



Brigham and Women's Hospital
Founding Member, Mass General Brigham

Representing the Brigham Health Brand

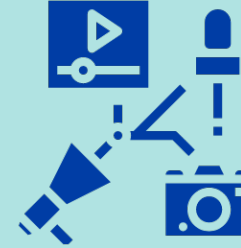
June, 2021

Confidential—do not copy or distribute

Stand for Our Brand



Media Relations Policy



Social Media Policy



Photography Policy



Representing The Brigham Brand

Stand for Our Brand

Over a year ago, we introduced the new Mass General Brigham brand in our collective journey to further integrate our system, bringing great minds together to advance our vision to help people live healthier lives.

On June 17, we launched the new Brigham and Women's Hospital logo. [Read a message to all staff](#) from Interim President and Chief Medical Officer Sunny Eappen, MD, MPH, introducing our new brand.

1. E-mail Signature Templates

Please use the E-mail signature templates found on [The Pulse](#) for Faculty and Staff.

- Internal and External E-mail
- Reply/Forward Signature Templates
- Mobile Signatures

1. PowerPoint Presentation

Use a PowerPoint template found on [The Pulse](#) for all internal and external presentations when representing the Brigham Health Brand.

2. Logo Standards

Our brand identity is an asset that needs to be protected and enhanced through careful and consistent application of our Logo and Graphic Identity System. When using the Brigham Brand and Logo, review [the Brand and Logo Guidelines](#) or reach out to the Customer Engagement and Development Team with any questions.



Photography and Media Relations Policy

Photography, Audio, Video Recording, and Interviewing Policy

Do not take or allow to be taken, pictures or recordings of patients for non-clinical or non-research purposes, without first obtaining a written authorization form from the patient, which explains and allows the intended uses and disclosures.

Media Relations Policy

All media interactions (including television, newspapers, radio, online news outlets, etc.) where an individual can be perceived to be representative or agent of the hospital, that concerns patient matters, or take place on hospital property must be coordinated with BWH's Office of Strategic Communication. Members of the media who contact staff should be directed to the media relations team in the Office of Strategic Communications. Consultation with a member of the media relations team is required before participating in any proactive conversation with a member of media.

Refer all media requests to the **Office of Strategic Communication at 617-525-6370**.

[Photography Policy](#)

[Media Relations Policy](#)



Social Media Guidelines for Faculty and Staff

Staff may list the Brigham as their place of work on personal profiles such as those on LinkedIn. However, if identifying as a member of the Brigham staff in any online forum, it must be made clear that that person is not speaking for the Brigham.

The following disclaimer, should appear on the profile:

“The comments I am expressing are my own and do not represent the views or opinions of Brigham Health or its administration.”

Staff should be thoughtful about how they present themselves as Brigham staff members on social media. By virtue of being identified as part of the Brigham in social media, staff members are now connecting with colleagues, managers and even patients and donors.

[Social Media Policy](#)



Contact Us

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