

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



## 1. Campaign Overview

Group number	B5, B6
Supervisor	Dr. Yasmin Atwa
Instagram Handle (@...)	@youradrenalguide
Campaign Title	Adrenal Gamble
Topic	Steroid-Induced Adrenal Insufficiency
Slogan	What Steroids Give, They Also Take Away
Target Audience	School and university students, athletes, adults, steroid users, and patients living with adrenal insufficiency.
Campaign Goals (list 2-3)	<ul style="list-style-type: none"> <li>- Raise awareness about adrenal insufficiency caused by steroid use.</li> <li>- Provide accurate information about the uses and risks associated with steroid use.</li> <li>- Highlight how commonly steroids are used, in medicine, gyms, and even cosmetic treatments, to help audiences recognize the risks in everyday life.</li> </ul>

## 2. Branding & Identity

Page Title / Username	Adrenal Gamble (@youradrenalguide).
Logo (description, symbolism, design process)	<p>Our logo features a kidney and adrenal gland, accompanied by an injection directed at the gland, symbolizing the impact steroids can have on adrenal health.</p> <p>Design Process: We sketched multiple ideas and chose the one that most clearly connects to both medical and public audiences.</p>
Color Palette & Font Choices	<p>Dusty rose – Light pink – Mint green</p> <p>Fonts were chosen to be clear and readable.</p>
Tone of Voice Chosen (e.g., friendly, informative)	<p>We adopted an informative and professional tone in our videos and posts to ensure credibility, respect the seriousness of the topic, and appeal to a broad audience. We avoided jargon while maintaining medical accuracy, ensuring the content was understandable even for people without a medical background.</p>
Story Highlight Covers & Visual Consistency	<p>Highlight covers were minimalist to maintain a clean feed aesthetic. We carefully curated highlights to include a campaign summary, interactive questions to assess audience knowledge, and short quizzes with polls to help differentiate between myths and facts.</p> <p>We made sure to use the same color palette throughout to maintain visual consistency.</p>

## 3. Content & Posting Strategy

Start Date	21/3/2025
End Date	2/5/2025
Posting Frequency	2-4 posts/week
Total Posts	10 posts
Total Reels	6 reels
Total Stories	39 stories
Total Highlights	3 highlights



Content Types Used (tick or list)	<input type="checkbox"/> Educational carousels <input type="checkbox"/> Reels <input type="checkbox"/> Trivia <input type="checkbox"/> Polls <input type="checkbox"/> Quizzes <input type="checkbox"/> Myth busters <input type="checkbox"/> Infographics <input type="checkbox"/> Q&A
What worked well and why?	Reels achieved the highest levels of engagement, followed closely by interactive quizzes and Q&A sessions, which successfully fostered audience participation.

#### 4. Reflections

Biggest Challenge	Balancing detailed scientific content with audience-friendly language was a constant challenge. We also had to think creatively to keep posts engaging without overwhelming followers with too much information at once.
What You're Most Proud Of	Successfully simplifying complex medical information, making it accessible and understandable to a wide audience.
What You Would Change Next Time	We'd love to reach an even broader audience and find new ways to boost engagement.

Documented by	Aya Ayman Helmy
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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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