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

1. Campaign Overview

Group number	B1 & B2
Supervisor	Dr/Mohamed Elsayed
Instagram Handle (@...)	@obesity_decoded
Campaign Title	Obesity Decoded
Topic	Obesity & multi organ failure and new trends in treating it
Slogan	Small steps … big impact
Target Audience	General population
Campaign Goals (list 2-3)	1. Share awareness about that the obesity is a real disease that affects almost all body systems and can lead to a lot of diseases. 2. How to take the first step towards a healthy life. 3. The differences, advantages & disadvantages of different methods in treating obesity.

2. Branding & Identity

Page Title / Username	obesity_decoded
Logo (description, symbolism, design process)	From the name and our topic, I made the identity of the logo (obesity & decoding). For the decoding, I made the main theme of the logo appear like the decoding process of the genes on a chromosome, and made the chromosome seams fat. For the obesity, I put many different types of unhealthy food around the chromosome and also put a button in the middle of the logo to make the chromosome appear like a fat man wearing a tight shirt
Color Palette & Font Choices	I depended mainly in the social media on black & white that gives the idea that you can choose your life it can be black or white … for the font I depended on different types some were bold for the main points that I talked about and some were like handwritten to simplify information
Tone of Voice Chosen (e.g., friendly, informative)	It was mainly friendly like friends talking with each other's
Story Highlight Covers & Visual Consistency	The page maintains strong visual branding through custom Highlight Covers that reflect the theme of the content. All covers use a cohesive color palette and icon style, enhancing the page's professional look. Visual consistency is also evident across posts and stories, with unified use of fonts, tones, and design elements, reinforcing the identity of Obesity Decoded. This consistency helps build trust and makes the page more visually appealing to new visitors.

3. Content & Posting Strategy

Start Date	4/3/2025
End Date	2/5/2025
Posting Frequency	Averaging 1 post every 2–3 days overall. While March had moderate activity, April showed a notable surge with near-daily posts
Total Posts	7
Total Reels	18
Total Stories	51
Total Highlights	7

Content Types Used (tick or list)	• Educational carousels • Reels • Trivia • Polls • Quizzes • Myth busters • Infographics • Q&A
What worked well and why?	The reach and interaction were very good, and that was what we focused on to make the educational material interesting. This was achieved by making funny ways to deliver the information by summarizing a film about obesity, or by making interviews with people in the street, and other ways you can see on the page.

4. Reflections

Biggest Challenge	The consistency.
What You're Most Proud Of	The comments and likes from people from all over the world, especially in the posts that were translated into English.
What You Would Change Next Time	I will try to make it bilingual (Arabic and English). I think I will depend on scheduling the content for the whole week before starting.

Documented by	Mohamed Abdulrahman Abo Almajd
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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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