



Communications Report

January 11, 2023

Highlights:

Newly redesigned [MSSNY website](#) launched in Fall 2022

Redesign and rebranding of MSSNY Pulse

MSSNY Pulse app launched

Social Media

Posts across networks - 4.7K

Post impressions across networks - 294K

Post reach across networks - 87K

Post engagement rate- 4.63%

Media Coverage: 1010 WINS News Radio, Medical Economics, Medpage Today, New York Post, Niagara Gazette, Spectrum News 1 Albany, Times Union, and more!

Posts across networks

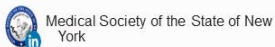
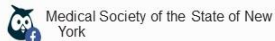


2022 Social Media Year in Review

Jan 01 - Dec 31, 22

4.7K
posts

Social Networks



The number of posts published to your Pages or accounts during the date range. Customize the tile to compare the results for each social network



Post impressions across networks



294K
impressions

The number of times posts on your Facebook, Instagram, LinkedIn, Twitter, and TikTok Pages or accounts appeared on someone's screen. Customize the tile to compare the results for each social network



Post engagement rate



8.45%
engagement rate

The average engagement rate for all posts, calculated as the sum of engagement rates for each post divided by the number of posts. The engagement rate for a post is the percentage of interactions on it (likes, comments, and saves for a photo, video, carousel, or reel post) out of the number of people who viewed it



Post reach across networks



87K
users

The number of people who saw your posts on your Facebook, Instagram, and TikTok Pages or accounts. Customize the tile to compare the results for each social network



Post engagement rate



2.16%
engagement rate

The proportion of organic clicks, likes, comments, and shares received by your posts, as a percentage of the people who saw them



Post engagement rate



6.9%
engagement rate

The average engagement rate for all your posts, calculated as the sum of engagement rates for each post divided by the number of posts. The engagement rate for a post is calculated as the number of clicks, likes, comments, and shares divided by the number of people who saw it



Post engagement rate



3.71%
engagement rate

The number of times people interacted (clicked, retweeted, replied, followed, and liked) with your organic and promoted tweets divided by the number of times people saw your organic tweets



New fans



81
new fans

The number of new people who liked your Pages



New followers



250
followers

The number of new followers gained per day in the selected date range, without paid promotion. Instagram requires at least 100 followers to return this data. The data may be delayed by up to 48 hours due to network limitations



Net new followers



123
followers

The increase or decrease in the number of people who are following your Twitter accounts (the difference between the last day and the first day of the timeframe)



Followers



585
followers

The total number of followers for your Pages



Average post engagement rate across networks

4.63%
engagement rate

The average engagement rate for the posts published to your Pages or accounts on Facebook, Instagram, LinkedIn, Twitter, and TikTok. Customize the tile to compare the results for each social network



Fans & Followers across networks

6.3K
fans & followers

The number of people who liked your Facebook Pages and the number of people who followed your Pages or accounts on Instagram, LinkedIn, Twitter, and TikTok. Customize the tile to compare the results for each social network



Page & profile impressions across networks



129K
impressions

The number of times any content from or about your Pages or accounts was displayed on a person's screen on Facebook, Instagram, and LinkedIn. Content includes posts, check-ins, ads, feed stories, and more. Customize the tile to compare the results for each social network



New fans & followers across networks



454
fans & followers

The number of new people who liked your Facebook Pages and the number of people who followed your Pages or accounts on Instagram, LinkedIn, Twitter, and TikTok. Customize the tile to compare the results for each social network



Page & profile reach across networks



60K
users

The number of people who have seen any content from or about your Pages or accounts on Facebook, Instagram, and LinkedIn. Content can include posts, posts to your Pages, Page like ads, mentions of your Pages, and check-ins into your places. Customize the tile to compare the results for each social network



Media Coverage

Spectrum News 1 Albany – 01/09/23

[State lawmakers, union leaders cheer striking nurses](#)

(MSSNY President Dr. Parag Mehta quoted)

1010 WINS News Radio – 01/04/22

[Physician Burnout](#)

(MSSNY President Dr. Parag Mehta interviewed)

Fingerlakes1.com – 01/04/23

[Doctors call on New York for help as physician burnout reaches crisis point amid COVID, RSV, and flu season](#)

(MSSNY President Dr. Parag Mehta quoted)

Urology Times – 01/03/23

[Federal spending bill does not avert cut to Medicare reimbursement for physicians](#)

(MSSNY President Dr. Parag Mehta quoted)

Spectrum News 1 Albany – 01/03/23

[Doctors' group urges New York officials to address 'physician burnout'](#)

(MSSNY President Dr. Parag Mehta quoted)

Medical Economics – 12/20/22

[Congressional budget will cut Medicare reimbursement for physicians](#)

(MSSNY President Dr. Parag Mehta quoted)

Niagara Gazette – 12/15/22

[Hochul hears from all sides in fight over wrongful death payouts.](#)

(MSSNY quoted)

Also ran in [The Lockport Union-Sun & Journal Press Republican](#)

Medpage Today - 12/08/22

[Should Doctors Warn Patients About the Downsides of Medicare Advantage Plans?](#)

(Nassau County Medical Society President and MSSNY Membership Chair Dr. David Podwall quoted)

Oleas Times Herald – 12/2/22

[2 bills Hochul needs to sign](#)

(MSSNY Mentioned)

Medpage Today - 12/2/22

[Looming Physician Pay Cut 'Unprecedented' and 'Unconscionable,' AMA President Says](#)

(Nassau County Medical Society President and MSSNY Membership Chair Dr. David Podwall quoted)

The Center Square – 11/28/22

[New York doctors urge Hochul to veto wrongful death bill](#)

Dutchess County Medical Society President Dr. Adele El-Kareh

Warwick Advertiser – 11/28/22

[Concern about doctors' liability costs](#)

(Op-Ed by Orange County Medical Society President Mandes Kates, PhD, MD, and Past President Mark Stamm, MD, wrote in an op-ed)

NY Post – 11/28/22

[Two bills newly elected Gov. Hochul needs to act on ASAP— to show she'll do right by New Yorkers](#)

(MSSNY mentioned)

Times Union – 11/25/22

[Commentary: Don't discourage more OBGYNs from practicing in New York](#)

(Op-Ed from Dutchess County Medical Society President Dr. Adele El Kareh)

Medpage Today – 11/17/22

[Should Board Certification Organizations Have to Meet Particular Standards?](#)

(MSSNY Assistant Treasurer Dr. Frank Dowling and NY Delegate Dr. Corliss Varnum quoted)

Spectrum News 1 Albany – 11/15/22

[Hochul faces renewed veto calls for expansion of wrongful death law](#)

Dutchess County Medical Society Mentioned