

Media Dashboard



Insights and Activity Report

December 11, 2023 – January 14, 2024



COOK COUNTY
HEALTH

2023 Year in Review

Media & Social Media Metrics



COOK COUNTY
HEALTH

Earned Media Dashboard: 2023



Total Media Placements

3,4K



Total Reach

12.3 Billion



Total Media Value

\$116.4 Million

Top 5 Local Media Outlets

1. *WBBM*
2. *WBEZ*
3. *WGN Radio*
4. *WGN Television*
5. *NBC 5 Television*

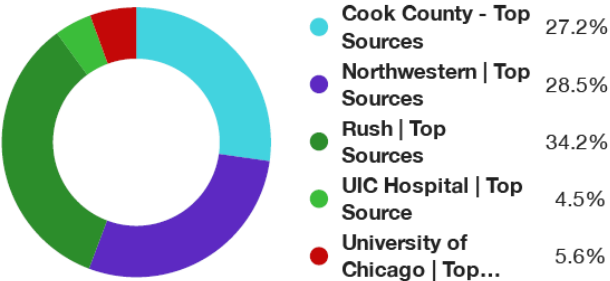


Media Benchmarking in 2023

Comparing CCH against competitors in coverage by top local media outlets

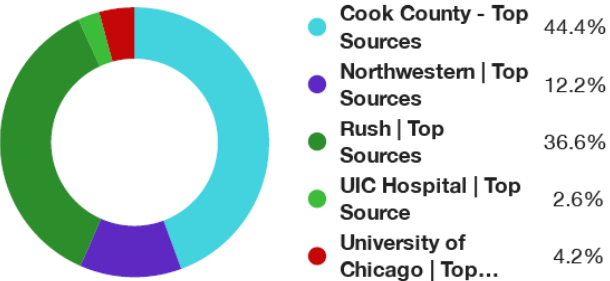
Share of Voice by Stories (Top Chicago Outlets)

Jan 1, 2023 - Dec 31



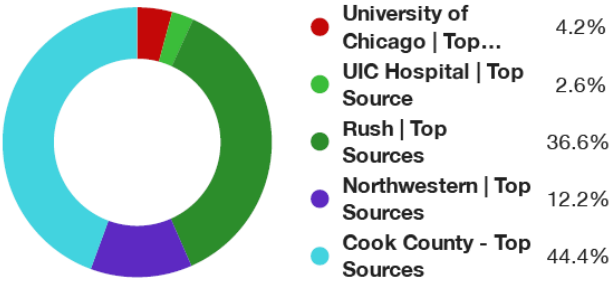
Share of Voice by Editorial Reach

Jan 1, 2023 - Dec 31



Share of Voice by AVE

Jan 1, 2023 - Dec 31



Overall Social Insights

2023

Cross Channel Overview (Facebook, Instagram, Twitter and LinkedIn)

Twitter

- Impressions: **237K** (up **35%**)
- Post Link Clicks: **562**
- Engagements: **3.9K**
- Followers: **4.7K** (up **3%**)

LinkedIn

- Impressions: **514K** (up **28%**)
- Page Views: **21.7K** (up **23%**)
- Engagements: **45.2K** (up **38%**)
- Followers: **12.4K** (up **27%**)

Facebook

- Total impressions: **2.4M**
- Post engagement: **80.3K**
- Post reach: **532.5K**
- Page followers: **8.6K** (up **23%**)

Instagram

- Impressions: **476K** (up **14%**)
- Engagement: **4.8K**
- Profile visits: **6.2K** (up **8%**)
- Followers: **3.3K** (up **12%**)

Monthly Media Report

December 11, 2023 – January 14, 2024



COOK COUNTY
HEALTH

Earned Media Dashboard: December 11, 2023 – January 14, 2024



Total Media Placements

399



Total Reach

1.9 Billion



Total Media Value

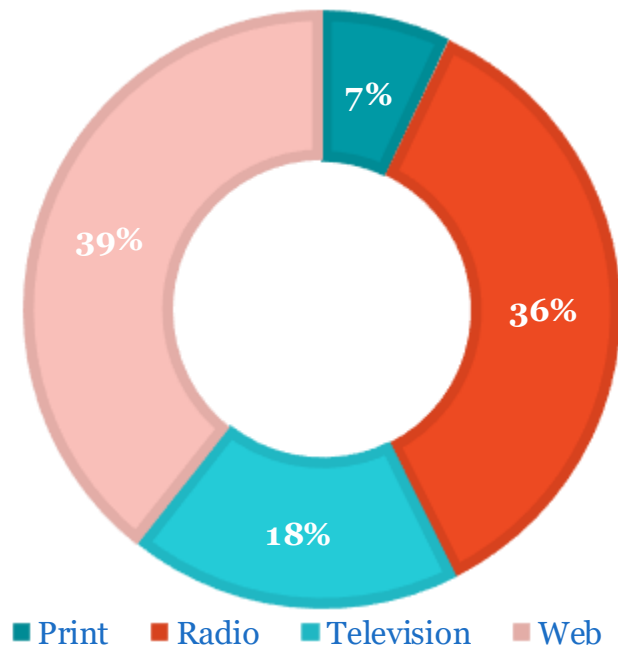
\$17.7 Million

Top 5 Local Media Outlets

1. *WBBM Radio*
2. *NBC 5 Chicago*
3. *WBEZ*
4. *ABC 7 Chicago*
5. *WGN*

Media Dashboard: December 11, 2023 – January 14, 2024

Media Outlet Type



Most Common Topics

1. Masking updates
2. Respiratory Virus season
3. New Arrivals
4. New Year's Baby
5. New Year's Resolutions

Top Headlines



Mask mandates return at some US hospitals as Covid, flu jump



81K extra visits: How Cook County Health is meeting migrant healthcare demands



As COVID, RSV cases rise, more Cook County residents get up to date on vaccines



First Chicago-born babies of 2024!



12 Signs Your Vision Changes Aren't A Normal Part Of Aging



COVID symptoms to know as viruses rise this December in Illinois



Cook County Health Doctor Talks Goal-setting in New Year



Hundreds of toys handed out to children across Chicago



Social Media Report

December 11, 2023 – January 14, 2024



COOK COUNTY
HEALTH

Social Media Summary

December – January Activity

During December 11, 2023 – January 14, 2024, 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, staff and the hospital, and health tips.

Facebook – 70 posts

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

Twitter – 75

<https://twitter.com/CookCtyHealth>

Instagram – 70 posts (includes stories and IGTV)

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

LinkedIn – 62 posts

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

Social Media Summary

As of January 15

Twitter

- Impressions: **9.1K**
- Post Link Clicks: **26** (up **13%**)
- Engagements: **110**
- Followers: **4,706** (up **4**)

LinkedIn

- Impressions: **54.5K** (up **32%**)
- Page Views: **1.9K**
- Engagements: **4.7K**
- Followers: **12.5K** (up **240**)

Facebook

- Total impressions: **38.5K**
- Post engagement: **2.6K**
- Post reach: **10K**
- Page followers: **8,611** (up **32**)

Instagram

- Impressions: **21.9K** (up **25%**)
- Engagement: **733** (up **92%**)
- Profile visits: **453** (up **20%**)
- Followers: **3,341** (up **19**)

Facebook

December 11, 2023 – January 14, 2024



COOK COUNTY
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Facebook Insights

December 11, 2023 – January 14, 2024

Top Performing Posts



Cook County Health

Published by Kate Hedlin · January 1 at 4:51 PM ·

Welcome to the world, Moses. Cook County Health's first baby of 2024 was born at Stroger Hospital at 9:39 am, weighing 6lbs, 4 oz. and measuring 18 inches. Congratulations to his parents, Cosme and Marisol, and big sister, Sandy.



GENERAL METRICS

71 Reactions	4 Comments	8 Shares	14.01% Eng. Rate
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REACTIONS

108 Like	127 Love	0 Wow
0 Haha	1 Sorry	0 Angry

REACH

2,855 Total	2,855 Organic	0 Paid
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IMPRESSIONS

2,967 Total	2,967 Organic	0 Paid
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Cook County Health

Published by Meltwater Engage · December 29, 2023 at 6:00 PM ·

Our staff have been showing their holiday cheer this month, including the team at Cermak Health. We are grateful to everyone who has been working so hard during the holiday season to help our patients.



GENERAL METRICS

24 Reactions	4 Comments	2 Shares	14.88% Eng. Rate
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REACTIONS

21 Like	16 Love	0 Wow
0 Haha	0 Sorry	0 Angry

REACH

1,573 Total	1,573 Organic	0 Paid
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IMPRESSIONS

1,573 Total	1,573 Organic	0 Paid
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Twitter

December 11, 2023 – January 14, 2024



COOK COUNTY
HEALTH

December 11, 2023 – January 14, 2024

Top Performing Posts



GENERAL METRICS

311
Impressions

4 Engagements

0 Likes

1
Retweets

2
Replies

GENERAL METRICS

258
Impressions

6 Engagements

2
Likes

4
Retweets

0
Replies

Instagram

October 23 – December 10, 2023




COOK COUNTY
HEALTH

Instagram Insights

December 11, 2023 – January 14, 2024

Top Performing Posts



cookcountyhealth

2w

Welcome to the world, Moses. Cook County Health's first baby of 2024 was born at Stroger Hospital at 9:39 am, weighing 6lbs, 4 oz. and measuring 18 inches. Congratulations to his parents, Cosme and Marisol, and big sister, Sandy.

alvarettawilliamsrooks 2w

Congratulations 🎉

1 like · Reply

dianna25 2w

My nephew ❤️ we are so happy!

172 likes

January 1

Add a comment...


GENERAL METRICS

172 Likes	6 Comments	13.45% Eng. Rate
---	2 Saves	

Video Views

REACH & IMPRESSIONS

1,339 Reach	1,413 Impressions
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cookcountyhealth

1w

This week, Cook County announced more than 1,500 opioid deaths in 2023, with 90 percent linked to fentanyl. Learn about resources available to those needing help, including info about our Bridge Clinic, which offers quick access to services. <https://cookcountyhealth.org/fentanyl/>

No comments yet.

Start the conversation.

46 likes

January 4

Add a comment...

GENERAL METRICS

46 Likes	0 Comments	13.45% Eng. Rate
---	11 Saves	

Video Views

REACH & IMPRESSIONS

811 Reach	840 Impressions
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LinkedIn

December 11, 2023 – January 14, 2024



COOK COUNTY
HEALTH

LinkedIn Insights

December 11, 2023 – January 14, 2024

Top Performing Posts

Cook County Health

12,502 followers

2w • 

Welcome to the world, Moses. Cook County Health's first baby of 2024 was born at Stroger Hospital at 9:39 am, weighing 6lbs, 4 oz. and measuring 18 inches. Congratulations to his parents, Cosme and Marisol, and big sister, Sandy.



GENERAL METRICS

150 Likes	2 Comments	1 Shares	149 Clicks
3.88% Engagement Rate		7,784 Impressions	

Cook County Health

12,502 followers

1mo • 

Today marks 21 years since the John H. Stroger, Jr. Hospital of Cook County opened on December 12, 2002. The state-of-the-art medical facility has allowed us to expand health care services and meet the evolving health needs of Cook County residents.

We look forward to serving generations to come.



GENERAL METRICS

159 Likes	10 Comments	2 Shares	310 Clicks
9.48% Engagement Rate		5,074 Impressions	