

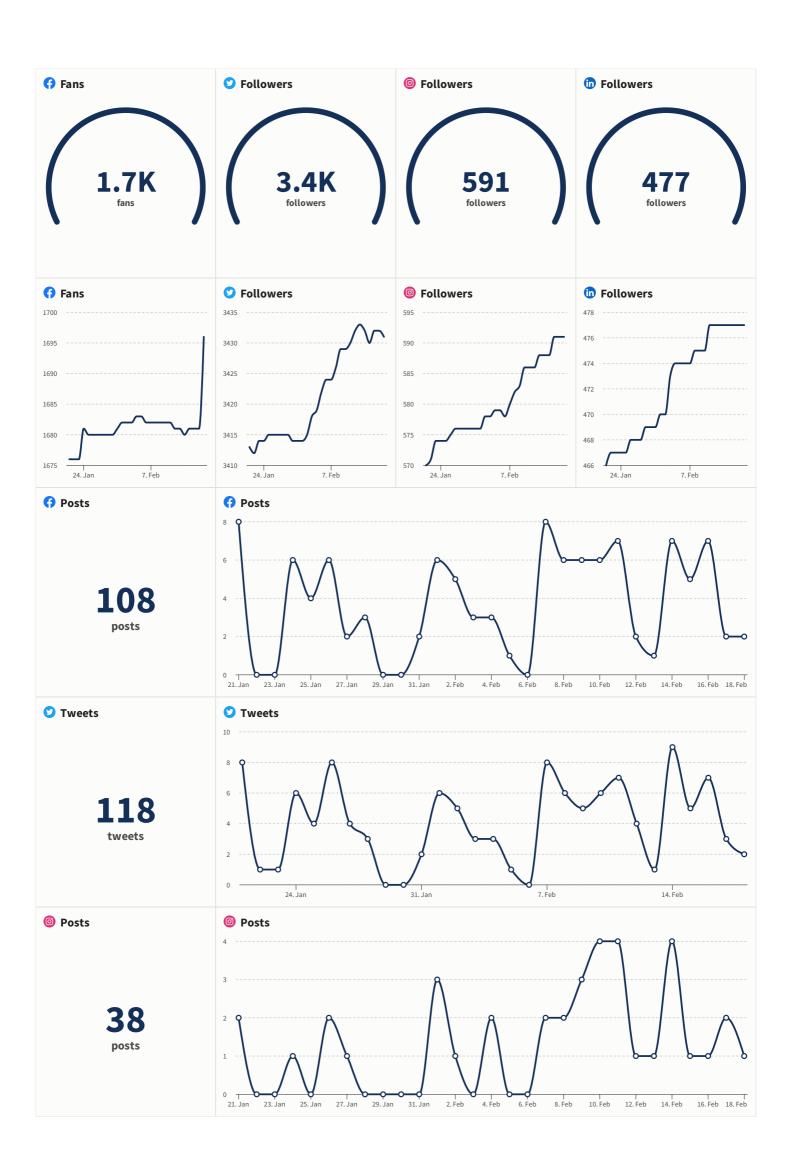
Social Media 30 Day Overview

Jan. 21 - Feb. 18, 2022



Social Media Highlights:

MSSNY's Social Media Ambassador program kicked off this month and has gotten off to a good start. Thus far we have 23 volunteers signed up to help spread the word that Physician Members are the driving force behind MSSNY's great work and how *Membership Pays*. Content has been shared for them to promote key advocacy issues, registration for Lobby Day, MSSNY Podcasts, membership and CME courses.





MSSNY in the News

Politico - 02/24/22

New York Playbook PM: Healthcare

(MSSNY mentioned: Lorna Breen Health Care Provider Protection Act Statement)

Times Union - 02/21/22

N.Y. doctors say proposed law would prevent care delays, cut red tape (MSSNY mentioned)

Monroe Sun - 02/17/22

<u>Could Greenwich doctor have remedy for 4th Congressional District's ills?</u>
(Dr. Michael T. Goldstein New York County Medical Society chairman of the Board of Trustees profiled)

Capital Tonight – 02/07/22

Advocates: NYS Legislature must bring back funding to veterans mental health initiative (MSSNY mentioned)

Also ran in FingerLakes1.com

Rochester First (WROC) - 02/01/22

What Rochester doctors are saying about new sub-variants of omicron (MSSNY President Dr. Joseph Sellers Quoted)

Epoch Times - 01/27/22

<u>Challenge to New York Revoking Religious Exemptions for School Vaccinations Reaches Supreme Court</u>

(MSSNY immediate past president, Dr. Bonnie Litvack quoted)

Also ran in Free Republic

WHLF - 93.5 - 01/26/21

New York Cancer & Blood Specialists Joins the Medical Society of the State of New York (NYCBS announces membership with MSSNY)

City & State NY -01/24/22

The 2022 Health Care Power 100

New York leaders who are saving lives.

(MSSNY_President Dr. Joseph Sellers #57

LoHud (USA Today Network) - 01/18/22

COVID hit home for 1.8 million New Yorkers since Dec. 1. How omicron changed the pandemichttps://www.lohud.com/story/news/coronavirus/2022/01/18/covid-hit-home-new-yorkers-how-changed-them/9121084002/

(MSSNY immediate past president, Dr. Bonnie Litvack quoted)

Also ran in <u>Yahoo News</u>

Cortland Standard - 01/04/22

Cortland ER sees uptick as virus surges

(Dr. Robert Dracker, President of the Onondaga County Medical Society, quoted)