

Semester 6 Mansoura Manchester Medical Awareness Campaign – Instagram Report (2025)

1. Campaign Overview

Group number	A1 and A2
Supervisor	Dr. Rabab Elrefaei
Instagram Handle (@...)	@exposingkidneykillers
Campaign Title	Exposing Kidney Killers
Topic	Herbal Supplements and Kidney Health
Slogan	Screen, Shield, Sustain
Target Audience	Adults aged 25–50 who use or are interested in herbal remedies, often unaware of the potential kidney risks. It also includes young adults influenced by wellness trends, and caregivers or at-risk individuals seeking safer health practices. Lastly, it includes CKD patients who are at risk of developing ESRD.
Campaign Goals (list 2-3)	<ol style="list-style-type: none"> 1. Raise Awareness: Educate new users about the kidney risks associated with common herbal remedies by the end of the campaign. 2. Boost Engagement: Increase average post engagement (likes, comments, shares). 3. Combat Misinformation: Identify and respond to at least 5 misleading or harmful pieces of information about herbal medicine and kidney health.

2. Branding & Identity

Page Title / Username	Exposing Kidney Killers / @exposingkidneykillers
Logo (description, symbolism, design process)	<p>Description: The image features a detailed anatomical illustration of a kidney, rendered in soft, realistic watercolor tones of red and purple to highlight its natural structure. A magnifying glass is positioned over the kidney, zooming in on its internal anatomy to symbolize scrutiny and investigation. Surrounding the illustration are delicate botanical elements and leaves in calming green and gray hues, evoking a sense of natural health and holistic healing. Above the kidney, the word “EXPOSING” is elegantly curved in green, conveying themes of clarity, health, and revelation.</p> <p>Below, the phrase “KIDNEY KILLERS” stands out boldly in red, emphasizing danger and urgency, and drawing attention to the hidden threats to kidney health.</p> <p>Symbolism: The symbolism in the image is rich and deliberate. The kidney, positioned as the central organ, represents both renal health and its inherent vulnerability. The magnifying glass placed over it symbolizes investigation, medical research, and the need to uncover hidden threats to kidney function.</p> <p>Color choices further reinforce the message: red, used for the phrase “KIDNEY KILLERS,” conveys danger and urgency, drawing attention to harmful factors, while green, used for “EXPOSING” and the botanical background, evokes health, nature, and possibly natural preventive</p>

	<p>measures or treatments. The inclusion of botanical imagery suggests themes of holistic healing, lifestyle awareness, and the influence of environmental factors on kidney health.</p> <p>Design process: The design process followed a clear and thoughtful series of steps to create a strong visual message. It began with developing the concept, focusing on raising awareness about harmful factors that affect kidney health. The tone was meant to be informative and investigative, combining medical accuracy with an approachable feel. The illustration phase involved drawing a realistic yet stylized kidney to make it both clear and visually appealing. A magnifying glass was added to symbolize close examination and uncovering hidden dangers. For the text and layout, important words were highlighted using bold fonts and contrasting colors, while the curved top text and straight bottom text helped create a balanced and organized design. The color choices were intentional—red to signal danger and urgency, and green to suggest health and healing. Finally, a soft watercolor style was used to give the image a more human and gentle feel, avoiding a harsh or overly clinical look.</p>
Color Palette & Font Choice	<p>Color palette: #4c6516, #fffc9, #fffc2, #9db07f, #d79c2e</p> <p>Font choices: Garet, Jimmy Script, Poppins, Garamond, The Seasons</p>
Tone of Voice Chosen (e.g., friendly, informative)	<p>Your campaign voice is warm, informative, and relatable—like a caring friend sharing helpful truths. You aim to empower, not alarm, using clear and engaging language to raise awareness about the hidden risks of herbal medicine, especially for kidney health.</p> <p>With a respectful and curious tone, you invite people to think critically and make safer choices.</p>
Story Highlight Covers & Visual Consistency	<p>The Story Highlights use a mix of real photos, neon green graphics, and product visuals, creating an engaging but somewhat varied look. Green tones and bold icons give some visual cohesion, especially in covers like “Q&A,” “Trivia,” and “Games”. The “Infographics” and campaign covers actually add strength to the page by grounding the content in real- world action. The Infographics cover, styled like a vintage newspaper, gives an editorial and credible feel—perfect for conveying researched, serious content. The campaign covers show people actively engaging with your message, adding authenticity and human connection. This mix of editorial and documentary-style visuals reinforces your campaign’s trustworthiness and real-world impact.</p>

3. Content & Posting Strategy

Start Date	28/3/2025
End Date	2/5/2025
Posting Frequency	We generally used to post consistently every day or two, except the study break when we stopped posting for a week.
Total Posts	19
Total Reels	7
Total Stories	104
Total Highlights	8
Content Types Used (tick or list)	<p>✓ Educational carousels ✓ Reels ✓ Trivia ✓ Polls ✓</p> <p>Quizzes ✓ Myth busters ✓ Infographics ✓ Q&A</p>

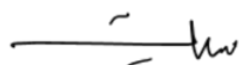
What worked well and why?	The online social media campaign focused on raising awareness about the harms of herbal medicine on kidney health proved to be highly effective due to several key strategies. The campaign successfully captured attention by presenting complex health information in an accessible and visually engaging manner. Clear, concise educational posts, supported by strong visuals, made the message both digestible and memorable. The use of real-life testimonials and expert opinions humanized the issue, making it more relatable and compelling for the audience. Regular interaction with followers, through polls, comments, and story sharing, helped foster a sense of community and trust. Furthermore, the campaign's consistent emphasis on prevention, alongside a clear call to action, encouraged followers to share the information, thereby amplifying its reach. Overall, the combination of engaging content, expert-backed messaging, and active community involvement contributed to heightened awareness and increased engagement on the topic.
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4. Reflections

Biggest Challenge	The biggest challenge faced by the campaign was overcoming widespread misconceptions and skepticism surrounding the safety of herbal medicine. Many individuals are deeply rooted in their beliefs about alternative health practices, often perceiving them as natural and therefore harmless. Addressing this entrenched mindset required careful communication, as it involved not only presenting scientific evidence but also sensitively challenging popular, yet potentially dangerous, beliefs. Overcoming this challenge meant finding a balance between educating the audience and respecting their personal choices, while still conveying the serious risks associated with certain herbal remedies for kidney health.
What You're Most Proud Of	What is to be proud of most is the creation of consistent, scientifically accurate, and visually appealing content that not only changed misconceptions but also sparked major debate, interest, and surprise. By maintaining a clear, evidence-based approach, the campaign successfully challenged ingrained beliefs and engaged the audience in thought-provoking discussions. The balance of informative content with engaging visuals helped grab attention, and the campaign's ability to keep the conversation going, while shifting perspectives, stands as a significant achievement in raising awareness about the risks of herbal medicine on kidney health.
What You Would Change Next Time	Next time, a key change would be to incorporate more interactive and dynamic content formats, such as live Q&A sessions with experts or patient testimonials, to encourage real-time engagement and create a deeper connection with the audience. Additionally, diversifying the platforms used for the campaign could help reach a broader audience, particularly through video content on platforms like TikTok or YouTube, where the message could be shared in a more visually impactful, concise manner. Finally, increasing collaboration with influencers or advocates in the health community could help amplify the message, further increasing credibility and reach.

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This Community Awareness Campaign was prepared & reported by a student team of the Class of 2027, under the supervision of Dr Hosam Hamed (Semester 6 Chief Tutor), Prof. Rafik Barakat (Phase 2 Director), and Prof. Ahmed Negr (MMPME Program Director).



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