



Strong Kidneys

SOCIAL MEDIA
AMBASSADOR TOOLKIT

PROTECT
your kidneys

PROTECT
your future



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INTRODUCTION

The *Strong Kidneys* Initiative

The *Strong Kidneys* Initiative is a European-wide movement dedicated to raising awareness about kidney health.

It is led by the *Strong Kidneys* Task Force of the European Renal Association (ERA) in partnership with the National Societies of Nephrology, the European Kidney Health Alliance, the European Kidney Patients Federation, as well as other national advocacy agencies including Kidney Care UK.

Its mission is to:

- **Educate** people on the essential role kidneys play in overall health
- **Promote** the early detection and prevention of chronic kidney disease (CKD)
- **Empower** individuals to adopt simple, sustainable lifestyle changes that protect their kidneys

The *Protect Your Kidneys, Protect Your Future* Campaign

Launching on **February 27, 2025**, *Protect Your Kidneys, Protect Your Future* is a public-facing awareness campaign under the *Strong Kidneys* initiative. This campaign is designed to bring attention to the critical role kidneys play in overall health, educating individuals about the importance of kidney function and the risks associated with kidney disease.

The goal is to inspire people to take proactive steps such as maintaining a healthy lifestyle, scheduling regular checkups, and recognising the early warning signs of CKD – ensuring they take the necessary actions to protect their kidneys for the long term.

By mobilising other members of the healthcare community to take part and engaging directly with the public, the campaign seeks to raise awareness, challenge misconceptions and provide practical knowledge for safeguarding kidney health.



HOW CAN YOU CONTRIBUTE?

Your Role as a Social Media Ambassador

As a Social Media Ambassador for the campaign, your involvement is key to amplifying the *Protect Your Kidneys, Protect Your Future* message and driving meaningful engagement across various platforms. Here's how you can contribute:

1. Follow and Promote the New *Strong Kidneys* Social Media Channels

- o Follow our official *Strong Kidneys* social media accounts on Instagram ([@strongkidneys](#)) and Facebook ([Strong Kidneys](#))
- o Encourage your followers, peers and colleagues to follow these accounts

2. Raise Awareness

- o Develop and share your own content (see sample social media posts on pages 6-9)
- o Regularly post updates on the campaign's milestones, key messages, and educational resources
- o Enhance your posts by using our campaign's visual materials (see pages 7 and 9) or complement them with your own photos and visuals

3. Collaborate with Other Ambassadors

- o Team up with other professionals, patients and influencers in the kidney health space by tagging them in your posts or collaborating on content
- o Consider hosting live discussions, webinars, or Q&As on platforms to deepen engagement



HOW CAN YOU CONTRIBUTE?

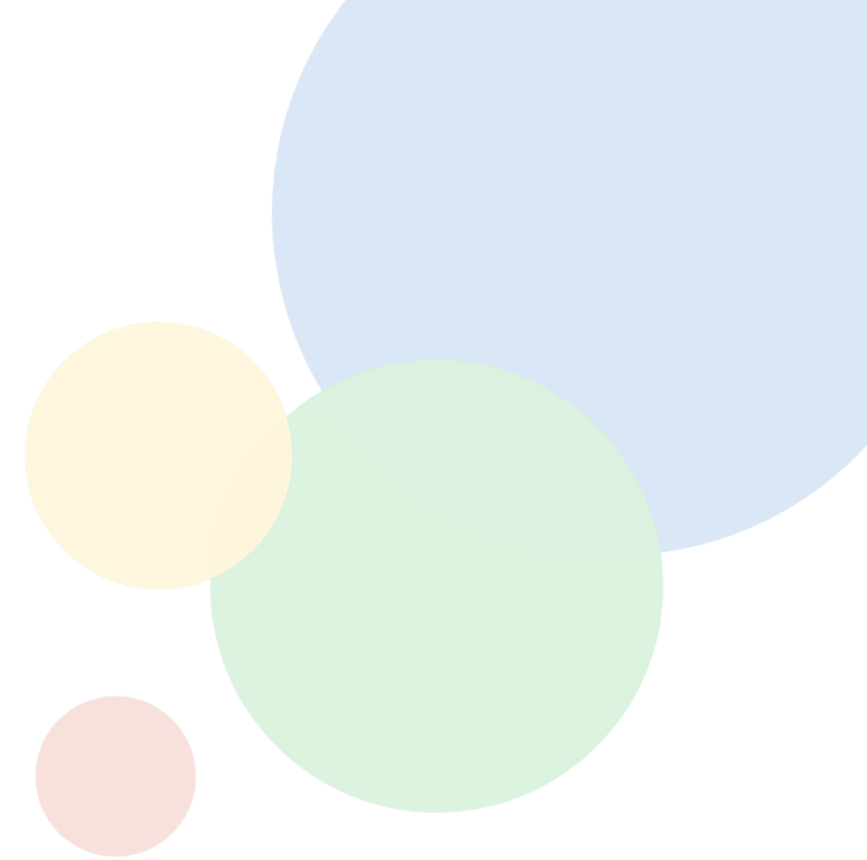
Engaging with your Audience

For this campaign, you have the opportunity to engage two distinct but equally important audiences through your social media content:

1. Engaging the Healthcare Community



2. Engaging the General Public



HOW CAN YOU CONTRIBUTE?

1. Engaging the Healthcare Community

The primary goal when engaging members of the healthcare community – this includes nephrologists, primary care physicians, non-nephrology specialists and other healthcare professionals and organisations involved in CKD prevention and early detection – is to mobilise them to actively participate in the campaign and utilise the provided tools to enhance their efforts in detecting and treating CKD.

Sample Social Media Posts:

Sample Post 1:

I'm proud to be part of the Protect Your Kidneys, Protect Your Future campaign! ✨💪

Chronic kidney disease (CKD) impacts millions - often silently.

As healthcare professionals, we have the power to change that. By recognising the risk factors and educating our patients, we can detect CKD early and make a real impact on their future health

Join the movement and discover resources to help you make a difference today 📌 www.era-online.org/strong-kidneys #StrongKidneys #KidneyHealth #ProtectYourKidneys

Sample Post 2:

🎉 It's here! The Protect Your Kidneys, Protect Your Future campaign has officially launched. Our mission? Raise awareness about kidney health, inspire action and empower people to protect their kidneys for a healthier future.

Ready to make a difference? Here's how you can get involved:

- ✓ Follow the campaign via [@strongkidneys](https://twitter.com/strongkidneys) and [Strong Kidneys](https://www.strongkidneys.org)
- ✓ Use campaign resources to educate and inspire
- ✓ Motivate your network to join the movement

Let's work together to create real change 📌 www.era-online.org/strong-kidneys #StrongKidneys #KidneyHealth #ProtectYourKidneys

HOW CAN YOU CONTRIBUTE?

Sample Post 3:

Do you know your ABCDEs?

Want to assess your patient's kidney health with confidence?
Follow the ABCDE checklist:

A: Get your urine tested for **albumin/protein** (uACR is key)

B: Monitor **Blood Pressure** (<130/80 mmHg)

C: Check **Cholesterol** with a blood test (lipid levels matter)

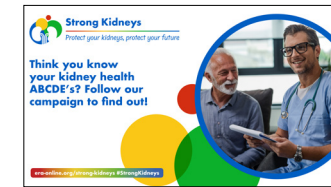
D: Detect **Diabetes** early with a blood test

E: Measure **eGFR** with a blood test for serum creatinine

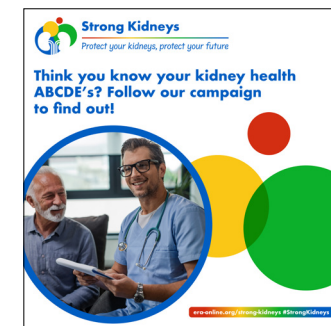
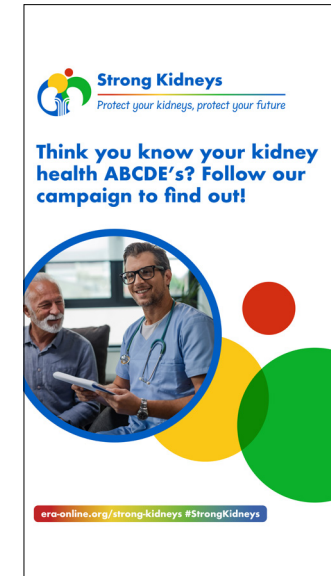
Let's use every tool at our disposal to protect kidney health and improve patient outcomes ❤️

Find out more and access campaign resources here

👉 www.era-online.org/strong-kidneys



DOWNLOAD HERE



Sample Banners for the Healthcare Community

HOW CAN YOU CONTRIBUTE?

2. Engaging the General Public

For the general public, the campaign's focus is on education and empowerment. Content shared with the general public should be clear, engaging and actionable. The goal is to inspire individuals to take ownership of their health by providing them with easily digestible information and practical tips.

Sample Social Media Posts:

Sample Post 1:

📱 Did you know that 1 in 10 people in Europe are affected by chronic kidney disease (CKD)? That's millions of people whose kidney health is at risk – but the good news is, we can make a change! 💪

The Protect Your Kidneys, Protect Your Future campaign is here to raise awareness about kidney health and help YOU take control of your kidney health! ✨

By learning simple steps to keep your kidneys healthy – like staying active, drinking enough water, and getting regular check-ups – you can protect your kidneys for the future ❤️

Join the movement and start making a change today www.era-online.org/strong-kidney #StrongKidneys #KidneyHealth #ProtectYourKidneys

Sample Post 2:

✨ Your kidneys are the unsung heroes of your body! ✨

Every day, they work non-stop to:

🩸 Filter up to 180 litres of blood and remove waste

⚖️ Balance your body's fluids and electrolytes

💪 Regulate blood pressure

🔄 Produce hormones that help control red blood cell production

They work tirelessly to keep you healthy – let's return the favour and give them the care they deserve! ❤️

Learn more about how to protect your kidney health www.era-online.org/strong-kidneys #StrongKidneys #KidneyHealth #ProtectYourKidneys

HOW CAN YOU CONTRIBUTE?

Sample Post 3:

We're just getting started! The Protect Your Kidneys, Protect Your Future campaign is live, and now it's time to take action! ✨

Here are some simple tips to keep your kidneys healthy:

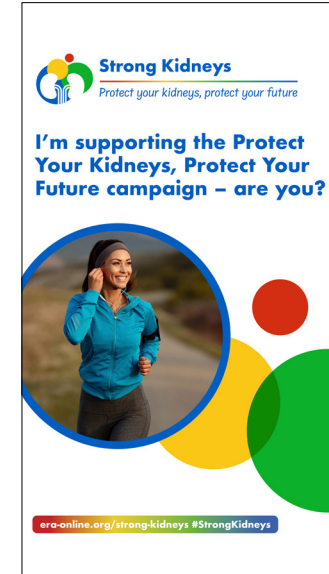
- 💧 Stay hydrated
- 🥗 Eat a balanced diet rich in fruits, veggies, and whole grains
- 🏃 Stay active – regular exercise supports kidney function
- ⚖️ Keep your blood pressure and blood sugar in check
- 🚭 Don't smoke – it can harm kidney function

Let's work together to protect our kidneys for a healthier future! 💚

Learn more www.era-online.org/strong-kidneys
#StrongKidneys #KidneyHealth #ProtectYourKidneys



DOWNLOAD HERE



Sample Banners for the General Public

ADDITIONAL TIPS FOR SOCIAL MEDIA

Choosing the Right Channels

Tailor your content to the platform to ensure your message resonates effectively:



Facebook: Your audience includes both the general public and healthcare professionals. Share detailed content, resources, and encourage discussions to engage the community. Facebook's conversational nature is perfect for inviting followers to share thoughts and experiences.



Instagram: Focus on visually appealing, easy-to-understand content for the general public, especially younger adults. Use fun and relatable approaches to share tips and raise awareness. Keep the tone positive, motivational, and actionable with practical health advice.



LinkedIn: Ideal for connecting with healthcare professionals and industry experts. Share data-driven content, insights, and evidence-based resources. Keep the tone authoritative but accessible, positioning yourself as a trusted source in kidney health.



X (formerly Twitter): X is perfect for quick, impactful communication. Keep posts concise, with clear calls to action and relevant hashtags. Aim for broad reach with short, attention-grabbing messages that spark conversations and drive awareness.

ADDITIONAL TIPS FOR SOCIAL MEDIA

Posting Frequency

Begin posting regularly from February 27, 2025, to build excitement and generate buzz. Increase activity on launch day to create momentum, then maintain engagement with fresh, relevant posts, stories, and updates.

For ongoing engagement, prioritise frequent posts on Instagram or X if you are active on this platform for maximum visibility, and use Facebook and LinkedIn for more detailed content. Keep conversations active and encourage ongoing discussions across all platforms.

Hashtags and Tags

Using the right hashtags and tagging relevant accounts can significantly amplify your reach. Be sure to include campaign-specific hashtags like [#StrongKidneys](#), [#KidneyHealth](#), and [#ProtectYourKidneys](#).

Broader health-related hashtags such as [#HealthMatters](#), [#Prevention](#), and [#Wellness](#) can expand your post's visibility.

Tagging key organisations (like the European Renal Association and the National Societies of Nephrology), healthcare professionals, and influencers within the nephrology and healthcare communities will enhance credibility and help spread the message further.



Strong Kidneys
