

Media Dashboard



Insights and Activity Report

May 27 – June 23, 2024



COOK COUNTY
HEALTH

Monthly Media Report

May 27 – June 23, 2024



COOK COUNTY
HEALTH

Earned Media Dashboard: May 27 – June 23, 2024



Total Media Placements

168



Total Reach

596.4 Million



Total Media Value

\$5.5 Million

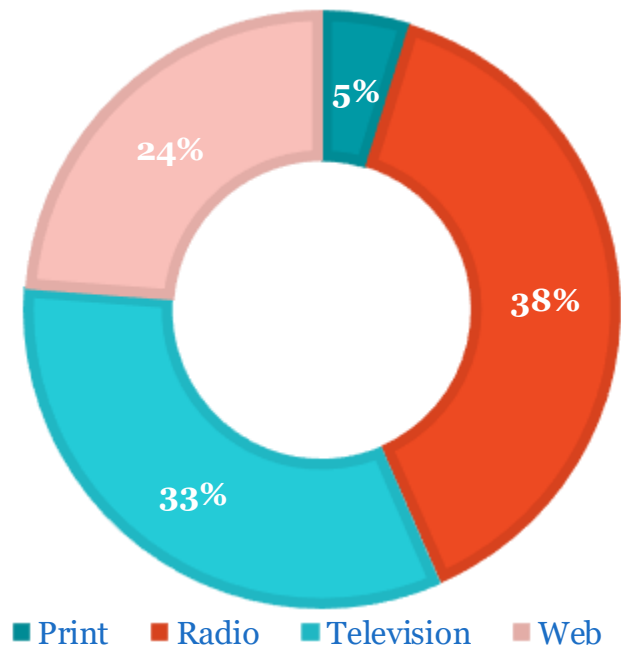
Top 5 Local Media Outlets

1. *WGN Radio*
2. *WBBM Radio*
3. *CBS 2 Chicago*
4. *Fox 32 Chicago*
5. *WGN*



Media Dashboard: May 27 – June 23, 2024

Media Outlet Type



Most Common Topics

1. Opioids
2. Opening of Neurocritical Unit
3. Behavioral Health/Stronger Together
4. Heat tips

Top Headlines



Cook County Health Opens Neurology ICU



Chicago area officials aim to do more to reduce opioid overdose deaths



Vaccinated men see their odds of HPV-linked cancers cut in half



Cook County Health awarded \$200,000 to research gun violence



Ask a doctor: 'How can I prevent scarring from bug bites and poison ivy?'



Cook County allots \$44 million to mental health efforts



Critical health insurance deadline approaching



Doctor gives tips as heat wave sticks in Chicago

Press Conferences



Social Media Report

May 27 – June 23, 2024



COOK COUNTY
HEALTH

Social Media Summary

May – June Activity

During May 27 – June 23, the communications team posted content on Facebook, Twitter, Instagram and LinkedIn for Cook County Health.

Facebook – 62 posts

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

Twitter – 62

<https://twitter.com/CookCtyHealth>

Instagram – 67 posts (includes stories and IGTV)

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

LinkedIn – 65 posts

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

Social Media Summary

As of June 26 (In comparison to last year during the same time period)

Twitter

- Impressions: **9.6K** (up **51%**)
- Post Link Clicks: **30** (up **131%**)
- Engagements: **123** (up **26%**)
- Followers: **4,798** (up **21**)

LinkedIn

- Impressions: **54.2K** (up **10%**)
- Page Views: **2.3K** (up **6%**)
- Engagements: **4.6K**
- Followers: **14.1K** (up **342**)

Facebook

- Total impressions: **289K** (up **371%**)
- Post engagement: **4.1K** (up **28%**)
- Post reach: **91.5K** (up **298%**)
- Page followers: **8,874** (up **36 from last month**)

Instagram

- Impressions: **15.6K** (up **9%**)
- Engagement: **521**
- Profile visits: **546**
- Followers: **3,522** (up **48**)



Facebook

April 22 – May 26, 2024



COOK COUNTY
HEALTH

Facebook Insights

May 27 – June 23, 2024

Top Performing Posts (Organic)

Cook County Health
May 30 at 12:00 PM · 🌐

On April 25, Stroger trauma nurse Justin Mis was walking home from the Cubs game when he noticed a family in distress. Justin sprang into action and performed compressions on the infant before paramedics arrived. After suffering cardiac arrest, the baby is doing well and has returned home.

Before receiving recognition for his heroics, Justin was able to video chat with the family. Anyone can learn to perform CPR. Learn more: <https://cpr.heart.org/en>



GENERAL METRICS

64 Reactions	5 Comments	3 Shares	14.58% Eng. Rate
-----------------	---------------	-------------	---------------------

REACTIONS

51 Like	48 Love	2 Wow
0 Haha	0 Sorry	0 Angry

REACH

2,441 Total	2,441 Organic	0 Paid
----------------	------------------	-----------

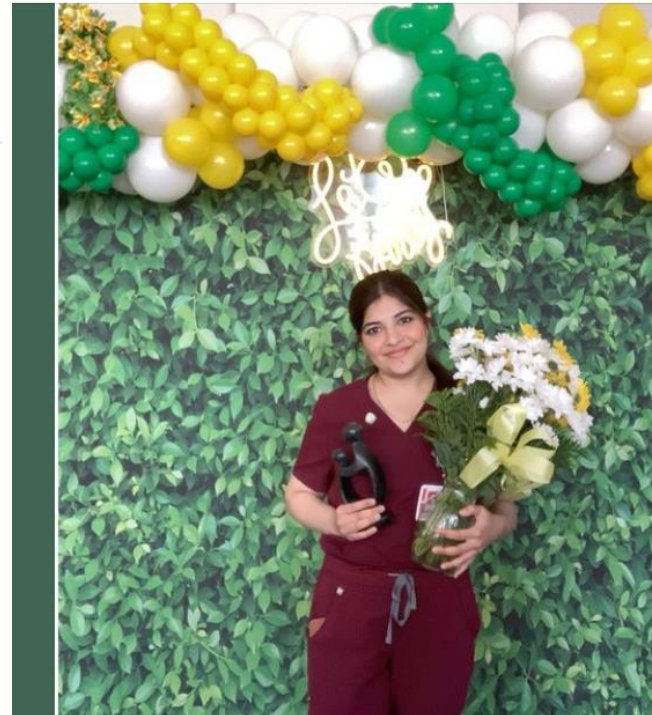
IMPRESSIONS

2,518 Total	2,518 Organic	0 Paid
----------------	------------------	-----------

Cook County Health
June 3 at 9:00 AM · 🌐

Congratulations to Muna Yousuf, BSN 7E Med Surg, for being recognized as a DAISY Award honoree!

The DAISY Award is a recognition program to celebrate and recognize nurses by collecting nominations from patients, families, and co-workers.



GENERAL METRICS

38 Reactions	6 Comments	1 Shares	9.91% Eng. Rate
-----------------	---------------	-------------	--------------------

REACTIONS

42 Like	7 Love	0 Wow
0 Haha	0 Sorry	0 Angry

REACH

1,604 Total	1,604 Organic	0 Paid
----------------	------------------	-----------

IMPRESSIONS

1,632 Total	1,632 Organic	0 Paid
----------------	------------------	-----------

Provident Hospital Service Line Boosted Facebook Posts

Media: Digital [Facebook]

Results: May 30, 2024 – June 6, 2024

Goals: Call to make appointment

Strategies: To promote the Provident Hospital service lines and attract more patients.

Highlights:

- The neurology service line drove the most users to take action, with **94** calls.
- The cardiology service line produced the highest call volume in English, with **45** calls.
- The neurology service line drove the highest call volume in Spanish, with **57** calls.



53,086
Impressions



36,433
Reach



\$1,000
Spend



718
Clicks



435
Engagement



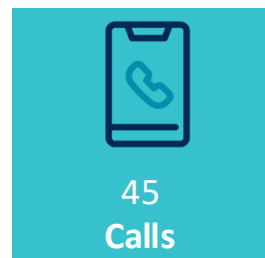
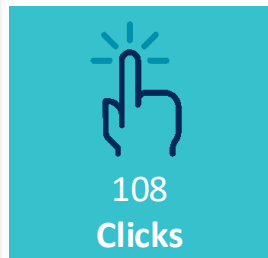
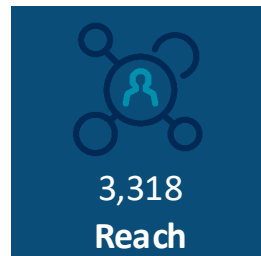
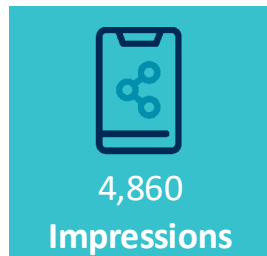
465
Calls

Cardiology

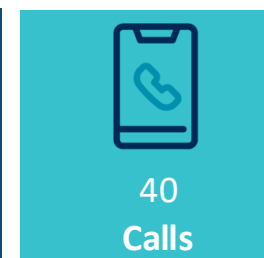
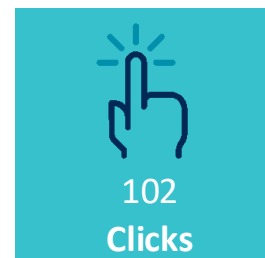
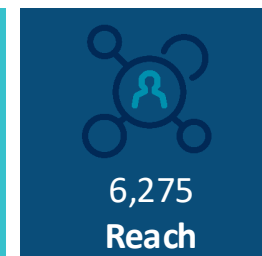
Key Takeaways:

- The Spanish ad drove the highest awareness with **9.8K** impressions, while the English ad drove the highest user interactions with **45** calls, **60** engagements and **108** clicks.
- Collectively, the cardiology ads generated a **1.34%** CTR, which surpasses the Meta industry benchmark of **.7%**.

English



Spanish



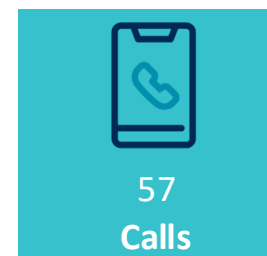
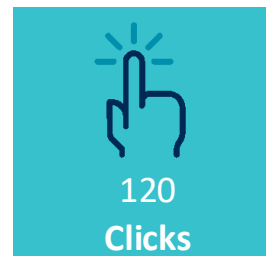
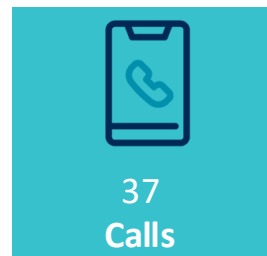
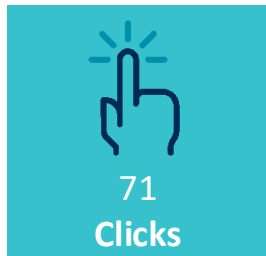
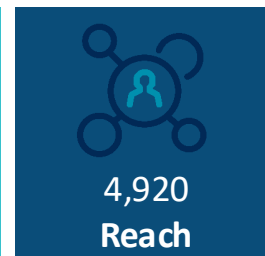
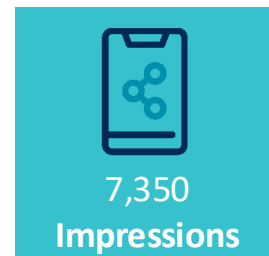
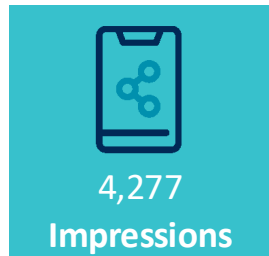
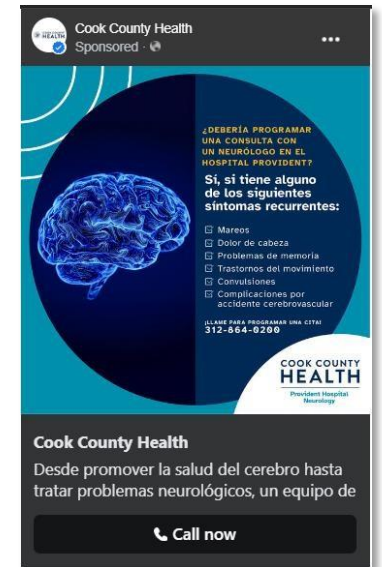
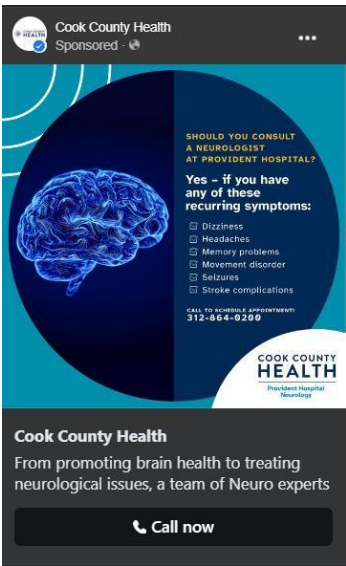
Neurology

Key Takeaways:

- The Spanish neurology ad resonated the highest with Spanish audiences, generating **57** calls.
- Collectively, the neurology ads drove nearly **100** calls to make an appointment.

English

Spanish



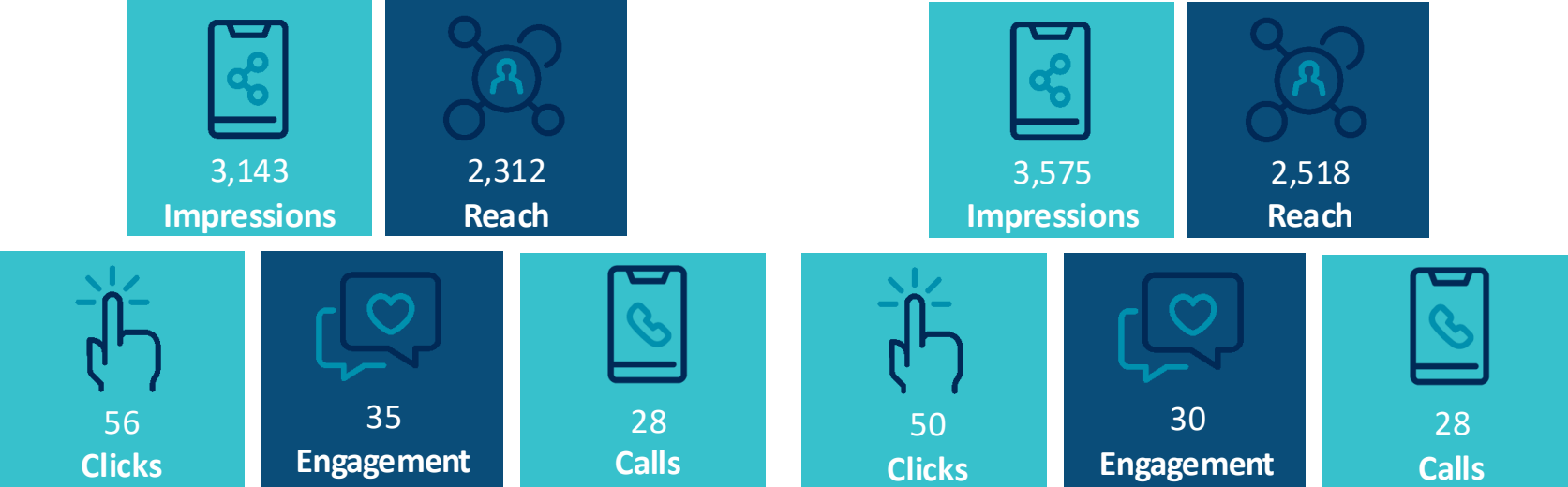
Sleep Medicine

Key Takeaways:

- The Spanish ad drove the highest awareness with **3.6K** impressions, while the English ad drove the highest user interactions, with **35** engagements and **56** clicks.
- The sleep medicine ads resonated with both audiences, resulting in **28** calls per language.

English

Spanish

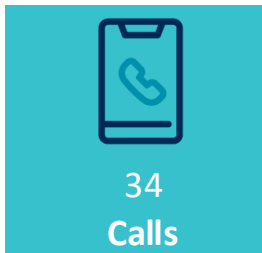
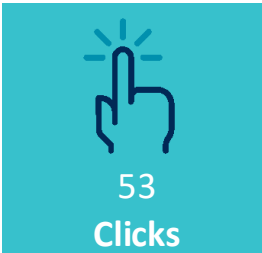
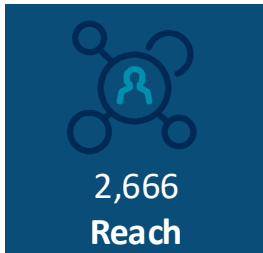
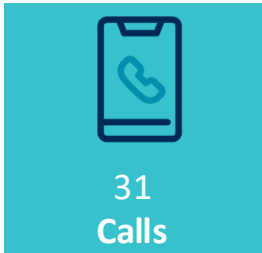
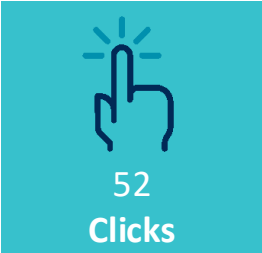
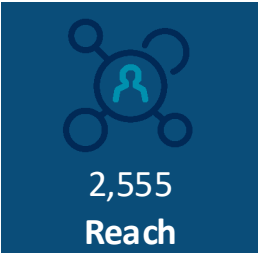


Nephrology

Key Takeaways:

- The results for both audiences were nearly identical, but ultimately the Spanish ads resonated more with Cook County residents.
- The Spanish ad drove the highest call volume, with **34** calls.

English



Spanish



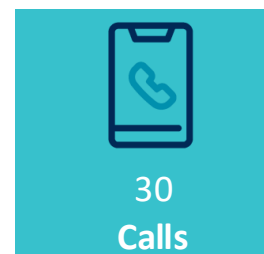
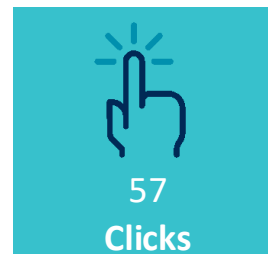
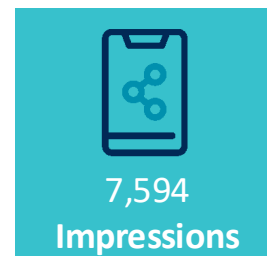
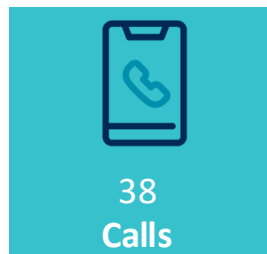
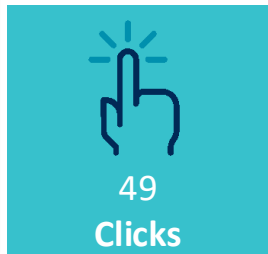
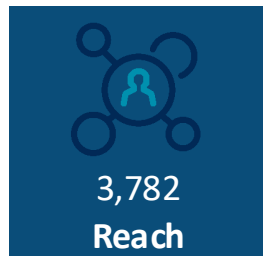
Pediatrics

Key Takeaways:

- The English ad produced the highest call volume with **38** calls, while the Spanish ad produced the highest awareness, with **7.6K** impressions.
- The English ad resulted in a **.71%** CTR, surpassing the Meta industry benchmarks of **.7%**

English

Spanish



Twitter

May 27 – June 23, 2024



COOK COUNTY
HEALTH

Twitter Insights

May 27 – June 23, 2024

Top Performing Posts

Cook County Health
@CookCtyHealth Promote ...

On National Gun Violence Awareness Day—June 7, 2024—we will [#WearOrange](#) to bring awareness to the gun violence crisis, which takes more than 120 lives and wounds hundreds more EVERY SINGLE DAY in this country. Learn more at [wearorange.org](https://www.wearorange.org).



GENERAL METRICS

1,908 Impressions	17 Engagements	10 Likes
6 Retweets	0 Replies	

Cook County Health
@CookCtyHealth Promote ...

Through ARPA funds allocated by [@cookcountygov](#), Cook County Health is proud to invest \$44M in community organizations addressing behavioral health inequities across the region. Congratulations to all the grantees! We're excited to uplift your work.
[cookcountyhealth.org/press_releases...](https://www.cookcountyhealth.org/press_releases...)



GENERAL METRICS

459 Impressions	9 Engagements	3 Likes
--------------------	------------------	------------

12:00 PM · Jun 11, 2024 · 459 Views

Instagram

May 27 – June 23, 2024



COOK COUNTY
HEALTH

Instagram Insights

May 27 – June 23, 2024

Top Performing Posts



GENERAL METRICS

52 Likes	2 Comments	8.6% Eng. Rate
---	3 Saves	
--- Video Views		

REACH & IMPRESSIONS

628 Reach	744 Impressions
--------------	--------------------



GENERAL METRICS

39 Likes	4 Comments	8.3% Eng. Rate
---	0 Saves	
--- Video Views		

REACH & IMPRESSIONS

556 Reach	578 Impressions
--------------	--------------------



COOK COUNTY HEALTH

LinkedIn

May 27 – June 23, 2024



COOK COUNTY
HEALTH

LinkedIn Insights

May 27 – June 23, 2024

Top Performing Posts

Cook County Health
14,078 followers
4w • 🌐

Yesterday, Cook County Health cut the ribbon on the Neurosciences ICU which will provide the most advanced care to patients with complex neurological conditions and injuries. A transfer program will also allow Stroger to accept direct transfers from area hospitals that are unable to provide needed care. Learn more with WBBM:

<https://lnkd.in/gQgtkdmU>



GENERAL METRICS

229 Likes	17 Comments	6 Shares	629 Clicks
9.65% Engagement Rate		9,131 Impressions	

Cook County Health
14,078 followers
3w • 🌐

On April 25, Stroger trauma nurse Justin Mis was walking home from the Cubs game when he noticed a family in distress. Justin sprang into action and performed compressions on the infant before paramedics arrived. After suffering cardiac arrest, the baby is doing well and has returned home.

Before receiving recognition for his heroics, Justin was able to video chat with the family.

Anyone can learn to perform CPR. Learn more: <https://cpr.heart.org/en>



GENERAL METRICS

158 Likes	9 Comments	3 Shares	610 Clicks
12.95% Engagement Rate		6,023 Impressions	