



Communications Report

Social Media 30 Day Overview

December 5, 2021 - January 3, 2022



@mssnytweet



@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

Instagram

Accounts reached

185 2.2%

Accounts engaged

25 19%

Followers

568 19%

Facebook

Post reach

381 8%

Post engagement

231 34%

New page likes

2 1%

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

[Capital Region hospitals not concerned over elective surgery postponements](#)

(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

[Free rapid take-home tests and booster shots coming to Monroe County](#)

MSSNY President Dr. Joseph Sellers Interviewed

The Hill – 11/29/21

[Time to think beyond the vax? Reflections from a COVID-stricken doc](#)

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:

[Daily Messenger](#)

[Democrat and Chronicle](#)

[Genesee Country Express](#)

[Star-Gazette](#)
[The Evening Tribune](#)
[The Leader](#)
[The Poughkeepsie Journal](#)
[The Steuben Courier Advocate](#)
[Times Telegram](#)
[Wayne Post](#)
[Wellsville Daily Reporter](#)
[Yahoo news](#)

InsuranceNewsNet – 11/21/21

[Stakeholders Praise 4 House Members Letter to Admin Regarding Surprise Billing Interim Final Rule](#)

(MSSNY President Dr. Joseph Sellers quoted)

Buffalo News – 11/12/21

[Covid cases are rising in younger people. So are urgent calls to get them vaccinated](#)

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

[Labor costs driving up expenses for hospitals, physician practices](#)

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

[Top New York doctor discusses pediatric vaccines following federal approval](#)

(MSSNY President Dr. Joseph Sellers quoted)

Also ran in

[Press Republican](#)
[Oneonta Daily Star](#)

Poughkeepsie Journal – 11/1/21

[Court upholds religious exemption ban in NY medical worker vaccine mandate. What to know](#)

(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)