



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

1. Campaign Overview

Group number	A7, A8
Supervisor	Dr. Ahmed Hasan Elkashef
Instagram Handle (@...)	@puv_awareness
Campaign Title	Posterior Urethral Valve Awareness
Topic	Spreading awareness to prevent complications caused by PUV
Slogan	“Save young kidneys, Save failing urinary organs”
Target Audience	<ul style="list-style-type: none"> - Prenatal phase of PUV [Educate pregnant women & OB GYN doctors] - Post-ablation phase of PUV [Informing parents about importance of follow up] - General population (especially women of childbearing age)
Campaign Goals (list 2-3)	<ul style="list-style-type: none"> - To teach the general public about PUV - Spread awareness about the importance of early diagnosis and intervention - Spread awareness about the complications resulting from not treating PUV early on

2. Branding & Identity

Page Title / Username	Posterior Urethral Valve Awareness / @puv_awareness
Logo (description, symbolism, design process)	<ul style="list-style-type: none"> - The logo is an illustration of the urinary system of a person with complications resulting from PUV mainly hydronephrosis and inflammation of the bladder - The logo symbolizes what would occur to a child with PUV to help visualize the necessity of early intervention - The logo was designed by planning to illustrate the dangers of PUV, initially it was going to be a simple drawing of the urinary system, but we realized showing the complications would be more valuable 
Color Palette & Font Choices	<ul style="list-style-type: none"> - Our color palette mainly consisted of different shades of blue to highlight the fact that this disease only affected males and white to show hope for the future by catching the disease early on. - Regarding the fonts they were chosen based on aesthetics and how legible they are
Tone of Voice Chosen (e.g., friendly, informative)	<ul style="list-style-type: none"> - Informative, empathetic, urgent
Story Highlight Covers & Visual Consistency	<ul style="list-style-type: none"> - There is consistency in the colors features in the covers mainly white & blue – the same as our color palette. 

3. Content & Posting Strategy

Start Date	15/3/2025
End Date	2/5/2025
Posting Frequency	Roughly 1 post every 3 days and 1 story per day
Total Posts	25

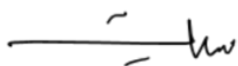
Total Reels	19
Total Stories	62
Total Highlights	9
Content Types Used (tick or list)	<input type="checkbox"/> Educational carousels <input checked="" type="checkbox"/> Reels <input type="checkbox"/> Trivia <input checked="" type="checkbox"/> Polls <input type="checkbox"/> Quizzes <input type="checkbox"/> Myth busters <input checked="" type="checkbox"/> Infographics <input checked="" type="checkbox"/> Q&A
What worked well and why?	<ul style="list-style-type: none"> - Posting reels over normal posts lead the page to having a greater success at reaching people as the algorithm favors reels over other content - The nearly daily story posts helped keep the account engagement as we uploaded trailers and daily polls on there helping to show the algorithm that the account is of interest to people and it should show it to more people - Making our own template for posts helped keep with the design consistency between posts and overall look of the page to look neat and preplanned

4. Reflections

Biggest Challenge	<ul style="list-style-type: none"> - Managing the time between community awareness and studying for university, it felt near impossible to balance the two fairly as the community awareness required serious dedication to make sure the quality of our work was as good as it could be. Some of us had to sacrifice some of their personal time for the community awareness especially when it comes to editing the videos and shooting the footage for the video that will be shown next Thursday
What You're Most Proud Of	<ul style="list-style-type: none"> - That our campaign managed to reach so many people even globally and our campaign was of interest to many mothers during the campaign days.
What You Would Change Next Time	<ul style="list-style-type: none"> - Having posts made in advance and scheduled to avoid large gaps between posts & increase variety of the contents posted on the account to attract a larger group of audience

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Date of documenting	1/5/2025

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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