



Medical Society of the State of New York

SOCIAL MEDIA POLICY

The primary function of social media for MSSNY is to grow OUR brand, promote services, and build interactive relationships with MSSNY Members, prospective MSSNY Members, the medical community, and the broader social media community.

Each committee, section and task force will likely have varying objectives and diverse audiences. While individual plans and goals are developed by various groups, there are guidelines considered standard across professional associations.

Social Media Platforms

MSSNY currently uses to varying degrees X (formerly Twitter), Facebook, Instagram, LinkedIn, Threads and YouTube.

- [Facebook](#): advocacy, events, news, and photos
- [X](#): advocacy, events, news, and photos
- [LinkedIn](#): news, discussions and directing viewers to registrations
- [Threads](#): advocacy, events, news, photos
- [Instagram](#): photos
- [Youtube](#): instructional

MSSNY continually seeks out new and improved methods of communication and will add different forms of social media as appropriate, with the approval of the Council.

Use of MSSNY Accounts

MSSNY recognizes the widespread use of social media and its effects in shaping a positive image and brand. Only MSSNY staff may maintain and post on MSSNY's official channels. No MSSNY member may set up their own account using MSSNY's name and official seal.

Committee, Section and Task Force Use of Social Media

Members of MSSNY may use their own social media accounts to promote the work of any MSSNY Section, Committee, or Task Force. When MSSNY's official social media accounts are tagged with appropriate content, MSSNY will repost the message. Appropriate messages are clear, transparent, respect copyright laws and link intelligently.

Account Creation

The Executive Vice President shall appoint one or more MSSNY employees to be the staff facilitator(s). The staff facilitator(s) will be the account administrator(s) and the Username, Password, and email addresses attached to the accounts will belong to MSSNY for instant access.

Staff Facilitator Engagement

- **Interaction:** Encourage positive engagement with followers. Respond to comments and messages in a timely and respectful manner.
- **Moderation:** Monitor and moderate conversations to prevent spam, harassment, or inappropriate content. Establish clear moderation guidelines.

- **Hashtags:** When members use these platforms to discuss informative issues using specific hashtags, the primary account will retweet and engage with members as appropriate.

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