



SOCIAL MEDIA TOOLKIT

WORLD KIDNEY DAY 2026
12 MARCH 2026



**KIDNEY
HEALTH
FOR ALL**

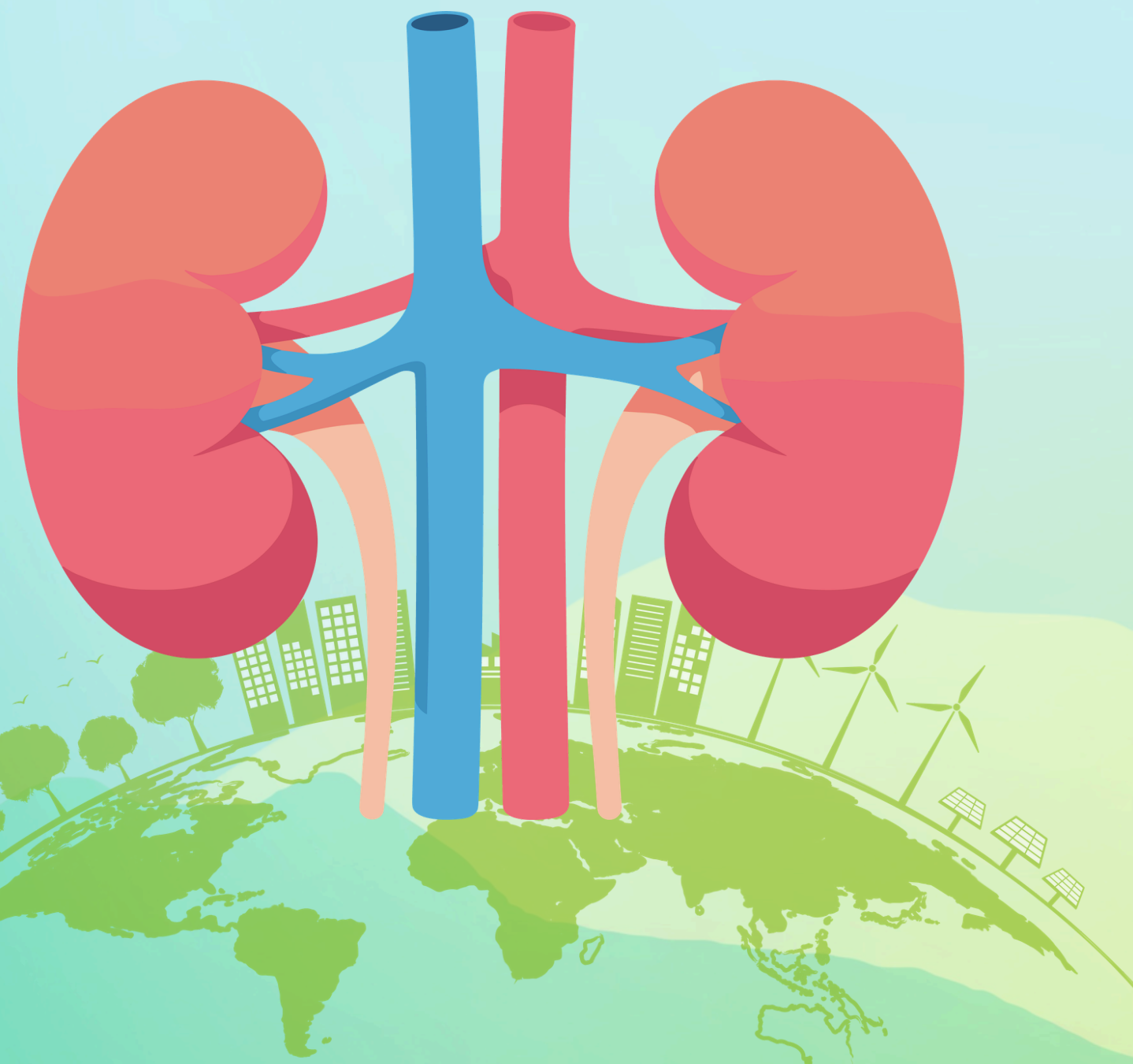
**Caring for People,
Protecting the Planet**



#WorldKidneyDay
#KidneyHealthForAll
#OurKidneysOurPlanet
worldkidneyday.org

World Kidney Day is
a joint initiative of
 
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2026 campaign



This year's theme is: **“Kidney Health for All: Caring for People, Protecting the Planet”**.

While continuing to emphasize **prevention** and **early detection**, the 2026 campaign also draws attention to the link between **kidney health** and **planetary health**.

Environmental challenges such as air pollution, heat stress, dehydration, and extreme weather events increase the **risk of kidney disease** and speed up its progression. At the same time, treatments for end-stage kidney disease, particularly dialysis, require large amounts of water, energy, and single-use plastics, placing an added burden on **our environment**.

By prioritizing prevention, early detection, and greener therapies, we can protect both kidney health and the planet.



[Learn more](#)

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...)

Follow us!

Hashtags

#WorldKidneyDay

Official campaign hashtag

#OurKidneysOurPlanet

2026 campaign hashtag and hashtag challenge

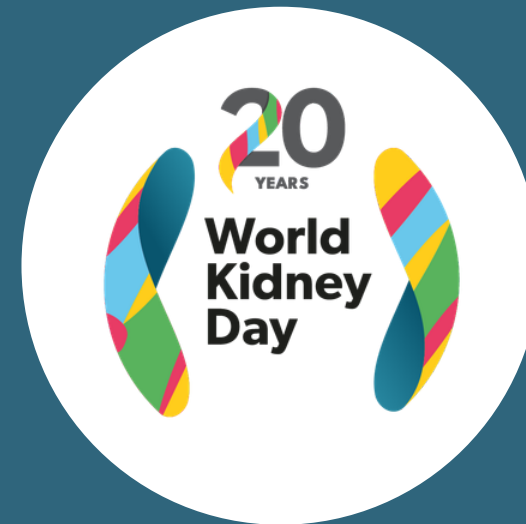
#KidneyHealthForAll

Advocacy hashtag



20th anniversary logo

Download the [2026 WKD logo](#) available in various languages!



Banners

- [Website banner](#)
- [Facebook banner](#)
- [LinkedIn banner](#)
- [X banner](#)
- [YouTube banner](#)



Social media visuals

Download the [2026 campaign image](#) in [square](#), [landscape](#), or [story format](#)



Photo frames

Show your support for World Kidney Day and add a WKD frame [1] [2] to your profile or posts!



[All campaign materials](#)

2026 HASHTAG CHALLENGE

#OURKIDNEYSOURPLANET

Join the 2026 hashtag challenge! Follow our simple 4-step guide, get creative, and invite your friends, family, and colleagues to take part.



#1

Download and print your favorite themed props!



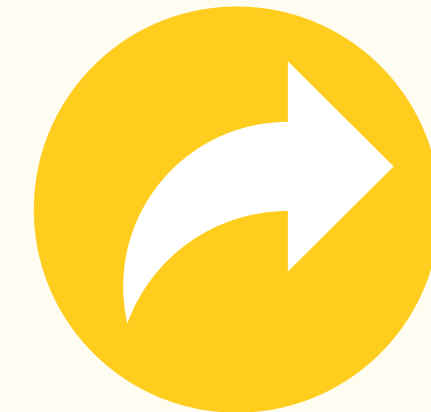
#2

Secure the printed prop to a skewer using tape to make it easier to hold!



#3

Snap a photo of yourself with the prop(s)



#4

Share it on social media using the hashtags **#WorldKidneyDay** **#OurKidneysOurPlanet** and tag **@worldkidneyday!**

[Download the props](#)

POST

CAPTIONS IDEAS

Need some **inspiration**? Here are a few **captions** you can use to spread the World Kidney Day message on your **social media**! Don't forget to tag us and use the official hashtags.

“ Some kidney treatments, like dialysis, require significant water and energy. By promoting prevention, early detection, and greener healthcare practices, we can reduce the burden on both patients and our planet. 🌍
#OurKidneysOurPlanet #KidneyHealthForAll

“ Did you know? Climate change can increase kidney disease risk. Learn more : <https://www.worldkidneyday.org/2026-campaign/>
#OurKidneysOurPlanet #KidneyHealthForAll

Air pollution, heat, and dehydration harm more than the planet. They harm our kidneys too. Let's act for both!
#OurKidneysOurPlanet #KidneyHealthForAll

Extreme heat, unsafe water, and poor air quality threaten kidney health worldwide. This **#WorldKidneyDay**, we call on communities, governments, and health systems to join forces, because protecting kidney health means protecting the planet too. **#OurKidneysOurPlanet #KidneyHealthForAll**



GENERAL TIPS



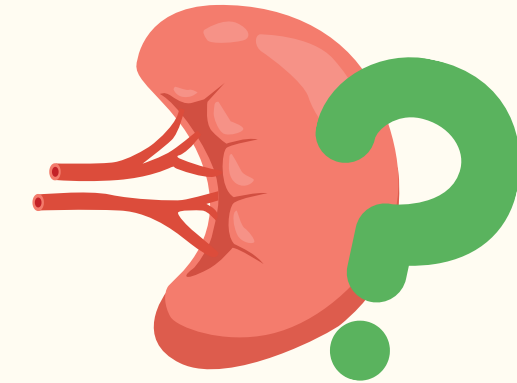
This year, WKD will happen on **March 12, 2026**



WKD does not stop after one day, it is a **year-long** campaign! We keep raising awareness about kidney health **all year long!**



Stay up to date: Subscribe to our newsletter [here!](#)



Share the ISN's '[Are Your Kidneys Healthy?](#)' **quiz**, a quick way for people to check and protect their kidney health.

ABOUT WKD

POST



Choose one of our **caption** ideas or write your own to share on **social media!**



Share the **campaign image**, take a photo with our **2026 hashtag challenge props**, or post pictures from your **WKD activities!**



Don't forget to tag **@WorldKidneyDay** and add our **official hashtags!**

World Kidney Day 2026 supporters



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#KidneyHealthForAll
#OurKidneysOurPlanet
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Get in touch with us at
info@worldkidneyday.org