



Media Dashboard

Insights and Activity Report

April 22 – May 26, 2024



COOK COUNTY
HEALTH



Monthly Media Report

April 22 – May 26, 2024



COOK COUNTY
HEALTH

Earned Media Dashboard: April 22 – May 26, 2024



Total Media Placements

443



Total Reach

579.6 Million



Total Media Value

\$5.4 Million

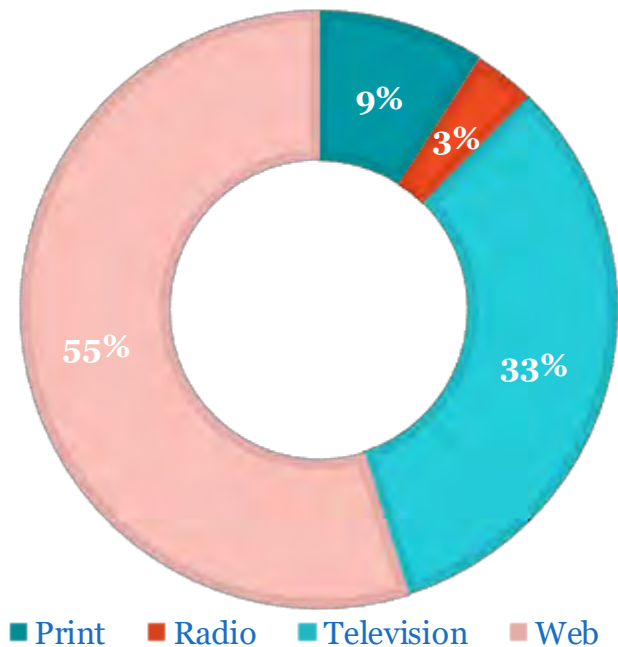
Top 5 Local Media Outlets

1. *WBBM Radio*
2. *NBC 5 Chicago*
3. *WGN*
4. *WGN Radio*
5. *CBS 2 Chicago*



Media Dashboard: April 22 – May 26, 2024

Media Outlet Type



Most Common Topics

1. Correctional Health accreditation
2. Gun Violence/HHP
3. Staff and hospital recognitions
4. COVID
5. CCDPH

Top Headlines



Cook County Health Celebrates the Launch of Robotic Surgery



Stroke Awareness Month: The signs and risk factors for a stroke



Cook County Health's Correctional Health Program at Cook County Jail Accredited for Quality Health Care Services



Concerns about COVID-19 increase due to new variants



Sobriety Is Personal, but Talking About It Can Be Incredibly Healing— Here's How To Get the Conversation Started With Loved Ones



Why do Black women have the highest death rates for most cancers?



Numerous local hospitals receive 'A' safety grade in recent rankings as others drop from previous spots



Cook County Health Nurse Honored for Efforts that Helped Save a Life



Launch of Total Health Talks Podcast

COOK COUNTY HEALTH
PODCAST

Total Health Talks

Welcome to **Total Health Talks**, the Cook County Health Podcast, where we bring you insights, stories, and expert discussions on all things related to health and wellness.

The banner features a blue and white color scheme with a grid of medical icons in the background. A central white box contains the title 'Total Health Talks' in bold blue text. To the right, a white text box provides a welcome message. The top left corner includes the 'COOK COUNTY HEALTH PODCAST' logo.



- Collaboration, Not Conflict: Advocating Effectively For You And Your Loved Ones During Hospitalization**
Featured Speaker: **Umair Jabbar, MD, FACP**
Play Download
- Exploring Heart Healthy Habits from Blue Zones**
Featured Speaker: **Yasmeen Golzar, MD, MPH**
Play Download Transcript Vodcast
- Navigating Modern Cancer Care**
Featured Speaker: **Urjeet Patel, MD**
Play Download Transcript Vodcast
- Discussing Prostate Health Essentials**
Featured Speaker: **Florian Stroie, D.O.**
Play Download Transcript Vodcast
- Creating Healthier, Happier Family Meals**
Featured Speaker: **Bettina Tahsin, MS, RD, LDN, CDCES**
Play Download Transcript Vodcast

A list of five podcast episodes, each with a speaker photo, title, featured speaker name, and playback options (Play, Download, Transcript, Vodcast).

Social Media Report

April 22 – May 26, 2024



COOK COUNTY
HEALTH

Social Media Summary

April – May Activity

During April 22 – May 26, 2024, the communications team posted content on Facebook, Twitter, Instagram and LinkedIn for Cook County Health.

Facebook – 68 posts

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

Twitter – 67

<https://twitter.com/CookCtyHealth>

Instagram – 65 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 May 28 (In comparison to last year during the same time period)

Twitter

- Impressions: **8.1K**
- Post Link Clicks: **17**
- Engagements: **110**
- Followers: **4,777** (up **18**)

LinkedIn

- Impressions: **59.1K** (up **16%**)
- Page Views: **2.7K**
- Engagements: **5.5K** (up **71%**)
- Followers: **13.7K** (up **381**)

Facebook

- Total impressions: **96.8K** (up **4%**)
- Post engagement: **4.0K** (up **45%**)
- Post reach: **22.6K**
- Page followers: **8,828** (up **59** from last month)

Instagram

- Impressions: **18.2K**
- Engagement: **649**
- Profile visits: **656** (up **5%**)
- Followers: **3,474** (up **36**)

Facebook

April 22 – May 26, 2024



COOK COUNTY
HEALTH

Facebook Insights

April 22 – May 26, 2024

Top Performing Posts (Organic)

Cook County Health
Published by Meltwater Engage • May 6 at 10:01 AM

This week, Cook County Health celebrates National Nurses Week as we recognize the outstanding nurses who contribute to our health system's ongoing and historic legacy. Thank you for your compassionate care and for all you do to help our patients. #NursesWeek



HAPPY NURSES WEEK 



GENERAL METRICS

57 Reactions	1 Comments	11 Shares	12.48% Eng. Rate
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REACTIONS

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

REACH

2,132 Total	2,132 Organic	0 Paid
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IMPRESSIONS

2,190 Total	2,188 Organic	0 Paid
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Cook County Health
Published by Meltwater Engage • April 26

April is Occupational Therapy month. Here at Cook County Health, OTs work with people of all ages who have limitations in their ability to perform their routine daily activities due to global health problems, developmental challenges, upper extremity injuries, and other conditions affecting functional performance. Join us in thanking the occupational therapists who help change the lives of our patients!



GENERAL METRICS

13 Reactions	2 Comments	4 Shares	11.61% Eng. Rate
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REACTIONS

23 Like	6 Love	0 Wow
0 Haha	0 Sorry	0 Angry

REACH

1,688 Total	1,688 Organic	0 Paid
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IMPRESSIONS

1,719 Total	1,719 Organic	0 Paid
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Facebook Insights

April 22 – May 26, 2024

Top Performing Posts (Boosted)

Cook County Health • Published by Meltwater Engage • May 13 at 12:00 PM •

Listen to Dr. Urjeet Patel, Medical Director, Cancer Center at Cook County Health discuss modern cancer care and what newly diagnosed cancer patients should consider when making treatment decisions. Full episode available at <https://cookcountyhealth.org/podcast/>
#TotalHealthTalks

Navigating Modern Cancer Care
Dr. Urjeet Patel, MD
Director of the Cook County Health Cancer Center

Total Health Talks

COOK COUNTY HEALTH PODCAST

VIDEO METRICS			
9,599 Minutes Watched	61 Organic Views	16,768 Paid Views	
GENERAL METRICS			
2 Reactions	0 Comments	0 Shares	0.21% Eng. Rate
REACTIONS			
2 Like	0 Love	0 Wow	
0 Haha	0 Sorry	0 Angry	
REACH			
12,530 Total	204 Organic	12,289 Paid	
IMPRESSIONS			
17,036 Total	213 Organic	16,823 Paid	

Cook County Health • Published by Meltwater Engage • May 7 at 9:00 AM •

A new episode of Total Health Talks is now available! Listen to Bettina Tahsin, Network Diabetes Program Manager of Cook County Health, Division of Endocrinology, discuss Creating Healthier, Happier Family Meals! <https://cookcountyhealth.org/podcast/>

Creating Healthier, Happier Family Meals
Bettina Tahsin, MS, RD, LDN, CDCES
Network Diabetes Program Manager

Total Health Talks

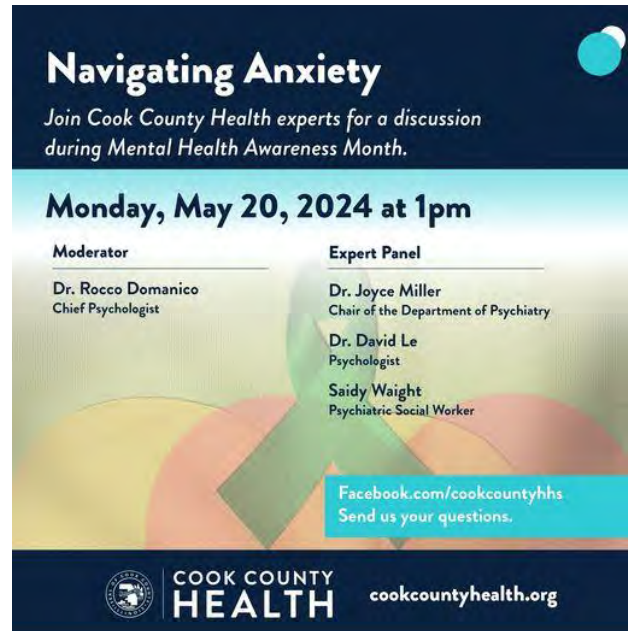
COOK COUNTY HEALTH PODCAST

VIDEO METRICS			
8,683 Minutes Watched	49 Organic Views	12,942 Paid Views	
GENERAL METRICS			
1 Reactions	0 Comments	0 Shares	0.34% Eng. Rate
REACTIONS			
1 Like	0 Love	0 Wow	
0 Haha	0 Sorry	0 Angry	
REACH			
7,759 Total	186 Organic	7,622 Paid	
IMPRESSIONS			
13,179 Total	199 Organic	12,980 Paid	

Mental Health Awareness Facebook Live

 Cook County Health was live.
Published by StreamYard • May 20 at 1:00 PM •

In recognition of Mental Health Awareness Month, Cook County Health experts will discuss anxiety - including how to manage and how to seek out help. Looking to talk with a doctor or expert? Call 312-864-0200.


Navigating Anxiety

Join Cook County Health experts for a discussion during Mental Health Awareness Month.

Monday, May 20, 2024 at 1pm

Moderator	Expert Panel
Dr. Rocco Domanico Chief Psychologist	Dr. Joyce Miller Chair of the Department of Psychiatry
	Dr. David Le Psychologist
	Saidy Waight Psychiatric Social Worker

Facebook.com/cookcountyhhs
Send us your questions.

 **COOK COUNTY HEALTH** [cookcountyhealth.org](https://www.cookcountyhealth.org)

VIDEO METRICS			
3,193 Minutes Watched	559 Organic Views	2,533 Paid Views	
GENERAL METRICS			
114 Reactions	55 Comments	36 Shares	10.08% Eng. Rate
REACTIONS			
104 Like	26 Love	0 Wow	
0 Haha	1 Sorry	0 Angry	
REACH			
5,396 Total	958 Organic	4,382 Paid	
IMPRESSIONS			
8,238 Total	1,006 Organic	7,232 Paid	

Twitter

April 22 – May 26, 2024



COOK COUNTY
HEALTH

Twitter Insights

April 22 – May 26, 2024

Top Performing Posts

Cook County Health
@CookCtyHealth

Learn more about robotic-assisted surgery at Stroger Hospital:
cookcountyhealth.org/robotic-assist...

America's Essential Hospitals @OurHospitals · Apr 26
By bringing robotic surgery to Stroger Hospital, @CookCtyHealth is demonstrating its commitment to #HealthEquity and the best possible care. Great work from this #EssentialHospital! cbsn.ws/3Qmq1sd

GENERAL METRICS

365 Impressions	3 Engagements	1 Likes
1 Retweets	0 Replies	

Cook County Health
@CookCtyHealth

Cook County Health is proud of our trauma nurse's heroics.

Chicago Fire Media @CFDMedia · May 23
While at a Cubs game an infant was in cardiac arrest. Bystander Justin Mis performed CPR until CFD arrived. The baby made a remarkable recovery and Justin was recognized at Engine 78. CFD Paramedics and EMT's were also recognized for their actions in saving this young life.



GENERAL METRICS

325 Impressions	5 Engagements	2 Likes
1 Retweets	0 Replies	

Instagram

April 22 – May 26, 2024



COOK COUNTY
HEALTH

Instagram Insights

April 22 – May 26, 2024

Top Performing Posts



GENERAL METRICS

80 Likes	3 Comments	13.61% Eng. Rate
---	2 Saves	

REACH & IMPRESSIONS

607 Reach	632 Impressions
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GENERAL METRICS

12 Likes	1 Comments	2.3% Eng. Rate
---	1 Saves	

REACH & IMPRESSIONS

572 Reach	610 Impressions
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**COOK COUNTY
HEALTH**

LinkedIn

April 22 – May 26, 2024



COOK COUNTY
HEALTH

LinkedIn Insights

April 22 – May 26, 2024

Top Performing Posts

Cook County Health
13,769 followers
2w • 🌐

Congratulations to Beena Peters and Elizabeth Vaclavik on being selected as part of the Johnson & Johnson Nurse Innovation Fellowship, powered by Penn Nursing and the Wharton School!

This one-year, team-based nursing fellowship is focused on powering-up nurse-led innovation and leadership within health systems to drive transformative change.




GENERAL METRICS

155 Likes	36 Comments	4 Shares	179 Clicks
6.15% Engagement Rate		6,077 Impressions	

Cook County Health
13,769 followers
3w • 🌐

Stroger Hospital has received a "B" safety grade from the Leapfrog Organization. The report ranks nearly 3,000 hospitals across the country on safety by using more than 30 metrics that have a "direct impact on patient safety outcomes."

<https://lnkd.in/gPirEBqg>



8 Chicago-area hospitals receive 'D' safety grade; Northwestern, others move up in rankings: report

nbcchicago.com

GENERAL METRICS

68 Likes	0 Comments	9 Shares	419 Clicks
11.24% Engagement Rate		4,412 Impressions	