

Media Dashboard

Insights and Activity Report

September 23 – October 20, 2024



COOK COUNTY
HEALTH

Monthly Media Report



COOK COUNTY
HEALTH

Earned Media Dashboard



Total Media Placements

115



Total Reach

1.3B



Total Media Value

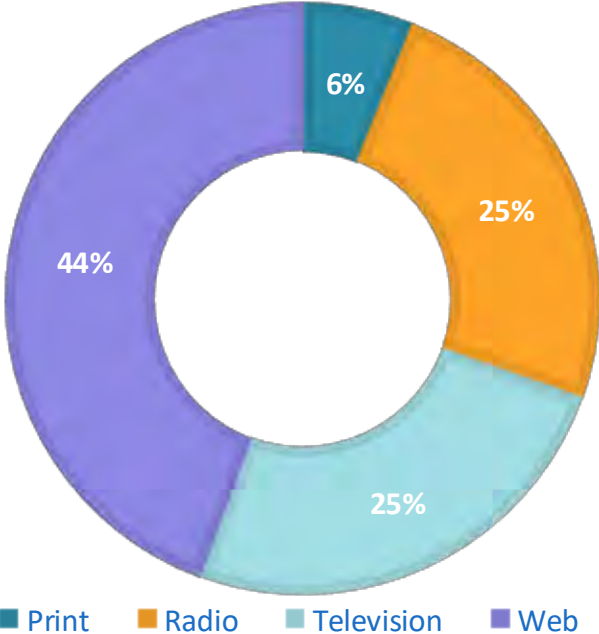
\$12.2M

Top 5 Local Media Outlets

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

Media Dashboard

Media by Outlet Type



Most Common Topics

1. COVID
2. CEO Search Update
3. Budget Updates
4. ION Lung Cancer Screening
5. Behavioral Health Workforce Forum

Top Headlines



Cook County Health unveils new tool in diagnosing lung cancer



Mental health workforce would have to double in 5 years to meet demand: report



Oncologist celebrating 55 years at Stroger Hospital, and her 87th birthday



Durbin Announces New Resources To Address Child Lead Poisoning Risks In Chicago



Health leaders discuss rise in cyberattacks



How to order free, at-home COVID test kits in Illinois through USPS



“La sífilis se detiene conmigo”/“Syphilis stops with me”

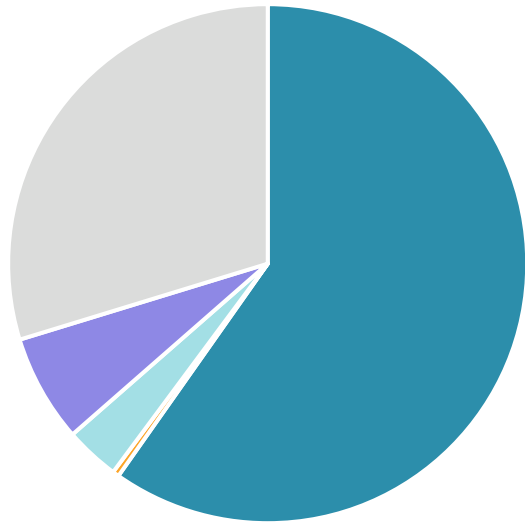


El Departamento de Salud del Condado de Cook Lanza un Sistema Robótico de Biopsia de Cáncer de Pulmón

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

Article from the source with most monthly visitors.



CBS NEWS CHICAGO

Editorial | US | Oct 11 - 10:59 PM

Oncologist still going still going after 55 years at Stroger Hospital, 87 years of life

Oncologist still going still going after 55 years at **Stroger Hospital**, 87 years of life

Social Echo 0 0 0

57M Reach

Neutral

Top Article by Reach & Volume

Article with most republishes.



WMAQ-TV - NBC 5 Chicago

Editorial | US | Sep 26 - 12:50 AM

Free, at-home COVID test kits now available to order from USPS. What to know

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 0 0

8.94M Reach

Neutral

ION Robotic Lung Bronchoscopy Press Conference



13 media placements
Potential reach: 5.8M individuals
Advertising value equivalency: \$53.3K



Social Media Report



Social Media Summary

During September 23 – October 20, 2024, the communications team posted content on Facebook, Twitter, Instagram and LinkedIn for Cook County Health.

- **Facebook – 45 posts**
<https://www.facebook.com/Cookcountyhhs/>
- **Twitter – 47**
<https://twitter.com/CookCtyHealth>
- **Instagram – 47 posts (includes stories and IGTV)**
<https://www.instagram.com/cookcountyhealth/>
- **LinkedIn – 49 posts**
<https://www.linkedin.com/company/cook-county-health/>

Social Media Summary

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

Twitter

- Impressions: **4.9K** (up **14%**)
- Post Link Clicks: **13**
- Engagements: **57**
- Followers: **4,800**

LinkedIn

- Impressions: **40.8K** (up **28%**)
- Page Views: **2.5K** (up **29%**)
- Engagements: **4.9K** (up **56%**)
- Followers: **15K** (up **2%**)

Facebook

- Total impressions: **75.4K** (up **162%**)
- Post engagement: **5.0K** (up **146%**)
- Post reach: **29.4K**
- Page followers: **9,077** (up **60** from last month)

Instagram

- Impressions: **15K** (up **30%**)
- Engagement: **448** (up **51%**)
- Profile visits: **448** (up **21%**)
- Followers: **3,680** (up **47**)

Facebook Insights

Top Posts



Reach: 17.5K
Impressions: 1,449
Engagement rate: 13.5%

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

Reach: 659
Impressions: 659
Engagement rate: 22.9%

Twitter Insights

Top Posts

Cook County Health
@CookCtyHealth

Promote

Hoy es el Día Nacional de los Médicos Latinos y el Dr. Gabriel Palmieri-Lagares nos cuenta la razón por la cual decidió trabajar en Cook County Health. #NationalLatinoPhysicianDay #HHM

Translate post



Dr. Gabriel Palmieri-Lagares

0:39

Impressions: 184

Cook County Health
@CookCtyHealth

Promote

Cook County Health is hiring nurses and medical social workers! Join us on Thursday, October 10 for job fairs.

Submit an online application prior to the event and visit the link below to find out more information. cookcountyhealth.org/join-our-team



Join Cook County Health Nursing Job Fair!

Worker Job Fair

THURSDAY, October 10th 9:00 AM - 3:00 PM CST

COOK COUNTY HEALTH PROFESSIONAL BUILDING 1550 West 19th Street, 5th Floor Chicago, IL 60612

9:00 AM · Oct 3, 2024 · 171 Views

Impressions: 171

Cook County Health
@CookCtyHealth

Promote

Make sure you are prepared for a potential winter surge of COVID. Get your vaccine today and order four free at-home COVID tests. Tests will be mailed to your home for free. Visit covidtests.gov for more information.



12:30 PM · Sep 26, 2024 · 160 Views

Impressions: 159

Instagram Insights

Top Posts



 **cookcountyhealth** • Follow

 **cookcountyhealth** • ICYMI: Yesterday, Cook County Health officially launched a new tool to help in diagnosing lung cancer, the leading cause of cancer deaths in the U.S. The Intuitive Surgical ION Navigational Bronchoscopy platform is a cutting-edge tool that makes diagnosing lung cancer safer, quicker, and more accurate. Learn more by clicking the link in our bio.

1w

34 likes
7 days ago

Impressions: 1,531
Reach: 1,253
Likes: 33



 **cookcountyhealth** • Follow

 **cookcountyhealth** • CCH celebrates Physical Therapy Month! Physical Therapy helps to improve mobility and function, manage pain and chronic disease, recover from and prevent injury, and avoid surgery or rehab afterward. Physical therapists (PTs) are movement experts who team up with physical therapy assistants (PTA) to treat people of all ages and abilities.

They improve quality of life through

38 likes
7 days ago

Log in to like or comment.

Impressions: 1,114
Reach: 993
Likes: 37

LinkedIn Insights

Top Posts



Several CCH nurse leaders were recognized at this year's Illinois Organization of Nurse Leaders (IONL) conference. Dr. **Jacquelyn Whitten-Bailey**, Chief Nursing Officer, Stroger Hospital, earned the Innovative Nursing Leadership Award and **Peter Sesi**, Director of Patient Flow, earned the Rising Star Award.

In addition, an abstract entitled "Decreasing the Discharge Time" by Josephine Reed, Nurse Coordinator II, and Sherrie Spencer, Director of Medical/Surgical Nursing, earned 2nd place.

Congratulations to all!



Impressions: 4,556
Clicks: 284
Engagement rate: 10.5%



Congratulations to Dr. Tom Nutter, Chief Behavioral Health Officer, and the Office of Behavioral Health team for being recognized with the Hero Award at the Thresholds Health's 2024 annual gala!



Impressions: 2,900
Clicks: 233
Engagement rate: 11.4%



This week we celebrate Cook County Health emergency room nurses. We thank them for their dedication and compassion for their patients.



Impressions: 2,477
Clicks: 808
Likes: 85