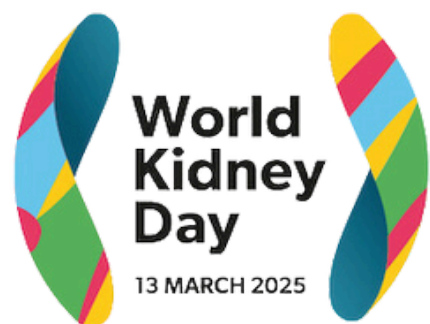


SOCIAL MEDIA TOOLKIT



WORLD KIDNEY DAY *2025*
13 MARCH 2025



#WorldKidneyDay
#AreYourKidneysOK
worldkidneyday.org

World Kidney Day is a joint initiative of



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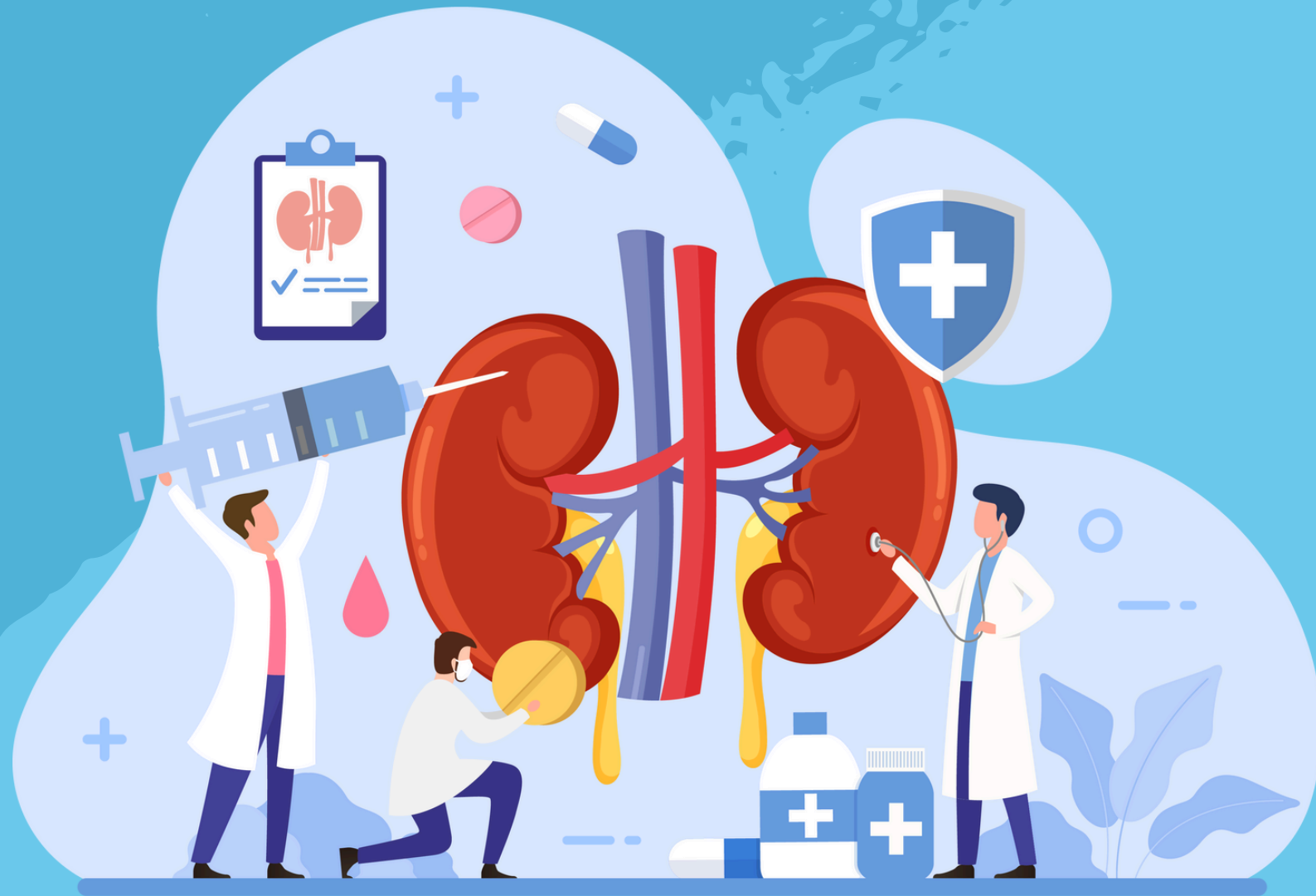


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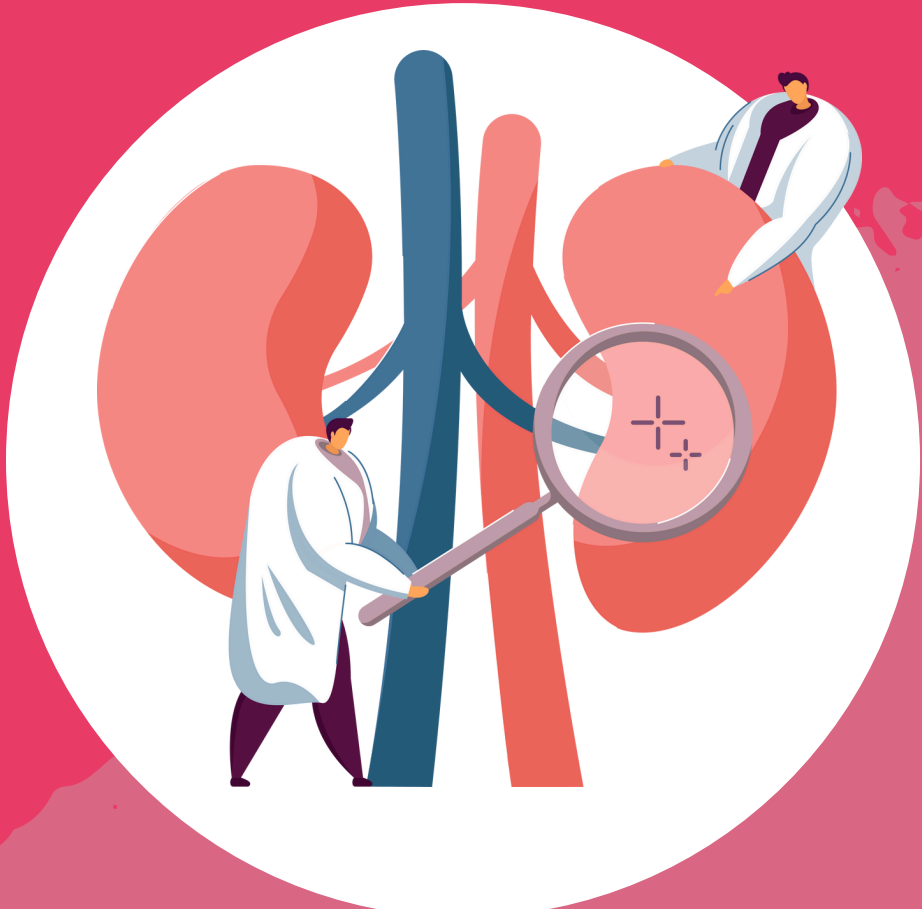
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[Learn more!](#)



2025 CAMPAIGN

The World Kidney Day 2025 campaign “**Are Your Kidneys OK? Detect early, protect kidney health**” focuses on early detection of kidney disease, emphasizing the importance of understanding risk factors, timely testing for at-risk populations, and early intervention to prevent complications.

Chronic kidney disease (CKD) is estimated to affect approximately **850 million people worldwide**. If left undetected and not treated timely, CKD can progress to kidney failure, leading to severe complications and premature mortality.

High risk factors for kidney disease include diabetes, hypertension, obesity, cardiovascular disease, and family history of kidney disease.

Simple, non-invasive, and **cost-effective tests** are available, and individuals at high risk should undergo testing for early detection and timely treatment.



GET SOCIAL!

@ Handles



[@worldkidneyday.](https://www.facebook.com/worldkidneyday)



[@worldkidney_day.](https://www.instagram.com/worldkidney_day)



[@worldkidneyday.](https://www.linkedin.com/company/worldkidneyday)



[@worldkidneyday.](https://twitter.com/worldkidneyday)



[@World Kidney Day.](https://www.youtube.com/channel/UC...)

Hashtags

#WorldKidneyDay
Official campaign hashtag

#AreYourKidneysOK
2025 campaign hashtag and
hashtag challenge

#KidneyHealthMatters
Advocacy hashtag

VISUALS

Access all campaign materials



Logo

Download the **WKD logo** available in various languages!

- [Version without date](#)
- [Version with 2025 date](#)



Banners

- [Website banner \(1200x501\)](#)
- [Facebook banner](#)
- [LinkedIn banner](#)
- [X banner](#)
- YouTube banners: [1] [2]



Visuals for posts and stories

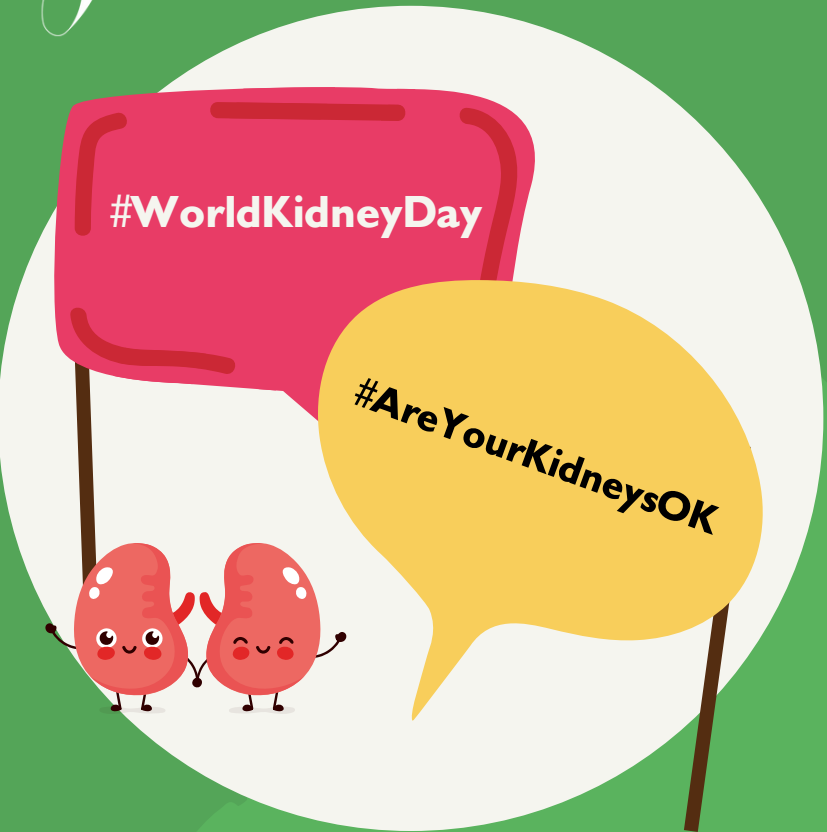
The campaign image is available in [square](#), [landscape](#), and [story](#) formats for your social media content.



Photo frames

Add a [frame \[1\]](#) [\[2\]](#) to your social media profile or to your posts to show your support to the WKD campaign.





Join the 2025 hashtag challenge by following our simple 4-step guide. Get creative and encourage your friends, family, and colleagues to participate!

2025 HASHTAG CHALLENGE

- 1 Download and print one (or more!) of our themed props
- 2 Attach the printed prop to a skewer with tape to make it easier to hold!
- 3 Take a photo of yourself with the prop(s) and share it on social media using the hashtags **#WorldKidneyDay** **#AreYourKidneysOK**
- 4 Don't forget to tag **@worldkidneyday!**

[Download the props](#) 



Here are some examples of captions you can use to share the World Kidney Day message on your social media accounts. Don't forget to use the hashtags and handles outlined [here](#).

POST CAPTIONS IDEAS

Detecting kidney disease early is essential for preventing complications and improving quality of life. Know the risks.
#AreYourKidneysOK #WorldKidneyDay

If you are at risk of kidney disease, make sure to get tested regularly.
#AreYourKidneysOK #WorldKidneyDay

#AreYourKidneysOK? Take the 'Are Your Kidneys Healthy?' quiz to find out! **#WorldKidneyDay**
👉 <https://www.worldkidneyday.org/2025-campaign/>

Did you know **#diabetes**, **#hypertension**, **#CardiovascularDisease**, and **#obesity** are major risk factors for **#KidneyDisease**? If you have one of these conditions, talk to your doctor about checking your kidney health. **#AreYourKidneysOK #WorldKidneyDay**



Help amplify the impact of World Kidney Day by promoting two powerful tools on social media - the quiz to assess kidney disease risk and the petition to urge global policymakers to prioritize kidney disease.

OTHER KEY RESOURCES

'ARE YOUR KIDNEYS HEALTHY?' QUIZ

Promote the 'Are Your Kidneys Healthy?' quiz, a tool developed by the International Society of Nephrology (ISN) to prompt individuals to assess and protect their kidney health.

#AreYourKidneysOK

[Access the quiz here!](#) 

THE PETITION TO ADVANCE KIDNEY HEALTH

Sign and promote the petition on social media to demand that governments recognize kidney disease as a global health priority. *Let's make a difference, together!*

#KidneyHealthMatters

[Sign the petition](#) 

PLAN AND STAY INFORMED

- Mark your calendar: WKD will be marked on **13 March 2025**.
- WKD is a year-long campaign, and together we raise awareness about kidney health **throughout the entire year!**
- Learn more about **kidney health** [here](#).
- Follow WKD on **social media**.
- Subscribe to our **newsletter** [here](#).

POST

- Use one of our [caption ideas](#) or craft your own text for your social media posts.
- For your visuals, share the **campaign image**, take a picture with one of our **themed props for the 2025 hashtag challenge**, or share your **photos from your WKD activities**.
- Tag [@WorldKidneyDay](#) and use [our official hashtags](#)

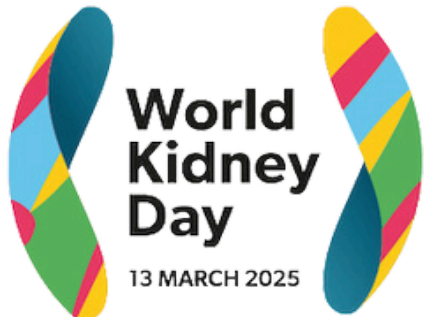


GENERAL TIPS

World Kidney Day supporters :



Get in touch with us at
info@worldkidneyday.org



#WorldKidneyDay
#AreYourKidneysOK
worldkidneyday.org

World Kidney Day is a joint initiative of

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