



Kidney Health Coach

Social Media Toolkit



Kidney Health Coach | Social Media Toolkit

The Kidney Health Coach Program

Kidney Health Coach® (KHC) is the American Kidney Fund's (AKF) free, community health education program that trains health care professionals and lay audiences to educate their patients and the community about preventing and managing chronic kidney disease (CKD). Kidney Health Coach includes a 2-hour, self-paced, online training course (available in English and Spanish) presented through a series of four modules.

Module 1: Welcome and Kidney Basics

Module 2: Chronic Kidney Disease Causes, Symptoms and Testing

Module 3: Prevention and Treatment of Chronic Kidney Disease

Module 4: Why this Matters and Next Steps

Continuing education (CE) credits are available for eligible health professionals:

- Certified Diabetes Care & Education Specialists
- Certified Health Education Specialists/Master Certified Health Education Specialists (CHES®/MCHES®)
- Nurses
- Physicians
- Public Health Professionals
- Registered Dietitian Nutritionists (RDNs)
- Social Workers

Social Media Content For Your Use!

AKF is pleased to share this Kidney Health Coach Social Media Toolkit.

This toolkit is designed to help you promote the program with your digital network using the pre-approved content and graphics below.

American Kidney Fund Social Media Accounts – Please Tag Us!

Facebook: @American Kidney Fund

X: @KidneyFund / @AKF_Advocacy

LinkedIn: @American Kidney Fund

Instagram: @AmericanKidneyFund

Threads: @AmericanKidneyFund

YouTube: @KidneyFund

Encourage others to become a Kidney Health Coach

- Are you interested in raising awareness and educating others about kidney disease? Become a Kidney Health Coach (KHC) today by completing the free, online training course! Upon completion you'll have access to the online KHC portal, which has materials and tools to help you educate your community. Learn more about this free program from the [TAG]American Kidney Fund: <https://bit.ly/3WoloBg>
- Join me and become a Kidney Health Coach for the [TAG] American Kidney Fund! You'll receive access to tools to help educate your community about preventing and managing kidney disease, and there's an option for eligible #healthprofessionals to earn #continuingeducation credits! Learn more about AKF's free #communityhealtheducation program: <https://bit.ly/3WoloBg>
- Join me and become a Kidney Health Coach for the [TAG] American Kidney Fund! This free program provides you with the information and tools you need to educate your community about #kidneydisease and is also available in Spanish! Learn more: <https://bit.ly/3WoloBg>
- The [TAG] American Kidney Fund Kidney Health Coach program gives you the knowledge, tools, and resources to educate your community about kidney disease, and the flexibility of how you share kidney disease information! Whether you enjoy talking to people and sharing information in-person, virtually, via social media or at events, you can choose the format that works best for your community. Learn more: <https://bit.ly/3WoloBg>
- Interested in becoming more active on social media and being a voice for #kidneyeducation? Join me and become an [TAG] American Kidney Fund Kidney Health Coach (KHC)! Upon completion of the online training course, you'll have access to the online KHC portal, which has social media materials to help you spread kidney disease messaging. Learn more about this free program from the [TAG]American Kidney Fund: <https://bit.ly/3WoloBg>
- The [TAG] American Kidney Fund's Kidney Health Coach program lets you choose how to best share kidney disease information with your community. Do you prefer in-person events? Hosting a virtual meeting? 1:1 conversations? No matter the setting, you can tailor the Kidney Health Coach resources for your specific community. Learn more about this free program: <https://bit.ly/3WoloBg>

Encourage others to become a Kidney Health Coach (continued)

- When you become a Kidney Health Coach for the [TAG] American Kidney Fund, you'll gain access to adaptable Kidney Health Coach tools and resources that will help you educate your community. Plus, dedicated AKF staff are here to provide additional guidance and support if you're interested! Learn more: <https://bit.ly/3WoloBg>
- The [TAG] American Kidney Fund's Kidney Health Coach community grows each day. When you become a coach, you will connect and engage with a growing network of other coaches doing similar work in their own communities to spread kidney disease awareness! Learn more: <https://bit.ly/3WoloBg>
- Interested in becoming an #advocate for those with #kidneydisease? Join me and become an [TAG] American Kidney Fund Kidney Health Coach (KHC)! Coaches share kidney disease information in a variety of formats and settings – in-person, online, at doctor's offices/clinics, at health fairs, local community centers and more, and you'll have access to the online KHC portal, which has materials and tools you can adapt to fit your audience's needs. Learn more: <https://bit.ly/3WoloBg>



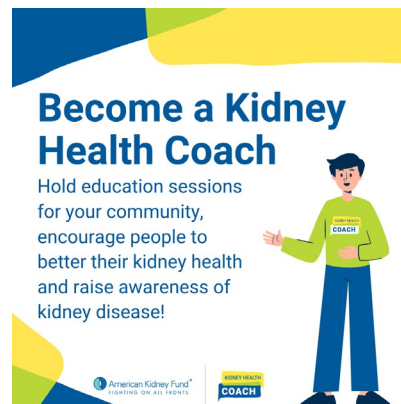
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I became a Kidney Health Coach to _____.

- I became a Kidney Health Coach to inspire others by sharing my personal connection with kidney disease, join me and the [TAG] American Kidney Fund in the fight against kidney disease and become a coach today! Learn more: <https://bit.ly/3WoloBg>
- I became a Kidney Health Coach to build trusting relationships with the people in my community, join me and the [TAG] American Kidney Fund in the fight against kidney disease and become a coach today! Learn more: <https://bit.ly/3WoloBg>
- I became a Kidney Health Coach to help people learn how to prevent kidney disease and kidney failure, join me and the [TAG] American Kidney Fund in the fight against kidney disease and become a coach today! Learn more: <https://bit.ly/3WoloBg>

As a Kidney Health Coach, _____.

- As a Kidney Health Coach, I host education sessions in my town's community centers and libraries! Join me and the [TAG] American Kidney Fund in the fight against kidney disease and become a coach today! Learn more: <https://bit.ly/3WoloBg>
- As a Kidney Health Coach, I encourage people to get tested and take steps to keep their kidneys healthy, join me and the [TAG] American Kidney Fund in the fight against kidney disease and become a coach today! Learn more: <https://bit.ly/3WoloBg>
- As a Kidney Health Coach, I raise awareness of kidney disease and its risk factors, join me and the [TAG] American Kidney Fund in the fight against kidney disease and become a coach today! Learn more: <https://bit.ly/3WoloBg>



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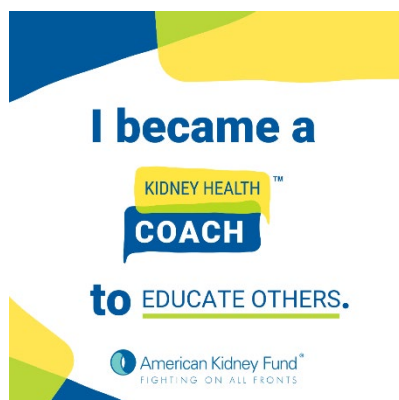


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Images continued



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For Professionals – CE Credits

- Did you know that you can earn free CE credits through the [TAG] American Kidney Fund's Kidney Health Coach program? Learn more: <https://bit.ly/3WoloBg>
- Consider becoming a [TAG] American Kidney Fund Kidney Health Coach. You'll receive access to tools to help educate your patients and community about preventing and managing #kidneydisease, and there's an option for eligible health professionals to earn #continuingeducation credits. Learn more about AKF's free community health education program: <https://bit.ly/3WoloBg>
- I'm a proud Kidney Health Coach for the [TAG] American Kidney Fund. Did you know you can earn free CE credits when you complete the online training course? You'll also receive resources to help you educate your patients about preventing and managing kidney disease. Learn more: <https://bit.ly/3WoloBg>
- #Nurses, #Physicians, #Dietitians and #PublicHealthProfessionals are just a few of the professions that can earn free CE credits through the [TAG] American Kidney Fund's Kidney Health Coach program. Learn more: <https://bit.ly/3WoloBg>
- #SocialWorkers - did you know that you can earn free CE credits through the [TAG] American Kidney Fund's Kidney Health Coach program? You'll receive access to tools to help educate patients about preventing and managing kidney disease, exclusive Kidney Health Coach Collaboratives and more. Learn more: <https://bit.ly/3WoloBg>

Image – CE Courses

Earn FREE CE credits
by becoming a
Kidney Health Coach!

Further your education with the
American Kidney Fund



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Kidney Health Coach Logos

The American Kidney Fund logos comprise the signature circular symbol, AKF word mark and optional tagline. The circular symbol represents our partnership with the renal community, our supporters, partners and sponsors – all working toward achieving our mission.

Use of the AKF logos should adhere to these guidelines: **Do not alter the logos in any way, including: distortion, incorrect use of colors and application of effects like drop shadows, transparency and rotation.**

Kidney Health Coaches are welcome to use the logos below, but please adhere to the above underlined guidelines.



[Download this logo](#)



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Thank you!

Our social media team is available to answer any questions you may have about posts or supportive content to share. For direct questions about social media, please contact croberts@kidneyfund.org or adigregory@kidneyfund.org.