

Social Media 30 Day Overview

December 5, 2021 - January 3, 2022





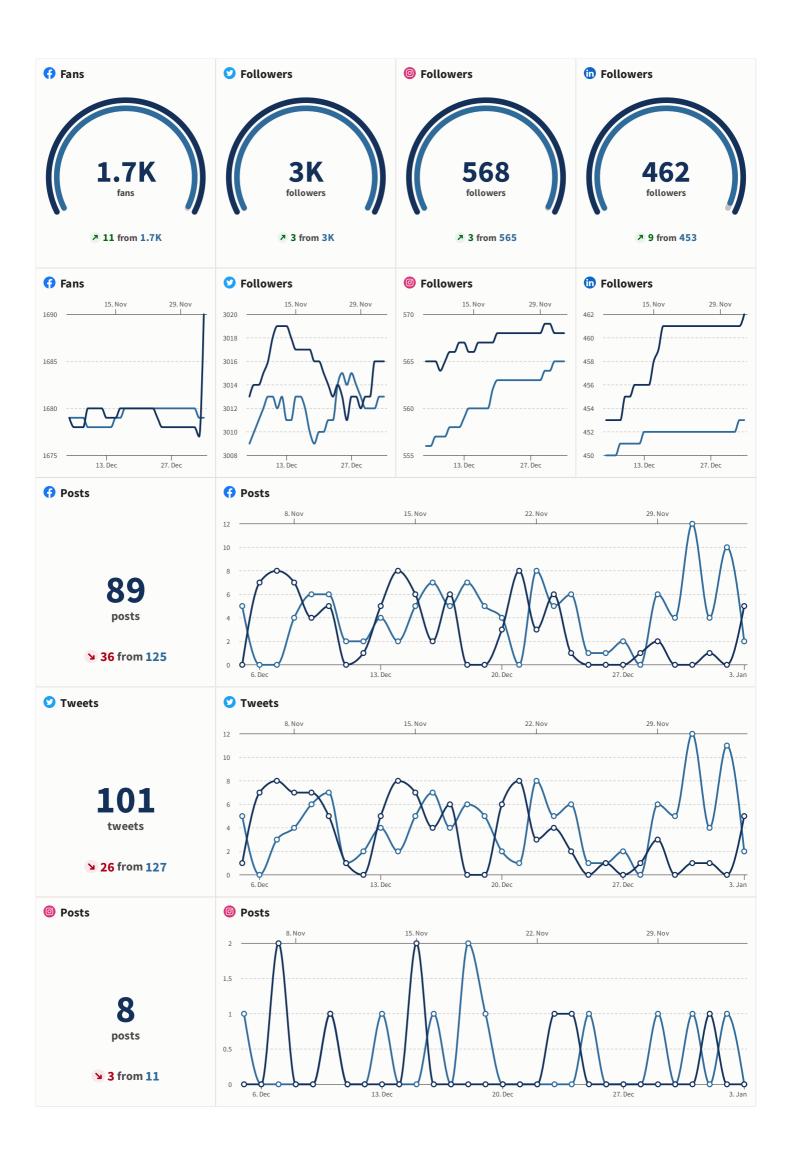
@MSSNY_YPS

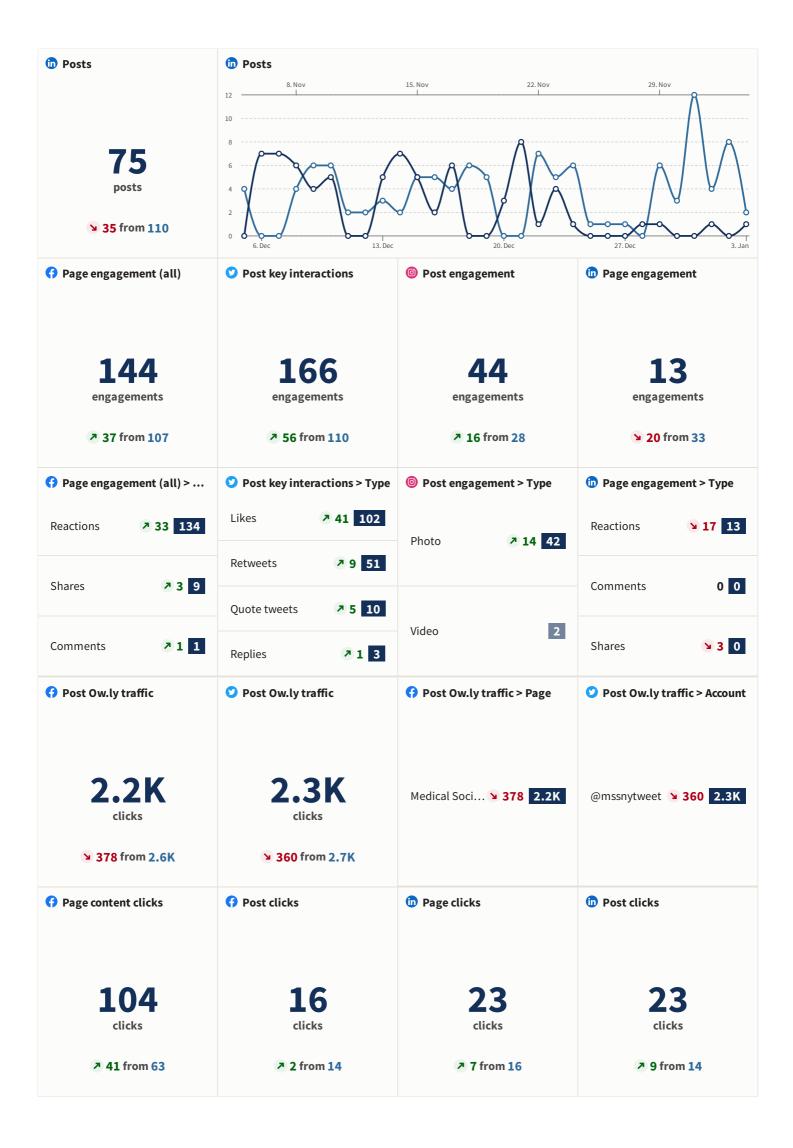


mssnygram



Medical Society of the State of New York





30 DAY SUMMARY

Twitter (mssnytweet)

Tweet impressions

14.9K 16.9%

Profile visits

2,526 21.0%

Mentions

195 156.6%

Followers

3,016

Facebook

Post reach

381 8%

Post engagement

231 34%

New page likes

2 1%

Instagram

Accounts reached

185 2.2%

Accounts engaged

25 19%

Followers

568 19%

LinkedIn

Page views

91 51%

Unique visitors

45 28%

Total followers

462

New followers

8 166%

Media Highlights

PoliticsNY - 12/14/21

PoliticsNY Power Players in Health Care

(MSSNY President-Elect Parag Mehta named PoliticsNY Power Player)

CBS WRGB News 6 Albany 12/10/21

<u>Capital Region hospitals not concerned over elective surgery postponements</u> (MSSNY President Dr. Joseph Sellers quoted)

The Journal News (LoHud) - 12/06/21

Some NY counties lagging behind in COVID-19 vaccinations for ages 5 to 11. Here's where

(MSSNY President Dr. Joseph Sellers quoted)

Also ran in:

Daily Messenger

Wayne Post

Genesee Country Express

Democrat and Chronicle

Observer-Dispatch

Times Telegram

Star-Gazette

Poughkeepsie Journal

The Steuben Courier Advocate

Irondequoit Post

The Evening Tribune

Wellsville Daily Reporter

Yahoo News

The Leader

Rochester First (WROC) - 12/03/21

<u>Free rapid take-home tests and booster shots coming to Monroe County</u> MSSNY President Dr. Joseph Sellers Interviewed

The Hill - 11/29/21

<u>Time to think beyond the vax? Reflections from a COVID-stricken doc</u> Op-ed by MSSNY Member, Dr. Frank Contacessa

LoHud.com - 11/22/21

As COVID surges, New York's flu season is off to a troubling start. Will 'twindemic' hit?

(MSSNY President Dr. Joseph Sellers quoted)

Also ran in:

<u>Daily Messenger</u> <u>Democrat and Chronicle</u> <u>Genesee Country Express</u> Star-Gazette

The Evening Tribune

The Leader

The Poughkeepsie Journal

The Steuben Courier Advocate

<u>Times Telegram</u>

Wayne Post

Wellsville Daily Reporter

Yahoo news

InsuranceNewsNet - 11/21/21

<u>Stakeholders Praise 4 House Members Letter to Admin Regarding Surprise Billing Interim Final Rule</u>

(MSSNY President Dr. Joseph Sellers quoted)

Buffalo News - 11/12/21

<u>Covid cases are rising in younger people. So are urgent calls to get them vaccinated</u> Former MSSNY President Dr. Thomas Madejski quoted)

Harlem World Magazine - 11/03/21

Attorney General James Defends New York State's Gun Licensing Protection Law At Supreme Court

(MSSNY_President Dr. Joseph Sellers quoted)

Crain's Health Pulse - 11/03/21

<u>Labor costs driving up expenses for hospitals, physician practices</u>
MSSNY Past Presidents Dr. Thomas Madejski and Dr. Charles Rothberg interviewed)

Rochester First / News 8 WROC (CBS) - 11/01/21

CDC: Vaccine-induced COVID-19 immunity better protects than infection-induced immunity

(MSSNY President Dr. Joseph Sellers interviewed)

WCNY Capitol Pressroom - 11/01/21

New York Readies to Vaccinate Kids

President Dr. Joseph Sellers Interviewed

Politico - 11/01/21

Weekly New York Healthcare

New York Readies to Vaccinate Kids

(MSSNY President Dr. Joseph Sellers interviewed)

Niagara Gazette - 11/01/21

<u>Top New York doctor discusses pediatric vaccines following federal approval</u>

(MSSNY President Dr. Joseph Sellers quoted)

Also ran in

<u>Press Republican</u> <u>Oneonta Daily Star</u>

Poughkeepsie Journal - 11/1/21

<u>Court upholds religious exemption ban in NY medical worker vaccine</u> <u>mandate. What to know</u>

(MSSNY President Dr. Joseph Sellers quoted)

Also ran in

Star-Gazette

Genesee Country Express

Wayne Post

Daily Messenger

Observer-Dispatch

Times Telegram

The Steuben Courier Advocate

The Evening Tribune

Wellsville Daily Reporter

The Journal News - lohud.com

The Leader

WROC-8 TV (CBS) / Rochester First - 10/26/21

FDA advisers back Pfizer's COVID-19 vaccine for young kids (MSSNY President Dr. Joseph Sellers interviewed)

Times News Network - 10/26/21

NYC Shares Timeline for Kids Age 5-11 1st COVID Vaccine Doses Pending Federal OK

(MSSNY President Dr. Joseph Sellers quoted)

Also ran in

News Nation USA

Capital Tonight / Spectrum News Albany - 10/25/21

New York pediatrician on COVID shot for kids ahead of potential approval (MSSNY President Dr. Joseph Sellers interviewed)

NBC News - 10/19/21

White House Says COVID Vaccine For Children Coming in Weeks (MSSNY President Dr. Joseph Sellers quoted)