Media Dashboard

Insights and Activity Report

April 24 – May 21, 2023

COOK COUNTY HEALTH

Earned Media Dashboard: April 24 – May 21, 2023

Total Media Placements

164

Total Reach

636.5M

Total Media Value

$5.9M

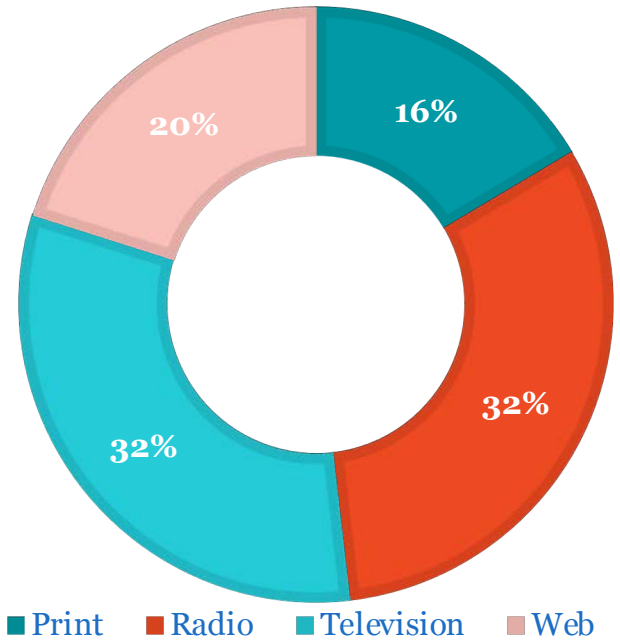
Top 5 Local Media Outlets

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

COOK COUNTY HEALTH

Media Dashboard: April 24 – May 21, 2023

Media Outlet Type



Most Common Topics

1. End of the Public Health Emergency
2. NICU receives federal funding for improvements
3. Flavored nicotine ban
4. Migrant health

Media Benchmarks

Top Chicago media outlets share of voice

What is the top performing news content?

Top Article by Reach

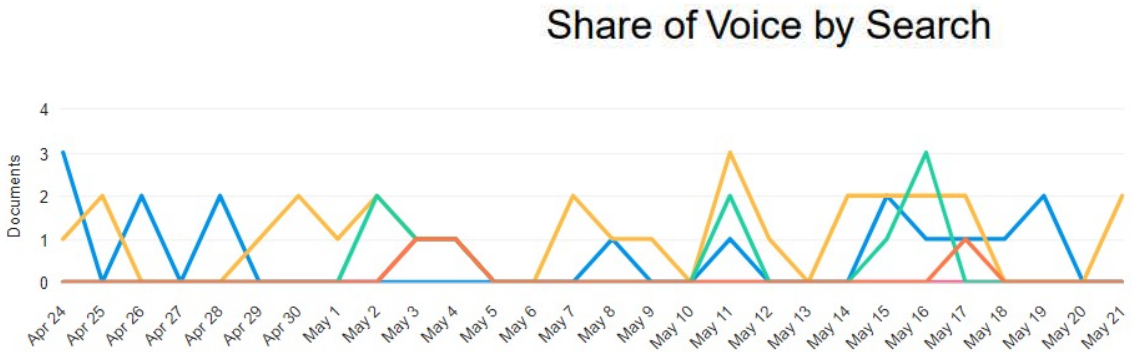
CBS News • CBS Chicago Team
Editorial | US | Apr 24 · 5:19 PM

Cook County Health to receive $900,000 to help premature babies at Stroger Hospital

CHICAGO (CBS) – Some big money is coming for some of **Cook County Health**'s tiniest patients.On Monday, U.S. Sen. Tammy Duckworth announced $ …

Social Echo 8 0 0

38.7M Reach Neutral



- Cook County - Top Sources
- Northwestern | Top Sources
- University of Chicago | Top Sources
- Rush | Top Sources
- UIC Hospital | Top Source

COOK COUNTY HEALTH

Top Headlines

The Daily Line — How Cook County Health is adapting to the end of COVID-19 emergency declarations

Daily Herald — Experts warn of costlier COVID care as emergency declaration ends

FOX 32 — Cook County doctor weighs in on end of Covid-19 public health emergency

TELEMUNDO — Reinscripción a Medicaid: beneficios de salud para latinos e inmigrantes

wttw CHICAGO — 700,000 Illinoisans at Risk of Losing Medicaid Coverage: How to Prepare for Eligibility Checks, Navigate Health Care Resources

NBC 5 CHICAGO — Dog Attack Survivor Reunites With Trauma Team Who Saved Her

Chicago Tribune — Cook County moving to ban sale of flavored e-cigarettes as alarm over teen vape use grows

yahoo! news — Cook County Health to receive $900,000 to help premature babies at Stroger Hospital

Social Media Report

April 24 – May 21, 2023

COOK COUNTY HEALTH

Social Media Summary

April – May Activity

During April 24 – May 21, 2023, 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 – 64 posts
https://www.facebook.com/Cookcountyhhs/

Twitter – 63
https://twitter.com/CookCtyHealth

Instagram – 65 posts (includes stories and IGTV)
https://www.instagram.com/cookcountyhealth/

LinkedIn – 57 posts
https://www.linkedin.com/company/cook-county-health/

Social Media Summary

As of May 22

Twitter

- Impressions: **13.8K** (up **14%**)
- Post Link Clicks: **36**
- Engagements: **289**
- Followers: **4,606** (up **15**)

LinkedIn

- Impressions: **46.7K**
- Page Views: **1.8K** (up **4%**)
- Engagements: **3.9K**
- Followers: **11.2K** (up **294**)

Facebook

- Total impressions: **124K** (up **104%**)
- Post engagement: **8.1K** (up **91%**)
- Post reach: **44.1K** (up **77%**)
- Page followers: **8,125** (up **22**)

Instagram

- Impressions: **32.7K** (up **57%**)
- Engagement: **585** (up **1%**)
- Profile visits: **563** (up **7%**)
- Followers: **3,115** (up **36**)

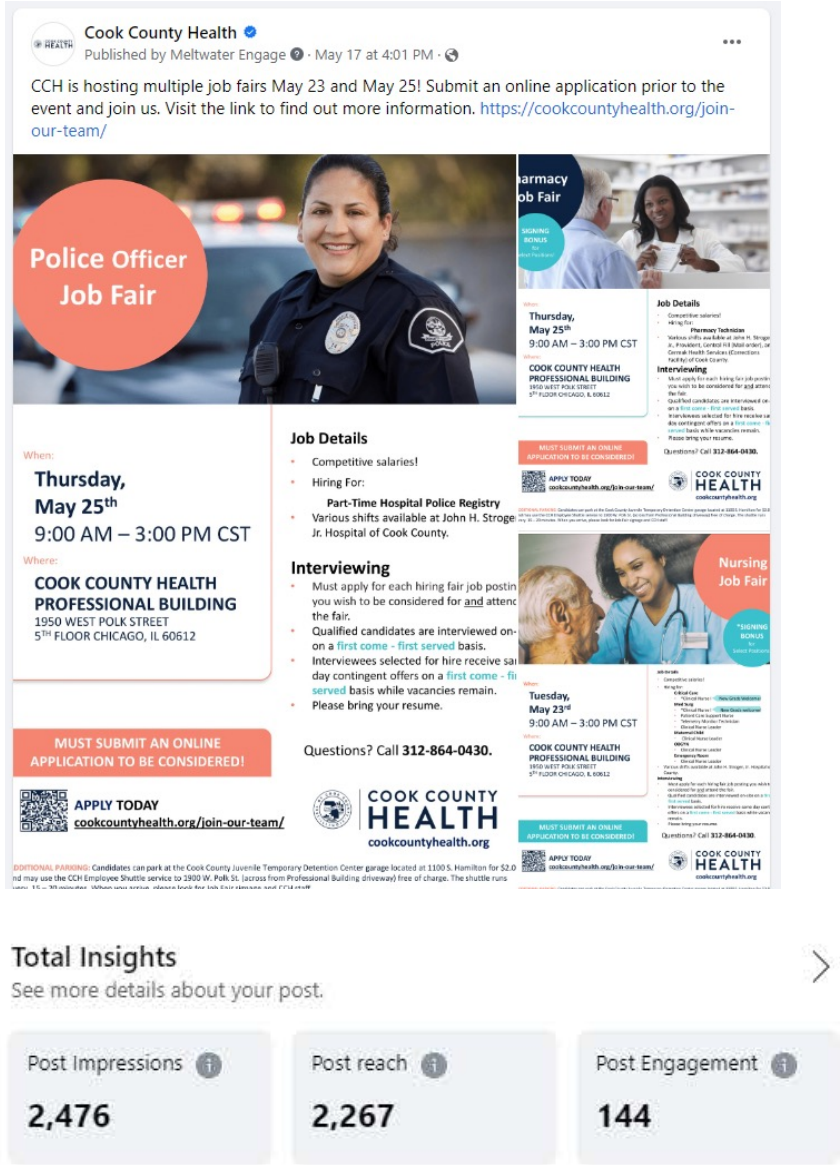
Facebook

April 24 – May 21, 2023

COOK COUNTY HEALTH

Facebook Insights
April 24 – May 21, 2023

Top Organic Performing Posts



Twitter

April 24 – May 21, 2023

COOK COUNTY HEALTH

Twitter Insights

April 24 – May 21, 2023

Top Performing Posts

Cook County Health
@CookCtyHealth

Attention health care #students! Applications are now open for the Provident Scholarship Fund that awards up to $20,000 to students who are from, and dedicated to serving, underrepresented communities in Cook County. Apply now and invest in your future!
cookcountyhealth.org/about/careers/...

Impressions	Engagements	Detail expands
1,083	14	9
	New followers	Profile visits
	0	1
	Link clicks	
	1	

Cook County Health
@CookCtyHealth

Yesterday, Cook County Board President @ToniPreckwinkle announced that, thanks to a partnership with Cook County Health, the @theHACCtweets has added behavioral health care coordinators to 18 HACC public housing communities. Learn more:
cookcountyil.gov/news/housing-a....

12:30 PM · May 17, 2023 · **487** Views

Impressions	Engagements	Detail expands
487	36	16
	New followers	Profile visits
	0	2
	Link clicks	
	3	

COOK COUNTY HEALTH

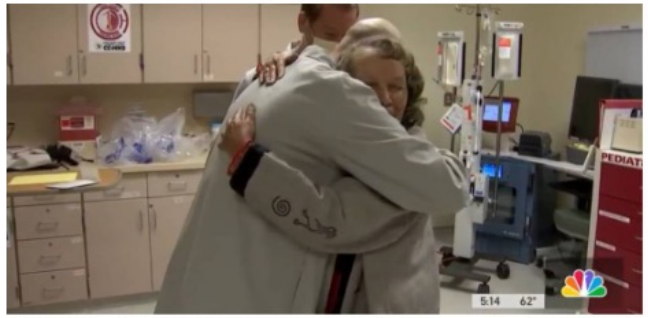
Instagram

April 24 – May 21, 2023

COOK COUNTY HEALTH

Instagram Insights
April 24 – May 21, 2023

Top Performing Posts



Marion Fowler returned to Chicago to thank the trauma team at Stroger Hospital who saved her life nearly five years ago, NBC 5's Lauren Petty reports.

GENERAL METRICS

41	0	5.4%
Likes	Comments	Eng. Rate
---	1	
Video Views	Saves	

REACH & IMPRESSIONS

711	778
Reach	Impressions

GENERAL METRICS

17	0	2.45%
Likes	Comments	Eng. Rate
---	0	
Video Views	Saves	

REACH & IMPRESSIONS

646	693
Reach	Impressions

COOK COUNTY HEALTH

LinkedIn

April 24 – May 21, 2023

COOK COUNTY HEALTH

LinkedIn Insights

April 24 – May 21, 2023

Top Performing Posts

Cook County Health
11,180 followers
3w •

Cook County Health is excited to announce our CEO Israel Rocha has been named one of this year's Notable Health Care Leaders by Crain's Chicago Business! Everyone on this list is recognized for their consummate leadership, pioneering accomplishments and ability to adjust to crises.

https://www.chicagobusiness.com/notables/crains-notable-leaders-health-care-2023
chicagobusiness.com

GENERAL METRICS

91	7	5	149
Likes	Comments	Shares	Clicks

5.33%	4,726
Engagement Rate	Impressions

Cook County Health
11,180 followers
6d •

On May 16, 2023, Cook County Board President Toni Preckwinkle announced that, thanks to a partnership with Cook County Health (CCH), the Housing Authority of Cook County (HACC) has added behavioral health care coordinators to 18 HACC public housing communities. Learn more: https://lnkd.in/gJjHXHdz.

GENERAL METRICS

101	1	3	100
Likes	Comments	Shares	Clicks

9.44%	2,171
Engagement Rate	Impressions

COOK COUNTY HEALTH