

COOK COUNTY  
HEALTH



# Employee Recognition

April 2022



COOK COUNTY  
HEALTH

# Doctor of the Year



**Dr. Ashlea Winfield**

**Emergency Medicine Physician,  
Assistant Program Director, Simulation Lab**



# ACRES Community Clinic



Joyce Ogunti

Nurse, Emergency Department, Stroger Hospital



# Media Dashboard

## Insights and Activity Report

February 19 – March 21, 2022



COOK COUNTY  
**HEALTH**



# Earned Media Dashboard: March 22 – April 24, 2022

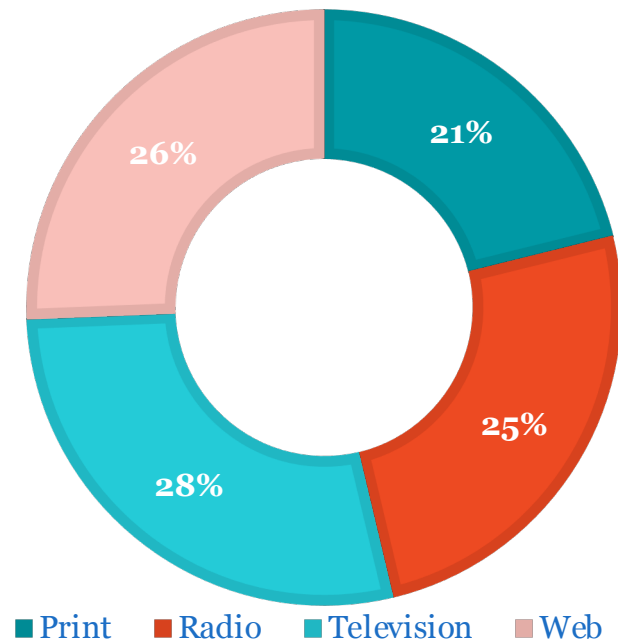


## Top 5 Local Media Outlets

- 1. *WBBM Radio*
- 2. *NBC 5 Chicago*
- 3. *WTTW*
- 4. *Daily Herald*
- 5. *Chicago Tribune*

# Media Dashboard: March 22 – April 24, 2022

## Media Outlet Type



## Most Common Topics

1. COVID Guidance
2. COVID Updates
3. COVID boosters
4. COVID therapeutics
5. COVID and equity

# Recent Cook County Health COVID-19 Media Coverage

19,789 Media Hits on COVID-19 since February 2020



Chicago, Cook County Contact Tracing Shifts to Target High-Risk, Unusual COVID-19 Cases



What are the Symptoms of the Omicron Subvariant BA.2? Here's What Experts Say So Far



¿Cuáles son los síntomas de la subvariante BA.2 de Ómicron? Lo que dicen los expertos



Infectious disease expert weighs in on approval of additional COVID booster for some Americans



How funding cuts for COVID-19 tests and treatments could worsen health disparities



What will spiral of latest COVID-19 variant abroad mean for Illinois?



COVID Funding Is Falling Short for the Uninsured



# Social Media Report

March 22 – April 24, 2022



COOK COUNTY  
**HEALTH**

# Social Media Summary

## March – April Activity

During March 22 – April 24, the communications team posted content on Facebook, Twitter, Instagram and LinkedIn for Cook County Health.

Posts included content such as COVID-19, interviews with local media, recognition for physicians and the hospital, and health tips.

### **Facebook – 54 posts**

<https://www.facebook.com/Cookcountyhhs/>

### **Instagram – 53 posts (includes stories and IGTV)**

<https://www.instagram.com/cookcountyhealth/>

### **Twitter – 69**

<https://twitter.com/CookCtyHealth>

### **LinkedIn – 37 posts**

<https://www.linkedin.com/company/cook-county-health/>

# Social Media Summary

As of April 24

## Twitter

- Impressions: **30.2K** (up **38%**)
- Profile visits: **3.9K**
- Engagements: **579**
- Followers: **4,480**

## LinkedIn

- Impressions: **60.3K** (up **20%**)
- Page Views: **1.9K** (up **9%**)
- Followers: **8K** (up **225**)

## Facebook

- Total impressions: **83.7K** (up **31%**)
- Post engagement: **3.1K**
- Page views: **4K** (up **101%**)
- Page followers: **7,635** (up **21**)

## Instagram

- Impressions: **20.4K**
- Engagement: **681**
- Profile visits: **627**
- Followers: **2,768** (up **40**)



# Facebook

March 22 – April 24, 2022



COOK COUNTY  
**HEALTH**

# Facebook Insights

March 22 – April 24, 2022

## Top Performing Posts



The FDA has authorized a second booster shot of the Pfizer and Moderna vaccines for everyone 50 years o...

Published by Cch Kate · March 29 at 10:36 AM ·

Post Impressions

7,478

Post Reach

7,326

Post Engagement

265



Questions about BA.2? Dr. Gregory Huhn, infectious disease physician and CCH vaccine coordinator, brea...

Published by Cch Kate · March 23 ·

Post Impressions

4,612

Post Reach

4,408

Post Engagement

147



# Twitter

March 22 – April 24, 2022



COOK COUNTY  
**HEALTH**



# Twitter Insights

March 22– April 24, 2022

## Top Performing Posts

**Cook County Health**  
@CookCtyHealth

Congratulations to Dr. Ashlea Winfield, who was named by her colleagues as CCH Doctor of the Year.

Dr. Winfield works in our emergency department and educates staff as Assistant Program Director of the CCH Simulation Center.




12:44 PM · Mar 30, 2022 · Twitter for iPhone

 69	 12	 5
Impressions ⓘ <b>11,748</b>	Engagements ⓘ <b>208</b>	Detail expands ⓘ <b>91</b>
	New followers ⓘ <b>0</b>	Profile visits ⓘ <b>12</b>




**Cook County Health**  
@CookCtyHealth

ICYMI: @CrainsChicago wrote about Cook County Health CEO Israel Rocha's announcement on the Change Institute. "We cannot resolve underlying factors of poverty and racism, but we can find ways to keep them from impacting health outcomes," Mr. Rocha said.



chicagobusiness.com  
Cook County Health launches Change Institute  
CCH leader Israel Rocha Jr. says he wants a new think tank to tackle diabetes, heart disease, strokes and cancer with the same energy as the hospital's COVI...

3:31 PM · Mar 28, 2022 · Twitter Web App

 0	 2	 0
Impressions ⓘ <b>2,468</b>	Engagements ⓘ <b>10</b>	Detail expands ⓘ <b>1</b>
	New followers ⓘ <b>0</b>	Profile visits ⓘ <b>0</b>
	Link clicks ⓘ <b>7</b>	

# Instagram

March 22 – April 24, 2022



COOK COUNTY  
**HEALTH**

# Instagram Insights

March 22 – April 24, 2022

## Top Performing Posts



 **cookcountyhealth** 

 **cookcountyhealth**  Congrats to all of our new residents! We can't wait to see you. #Repost @amwadoctors with @make\_repost . . .

It's a match day baby! @leslieeeee had quite the match day in labor. Congratulations to this strong mom!!!  
"This is my match day photo- swollen and in labor on match day 😊. A summary of 2022 thus far- Completed clinical rotations, about to publish a scientific article, matched to residency, had a baby, gon graduate with my MD, and after 15 years on the west coast best coast....

TIME TO COME HOME!


[View Insights](#)

 Liked by cookcountyem and 220 others

MARCH 22

 Add a comment... [Post](#)

 221  2  9  4

### Interactions ⓘ

21  
Actions taken from this post

Profile Visits 21

### Discovery ⓘ

2,288  
Accounts Reached  
53% weren't following cookcountyhealth

Impressions 2,362

16



# Instagram Insights

March 22 – April 24, 2022

## Top Performing Posts

2022 Cook County Health  
Doctor of the Year





Dr. Ashlea Winfield

 cookcountyhealth 

 cookcountyhealth  Congratulations to Dr. Ashlea Winfield, who was named by her colleagues as CCH Doctor of the Year.

Dr. Winfield works in our emergency department and educates staff as Assistant Program Director of the CCH Simulation Center. She also created and leads the Department of Emergency Medicine's Diversity, Equity, and Inclusion Committee, spearheading meaningful developments to make CCH a more inclusive and welcoming environment for patients and staff.

As one nominator wrote, "Dr. Winfield is the personification of the Cook County Health mission."

[View Insights](#)



 Liked by cookcountyem and 108 others

MARCH 30

 Add a comment... [Post](#)

Post Insights	
	
109	1
	
30	3
Interactions 	
30	
Actions taken from this post	
Profile Visits	30
Discovery 	
931	
Accounts Reached	
16% weren't following cookcountyhealth	
Impressions	953

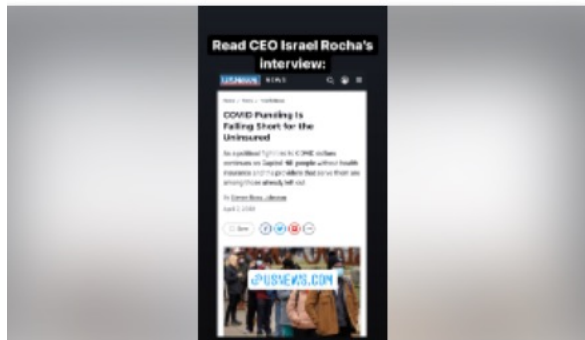
 **COOK COUNTY  
HEALTH**

17

# Instagram Insights

March 22 – April 24, 2022

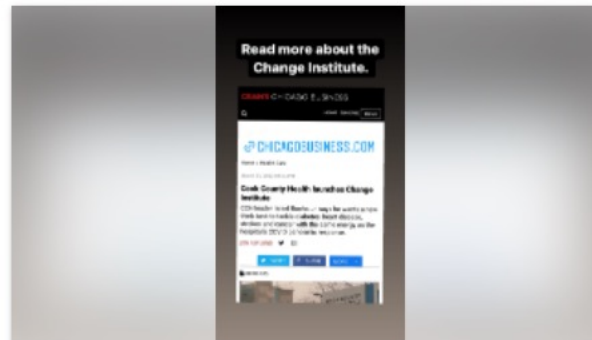
## Top Performing Stories



@Cook County Health  
Apr 14 • 3:15 PM

Read CEO Israel Rocha's interview:

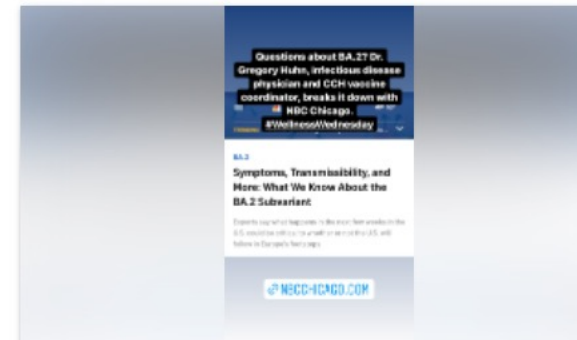
65 views 10 replies 247 shares  
17.01% Completion Rate



@Cook County Health  
Mar 28 • 3:41 PM

Read more about the Change Institute.

67 views 8 replies 250 shares  
16.45% Completion Rate



@Cook County Health  
Mar 23 • 10:31 AM

Questions about BA.2? Dr. Gregory Huhn, infectious disease physician and CCH vaccine coordinator, breaks it down with NBC Chicago. #WellnessWednesday

84 views 4 replies 213 shares  
21.2% Completion Rate

# LinkedIn

March 22 – April 24, 2022



COOK COUNTY  
**HEALTH**

# LinkedIn Insights

March 22 – April 24, 2022

## Top Performing Posts

Cook County Health

8,047 followers

6d •

Today, Illinois Governor JB Pritzker, leaders from the Centers for Medicare and Medicaid Services (CMS) and members of the West Side Health Equity Collaborative gathered to discuss steps to improve health equity.

As part of the visit, CMS toured our emergency department and trauma units.

Organic discovery		
2,715	1,945	
Impressions	Unique impressions	
Organic engagement		
844	31.1%	
Engagements	Engagement rate	
Clicks		782
Click-through rate		28.8%
Reactions		61 →
Comments		0
Shares		1 →

Cook County Health

8,048 followers

3w •

Throughout its history, Cook County Health has relied on the strength and compassion of many great women to carry out its mission. As we close out [#WomensHistoryMonth](#), we are grateful for the contributions of the women who came before us and are proud to continue their work today and every day.

Organic discovery		
1,134	796	
Impressions	Unique impressions	
Organic engagement		
125	11.0%	
Engagements	Engagement rate	
Clicks		108
Click-through rate		9.5%
Reactions		16 →
Comments		1 →