

Media Dashboard

Insights and Activity Report

October 21 – November 17, 2024



COOK COUNTY
HEALTH

Monthly Media Report



COOK COUNTY
HEALTH

Earned Media Dashboard



Total Media Placements

87



Total Reach

445.8M



Total Media Value

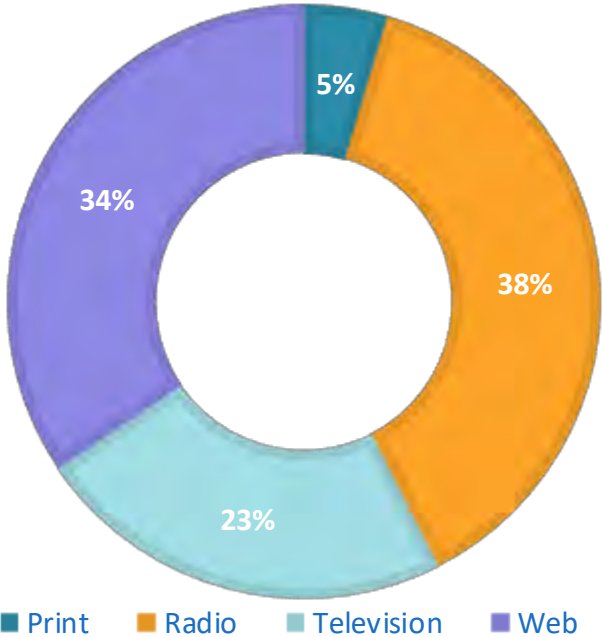
\$4.1M

Top 3 Local Media Outlets

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

Media Dashboard

Media by Outlet Type



Most Common Topics

1. Narcan Vending Machines
2. CEO Update
3. CCDPH - Syphilis

Top Headlines



Cook County will use vending machines to increase Narcan access



Cook County Board approves new health system CEO



Surgical robotics helps Cook County Health improve patient outcomes and health equity



Stories of Hope: Facing Breast Cancer



Scientists warn scurvy is making a comeback. What you should know.



What is 'walking pneumonia' and what are the symptoms? CDC warns of rise in cases



Hospitales, Cárcel y Juzgados del Cook County tendrán Narcan gratis/Cook County Hospitals, Jails and Courts to Get Free Narcan



Cook County Public Health Offers Free Covid and Flu Vaccinations

Narcan Vending Machine Press Conference

CHICAGO SUN-TIMES

Home Delivery Donate

News Sports Politics Commentary Life & Culture Obituaries Classifieds E-Paper More

HEALTH CHICAGO SUBURBAN CHICAGO

Cook County will use vending machines to increase Narcan access

It's the latest move to lower the number of opioid-related deaths, which skyrocketed in 2020 in the county and have remained elevated.

By Davis Giangulio | Oct 23, 2024, 4:39pm CST



LATEST STORIES

Woman fatally shot in Barrington was a doctor specializing in diabetes

Yassa African Restaurant's maafe, a rich stew that's the 'best use of peanut butter since PB&J'

Off-duty Chicago cop likely saved ex-sergeant's life after North Center shooting, alderperson says

To Northwestern football, 'home-field advantage' must sound like a foreign language

WBBM NEWSRADIO
780AM · 105.9FM

NEWS WEATHER SPORTS PODCASTS ELECTION CENTRAL WBBM@100 CONNECT

LISTEN

2024 Holiday Events Guide: 2024 Chicago holiday events, light displays and more

WBBM NEWSRADIO 780 AM & 105.9 FM · NEWS LOCAL

Free vending machines across Cook County now dispense life-saving Narcan



Cook County officials said vending machines, like the one shown here, have been installed all over the county to provide naloxone -- a life-saving drug that can reverse opioid overdoses -- for free. Photo credit Carolina Garibay

LATEST

- Trump chooses billionaire and key transition adviser...
- The Kremlin has revised its nuclear policy. Does that make the use of...
- Carcass of endangered fin whale washes up near Alaska's largest city
- US will send Ukraine at least \$275 million in new weapons in push to...
- Survivor of deadly trip across Canada-US border expected to...

38 media placements
 Potential reach: 5.8M individuals
 Advertising value equivalency: \$134.9M

Social Media Report



Social Media Summary

During October 21 – November 17, 2024, the communications team posted content on Facebook, Twitter, Instagram and LinkedIn for Cook County Health.

- **Facebook – 52 posts**
<https://www.facebook.com/Cookcountyhhs/>
- **Twitter – 51**
<https://twitter.com/CookCtyHealth>
- **Instagram – 52 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: **5.7K** (up **10%**)
- Post Link Clicks: **14**
- Engagements: **96** (up **68%**)
- Followers: **4,700**

LinkedIn

- Impressions: **44.5K** (up **9%**)
- Page Views: **2.4K**
- Engagements: **3.6K**
- Followers: **15.2K** (up **2%**)

Facebook

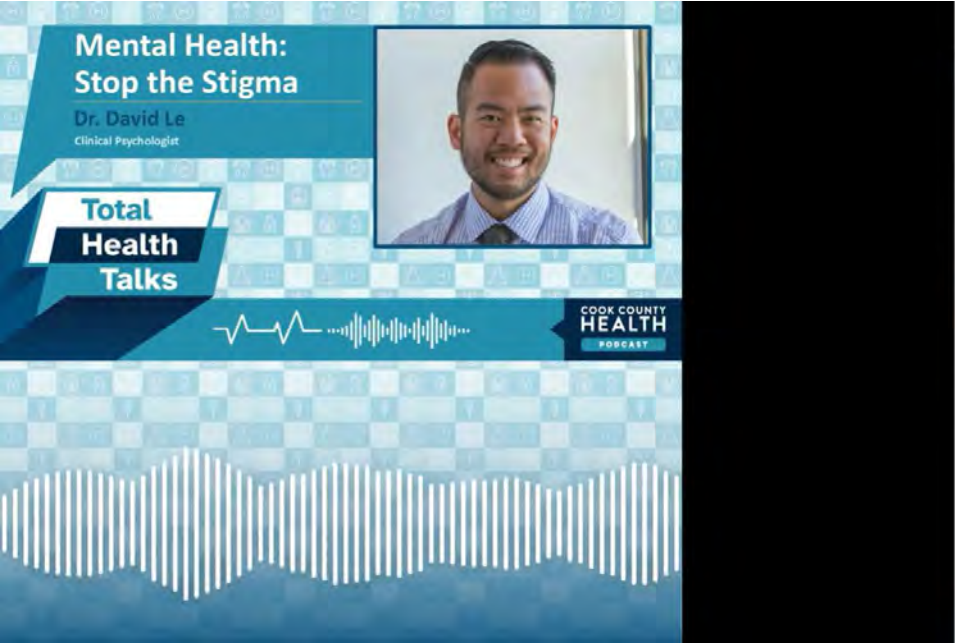
- Total impressions: **38.3K**
- Post engagement: **3.4K**
- Post reach: **29.4K**
- Page followers: **9,096** (up **19** from last month)

Instagram

- Impressions: **21.2K** (up **41%**)
- Engagement: **587** (up **29%**)
- Profile visits: **472** (up **5%**)
- Followers: **3,709** (up **29**)

Facebook Insights

Top Posts



Cook County Health

Published by Meltwater Engage

November 12 at 11:00 AM

1 in 5 people will experience mental illness during their lives. Awareness of mental health is increasing, but there's still a lot of work to be done. In this episode of Total Health Talks, Dr. David Le, discusses the importance of destigmatizing mental health.

<https://cookcountyhealth.org/podcast/>

See less

2

172

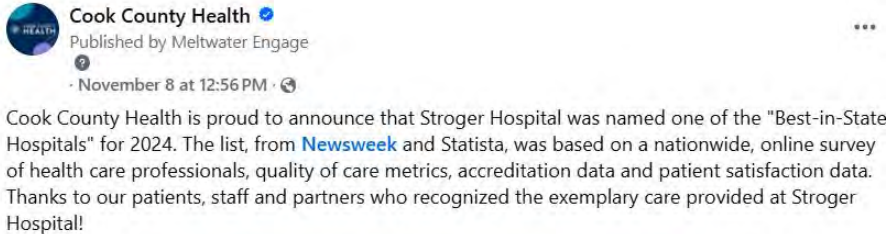
View more video insights

Like Comment Share

Comments See

Comment as Cook County Health

Reach: 4.3K
Impressions: 8.1K
Video Views: 8.0K



Cook County Health

Published by Meltwater Engage

November 8 at 12:56 PM

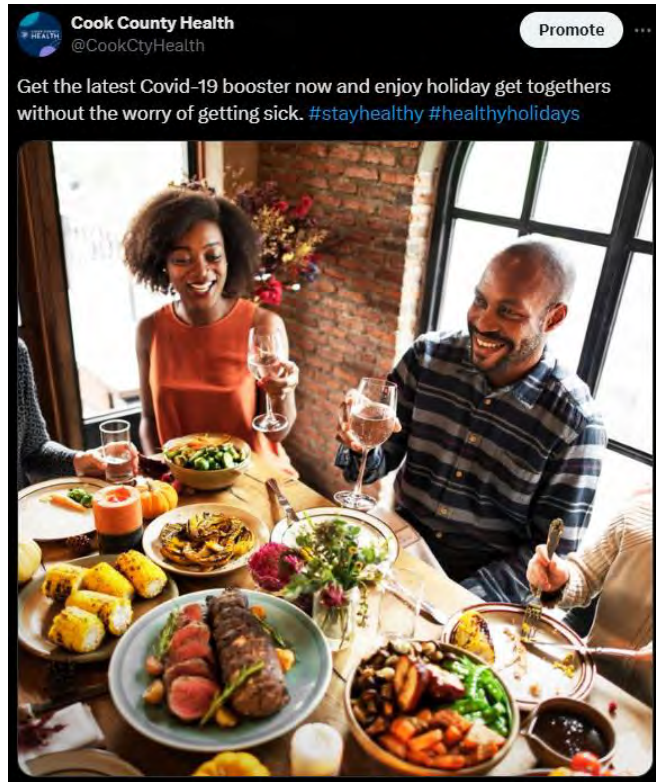
Cook County Health is proud to announce that Stroger Hospital was named one of the "Best-in-State Hospitals" for 2024. The list, from [Newsweek](#) and Statista, was based on a nationwide, online survey of health care professionals, quality of care metrics, accreditation data and patient satisfaction data. Thanks to our patients, staff and partners who recognized the exemplary care provided at Stroger Hospital!



Reach: 2.3K
Impressions: 2.6K
Engagement rate: 18.2%

Twitter Insights

Top Posts



Impressions: 353



Impressions: 249

Instagram Insights

Top Posts



 **cookcountyhealth** • Follow
John H. Stroger Jr. Hospital of Cook Coun

 **cookcountyhealth** • Cook County Health joins other Cook County leaders to announce the placement of vending machines at Cook County Health facilities, as well as within the Cook County Jail, and Cook County courthouses that will dispense Narcan (Naloxone) free of charge. Narcan is a nasal spray that can reverse the effects of an opioid overdose, restoring normal breathing to a person if their breathing has slowed or stopped because of an overdose.

WATCH NOW AT THE LINK IN STORIES OR OUR FACEBOOK PAGE

3w

Impressions: 2.2K
Reach: 1.9K
Likes: 76



 **cookcountyhealth** • Follow

 **cookcountyhealth** • Cook County Health is proud to announce that Stroger Hospital was named one of the "Best-in-State Hospitals" for 2024. The list, from Newsweek and Statista, was based on a nationwide, online survey of health care professionals, quality of care metrics, accreditation data and patient satisfaction data. Thanks to our patients, staff and partners who recognized the exemplary care provided at Stroger Hospital!

1w

Impressions: 1.8K
Reach: 1.4K
Likes: 56

LinkedIn Insights

Top Posts


 **Cook County Health**
15,196 followers
3w • Edited • 

Today, the Cook County Board of Commissioners approved the appointment of Dr. **Erik Mikaitis MD, MBA, FACP, CPE** as Cook County Health's Chief Executive Officer.

Learn more:
<https://lnkd.in/g3PGmWmM>



Impressions: 6.5K
Likes: 220
Engagement rate: 9.3%

 **Cook County Health**
15,196 followers
2w • 

Congratulations to Beena Peters, Cook County Health's Chief Nursing Executive, for getting recognized by Becker's Healthcare on their "'CNOs to know"' list!

Read more at the link: <https://lnkd.in/gc3Sgm-t>



Impressions: 3.2K
Clicks: 147
Engagement rate: 10.9%