



Strong Kidneys

SOCIAL MEDIA AMBASSADOR TOOLKIT 2026

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* Committee 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** both the public and healthcare professionals on the important 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 support kidney health

The *Protect Your Kidneys, Protect Your Future* Campaign

Launched 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 shine a light on the vital role kidneys play in overall health, the importance of maintaining healthy kidney function, and the risks associated with CKD.

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 – encouraging them to make kidney health a priority, because when you protect your kidneys, you're protecting your future.



INTRODUCTION

Know Your ABCDEs Framework

Under the *Strong Kidneys* initiative, the ABCDE framework was launched to convey the five key parameters that contribute to the risk of CKD:

A – Albuminuria (Urine test): Albumin in urine indicates kidney damage, helping to diagnose and treat CKD before kidney function is lost

B – Blood Pressure: High blood pressure is both a cause and consequence of CKD, with elevated pressure accelerating the disease

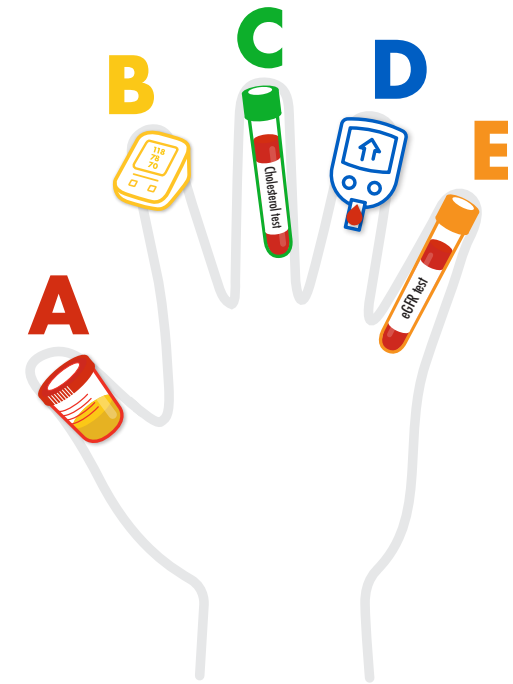
C – Cholesterol (Blood test): High cholesterol can damage blood vessels and reduce blood flow to the kidneys

D – Diabetes Mellitus (Blood test): Diabetes is the leading cause of CKD, with high blood sugar potentially damaging blood vessels over time

E – Estimated Glomerular Filtration Rate (eGFR) (Blood test): Elevated levels of blood creatinine indicate a loss of kidney function, the most accessible test for diagnosing, staging, and monitoring CKD progression

The KINETIC Campaign

The *Kidney Initiative for Nutrition, Exercise, and Treatment Information Campaign (KINETIC)* is an initiative used to share messaging about how to prevent CKD as well as providing support and tips to those with the disease. This includes promoting a kidney-friendly diet, raising awareness of high-risk groups such as those with diabetes or obesity, encouraging regular exercise, and educating people on treatments to prevent CKD or worsening of the disease.



Kidney
Initiative for
Nutrition
Exercise and
Treatment
Information
Campaign

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 messages of the initiative and driving meaningful engagement across various platforms. Here's how you can contribute:

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

- o Follow our official *Strong Kidneys* social media accounts on Instagram ([@strongkidneys](#)) and Facebook ([Strong Kidneys](#))

2. Raise Awareness

- o Develop and share your own content (see sample social media posts on pages 7-8 and 10-11)
- o Regularly post updates on the campaign's milestones, key messages, and educational resources
- o Enhance your posts by using our campaign's new visual materials (see pages 9 and 12) or complement them with your own photos and visuals

3. Collaborate with Other Ambassadors

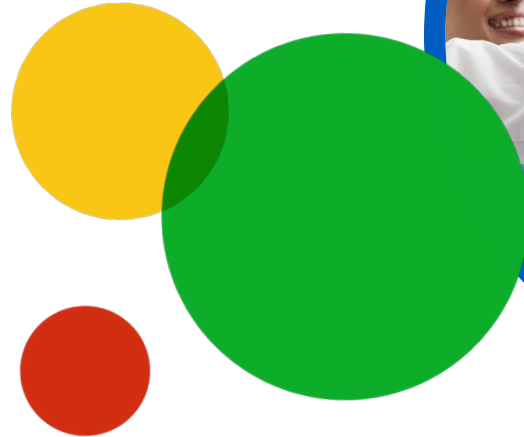
- o Team up with other professionals, patients, and influencers in the kidney health space by tagging them in your posts or collaborating on content
- o Consider hosting live discussions, webinars, or Q&As on platforms to deepen engagement



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) affects over 850 million people across the globe – 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 with me and discover resources to help you make a difference

👉 <https://shorturl.at/FwcOp>

#StrongKidneys #KidneyHealth #ProtectYourKidneys

Sample Post 2:

Want to make a real difference by raising awareness about kidney health?

Join me in inspiring action and empowering people to protect their kidneys for a healthier future 🤝

Here's how you can get involved:

- ✓ Follow the campaign via @strongkidneys and Strong Kidneys
- ✓ Use campaign resources to educate and inspire
- ✓ Motivate your network to join the movement

Let's work together to create real change. See more here 👉 <https://shorturl.at/FwcOp>

#StrongKidneys #KidneyHealth #ProtectYourKidneys



HOW CAN YOU CONTRIBUTE?

Sample Post 3:

Do you know your ABCDEs? 

Assessing your patient's kidney health with confidence is as easy ABCDE – just follow the checklist below:

A: Albuminuria – Perform a urine test for albumin

B: Blood pressure – Make sure to monitor

C: Cholesterol – Lipid levels matter

D: Diabetes – Detect early with a blood test

E: eGFR – Measure serum creatine via a blood test

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



Find our more here  <https://shorturl.at/FwcOp>

#StrongKidneys #KidneyHealth #ProtectYourKidneys


Sample Post 4:

Need a helping hand in advising patients about their kidney health?

Meet KINETIC (Kidney Initiative for Nutrition, Exercise, and Treatment Information Campaign) – an initiative used to help prioritise what's important in preventing CKD and managing symptoms.

 **Nutrition** – Recommend kidney-friendly recipes, such as  www.era-online.org/cookbook/recipes

 **Exercise** – Encourage regular exercise to help reduce risk factors for CKD


 **Treatment** – Educating and being open to patients about treatment options is key


Discover more resources here

 <https://shorturl.at/FwcOp>

#StrongKidneys #KidneyHealth #ProtectYourKidneys

Sample Post 5:

We all know the importance of encouraging patients to stay active – yet up to 1 in 3 adults still aren't meeting WHO's recommended 150 minutes of moderate physical activity each week 

Emerging evidence continues to highlight the link between physical activity and kidney health. People who are more active were found to have a 10% lower risk of developing chronic kidney disease (CKD) than those least active 

Even small, sustainable increases in activity can contribute meaningfully to both overall health and kidney outcomes. Don't forget to remind your patients to move more!

Find out more here  <https://shorturl.at/FwcOp>

#StrongKidneys #KidneyHealth #ProtectYourKidneys

HOW CAN YOU CONTRIBUTE?

DOWNLOAD HERE

Strong Kidneys
Protect your kidneys, protect your future

Supporting kidney health through nutrition is a vital part of patient care. Share the Strong Kidneys recipes with your patients today!

era-online.org/strong-kidneys #StrongKidneys

This banner features a doctor in a white coat talking to a patient. The background has a blue and white color scheme with three overlapping circles in yellow, green, and blue.

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Strong Kidneys
Protect your kidneys, protect your future

1 in 3 adults don't meet the recommended 150 minutes of moderate activity per week. Encourage your patients to move for their kidneys today!

era-online.org/strong-kidneys #StrongKidneys

This banner features a photo of an elderly couple walking in a park. The background has a blue and white color scheme with three overlapping circles in yellow, green, and blue.

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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. The good news? We can make a change!

The Protect Your Kidneys, Protect Your Future campaign helps raise awareness and help YOU take control of your kidney health 💪

By adopting simple daily habits – like staying active, drinking enough water, and getting regular check-ups – you can protect your kidneys.

Join the movement and start making a change today! See more here

👉 <https://shorturl.at/FwcOp>

#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 protecting your kidney health 👉 <https://shorturl.at/FwcOp>

#StrongKidneys #KidneyHealth #ProtectYourKidneys

HOW CAN YOU CONTRIBUTE?

Sample Post 3:


Know your ABCDEs! 

Knowing what contributes to the risk of developing chronic kidney disease (CKD) may seem daunting, but we've made it simple for you!

All it takes is monitoring...

 **A: Albuminuria** – Albumin in urine can indicate kidney damage

 **B: Blood pressure** – High blood pressure can cause CKD

 **C: Cholesterol** – Elevated levels can damage blood vessels and impact kidney function

 **D: Diabetes** – Diabetes is the leading cause of CKD

 **E: eGFR** – This simple blood test is a key indicator of kidney function

Make sure to speak to a healthcare professional if you have any concerns.



Find out more here  <https://shorturl.at/FwcOp>


#StrongKidneys #KidneyHealth #ProtectYourKidneys


Sample Post 4:

Want to know how to prevent chronic kidney disease (CKD), or manage symptoms if you are living with it?

There are three key steps you can be prioritising to support your kidneys:

 **Nutrition** – Focusing on fuelling your body with kidney-friendly meals can help support their function. Looking for inspo? Check out some recipes here  www.era-online.org/cookbook/recipes


 **Exercise** – Regularly exercising can help prevent risk factors of CKD. Making simple daily changes such as taking the stairs or walking to work can make a difference

 **Treatment** – There are treatments available for conditions such as diabetes or hypertension that can help prevent CKD progression. Make sure to speak to a healthcare professional if you have any concerns

Explore more here  <https://shorturl.at/FwcOp>


#StrongKidneys #KidneyHealth #ProtectYourKidneys

Sample Post 5:

Want to know how exercise can benefit your kidney health? 

Staying active doesn't just feel good – it can reduce your risk of developing chronic kidney disease (CKD). Yet, up to 1 in 3 adults aren't hitting the recommended 150 minutes of moderate activity each week.

Setting simple, achievable goals such as brisk walks throughout the day can make a huge difference to your health.

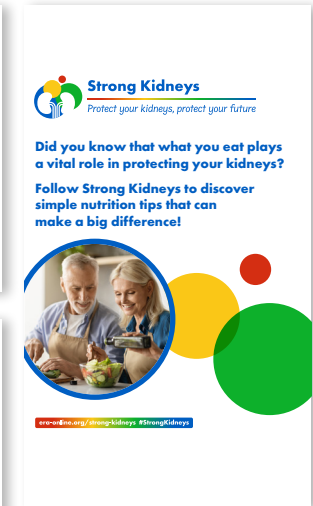
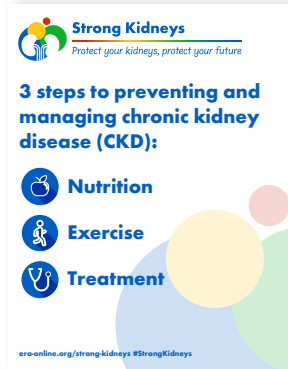
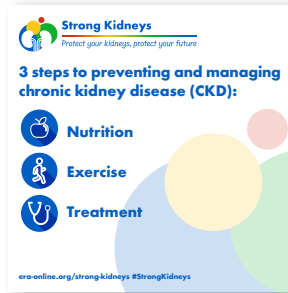
Why not start today and take one step ahead of your kidney health? 

Find out more  <https://shorturl.at/FwcOp>

#StrongKidneys #KidneyHealth #ProtectYourKidneys

HOW CAN YOU CONTRIBUTE?

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

Make sure to frequently post to maintain momentum and ongoing engagement using fresh, relevant posts, stories, and updates. Prioritise posting on Instagram or X especially if you are active on these platforms 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
