



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

1. Campaign Overview

Group number	C7&C8
Supervisor	Dr. Ahmed Farouk
Instagram Handle (@...)	Hepatocellular carcinoma awareness, fight_hcc
Campaign Title	Hepatocellular carcinoma awareness
Topic	Hepatocellular carcinoma awareness: prevent, protect, treat, save your liver
Slogan	#معًا_لمحاربة_سرطان_الخلايا_الكبدية
Target Audience	<p>The elderly, especially those who are at high risk for developing HCC. Including:</p> <ul style="list-style-type: none"> • Cirrhosis: People with cirrhosis, regardless of the cause, are at a significantly higher risk • Chronic Hepatitis B and C: Those with chronic infections of hepatitis B virus (HBV) or hepatitis C virus (HCV) • Non-Alcoholic Fatty Liver Disease (NAFLD): Those with NAFLD, especially if it progresses to non-alcoholic steatohepatitis (NASH) • Family History: People with a family history of HCC • Obesity: Individuals who are obese <p>But we also targeted young population as their risk increases if they have a genetic condition that affects the liver like hemochromatosis.</p> <p>We also targeted Arabic and English speakers.</p>
Campaign Goals (list 2-3)	<ol style="list-style-type: none"> 1. Prevent: Educate the public on risk factors and preventive measures to reduce the incidence of HCC. This includes promoting lifestyle changes and vaccination against hepatitis B. 2. Protect: Share tips and resources to help individuals protect their liver health. This involves advocating for regular check-ups and liver function tests to monitor liver health. 3. Treat: Provide information on the latest treatments and support for those affected by HCC. 4. Save your liver: Encourage at-risk individuals to undergo regular screening, such as ultrasound and alpha-fetoprotein (AFP) blood tests, to detect HCC at an early stage. Early detection can significantly improve treatment outcomes and survival rates.

2. Branding & Identity

Page Title / Username	<p>Title: HCC awareness campaign Username: fight_hcc</p> <p>Bio:</p> <p>مرحبا بكم في التوعية المجتمعية بسرطان الخلايا الكبدية انضم إلينا للتعلم والوقاية وإنقاذ الأرواح، معا، يمكننا أن نحدث فرقا! #التوعية_بسرطان_الكبد</p>
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<p>Logo (description, symbolism, design process)</p>	<p>Description:</p> <ul style="list-style-type: none"> • Central Illustration: The logo features a liver wrapped in a green ribbon. The ribbon forms the shape of an awareness symbol, emphasizing the campaign's focus on Hepatocellular Carcinoma (HCC). • Additional Elements: A magnifying glass is positioned over the liver, symbolizing early detection and the importance of examining the liver for any signs of HCC. • Text: At the top: "HEPATOCELLULAR CARCINOMA" At the bottom: "PROTECT PREVENT TREAT" • Background: Rays emanate from behind the liver and ribbon, adding emphasis and drawing attention to the central elements. <p>Symbolism:</p> <p>Liver: Represents the focus on liver health and HCC.</p> <p>Green Ribbon: Symbolizes health, awareness, and support for those affected by liver diseases.</p> <p>Magnifying Glass: Highlights the importance of early detection and vigilance in identifying HCC.</p> <p>Rays: Suggest hope and the spreading of awareness.</p> <p>Design Process</p> <p>The design process likely involved:</p> <ol style="list-style-type: none"> 1. Conceptualization: Identifying key elements that represent HCC awareness, such as the liver, ribbon, and magnifying glass. 2. Illustration: Creating a realistic depiction of the liver and integrating the green ribbon to form the awareness symbol. 3. Emphasis: Adding rays in the background to highlight the central elements and make the logo more visually striking. 4. Typography: Choosing clear and bold fonts for the text to ensure readability and impact. <p>Impact</p> <p>The logo effectively communicates the campaign's message of protecting, preventing, and treating HCC. Its visual elements are cohesive and reinforce the importance of liver health and awareness.</p>
<p>Color Palette & Font Choices</p>	<p>Colour Palette: Predominantly green tones, symbolizing HCC or liver cancer. Pale green is used for backgrounds, and other colours to highlight important points like white and red.</p> <p>Font Choices: Clean, sans-serif, childos Arabic fonts for readability, with bold fonts highlighting key messages in each post like "prevent," "protect," "treat," and "save your liver."</p>
<p>Tone of Voice Chosen (e.g., friendly, informative)</p>	<p>Tone of Voice: Informative yet approachable, aiming to educate viewers about HCC while maintaining an encouraging tone that emphasizes prevention and treatment.</p>
<p>Story Highlight Covers & Visual Consistency</p>	<p>Story Highlight Covers: Each cover features simple illustrations or icons related to liver health or HCC awareness, maintaining visual consistency through uniform colour schemes (green tones) and similar graphic styles.</p> <p>Visual Consistency: Consistent use of colours (mainly greens), fonts, and iconography across all posts helps maintain campaign identity.</p>

3. Content & Posting Strategy

Start Date	13/3/2025
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End Date	Not yet confirmed
Posting Frequency	At least 2 to 3 times a week
Total Posts	25 till now
Total Reels	9 till now
Total Stories	64 till now
Total Highlights	35 till now
Content Types Used (tick or list)	<input checked="" type="checkbox"/> Educational carousels <input checked="" type="checkbox"/> Reels <input type="checkbox"/> Trivia <input checked="" type="checkbox"/> Polls <input checked="" type="checkbox"/> Quizzes <input checked="" type="checkbox"/> Myth busters <input type="checkbox"/> Infographics <input checked="" type="checkbox"/> Q&A
What worked well and why?	<p>Educational Carousels Why It Worked:</p> <ul style="list-style-type: none"> • Visual Appeal: Carousels are visually engaging and allow us to present information in a structured, easy-to-digest format. • Interactivity: Users can swipe through multiple slides, keeping them engaged and encouraging them to spend more time on our content. • Information Density: We can include detailed information across several slides without overwhelming the viewer. <p>Reels</p> <p>Why It Worked:</p> <ul style="list-style-type: none"> • High Engagement: Reels are short, dynamic videos that capture attention quickly and are favored by Instagram's algorithm. • Shareability: Reels are easily shareable, helping to spread our message to a broader audience. • Creativity: They allow us to showcase our content in creative and entertaining ways, making complex information more accessible. <p>Polls</p> <p>Why It Worked:</p> <ul style="list-style-type: none"> • User Interaction: Polls encourage direct interaction from our audience, making them feel involved and valued. • Feedback: They provide immediate feedback on various topics, helping us understand our audience's opinions and preferences. • Engagement: Polls are quick and easy to participate in, boosting engagement rates. <p>Quizzes</p> <p>Why It Worked:</p> <ul style="list-style-type: none"> • Educational Fun: Quizzes combine learning with fun, making it an enjoyable way for users to test their knowledge. • Retention: Interactive content like quizzes helps reinforce information, improving retention and understanding. • Shareability: Users often share quiz results, increasing our reach and visibility. <p>Myth Busters Why It Worked:</p> <ul style="list-style-type: none"> • Clarification: Myth-busting content helps dispel common misconceptions, providing clear and accurate information. • Trust Building: By addressing myths, we establish ourselves as a reliable source of information. • Engagement: This type of content sparks curiosity and encourages users to learn more. <p>&A</p> <p>Why It Worked:</p> <ul style="list-style-type: none"> • Direct Interaction: Q&A sessions allow us to directly address our audience's questions and concerns, fostering a sense of community. • Personalization: They provide personalized responses, making users feel heard and

	<p>valued.</p> <ul style="list-style-type: none"> • Engagement: Q&A sessions often lead to high engagement as users actively participate and seek answers. <p>Overall, these content types have helped us effectively engage our audience, educate them about HCC, and build a supportive community.</p>
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4. Reflections

Biggest Challenge	<p>Understanding Our Target Audience Knowing who our audience is and what they want is crucial. Without this understanding, our content may not resonate, leading to low engagement.</p> <p>Creating Consistent and Engaging Content Maintaining a steady stream of high-quality content that keeps our audience engaged can be tough. This includes coming up with fresh ideas and ensuring visual and thematic consistency.</p> <p>Managing Algorithm Changes Social media platforms frequently update their algorithms, which can affect the visibility of our posts. Staying updated and adapting our strategy accordingly is essential.</p> <p>Time Management (the biggest one) Balancing the time spent on creating content, engaging with followers, and analyzing performance can be overwhelming. Using scheduling tools and setting clear priorities can help manage our time more effectively.</p> <p>Finding the Right Platforms Not all social media platforms will be suitable for our campaign. Identifying the right ones where my target audience is most active is key.</p>
What You're Most Proud Of	<p>Raising Awareness We are educating the public about HCC, a critical health issue that many might not be aware of. This awareness can lead to early detection and better outcomes for those affected.</p> <p>Providing Valuable Information Our campaign offers essential information on prevention, symptoms, and treatment options. This empowers people to make informed decisions about their health.</p> <p>Supporting Patients and Families By sharing stories and resources, we are providing emotional and practical support to patients and their families, helping them navigate their journey with HCC.</p> <p>Promoting Preventive Measures Highlighting the importance of liver health and preventive measures can lead to healthier lifestyles and potentially reduce the incidence of HCC.</p> <p>Encouraging Community Engagement Our campaign fosters a sense of community and encourages people to get involved, whether through volunteering, sharing information, or supporting fundraising efforts.</p> <p>Advocating for Research and Funding By raising awareness, we are also advocating for more research and funding to find better treatments and ultimately a cure for HCC.</p> <p>Creating a Positive Impact Every piece of content we share contributes to a larger movement towards better health and awareness. This positive impact is something we are immensely proud of. Our dedication to this cause is making a real difference, and that's something to celebrate!</p>

<p>What You Would Change Next Time</p>	<p>Reflecting on our campaign, here are some ideas for what we might change next time to enhance our impact:</p> <p>Content Variety</p> <ul style="list-style-type: none"> • Expand Content Types: We plan to introduce new content formats like infographics, testimonials, and live webinars to diversify our offerings and keep our audience engaged. <p>Enhanced Visuals</p> <ul style="list-style-type: none"> • Professional Graphics: Investing in higher-quality graphics and animations will make our content more visually appealing and professional. • Consistent Branding: We'll ensure even more consistency in our visual branding across all platforms to strengthen our identity. <p>Audience Engagement</p> <ul style="list-style-type: none"> • Community Building: We aim to build a stronger community by encouraging more user-generated content and sharing success stories from our followers. • Feedback Loop: Implementing regular feedback sessions with our audience will help us understand their needs and preferences better. <p>Educational Depth</p> <ul style="list-style-type: none"> • In-Depth Articles: We'll provide more detailed articles and resources on HCC, including interviews with experts and patient stories (more than we already did). • Interactive Learning: Developing interactive learning modules or mini- courses will educate our audience in a more engaging way. <p>Campaign Reach</p> <ul style="list-style-type: none"> • Collaborations: Partnering with other health organizations and influencers will help us expand our reach and impact. • Targeted Ads: We'll utilize targeted advertising to reach specific demographics that might benefit most from our campaign. <p>Analytics and Improvement</p> <ul style="list-style-type: none"> • Data Analysis: Regularly analyzing engagement metrics will help us understand what content resonates most with our audience and adjust our strategy accordingly. • Continuous Improvement: Staying updated with the latest trends and best practices in social media marketing will allow us to continuously improve our campaign. <p>By implementing these changes, we can enhance our campaign's effectiveness and continue to raise awareness about HCC in even more impactful ways.</p>
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This report is a summary of our posts, the ones we have posted already and the ones we will post: Hepatocellular carcinoma: protect, prevent, treat, save your liver

Link to our page: https://www.instagram.com/fight_hcc?igsh=MTMybmJraWd2cHkxcQ==

Our main goals:

1. **Prevent:** Educate the public on risk factors and preventive measures to reduce the incidence of HCC. This includes promoting lifestyle changes and vaccination against hepatitis B.
2. **Protect:** Share tips and resources to help individuals protect their liver health. This involves advocating for regular check-ups and liver function tests to monitor liver health.
3. **Treat:** Provide information on the latest treatments and support for those affected by HCC.
4. **Save your liver:** Encourage at-risk individuals to undergo regular screening, such as ultrasound and alpha-fetoprotein (AFP) blood tests, to detect HCC at an early stage. Early detection can significantly improve treatment outcomes and survival rates.

With each post, we uploaded stories mostly before and sometimes after:

1. We started with a reel welcoming people to our campaign and telling them about our goals



2. Then we told people about what HCC is as not all people familiar with the name they are more familiar with liver cancer



3. Then we told them why we should talk about HCC in the first place, which is obviously due to its incidence



4. Then we mentioned the ones who are at high risk for developing HCC and should do screening



5. Then we gave them a story that we see a lot in the field, on people who get virus C (at high risk), who have kind of misconception that follow-up is not important after the treatment, in the reel we explained the consequences of this (relating this to our campaign). We asked people in a story along with this reel if they knew 100 million seha, and most Egyptians know about it, but the non-Egyptians do not really know about it. We also uploaded

stories related to the reel itself. Check the page if you are interested in knowing.



- Then we did a post talking about the preventive measures, especially for the high-risk population, to decrease their risk of developing HCC, one of which was early and periodic screening for the importance of early detection



- Then we talked about whether periodic screening is important in a post alone, as it is the core of our campaign, as if people knew its importance and started to care, then we will achieve one of our most important goals



- Then we told our followers where to seek medical advice and a summary of what they will do there in each follow-up. We uploaded some interesting stories about this reel, I recommend checking the page



9. Then we mentioned the importance of early screening and how it can lead to early detection, and so on



10. Although in each post, we mention how important it is to screen every 6 months, and the earlier the better, but we posted this post specifically for people who are at high risk, and suddenly they begin to feel or notice these symptoms and how urgent it is to go and see a doctor



11. Then we mentioned How people get diagnosed with HCC



Warning!!!

These posts are **still not uploaded**.

12. After the last post, we will talk about the treatment of HCC in a reel with Dr Ahmed Farouk, our coordinator, and the questions that will be answered are mostly:

1. Can HCC be treated, as we found out that people don't know that it can be treated
2. What are the available treatment options for HCC?
3. What factors determine the best treatment approach for an individual?
4. What are the potential side effects and risks associated with each treatment?
5. How effective are the different treatments in terms of survival and quality of life?
6. What are the latest advancements in HCC treatment?

Due to the multiple questions, it won't be one reel, maybe more, not yet confirmed. With these reels, we will upload so many stories, including polls, Q&A, to make our followers feel involved.

13. Then we will summarize the treatment options in a post after this



14. We will upload a reel with Dr. Ahmed Shehta about the liver transplant option, specifically due to its importance and the questions that will be answered:

1. Indications of liver transplant in a patient with HCC
2. Difference between LDLT and DDLT

I think we will do this in 2 separate reels. With these reels, we will upload so many stories, including polls, Q&A, to make our followers feel involved.

15. After this, we will upload a post summarizing the difference between DDLT and LDLT



16. Then we will upload a question to people asking them what they prefer. We already asked this question to many people during the campaign days, and to our surprise, most of them chose DDLT, as they didn't want to put their families at the risk of surgeries. We will add stories here also.



17. Then we will post a reel named mystery box where we will ask students at the faculty of medicine, Mansoura University, to take a paper from the mystery box and answer the question
If they get it right, we will give them a present and applause
If they get it wrong, we will tell them the right thing and advise them to visit our Instagram page for more information about the disease
18. We collaborated with other universities to spread awareness to a wider audience, and we will post reels of it
The universities we have collaborated with till now are New Mansoura University, Zagazig University, and Ain Shams University
19. Then we will post our meetings with patients, sharing their stories with us, and their treatment journey



20. Then we will write a post asking people to share with us their stories as a patient or a relative of the patient or one of their surroundings

From here, we will **finish our message** by posting direct important messages in different posts to different populations



We posted these already at different times:

We uploaded posts to **correct some famous misconceptions**, and before these posts, we uploaded stories to see what people would choose (myth or fact). If you are interested in knowing the result, check our page



Documented by	Nada Mohammed Mohammed Abdalgalile
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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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