


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

### 1. Campaign Overview

Group number	CD(17,18)-C1,C2
Supervisor	Dr Ahmed Marwan
Instagram Handle (@...)	@LIVER.WELLNESS
Campaign Title	LiveR Well
Topic	MASLD Awareness
Slogan	MASLD: Spot it, Stop it!
Target Audience	We aimed to target all the age groups due to its diverse affection of everyone, but primarily focused on the young aged group (20-40 years old)
Campaign Goals (list 2-3)	<ol style="list-style-type: none"> <li><b>Unmask the villain MASLD:</b> we wanted to raise public awareness about MASLD by simplifying complex medical concepts through engaging, comic style communication and street-level education.</li> <li><b>Empower our everyday heroes with knowledge:</b> we wanted to equip the public, especially the youth and underserved groups, with knowledge and tools to recognize risk factors, adopt preventative habits and seek early screening for MASLD.</li> <li><b>Bridge science and society through creative outreach:</b> We wanted to spark a lasting impact by combining medical expertise with creative storytelling, superhero themes, and interactive outreach, transforming passive audience into active health defenders.</li> </ol>

### 2. Branding & Identity

Page Title / Username	@liver.wellness
Logo (description, symbolism, design process)	<p>With our logo “Live(R) Well” we aimed to use bold comic-book style representation of our campaign, it shows a liver mid-explosion uncovering its healthy surface and breaking open to unveil the underlying fibrotic core which highlights the hidden progression of the disease. The fiery burst symbolizes the silent threat of MASLD and the urgency to act before it’s too late.</p> <p>The name reflects both the organ and the goal. It’s a call to action: spot the danger, fight the villain, and protect the liver like a true superhero.</p> <p>We aimed with our logo to alert the public, engage and empower them to take action before it’s too late!</p>
Color Palette & Font Choices	<p><b>Colour palette:</b></p> <p>#004AAD. #F8ED19. #04ABEE #EF4A51. #B9081E #FFC200. #295918</p> <p><b>Fonts:</b></p> <ol style="list-style-type: none"> <li>Bangers</li> <li>The luckiest guy</li> <li>ITC Motter Corpus</li> <li>Canva Sans</li> <li>Arabic (Canva sans and DG Bebo)</li> </ol>

Tone of Voice Chosen (e.g., friendly, informative)	We wanted to address the public in a way that's innovative, informative and engaging, so we employed a style that's super-hero inspired to simplify the science and spark the action!
Story Highlight Covers & Visual Consistency	<p>We kept a fun comic theme over all with fun bright colours to draw people's attention and educate them. We also implemented a these of interactive games to usher people to engage and learn</p> 

### 3. Content & Posting Strategy

Start Date	14/3/2025
End Date	2/5/2025
Posting Frequency	Every 1-3 days
Total Posts	54
Total Reels	25
Total Stories	68
Total Highlights	<p>5 main categories</p> <ol style="list-style-type: none"> <li>1. QUIZ TIME</li> <li>2. DID YOU KNOW?</li> <li>3. CAMPAIGN</li> <li>4. MYTH BUSTERS</li> <li>5. GUIDE TO A HEALTHY LIFE</li> </ol>
Content Types Used (tick or list)	<p> <input checked="" type="checkbox"/> Educational carousels <input checked="" type="checkbox"/> Reels <input checked="" type="checkbox"/> Trivia <input checked="" type="checkbox"/> Polls <input checked="" type="checkbox"/> Quizzes <input type="checkbox"/> Myth busters <input type="checkbox"/> Infographics </p> <p> <input type="checkbox"/> Q&amp;A <input checked="" type="checkbox"/> Doctors interviews </p> <p>We also recorded our testimonies to the public to ensure that our vision has researched everyone as clearly as possible!</p>
What worked well and why?	<ol style="list-style-type: none"> <li>1. Myth-buster posts effectively corrected misconceptions and sparked audience curiosity.</li> <li>2. Infographics delivered complex medical facts in a simplified, visually appealing way.</li> <li>3. Comic-style storytelling turned medical information into an exciting narrative, keeping followers interested and entertained.</li> <li>4. Interactive stories (polls, quizzes) increased engagement and encouraged reflection.</li> <li>5. Our team directly talking to people and spreading their knowledge to the public was an absolute success!</li> </ol>

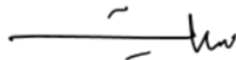
### 4. Reflections

Biggest Challenge	The biggest challenge we faced was managing the social media alongside our education, it was a bit difficult finding the time, but with a bit of time management we were able to overcome this obstacle!
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What You're Most Proud Of	We're proud of turning a silent, overlooked disease into a visible, talked-about villain. We gave MASLD a face, and gave the public the tools to fight it. Answering the public's questions and enlightening them on this silent killer made us over the moon!
What You Would Change Next Time	<ol style="list-style-type: none"> <li>1. Start content planning earlier to allow more time for creativity and refinement.</li> <li>2. Increase video content and storytelling to deepen emotional connection.</li> <li>3. Expand outreach to include more diverse audiences (e.g. schools, clinics), as unfortunately we did not get the chance of addressing patients at the obesity clinic as we aimed.</li> </ol>

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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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