



## Communications Report

# Social Media 30 Day Overview

Jan. 21 - Feb. 18, 2022



@mssnytweet



@MSSNY\_YPS



mssnygram



Medical Society of the State of New York

### 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.





## posts



## engagements



## engagements



engagements



**engagements**



175



111

73

6

5



200

11



28

1

1



**clicks**



**clicks**



1.6K



2.2K

22

0



clicks



clicks



clicks



clicks

## **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**

[Could Greenwich doctor have remedy for 4th Congressional District's ills?](#)

(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**

[Challenge to New York Revoking Religious Exemptions for School Vaccinations Reaches Supreme Court](#)

(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 pandemic <https://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 [Yahoo News](#)

**Cortland Standard – 01/04/22**

[Cortland ER sees uptick as virus surges](#)

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