



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

1. Campaign Overview

Group number = Cd 5 & 6

Supervisor = Dr Hoda Mahmoud

Instagram Handle = chronic_kidney_disease_

Campaign Title = chronic kidney disease, a silent killer

Topic = chronic kidney disease Slogan

= Detect early, protect your kidney

افحص مبكراً، و احمي كليتك

Target Audience = general public

Campaign Goals (list 2-3) = raise public awareness and promote early detection for chronic kidney disease

2. Branding & Identity

Page Title / Username = chronic_kidney_disease_

Logo (description, symbolism, design process) = a stylized blue kidney with a connecting

blue line to dark "C" and "D" letters, above the text "CHRONIC KIDNEY DISEASE."

Symbolizes the affected organ and impaired filtration.

Color Palette & Font Choices = blue to represents health , green to represents kidney and white for clean and readable background. Font choices = canva sans, knewave , fredoka , open sans

Tone of Voice Chosen (e.g., friendly, informative) = friendly

Story Highlight Covers & Visual Consistency = Q&A and campaign

3. Content & Posting Strategy

Start Date = 6/3/2025

End Date = 1/5/2025

Posting Frequency = 1-2 times
per week

Total Posts = 12

Total Reels = 8

Total Stories = 44

Total Highlights = 2

Content Types Used (tick or list) ☒ Educational carousels ☒ Reels ☒ Trivia ☒ Polls ☒ Quizzes ☒ Myth busters ☒

Infographics ☒ Q&A

What worked well and why? = quizzes and polls worked well since it is quick and easy for users to engage with. Interactive elements engage users by prompting them to actively participate

4. Reflections

Biggest Challenge = low public awareness – many people think that it only happens to older people or dialysis patients.

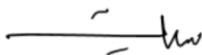
What You're Most Proud Of = being able to simplify something medical into a message that people actually understand and care about.

What You Would Change Next Time = improve visual appeal by using more creative designs because people responds to visuals way faster than plain text.

Documented by = sumaiyyah binti zailani

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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 Negm (MMPME Program Director).



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