



Communications Report

Social Media 30 Day Overview

September 23 - October 22, 2021



@mssnytweet



@MSSNY_YPS

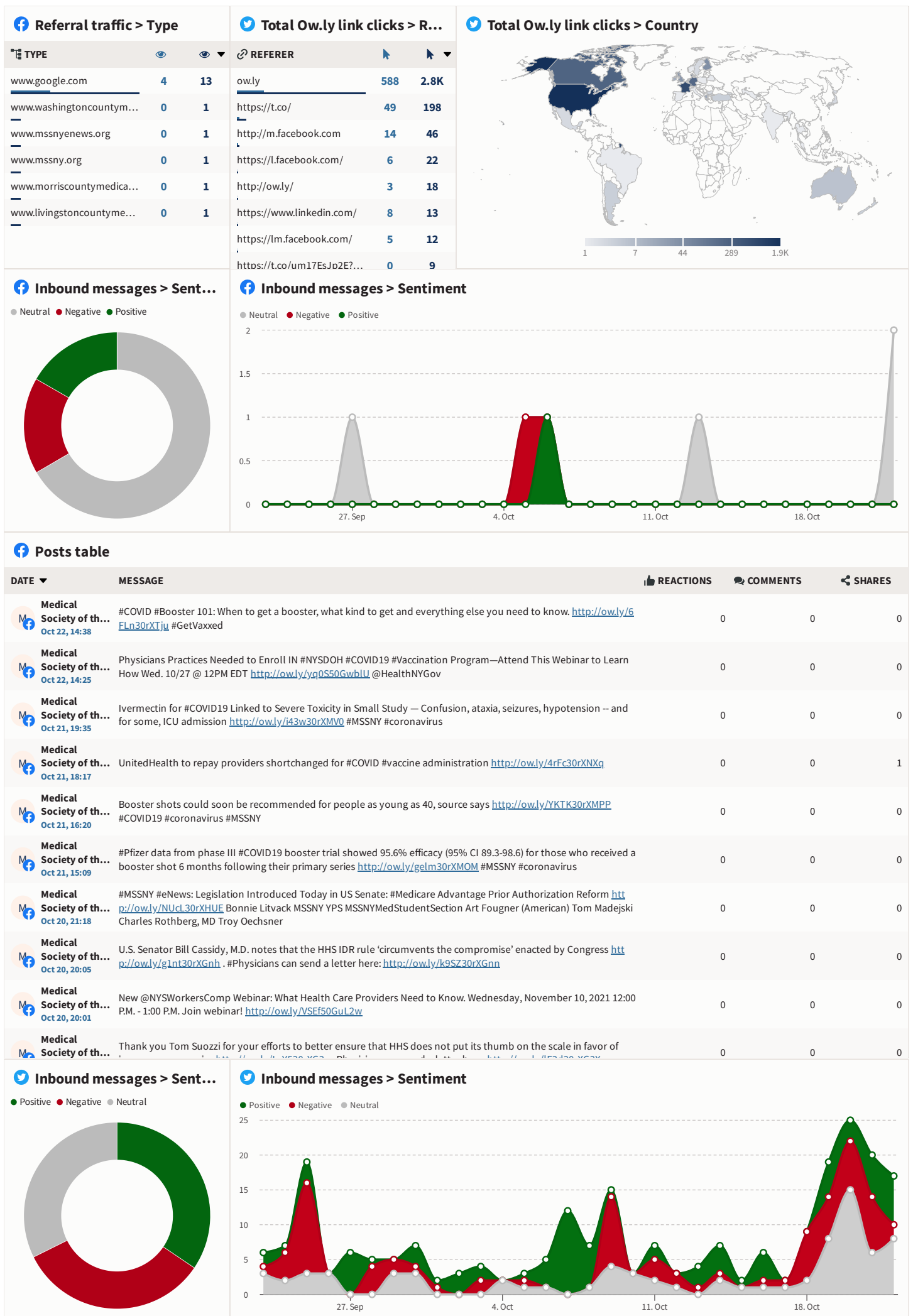


mssnygram














Medical Society of the State of New York

<div><div><div><div><div></div><div>Posts</div></div></div><div><div>122</div><div>posts</div></div><div><div>↗ 98 from 24</div></div></div></div>	<div><div><div><div></div><div>Posts</div></div></div><div><div><div>11. Oct</div><div>18. Oct</div><div>25. Oct</div><div>Nov '21</div></div><div><div>10</div><div>8</div><div>6</div><div>4</div><div>2</div><div>0</div></div><div><div>27. Sep</div><div>4. Oct</div><div>11. Oct</div><div>18. Oct</div></div></div><div></div></div>		
<div><div><div><div></div><div>Page engagement (all)</div></div></div><div><div>108</div><div>engagements</div></div><div><div>↗ 84 from 24</div></div></div>	<div><div><div><div></div><div>Post key interactions</div></div></div><div><div>143</div><div>engagements</div></div><div><div>↗ 108 from 35</div></div></div>	<div><div><div><div></div><div>Post engagement</div></div></div><div><div>73</div><div>engagements</div></div><div><div>↗ 34 from 39</div></div></div>	<div><div><div><div></div><div>Page engagement</div></div></div><div><div>32</div><div>engagements</div></div><div><div>↗ 21 from 11</div></div></div>
<div><div><div><div></div><div>Page engagement (all) > ...</div></div></div><div><div>Reactions</div><div>↗ 70 89</div></div><div><div>Shares</div><div>↗ 10 15</div></div><div><div>Comments</div><div>↗ 4 4</div></div></div>	<div><div><div><div></div><div>Post key interactions > Type</div></div></div><div><div>Likes</div><div>↗ 72 94</div></div><div><div>Retweets</div><div>↗ 30 43</div></div><div><div>Replies</div><div>↗ 6 6</div></div></div>	<div><div><div><div></div><div>Post engagement > Type</div></div></div><div><div>Photo</div><div>↗ 34 73</div></div></div>	<div><div><div><div></div><div>Page engagement > Type</div></div></div><div><div>Reactions</div><div>↗ 17 28</div></div><div><div>Shares</div><div>↗ 4 4</div></div><div><div>Comments</div><div>0 0</div></div></div>
<div><div><div><div></div><div>Post Ow.ly traffic</div></div></div><div><div>3K</div><div>clicks</div></div><div><div>↗ 2.5K from 544</div></div></div>	<div><div><div><div></div><div>Post Ow.ly traffic</div></div></div><div><div>3.5K</div><div>clicks</div></div><div><div>↗ 2.9K from 622</div></div></div>	<div><div><div><div></div><div>Post Ow.ly traffic > Page</div></div></div><div><div>Medical Socie...</div><div>↗ 2.5K 3K</div></div></div>	<div><div><div><div></div><div>Post Ow.ly traffic > Account</div></div></div><div><div>@mssnytweet</div><div>↗ 2.9K 3.5K</div></div></div>
<div><div><div><div></div><div>Page content clicks</div></div></div><div><div>142</div><div>clicks</div></div><div><div>↗ 103 from 39</div></div></div>	<div><div><div><div></div><div>Post clicks</div></div></div><div><div>16</div><div>clicks</div></div><div><div>↗ 11 from 5</div></div></div>	<div><div><div><div></div><div>Page clicks</div></div></div><div><div>25</div><div>clicks</div></div><div><div>↗ 16 from 9</div></div></div>	<div><div><div><div></div><div>Post clicks</div></div></div><div><div>22</div><div>clicks</div></div><div><div>↗ 18 from 4</div></div></div>

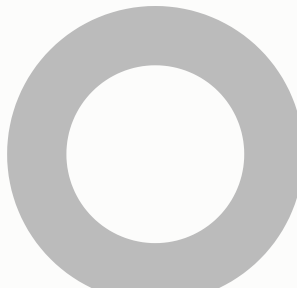


Tweets table

DATE	MESSAGE	RET...	QUO...	LIKES	REPL...	IMPR...	ENG...	% ENGAG...
 @mssnyt Oct 22, 18:41	Listen Up! It's time for #MSSNY's weekly update #podcast. This week's topic is "The Importance of Being Involved in Legislative & Political Activity" Check it out: http://ow.ly/EnCi30rXUUb	0	0	0	0	15	0	0%
 @mssnyt Oct 22, 18:35	In briefing documents submitted ahead of an #FDA advisory committee meeting, #Pfizer said its lower-dose #COVID19 #vaccine showed 90.7% efficacy (95% CI 67.7-98.3) against symptomatic...	0	0	0	0	26	0	0%
 @mssnyt Oct 22, 18:25	 Protect your family this #flu season! #NewYorkRxCard offers great savings of up to 80% on #prescription medications at over 68,000 pharmacies nationwide....	0	0	0	0	20	1	5%
 @mssnyt Oct 22, 17:55	#FDA OKs Virtual-Reality Device to Correct Vision Disorder in Kids http://ow.ly/laSf30rXTkV #MSSNY #amblyopia	0	0	0	0	23	0	0%
 @mssnyt Oct 22, 14:38	#COVID #Booster 101: When to get a booster, what kind to get and everything else you need to know. http://ow.ly/6FLn30rXTju #GetVaxxed	1	0	2	0	88	5	5.68%
 @mssnyt Oct 22, 14:25	Physicians Practices Needed to Enroll IN #NYSDOH #COVID19 #Vaccination Program—Attend This Webinar to Learn How Wed. 10/27 @ 12PM EDT http://ow.ly/uruj50GwbIV @HealthNYGov	0	0	1	0	34	1	2.94%
 @mssnyt Oct 21, 19:35	Ivermectin for #COVID19 Linked to Severe Toxicity in Small Study — Confusion, ataxia, seizures, hypotension -- and for some, ICU admission http://ow.ly/i43w30rXMOV #MSSNY #coronavirus	0	1	0	0	116	2	1.72%
 @mssnyt Oct 21, 18:17	UnitedHealth to repay providers shortchanged for #COVID #vaccine administration http://ow.ly/4rFc30rXNXq	0	0	0	0	55	1	1.82%
 @mssnyt Oct 21, 15:09	#Pfizer data from phase III #COVID19 booster trial showed 95.6% efficacy (95% CI 89.3-98.6) for those who received a booster shot 6 months following their primary series http://ow.ly/gelm30rXMOM ...	0	0	0	0	68	0	0%
 @mssnyt	#MSSNY #eNews: Legislation Introduced Today in US Senate: https://www.mssny.org/2021/10/21/legislation-introduced-today-in-us-senate/	1	0	1	0	101	2	2.07%

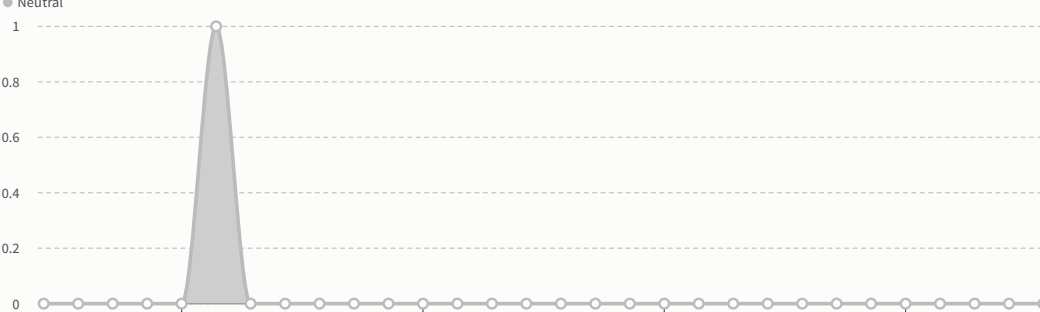
Inbound messages > Sent...

Neutral




































Inbound messages > Sentiment

Neutral



Posts table

DATE	MESSAGE	LIKES	COMMENTS
 mssnygram Oct 20, 16:03	 #BreastCancerAwareness Month #Understand #BringYourBrave http://ow.ly/slRd50Gn9oX	3	0
 mssnygram Oct 16, 12:01	 #BreastCancerAwareness Month #Understand #BringYourBrave http://ow.ly/2CrI50Gn8VF	2	0
 mssnygram Oct 15, 02:00	 October is #BreastCancerAwareness Month. Get the facts on screening, early detection and treatment at http://ow.ly/Si2350Gn4Jb	0	0
 mssnygram Oct 14, 16:30	 Join @nysacho for the 2021 Adult Immunization Coalition Virtual Statewide Meeting: Tues., Oct. 26, 2021 from 8-1 PM and Wed., Oct. 27, 2021 from 8-12 PM Register now http://ow.ly/9bad30rVGvg / Link in bio	4	0
 mssnygram Oct 13, 14:03	 #MSSNY #MembershipPays #JoinNow / Link in Bio @claritysurgicalny	13	0
 mssnygram Oct 12, 21:09	 #MSSNY's #DrWillieUnderwood and @amermedicalassn want you to get your #flushot this season. Get yours today! getmy.flushot.org #notimeforflu	14	0
 mssnygram Oct 12, 20:01	 #Halloween is coming and according to #DrFauci, #TrickOrTreating is on! http://ow.ly/b9XY30rWQ6j - Here's to full-size candy bars and better luck than #CharlieBrown #IGotARock #BeSafe #GetVaxxed #COVID19	7	0
 mssnygram Oct 12, 16:03	 #BreastCancerAwareness Month #LearnYourHistory #BringYourBrave http://ow.ly/BxU350Gn8Pg	1	0
 mssnygram	 #BreastCancerAwareness Month #TakeAction #BringYourBrave http://ow.ly/4dPF50Gn8Ku	2	0

in Posts table								
DATE ▼	MESSAGE	REAC...	COM...	SHA...	CLICKS	IMPR...	ENG...	
 Medical Society of th... Oct 21, 19:35	 Ivermectin for #COVID19 Linked to Severe Toxicity in Small Study — Confusion, ataxia, seizures, hypotension — and for some, ICU admission http://ow.ly/i43w30rXMVQ #MSSNY #coronavirus	0	0	0	0	8	0%	
 Medical Society of th... Oct 21, 18:17	 UnitedHealth to repay providers shortchanged for #COVID #vaccine administration http://ow.ly/4rFc30rXNXq	0	0	0	0	5	0%	
 Medical Society of th... Oct 21, 16:20	 Booster shots could soon be recommended for people as young as 40, source says http://ow.ly/YKTK30rXMPP #COVID19 #coronavirus #MSSNY	0	0	0	0	6	0%	
 Medical Society of th... Oct 21, 15:09	#Pfizer data from phase III #COVID19 booster trial showed 95.6% efficacy (95% CI 89.3-98.6) for those who received a booster shot 6 months following their primary series http://ow.ly/gelm30rXMOM #MSSNY #coronavirus	1	0	0	0	8	12.5%	
 Medical Society of th... Oct 20, 21:18	 #MSSNY #eNews: Legislation Introduced Today in US Senate: #Medicare Advantage Prior Authorization Reform http://ow.ly/NUcl30rXHUE Bonnie Litvack MSSNY YPS MSSNYMedStudentSection Art Fougner...	0	0	0	0	2	0%	
 Medical Society of th... Oct 20, 20:05	U.S. Senator Bill Cassidy, M.D. notes that the HHS IDR rule 'circumvents the compromise' enacted by Congress http://ow.ly/gInt30rXGnh . #Physicians can send a letter here: http://ow.ly/k9SZ30rXGnn	1	0	0	0	7	14.29%	
 Medical Society of th... Oct 20, 20:00	 New @NYWorkersComp Webinar: What Health Care Providers Need to Know. Wednesday, November 10, 2021 12:00 P.M. - 1:00 P.M. Join webinar! http://ow.ly/ZGMM50GuL2x	0	0	0	0	0	0%	
 Medical Society of th... Oct 20, 16:50	Thank you Tom Suozzi for your efforts to better ensure that HHS does not put its thumb on the scale in favor of insurance companies http://ow.ly/LyY530rXG3w . Physicians can send a letter here: http://ow.ly/IE3d30rXG3X	0	0	0	0	1	0%	
 Medical Society of th... Oct 20, 16:30	 #MSSNY President #DrJosephSellers discusses the #COVID19 Vaccine for children under 12 with NBC News http://ow.ly/yWLW30rXFZg	0	0	0	0	2	0%	

MSSNY Press Coverage – 09/14/21 – 10/19/21

CBS NY – 09/14/21

[Judge Blocks New York State Medical Worker Vaccine Mandate](#)

(MSSNY President Dr. Joseph Sellers Quoted)

AP – 09/15/21

[Judge blocks medical worker vaccine mandate in NY state](#)

(MSSNY President Dr. Joseph Sellers Quoted)

Also ran in

[WDBD FOX 40 Jackson](#)

[New York Times Post](#)

[Compsmag](#)

[Alert Forbes](#)

[PostX News](#)

[NewsNation USA](#)

[Fox News](#)

[The Leader Herald](#)

[PressFrom - Germany](#)

[New York Amsterdam News](#)

[Digital Press Network](#)

[WAVE-TV](#)

[Think Business Today](#)

[Niagara Gazette](#)

[NewsNation USA](#)

[Lockport Union-Sun & Journal Online](#)

[Niagara Gazette](#)

[Granthshala News](#)

[The Witness Daily](#)

[RomeSentinel.com](#)

[The World Insiders](#)

[Travel Leisure Mag](#)

[Deck Biz](#)

[Buzzing Globe](#)

[Eastern Tribunal](#)

[In The Headline - \[Newswire\]](#)

[DNYUZ](#)

[Brown County Democrat](#)

[Bay News 9](#)

[The Titusville Herald](#)

[The Washington Times](#)

[The Daily Feeder](#)

Evening Tribune – 09/15/21

[NY's medical worker COVID vaccine mandate entangled in lawsuits, protests.](#)

[What's next](#)

(MSSNY President Dr. Joseph Sellers Quoted)

Also ran in:

[MPN Now](#)
[The Wellsville Daily Reporter](#)
[Times Telegram](#)
[The Observer-Dispatch](#)
[The Leader](#)

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Rome News-Tribune – 09/15/21

[Judge issues temporary halt to state's Covid vaccine mandate](#)

Also ran in:

[The Marietta Daily Journal](#)
[The Cherokee Ledger News](#)
[AuburnPub.com](#)
[Curated Tncontentexchange](#)
[Buffalo News](#)

Newsday – 09/15/21

[Judge: Temporary religious exemption for health workers refusing vaccine](#)

(MSSNY President Dr. Joseph Sellers Quoted)

WBFO NPR – 09/15/21

[NY may have to allow religious exemptions to the COVID vaccine for healthcare workers, judge says](#)

(MSSNY President Dr. Joseph Sellers Quoted)

Also ran in:

[WMHT – 09/15/21](#)

WNBC-TV – 09/15/21

[We Have to Continue the Mandates:' Hochul Vows to Fight Blocked NY Vaccine Rule Adds Mask Ones](#)

(MSSNY President Dr. Joseph Sellers Quoted)

Newsday – 09/19/21

[Hospitals, nursing homes worried Sept. 27 vaccine mandate could affect staffing](#)

(MSSNY President Dr. Joseph Sellers quoted)

Cheddar News – 9/20/21

[Dr. Joseph Sellers Answers Your Burning Covid-19 Questions](#)

(MSSNY President Dr. Joseph Sellers interviewed)

Newsday – 09/29/21

[Gov. Kathy Hochul names Mary Bassett as state health commissioner](#)

(MSSNY President Dr. Joseph Sellers quoted)

Spectrum News 1 – 09/30/21

[Public health community backs Hochul's health commissioner appointment](#)

(MSSNY President Dr. Joseph Sellers quoted)

WVNY-TV - 09/20/21

[Who is the incoming New York DOH Health Commissioner?](#)

(MSSNY President Dr. Joseph Sellers quoted)

Also ran on [WTEN](#)

[WIVT-TV](#)

[WIBV](#)

Crain's Health Pulse -09/30/21

[Bassett gets warm reception as next health commissioner](#)

(MSSNY President Dr. Joseph Sellers quoted)

Buffalo Business First – 10/11/21

[Walmart, CVS and Walgreens bring competition to world of primary care](#)

(MSSNY President Dr. Joseph Sellers quoted)

Times Union – 10/12/21

[Judge issues injunction against New York's vaccine mandate](#)

(MSSNY President Dr. Joseph Sellers quoted)

The Daily Gazette – 10/13/21

[Editorial: Public Health Should Override Religious Views](#)

(MSSNY mentioned)

AMA – 10/13/21

[High court should uphold commonsense N.Y. concealed-carry law](#)

(MSSNY Mentioned)

Medpage Today – 10/14/21

[More Physicians are Now Employees Rather Than Owners](#)

(MSSNY President Dr. Joseph Sellers quoted)

WNBC-TV– 10/19/21

[White House Says COVID Vaccine For Children Coming in Weeks](#)

(MSSNY President Dr. Joseph Sellers quoted)