



## PSOHNS and Social Media

One of the pet programs of the Philippine Society of Otolaryngology Head and Neck Surgery this year was the revitalization and coordination of all our advocacies. Through the years, the PSOHNS has adopted many worthwhile advocacies in the areas of voice care, nasal care, ear care, deafness awareness, the promotion of universal newborn hearing screening, and head and neck cancer consciousness -- including its "*Pasilip ka*" program. With the help of the provincial chapters and subspecialty groups, all activities in the country were coordinated this year by the Committee on Advocacy and this will continue in the coming years.

With the popularity of social media and the internet, the PSOHNS can use these as a tool to disseminate information regarding our advocacies. Other medical societies have started using social media to share information with all netizens about the advantage of regular exercise, smoking cessation, the prevention of obesity, methods of early cancer detection, etc. It is about time that the PSOHNS do this as well.

The PSOHNS has started and will continue to use social media to promote our advocacies. I hope that all fellows, diplomates and residents in training will support this endeavor. Remember, the best way to promote and disseminate the scope of our specialty is through the promotion of these advocacies.

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