

Don't Kid with Your Kidneys

Project Objective

Our cohort implemented Scrum to refresh the Facebook page for this campaign started by South Texas Renal Care Group.

Scrum Team Roles

Product Owner: Diana Paez

Scrum Master: Rachel Lammer

Development Team

- Joey Asturias
- Ana Seville
- Marissa Hickson
- Grant Goldberg
- John Fabian
- Lisa Benson

1st Sprint

Objective:

Initial refurbishment of Kidney Disease Awareness Campaign

Sprint Backlog:

- Research hashtags
- Identify content pillars
- Identify influencers for tagging in posts
- Create video for use in social media



2nd Sprint

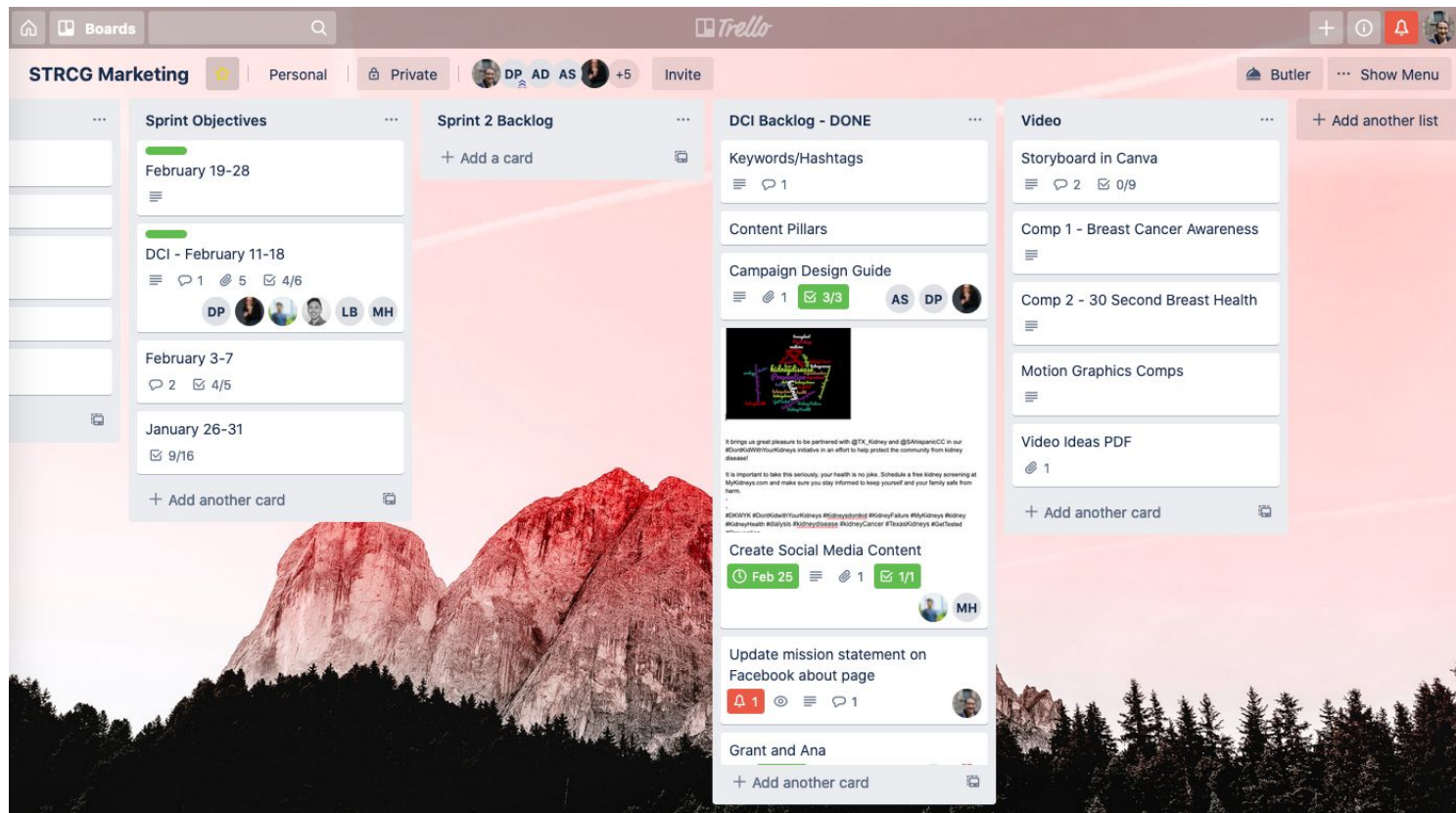
Objective:

Complete mockup including 1 Facebook post based on campaign style guide

Sprint Backlog:

- Create a campaign design guide
- Update About section of Facebook page
- Create 1 new social post
- Create mockup of refurbished Facebook page





We utilized a Trello board already setup for South Texas Renal Care Group by Diana.

The screenshot shows a Trello card titled "Update mission statement on Facebook about page" located in the "DCI Backlog - DONE" list. The card has a "MEMBERS" section with a plus icon, a "Description" section with "Edit" and "Activity" tabs, and an "Activity" section. The description contains two paragraphs about kidney disease. The activity section shows a comment from Diana Paez and an edit from Rachel Lammer. The right sidebar includes "ADD TO CARD" (Members, Labels, Checklist, Due Date, Attachment, Cover), "POWER-UPS" (Get Power-Ups), and "ACTIONS" (Move, Copy, Make Template, Watch, Archive, Share).

Update mission statement on Facebook about page

in list [DCI Backlog - DONE](#)

MEMBERS

Description Edit

Existing statement:
Don't Kid with your Kidneys, Because Kidney Disease isn't Kidding with you! 1-in-3 American adults is at risk for kidney disease. Kidney disease often has no symptoms, and can go undetected until advanced stages, becoming chronic kidney disease or even kidney failure. The treatment options at that point are limited.

The Don't Kid with your Kidneys Movement aims to educate the public about the risk of kidney disease and encourage early detection. Through education and FREE screenings across Texas the Don't Kid with your Kidneys health movement aims to lower the prevalence of kidney disease in San Antonio and Texas.

Activity Hide Details

Diana Paez moved this card from Sprint 2 Backlog to DCI Backlog - DONE
Feb 26 at 12:59 PM

Rachel Lammer Feb 25 at 8:18 PM (edited)

- Educate texans about the risk of kidney disease
- Influence texans to get their free screenings
- Detect kidney disease earlier, decreasing the number of Texans suffering from kidney failure or end stage renal disease

ADD TO CARD

- Members
- Labels
- Checklist
- Due Date
- Attachment
- Cover

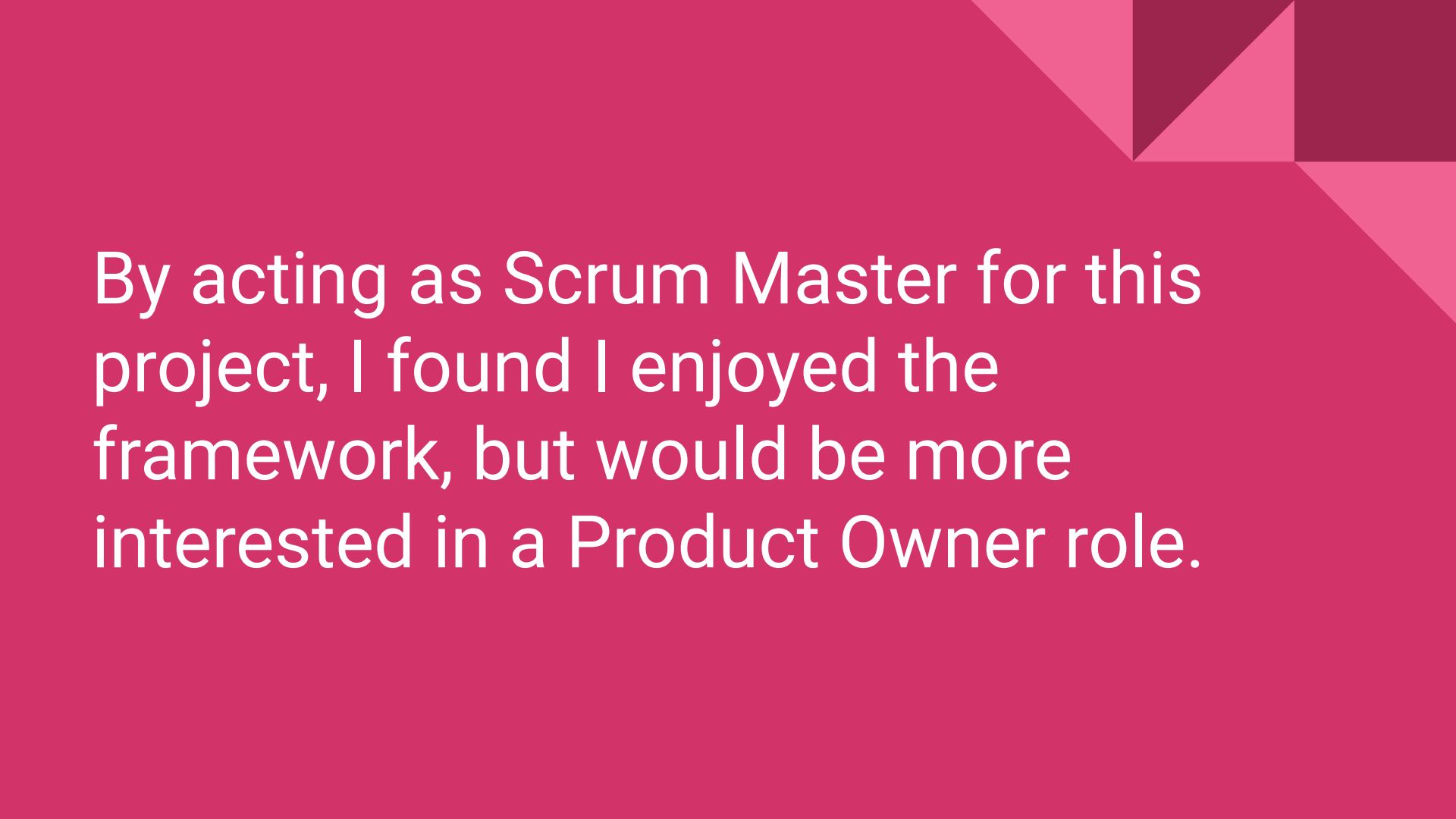
POWER-UPS

- Get Power-Ups

ACTIONS

- Move
- Copy
- Make Template
- Watch ☒
- Archive
- Share

It provided a modicum of organization, but we have a lot to learn about being a successfully self-organized team.



By acting as Scrum Master for this project, I found I enjoyed the framework, but would be more interested in a Product Owner role.