Augusta Health Ambassador is about.

You don't need to be a recruiter. You don't need to know every open position. And you certainly don't need to do everything in this playbook. You simply get to share your experience, make meaningful connections and help great people discover Augusta Health.

Because the family you choose can keep growing.

Make this playbook *yours*.

There is no one way to be an Augusta Health Ambassador.

Maybe you're comfortable simply wearing your Augusta Health shirt and talking about where you work.

Maybe you love connecting people with opportunities.

Or maybe you're ready to share jobs, make referrals and help tell our story online.

You choose how you want to contribute.



You don't have to read this playbook cover to cover.

Find what fits you. Start there. Come back when you're ready for more.

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Choose how *you* want to contribute.

Choose one. Choose a few. Change it anytime.

 REPRESENT	 CONNECT	 SHARE + REFER	 ADVOCATE
Keep it simple. Show your Augusta Health pride. ☐ Wear Augusta Health gear in the community ☐ Talk authentically about where you work ☐ Point people toward Augusta Health resources	Turn everyday conversations into meaningful connections. ☐ Think about people you'd love to work alongside ☐ Share the Augusta Health Careers page ☐ Send someone an opportunity that made you think of them	Help great people discover great opportunities. ☐ Share career opportunities online ☐ Send direct job links ☐ Make an eligible Team Builder referral ☐ Keep career resources handy	Help tell the Augusta Health story. ☐ Share your authentic team member experience ☐ Participate on Glassdoor/Indeed if you choose ☐ Celebrate your coworkers and culture ☐ Encourage others to get involved
To learn more, turn to page 6	To learn more, turn to page 7	To learn more, turn to page 8	To learn more, turn to page 11

There is no *“right”* level of involvement.

Every genuine conversation, connection and referral can make a difference.

REPRESENT

Be an *ambassador* wherever you go.

Your Augusta Health connection doesn't stop when you leave work. Wearing your team member gear, talking about where you work, or sharing what you enjoy about being part of Augusta Health can open the door to a meaningful connection.

When Someone Asks...

"Where do you work?"

Share where you work and one thing you genuinely enjoy about being part of Augusta Health.

"Do you know anyone hiring?"

Point them toward Augusta Health Careers or share an opportunity that might fit.

"What's it like working there?"

Share your own experience. What made you choose Augusta Health?
What has made you stay?

Represent Checklist

Start here. You can make an impact without doing anything else in this playbook.

- ☐ Wear Augusta Health gear in the community
- ☐ Talk authentically about your experience
- ☐ Tell friends and family what you enjoy about working here
- ☐ Keep the Augusta Health Careers page handy
- ☐ Point interested people toward the right resources

KEEP IT GENUINE

Speak from your own experience. You don't have to know every benefit, job opening or organizational detail.

If someone asks something you don't know, that's okay! Connect them with the appropriate Augusta Health resource rather than guessing.

CONNECT

Turn everyday relationships into *meaningful connections*.

Who would you choose?

Think about the people you've met throughout your life and career. Who would you be excited to work alongside again?

Maybe it's a friend looking for their next opportunity. A family member ready for a change. A former coworker you trusted and respected. Or someone you've met in the community who made a lasting impression.

You know great people. And great people often know other great people.

Sometimes growing the family you choose starts with simply making a connection.

Think about your circle....



FRIENDS

Who do you know who's ready for something new?



FAMILY

Who might find their place at Augusta Health?



FORMER COWORKERS

Who would you gladly work alongside again?



COMMUNITY CONNECTIONS

Who has impressed you along the way?

If someone comes to mind....

Here are a few ways you could make a connection.

- ☐ Share your story. Talk about what you enjoy about Augusta Health when it naturally comes up.
- ☐ Think of your people. A friend, family member or former coworker may be looking for a change, even if they haven't mentioned Augusta Health.
- ☐ Listen for the little things. Someone talking about wanting to grow, needing a change, moving to the area or looking for something new could open the door to a conversation.
- ☐ Make it personal. If you see something that reminds you of someone, simply send it their way with a "This made me think of you!"
- ☐ Connect when it feels right. If they're interested, share a career opportunity, Careers page or referral resource that could help them explore.

Make it your own...

There is no one right way to make a connection. If someone comes to mind, choose whatever feels natural to you.

Every genuine connection can make a difference.

SHARE + REFER

Know someone who would be a great fit? Turn a connection in to an *opportunity*.

The Team Builder Referral Program gives eligible team members a way to refer great people to Augusta Health and potentially earn referral rewards along the way.

How it Works:



REFER A CANDIDATE

Be the bridge that connects someone to a meaningful career while improving the quality of our work environment.



THEY GET HIRED

If your referral is hired, you could be eligible for a referral bonus.



EARN A REWARD

You can receive bonus payments at key milestones during their first year of employment.

Want to Learn More?

Visit the Team Member Referral Program page to:

- ✓ Learn how the program works
- ✓ Review current referral eligibility
- ✓ Find step-by-step referral instructions
- ✓ Learn about available rewards
- ✓ Access helpful resources



scan here to learn more



You make the connection. They make the decision.

Share what you genuinely know about your Augusta Health experience - but give questions about eligibility, interviews, compensation, offers and hiring decisions to the Talent Acquisition team.

SHARE + REFER

Share the opportunity on *social media*.

Your network may reach people Augusta Health would never reach through a job posting alone. A quick share can put the right opportunity in front of the right person.

HOW TO MAKE AN IMPACT

- Choose an Augusta Health job, career event, or approved recruiting post you want to share.
- Add a short message in your own voice.
- Include the direct job or careers link.
- Invite your network to share it with someone who may be a fit.

Make it Creative:



Instead of only “We’re hiring,” try “Know someone who would be great on our team?”



Add one sentence about why you enjoy working at Augusta Health.

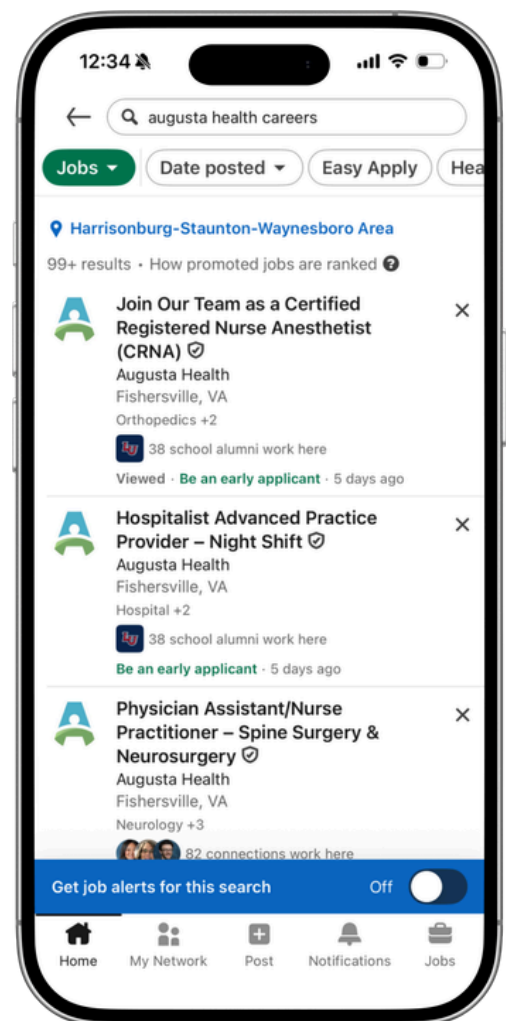


Celebrate the people and purpose behind the work—not just the vacancy.



Short and genuine beats long and corporate.

Important note: Protect patient, candidate, team member and confidential information when posting online.



SHARE + REFER

Turn everyday digital touchpoints into *career connections*.

Set it up once. Let it work for you.



Bookmark Careers

Keep the Augusta Health careers page handy.



Add to Your Email Signature

A simple link can spark big opportunities.



Save Favorite Job Links

Keep links to roles people ask about often.



Share in Seconds

When someone expresses interest, send the link right away.

Small actions.
Big Impact.



SHARE + REFER

Help tell the Augusta Health *story* on Glassdoor & Indeed.

Job seekers want to hear from real team members. Your authentic voice can help them decide if Augusta Health is the right fit.

Glassdoor is now part of Indeed, bringing job opportunities and team member experiences closer together. Glassdoor still works as its own platform, where team members can voluntarily share honest reviews and experiences.

How to Share Your Experience:

- ✓ Share only your own genuine experience.
- ✓ Be specific about the parts of your team member experience you can personally speak to.
- ✓ Keep patient, candidate and team member information **PRIVATE**.

Important Tips:

- ✓ Do not feel pressured to post a positive review. Honest, voluntary participation is the goal.
- ✓ Do not argue with reviewers or attempt to identify anonymous contributors.



Celebrate the people who make Augusta Health *special*.

Ambassadorship is also about strengthening the culture we already have. Referrals, positive community connections, and everyday advocacy deserve to be celebrated.

HOW TO CELEBRATE



Recognize a teammate

Notice and appreciate teammates who represent Augusta Health well and live out our values.



Celebration connections

Celebrate when your department makes great connections or referrals.



Share wins and stories

Share ambassador wins and stories when appropriate. You never know who you might inspire.



Spot ambassador efforts

Keep an eye out for teammates whose ambassador efforts reflect Augusta Health efforts.

MAKE IT FUN

- ✓ Start a friendly department challenge around ambassador participation.
- ✓ Give a teammate an Applause e-card for making a great connection.
- ✓ Celebrate together. Big or small, every connection makes an impact!



Know the Line: Ambassador vs. Recruiter

Your role is to connect, share, and represent-not to manage the hiring process.

DO

- ✓ Share jobs and career resources
- ✓ Encourage people to apply
- ✓ Share your honest experience
- ✓ Connect people with Augusta Health resources

DON'T

- ✗ Promise interviews, offers or referrals
- ✗ Guarantee salary, schedules or outcomes
- ✗ Pressure hiring managers or recruiters
- ✗ Bypass the application, referral, background, or selection process.
- ✗ Share confidential information

Your 3-Step *Ambassador Challenge*.

Ready to start? Complete these three simple actions:



SHARE

Share something meaningful.

Send an Augusta Health opportunity to someone who genuinely comes to mind, or share something you appreciate about being part of Augusta Health.



CONNECT

Make a connection.

Start a conversation, share the Careers page, or simply keep Augusta Health in mind when someone you know is looking for something new.



EXPLORE

Keep resources within reach.

Bookmark the Augusta Health Careers page, explore available opportunities, or learn more about TeamBuilder referrals.

REMINDER:

Start where you are. Choose what feels genuine. Do a little or do a lot.

Every conversation, connection, shared opportunity and moment of Augusta Health pride helps tell our story.

Together, we grow the family you choose.