

RESOLUTION

Subject: Medical Society Social Media Platforms

Submitted by: Lexington Medical Society

Referred to: Reference Committee

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WHEREAS, social media has become a potent tool in public health information dissemination; and

WHEREAS, social Media campaigns can develop a platform to reflect good will and a favorable public image of organized medicine to a wide audience at a low cost; and

WHEREAS, young physicians and physicians-in-training are from the tech generation and are heavily involved in social media; and

WHEREAS, participation in an organization typically increases when constituents have goal-directed projects that deliver an internal-motivator; now, therefore, be it

RESOLVED, that physicians be encouraged to use the Kentucky Medical Association and other medical society social media platforms; and be it further

RESOLVED, that the Kentucky Medical Association's (KMA) Commission on Public Health utilize existing social media platforms to promote KMA's public health priorities and encourage Young Physician and Physician In-Training involvement.