

Media Dashboard



Insights and Activity Report

June 24 – July 21, 2024



COOK COUNTY
HEALTH

Monthly Media Report

June 24 – July 21, 2024



COOK COUNTY
HEALTH

Earned Media Dashboard: June 24 – July 21, 2024



Total Media Placements

92



Total Reach

232.9M



Total Media Value

\$3.7 Million

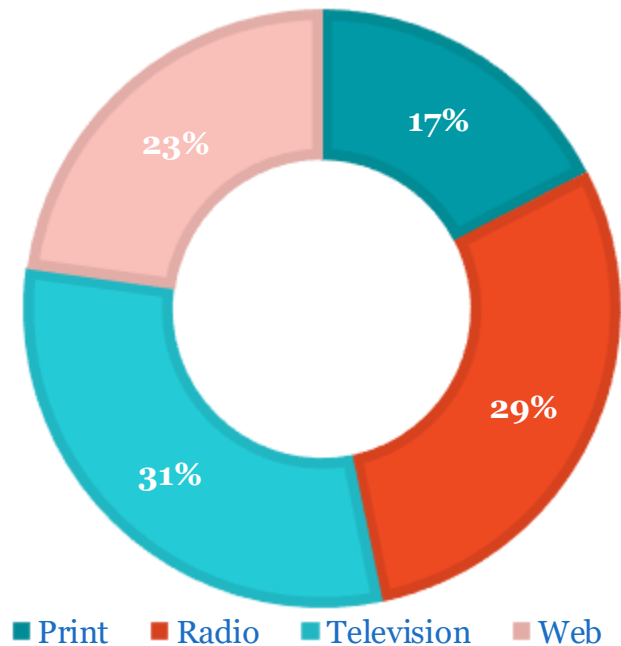
Top 5 Local Media Outlets

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



Media Dashboard: June 24 – July 21, 2024

Media Outlet Type



Most Common Topics

1. DNC planning
2. Heat safety
3. COVID
4. Community outreach

Top Headlines



Chicago trauma unit says declaring gun violence a public health crisis is overdue



From regular doctor visits to injured protesters, here's how Chicago's hospitals are preparing for the DNC



Unregulated Delta-8 weed poses health risk: 'It turned our lives upside down'



Dengue Fever Is Rising in the US. Should You Be Concerned About Your Mosquito Bites?



Se acercan temperaturas que se sienten como 105 grados con posibilidades diarias de tormentas para Chicago



Cook County Health's Stroger Hospital Recognized by U.S. News & World Report



COVID symptoms summer 2024: What to watch for as new variants rise, spread



Low-income immigrants over 42 may need to renew their health insurance



Top Source Competitor Report

Share of Voice by Search ⓘ



- Cook County - Top Sources 25.8%
- Northwestern | Top Sources 33.9%
- University of Chicago | Top Sources 6.5%
- Rush | Top Sources 27.4%
- UIC Hospital | Top Source 6.5%

Top Article by Reach ⓘ



 CBS News · Tara Molina
Editorial | US | Jun 25 - 4:31 PM

Trauma unit doctors at Chicago hospital say declaration of gun violence as public health crisis is overdue

em>Cook County has the busiest trauma center in the United States," said Dr. **Claudia Fegan**, chief medical officer for **Stroger Hospital** of

Social Echo  0  4  0

Top Article by Social Echo ⓘ



 WMAQ-TV - NBC 5 Chicago
Editorial | US | Jul 11 - 10:25 AM

COVID symptoms summer 2024: What to watch for as new variants rise, spread

Chantel Tinfang, a family medicine physician with Sengstacke Health Center at **Provident Hospital** of Cook County, noted at the time that many

Social Echo  0  127  1

4.21M Reach

Neutral ⓘ

Social Media Report

June 24 – July 21, 2024



COOK COUNTY
HEALTH

Social Media Summary

June – July Activity

During June 24 – July 21, 2024, the communications team posted content on Facebook, Twitter, Instagram and LinkedIn for Cook County Health.

Facebook – 42 posts

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

Twitter – 40

<https://twitter.com/CookCtyHealth>

Instagram – 42 posts (includes stories and IGTV)

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

LinkedIn – 41 posts

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

Social Media Summary

As of July 22 (In comparison to last year during the same time period)

Twitter

- Impressions: **5.5K**
- Post Link Clicks: **16**
- Engagements: **68**
- Followers: **4,800** (up **23**)

LinkedIn

- Impressions: **35K**
- Page Views: **1.8K**
- Engagements: **2.7K**
- Followers: **14.2K** (up **18**)

Facebook

- Total impressions: **313K** (up **8%**)
- Post engagement: **4.9K** (up **20%**)
- Post reach: **185K** (up **103%**)
- Page followers: **8,941** (up **113** from last month)

Instagram

- Impressions: **14.8K**
- Engagement: **392**
- Profile visits: **461**
- Followers: **3,566**(up **92**)

Facebook

June 24 – July 21, 2024



COOK COUNTY
HEALTH

Facebook Insights

June 24 – July 21, 2024

Top Performing Posts (Organic)



Cook County Health
Published by Meltwater Engage
June 30 at 8:00 AM

This week, staff across the health system celebrated #PrideMonth. Cook County Health wishes those attending a safe and happy Pride Weekend and Parade. Be on the lookout for our float during today's parade and celebrate with us!

GENERAL METRICS

| | | | |
|-----------------|---------------|-------------|---------------------|
| 11 Reactions | 0 Comments | 3 Shares | 11.93% Eng. Rate |
|-----------------|---------------|-------------|---------------------|

REACTIONS

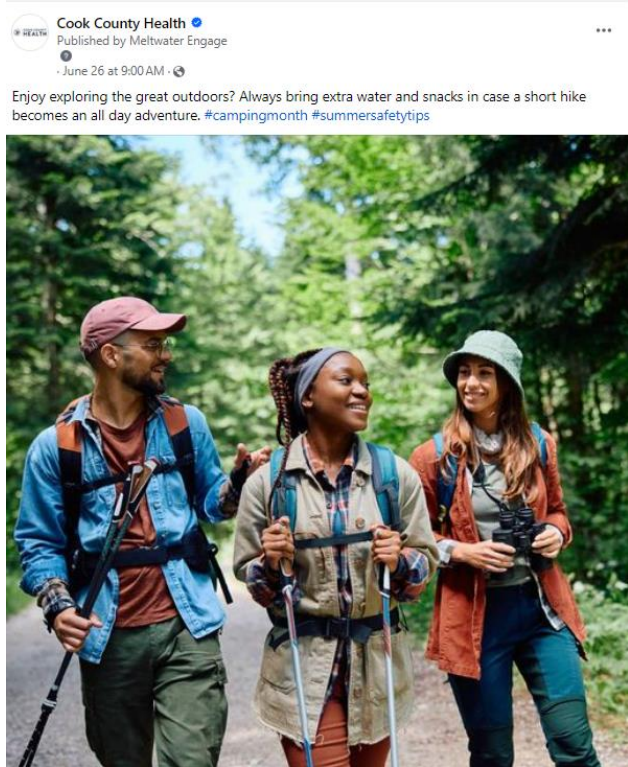
| | | |
|------------|------------|------------|
| 10 Like | 6 Love | 0 Wow |
| 0 Haha | 0 Sorry | 0 Angry |

REACH

| | | |
|--------------|----------------|-----------|
| 855 Total | 855 Organic | 0 Paid |
|--------------|----------------|-----------|

IMPRESSIONS

| | | |
|--------------|----------------|-----------|
| 891 Total | 891 Organic | 0 Paid |
|--------------|----------------|-----------|



Cook County Health
Published by Meltwater Engage
June 26 at 9:00 AM

Enjoy exploring the great outdoors? Always bring extra water and snacks in case a short hike becomes an all day adventure. #campingmonth #summersafetytips

GENERAL METRICS

| | | | |
|----------------|---------------|-------------|--------------------|
| 2 Reactions | 0 Comments | 1 Shares | 0.62% Eng. Rate |
|----------------|---------------|-------------|--------------------|

REACTIONS

| | | |
|-----------|------------|------------|
| 1 Like | 1 Love | 0 Wow |
| 0 Haha | 0 Sorry | 0 Angry |

REACH

| | | |
|--------------|----------------|-----------|
| 809 Total | 809 Organic | 0 Paid |
|--------------|----------------|-----------|

IMPRESSIONS

| | | |
|--------------|----------------|-----------|
| 841 Total | 841 Organic | 0 Paid |
|--------------|----------------|-----------|

Facebook Insights

June 24 – July 21, 2024

Top Performing Posts (Boosted)

Cook County Health
Published by Meltwater Engage
June 28 at 11:16 AM

¡Cook County Health ahora ofrece visitas virtuales de atención médica inmediata! Los pacientes pueden conectarse virtualmente con un proveedor de 11:00am a 7:00pm, de lunes a viernes, para tratar afecciones de salud básicas.

Este servicio está disponible para adultos y niños de todas las edades. Hay intérpretes disponibles para pacientes que hablan español, polaco, mandarín, ruso, árabe, hindi y otros idiomas. Visite cookcountyhealth.org/es/expresscare para conectarse con un proveedor.



¡Cook County Health ahora ofrece visitas virtuales de atención médica inmediata!



Hable con un proveedor de Cook County Health para tratar problemas básicos de salud sin salir de casa.



GENERAL METRICS

| | | | |
|------------------|---------------|--------------|--------------------|
| 121 Reactions | 1 Comments | 18 Shares | 6.95% Eng. Rate |
|------------------|---------------|--------------|--------------------|

REACTIONS

| | | |
|-------------|------------|------------|
| 115 Like | 8 Love | 0 Wow |
| 0 Haha | 0 Sorry | 0 Angry |

REACH

| | | |
|-----------------|----------------|----------------|
| 13,516 Total | 617 Organic | 13,029 Paid |
|-----------------|----------------|----------------|

IMPRESSIONS

| | | |
|-----------------|----------------|----------------|
| 23,109 Total | 678 Organic | 22,431 Paid |
|-----------------|----------------|----------------|

Cook County Health
Published by Meltwater Engage
July 16 at 9:39 AM

Stroger Hospital was recognized by U.S. News & World Report as a high-performing organization in the care for COPD, heart attack, heart failure, kidney failure, and pneumonia. Congratulations to the teams for their heart work.

Learn more: <https://cookcountyhealth.org/.../cook-county-healths.../>

PROUD TO RECOGNIZE Stroger Hospital

COOK COUNTY HEALTH

| | | |
|--------------------------|---------------------|----------------------|
| 3,308 Minutes Watched | 98 Organic Views | 14,266 Paid Views |
|--------------------------|---------------------|----------------------|

GENERAL METRICS

| | | | |
|-----------------|---------------|-------------|--------------------|
| 12 Reactions | 4 Comments | 4 Shares | 0.48% Eng. Rate |
|-----------------|---------------|-------------|--------------------|

REACTIONS

| | | |
|------------|------------|------------|
| 13 Like | 1 Love | 0 Wow |
| 0 Haha | 0 Sorry | 0 Angry |

REACH

| | | |
|----------------|----------------|---------------|
| 8,459 Total | 321 Organic | 8,097 Paid |
|----------------|----------------|---------------|

IMPRESSIONS

| | | |
|-----------------|----------------|----------------|
| 14,664 Total | 333 Organic | 14,331 Paid |
|-----------------|----------------|----------------|

Summer Safety Facebook Live



Summertime Burn Safety Facebook Live

Don't spend your summer nights in the hospital! Cook County Health experts will discuss fire and burn injuries and what to do if you are hurt.

Thursday, June 27, 2024 at 11am

| | |
|--|---|
| Moderator | Expert Panel |
| Mersaydes Young Trauma and Burn Units Analyst | Dr. Stathis Poulakidas Medical Division Chair, Burn Unit |
| | Andy Wheeler Manager of Trauma Recovery |
| | Catherine Simonek, MSN, RN Interim Manager Burn Unit |

Facebook.com/cookcountyhhs
Send us your questions.

COOK COUNTY HEALTH cookcountyhealth.org

VIDEO METRICS

| | | |
|--------------------------|----------------------|---------------------|
| 2,060 Minutes Watched | 318 Organic Views | 3,290 Paid Views |
|--------------------------|----------------------|---------------------|

GENERAL METRICS

| | | | |
|-----------------|----------------|--------------|--------------------|
| 84 Reactions | 12 Comments | 25 Shares | 9.73% Eng. Rate |
|-----------------|----------------|--------------|--------------------|

REACTIONS

| | | |
|------------|------------|------------|
| 82 Like | 24 Love | 0 Wow |
| 0 Haha | 1 Sorry | 0 Angry |

REACH

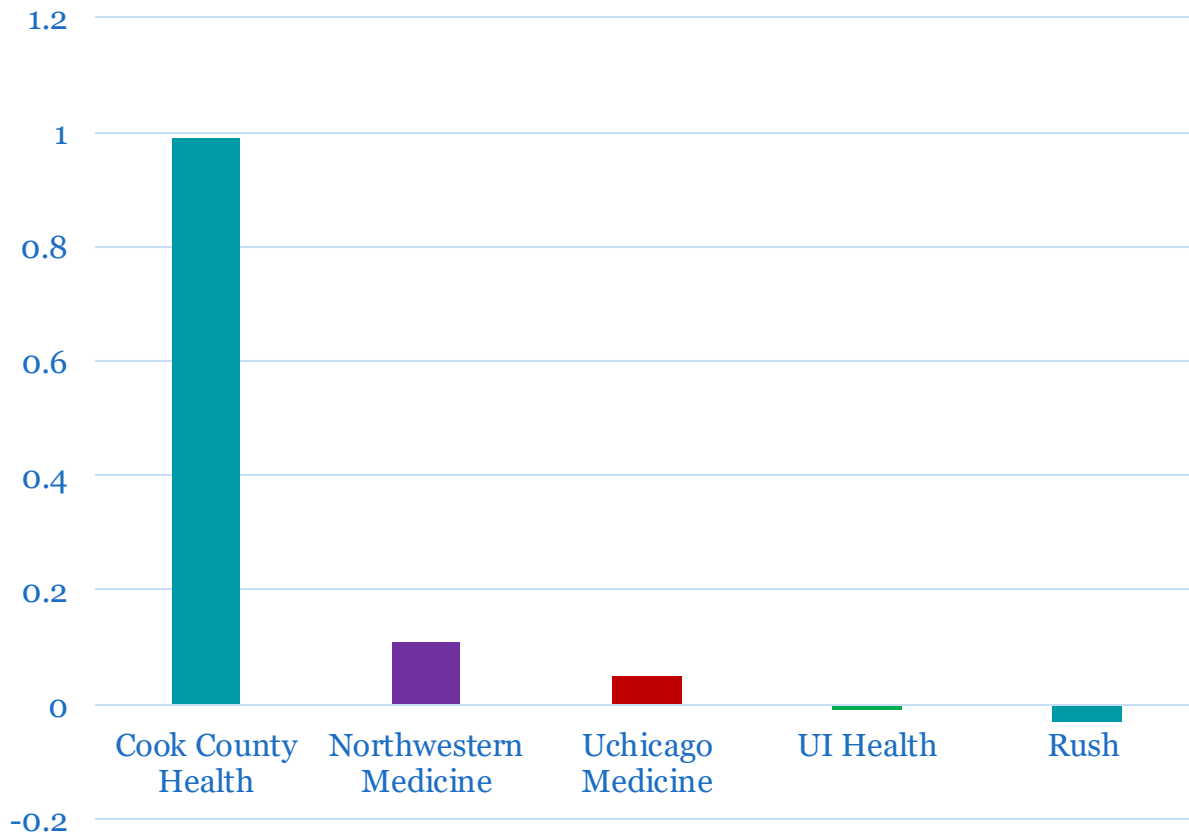
| | | |
|----------------|----------------|---------------|
| 5,815 Total | 495 Organic | 5,355 Paid |
|----------------|----------------|---------------|

IMPRESSIONS

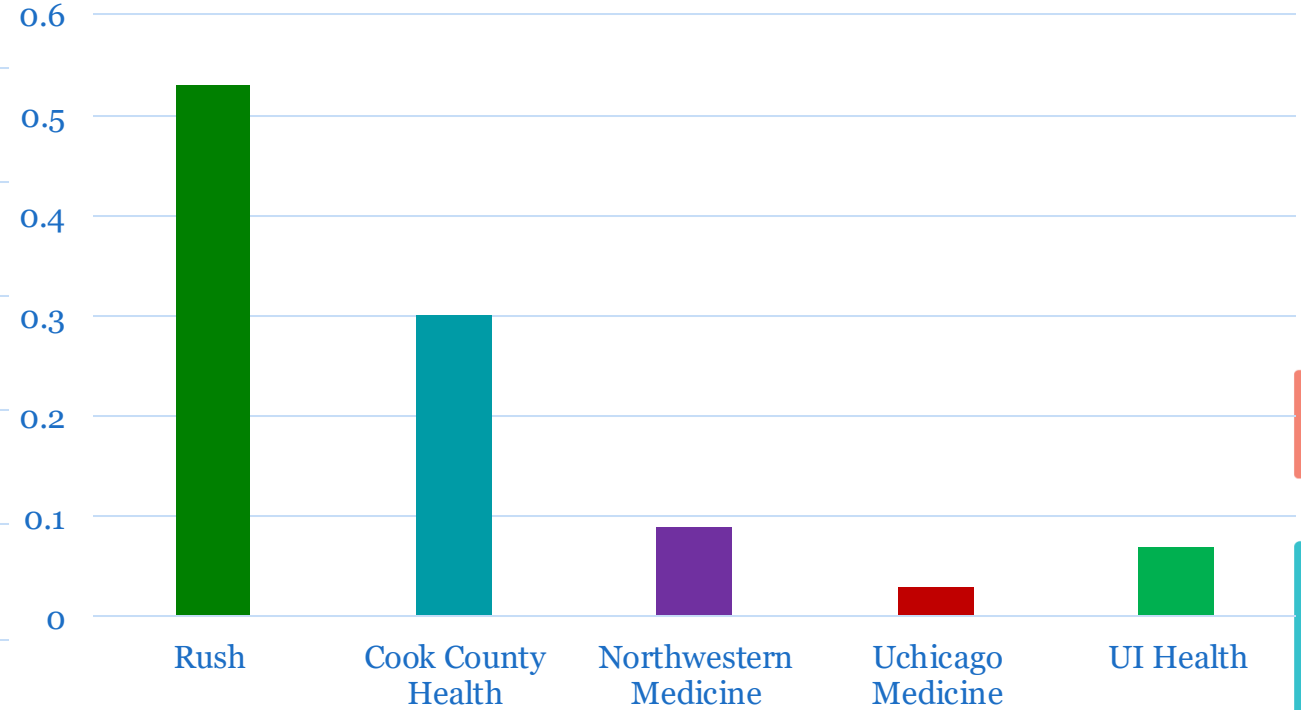
| | | |
|----------------|----------------|---------------|
| 9,419 Total | 567 Organic | 8,852 Paid |
|----------------|----------------|---------------|

Facebook Benchmarking

Fan Growth by Percentage



Engagement Rate per Post



Twitter

June 24 – July 21, 2024



COOK COUNTY
HEALTH

Twitter Insights

June 24 – July 21, 2024

Top Performing Posts

Cook County Health
@CookCityHealth

COOK COUNTY HEALTH

Cook County has lost a health care champion with the passing of Commissioner Dennis Deer.

As Vice Chair of the Cook County Health Board of Directors, Commissioner Deer provided steadfast leadership to our health system, with an exceptional focus on health equity.

He was passionate about advancing the wellbeing of Cook County residents and demonstrated his commitment with both his words and actions.

Commissioner Deer's life's work will serve as a source of inspiration for us as we carry on his legacy. My heart goes out to his family during this difficult time.

- Dr. Erik Mikaitis
Interim CEO, Cook County Health

GENERAL METRICS

| | | |
|----------------------|------------------|------------|
| 1,039 Impressions | 6 Engagements | 3 Likes |
| 0 Retweets | 0 Replies | |

Cook County Health
@CookCityHealth

Stroger Hospital was recognized by U.S. News & World Report as a high-performing organization in the care for COPD, heart attack, heart failure, kidney failure, and pneumonia. Congratulations to the teams for their heart work.

Learn more: cookcountyhealth.org/press_releases...

HIGH PERFORMING HOSPITALS
U.S. News & WORLD REPORT
2024-2025
HEART ATTACK
PROUD TO RECOGNIZE Stroger Hospital
COOK COUNTY HEALTH

GENERAL METRICS

| | | |
|--------------------|------------------|------------|
| 212 Impressions | 4 Engagements | 2 Likes |
| 1 Retweets | 0 Replies | |

VIEWS

| | |
|-------------|------------|
| 37 Video | 0 Media |
|-------------|------------|

CLICKS

| |
|----------|
| 1 URL |
|----------|

Instagram

June 24 – July 21, 2024



COOK COUNTY
HEALTH

Instagram Insights

June 24 – July 21, 2024

Top Performing Posts



cookcountyhealth

cookcountyhealth • 3w
 Congratulations to the third cohort of Provident Scholarship Fund awardees, the largest number of awardees since the program's inception in 2022!

Overall, 91 students who are pursuing careers in the medical field and are committed to caring for or are living in

View insights Boost post

39 likes
 June 28

Add a comment...

GENERAL METRICS

| | | |
|-------------|---------------|-------------------|
| 39 Likes | 2 Comments | 3.5% Eng. Rate |
| --- | 3 Saves | |

REACH & IMPRESSIONS

| | |
|----------------|----------------------|
| 1,288 Reach | 1,458 Impressions |
|----------------|----------------------|



cookcountyhealth

cookcountyhealth • 1w
 Dr. Steven Aks spoke with Fox 32 about the dangers of unregulated cannabis-like drugs sold at gas stations. Learn more at the link in our bio.

No comments yet.
 Start the conversation.

View insights Boost post

24 likes
 7 days ago

Add a comment...

GENERAL METRICS

| | | |
|-------------|---------------|--------------------|
| 24 Likes | 0 Comments | 2.71% Eng. Rate |
| --- | 0 Saves | |

REACH & IMPRESSIONS

| | |
|--------------|--------------------|
| 861 Reach | 959 Impressions |
|--------------|--------------------|



COOK COUNTY HEALTH

LinkedIn

June 24 – July 21, 2024



COOK COUNTY
HEALTH

LinkedIn Insights

June 24 – July 21, 2024

Top Performing Posts

Cook County Health
14,247 followers
2w •

Dr. Claudia Fegan, chief medical officer for Cook County Health, talked to CBS Chicago about the U.S. surgeon general's declaration of gun violence a public health crisis.

<https://lnkd.in/gNSnkZKw>



DR. CLAUDIA FEGAN
STROGER HOSPITAL CHIEF MEDICAL OFFICER

CBS NEWS CHICAGO
84° GLENVIEW 88° 83° 71° 78° 83° 71° 76°

Caryn Stancik and 135 others


2 comments • 13 reposts

GENERAL METRICS

| | | | |
|--------------------------|---------------|----------------------|---------------|
| 136 Likes | 2 Comments | 13 Shares | 273 Clicks |
| 7.11% Engagement Rate | | 5,965 Impressions | |

Cook County Health
14,247 followers
6d •

Craig Williams, Chief Administrative Officer at Cook County Health, spoke with WBEZ about work the health system is doing to ensure the continuity of patient care during the Democratic National Convention.



From regular doctor visits to injured protesters, here's how Chicago's hospitals are preparing for the DNC

wbez.org

Ratna Kanumury and 66 others

1 comment • 2 reposts

GENERAL METRICS

| | | | |
|--------------------------|---------------|----------------------|---------------|
| 67 Likes | 1 Comments | 2 Shares | 157 Clicks |
| 7.14% Engagement Rate | | 3,179 Impressions | |