

Media Dashboard

Insights and Activity Report

August 19 – September 22, 2024



COOK COUNTY
HEALTH

Monthly Media Report



COOK COUNTY
HEALTH

Earned Media Dashboard



Total Media Placements

563



Total Reach

956.4M



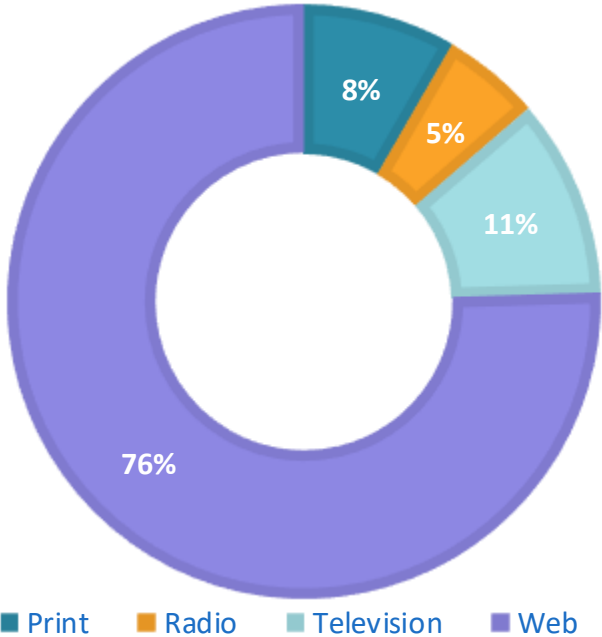
Total Media Value

\$8.8M

Top 5 Local Media Outlets

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

Media by Outlet Type



Most Common Topics

1. Cook County Health Brand Refresh
2. CountyCare Recognition
3. COVID and Flu Vaccine Update
4. COVID News
5. Cancer Birthday Screenings

Top Headlines



Stroger Hospital trauma unit partners with the Navy for first-of-its-kind program



Health care workers celebrate with new mural



Why Am I Always Cold? 8 Possible Reasons



Condado Cook impulsa la vacunación contra el COVID-19 y la influenza



Abortion took center stage during the DNC. But here's why access could be in jeopardy.



Get your shots now, officials urge: COVID-19, flu season 'already looking serious'



Cook County to offer residents free cancer screenings around birthdays



Chicago health system unveils new logo



Pregnant migrants balance journey to childbirth, asylum

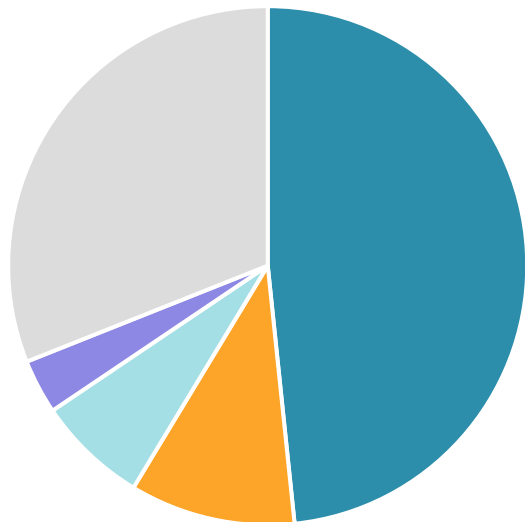


CountyCare Earns Prestigious Four-Star Rating from NCQA

Top Source Competitor Report

How Cook County Health compares to area hospitals in media coverage by top local outlets

Share of Voice by Percentage



- Cook County Health
- UIC Hospital
- Northwestern Medicine
- University of Chicago
- Rush Hospital

Top Content

Top Article by Reach



CBS News · Tara Molina
Editorial | US | Aug 27 - 5:58 PM

Stroger Hospital trauma unit partners with the Navy for first-of-its-kind program

military situation," said Dr. Fred Starr of **Stroger Hospital** and **Cook County Health**. Stroger sees more than 5,000 trauma patients annually.

Top Article by Social Volume



WMAQ-TV - NBC 5 Chicago
Editorial | US | Sep 16 - 8:13 AM

New COVID XEC variant explained: Symptoms, spread and what to know as fall, winter approach

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

Flu and COVID Vaccine Press Conference



26 media placements
Potential reach: 58.7K individuals
Advertising value equivalency: \$543.4K

CHICAGO NOTICIAS LOCALES LA ISLA EL TIEMPO RESPONDE VIDEOS ENTRETENIMIENTO NEWSLETTERS
QUÉ HACER EN CHICAGO MARATÓN DE CHICAGO DESOCUPAR LOS ALBERGUES MÍRALO Y COMPÁRTELO

SALUD Condado Cook impulsa la vacunación contra el COVID-19 y la influenza

A finales de agosto, la FDA y los CDC aprobaron vacunas COVID actualizadas.

Por Iris Berrios y TELEMUNDO CHICAGO • Publicado el 20 de septiembre del 2024 • Actualizado a las 4:28 pm del 20 de septiembre del 2024



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HEALTH CORONAVIRUS VACCINE NEWS CHICAGO

Get COVID-19, flu shots now, officials urge — coronavirus ‘not going away,’ flu ‘already looking serious’

Cook County Board President Toni Preckwinkle and others got vaccinations Friday for both COVID-19 and the flu, emphasizing that vaccines and strains vary each year. COVID-19 cases are rising across Chicago, and experts expect a troubling flu season.

By Mary Norkol | Sept 20, 2024, 1:13pm CDT



LATEST STORIES

Fall bridge lifts underway to allow boats to cross Lake Michigan

Social Media Report



Social Media Summary

During August 19 – September 22, 2024, the communications team posted content on Facebook, Twitter, Instagram and LinkedIn for Cook County Health.

- **Facebook – 58 posts**
<https://www.facebook.com/Cookcountyhhs/>
- **Twitter – 53**
<https://twitter.com/CookCtyHealth>
- **Instagram – 51 posts (includes stories and IGTV)**
<https://www.instagram.com/cookcountyhealth/>
- **LinkedIn – 51 posts**
<https://www.linkedin.com/company/cook-county-health/>

Social Media Summary

(In comparison to last year during the same time period)

Twitter

- Impressions: **4.8K**
- Post Link Clicks: **29** (up **190%**)
- Engagements: **88** (up **29%**)
- Followers: **4,800**

LinkedIn

- Impressions: **39K**
- Page Views: **2.3K**
- Engagements: **3.8 K** (up **5%**)
- Followers: **14.7K** (up **2%**)

Facebook

- Total impressions: **37.8K**
- Post engagement: **2.3K**
- Post reach: **10.4K**
- Page followers: **9,017** (up **76** from last month)

Instagram


- Impressions: **15.2K**
- Engagement: **328**
- Profile visits: **448** (up **26%**)
- Followers: **3,633**(up **67**)

Facebook Insights

Top Posts

Cook County Health Published by Meltwater Engage
August 28 at 3:18 PM

Congratulations to the second class of Student Nurse Externs at CCHI Under the direct supervision of a nurse, the students from Rasmussen University, Chamberlain University and the University of St. Francis helped with patient care and support in multiple departments, including the OR, ICU, Labor and Delivery and Peds.



Reach: 1,418
Impressions: 1,449
Engagement rate: 18.3%

Cook County Health Published by Meltwater Engage
August 25 at 7:00 PM

Cook County Health encourages residents to take precautions during upcoming heat wave. Know the warning signs of heat exhaustion or heat stroke. If you need help, seek medical help immediately.



Reach: 1,073
Impressions: 1,161
Engagement rate: 1.86%

Cook County Health Published by Meltwater Engage
September 10 at 4:00 PM

Cook County Health is proud to announce four new community murals, recently installed as part of its ongoing efforts to beautify the health system's clinical spaces and strengthen engagement between its health care sites and the communities they serve.

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

Picture 1: Artists Lavelle Harris and Damon Reed
Englewood Health Center

Picture 2: Artists Jeff Sant, Travis Talsma, Patrick Hurley and Angelica Aguilar
Cottage Grove Health Center

Picture 3: Artist Robert Valadez
Austin Health Center

Picture 4: Artist Eric Harold
Cermak Health Services at the Cook County Jail



Reach: 659
Impressions: 659
Engagement rate: 22.9%

Twitter Insights

Top Posts



Impressions: 222



Impressions: 151



Impressions: 147

Instagram Insights

Top Posts



cookcountyhealth • Follow

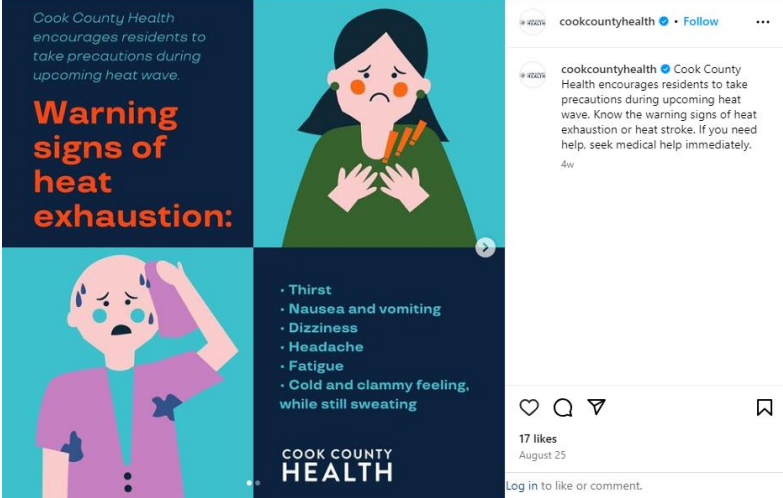
cookcountyhealth • Stroger Hospital's trauma team welcomed @cbschicago this week to talk about a unique partnership with the U.S. @navy.medicine. Cook County Health is extremely proud of the work we are doing together. #NMRTCGreatLakes #NMRTCGL #LovellFHCC #LovellFederalHealthCareCenter

Click the link in our bio to learn more.

51 likes August 29

Log in to like or comment.

Impressions: 830
Reach: 804
Likes: 51



cookcountyhealth • Follow

cookcountyhealth • Cook County Health encourages residents to take precautions during upcoming heat wave. Know the warning signs of heat exhaustion or heat stroke. If you need help, seek medical help immediately.

Warning signs of heat exhaustion:

- Thirst
- Nausea and vomiting
- Dizziness
- Headache
- Fatigue
- Cold and clammy feeling, while still sweating

COOK COUNTY HEALTH

17 likes August 25

Log in to like or comment.

Impressions: 2,087
Reach: 2,049
Likes: 17

LinkedIn Insights

Top Posts

 **Cook County Health**
14,732 followers
2w • 🌐

Cook County Health is proud to announce four new community murals, recently installed as part of its ongoing efforts to beautify the health system's clinical spaces and strengthen engagement between its health care sites and the communities they serve.

Learn more: <https://lnkd.in/gMk69GGe>

Picture 1: Artists Lavelle Harris and Damon Reed
Englewood Health Center

Picture 2: Artists Jeff Sant, Travis Talsma, Patrick Hurley and Angelica Aguilar
Cottage Grove Health Center

Picture 3: Artist Robert Valadez
Austin Health Center

Picture 4: Artist Eric Harold
Cermak Health Services at the Cook County Jail



Impressions: 3,768
Clicks: 1,123
Engagement rate: 31.7%

 **Cook County Health**
14,732 followers
2d • 🌐

Cook County Health interim CEO Dr. Erik Mikaitis joined Cook County Board President Toni Preckwinkle in Washington, D.C. this month to discuss the work being done by the health system.

Learn more: <https://lnkd.in/gtP6QwQ3>



Impressions: 2,846
Clicks: 436
Engagement rate: 17.3%

 **Cook County Health**
14,732 followers
1w • 🌐

Congratulations to Pamela Cassara, Cook County Health's Chief Financial Officer, for getting recognized by Becker's Healthcare on their "Women Health System CFOs to Know" list! Read more at the link below

<https://lnkd.in/eprXWcPK>



Impressions: 2,779
Clicks: 122
Likes: 112