

Media Dashboard



Insights and Activity Report

September 26 – October 23, 2022



COOK COUNTY
HEALTH

Earned Media Dashboard: September 26 – October 23, 2022



Total Media Placements

590



Total Reach

1.49 Billion People



Total Media Value

\$13.8 Million

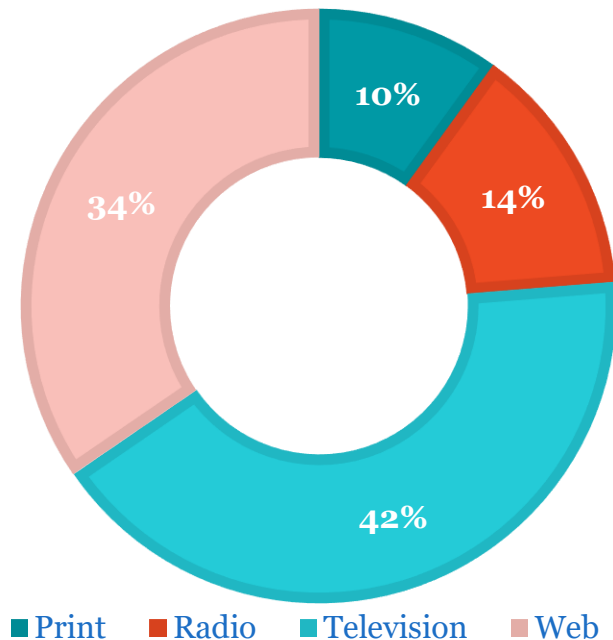
Top 5 Local Media Outlets

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



Media Dashboard: September 26 – October 23, 2022

Media Outlet Type



Most Common Topics

1. Provident Hospital ambulance runs resuming
2. COVID and the flu
3. Asylum seekers and how to help
4. Monkeypox
5. RSV

Recent Cook County Health COVID-19 Media Coverage

22,328 Media Hits on COVID-19 since February 2020



COVID vs. Flu: Determining Your Risk Levels This Fall and Winter and Why They May Be Harder to Compare



Why This Winter Could Be Pivotal Moment in the Pandemic, According to Chicago Doctor



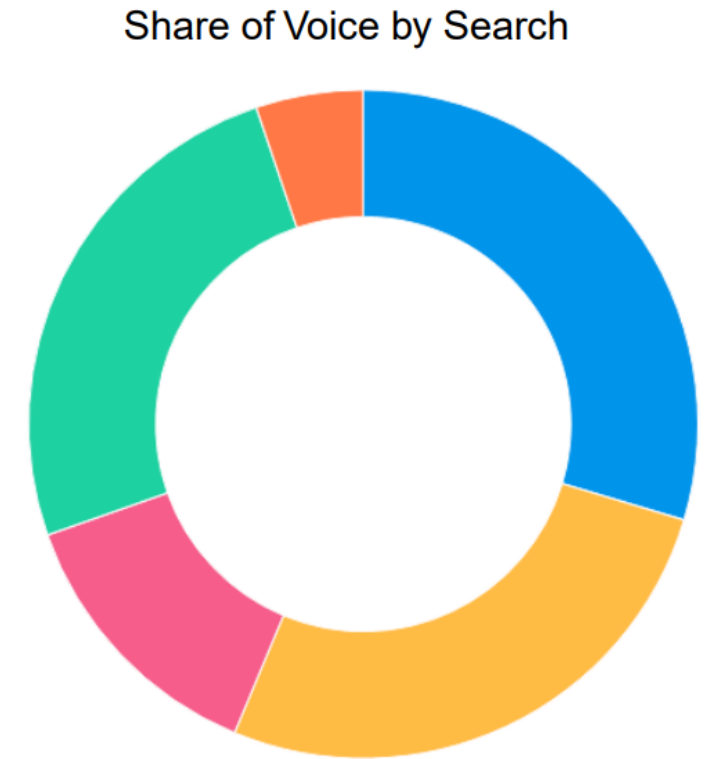
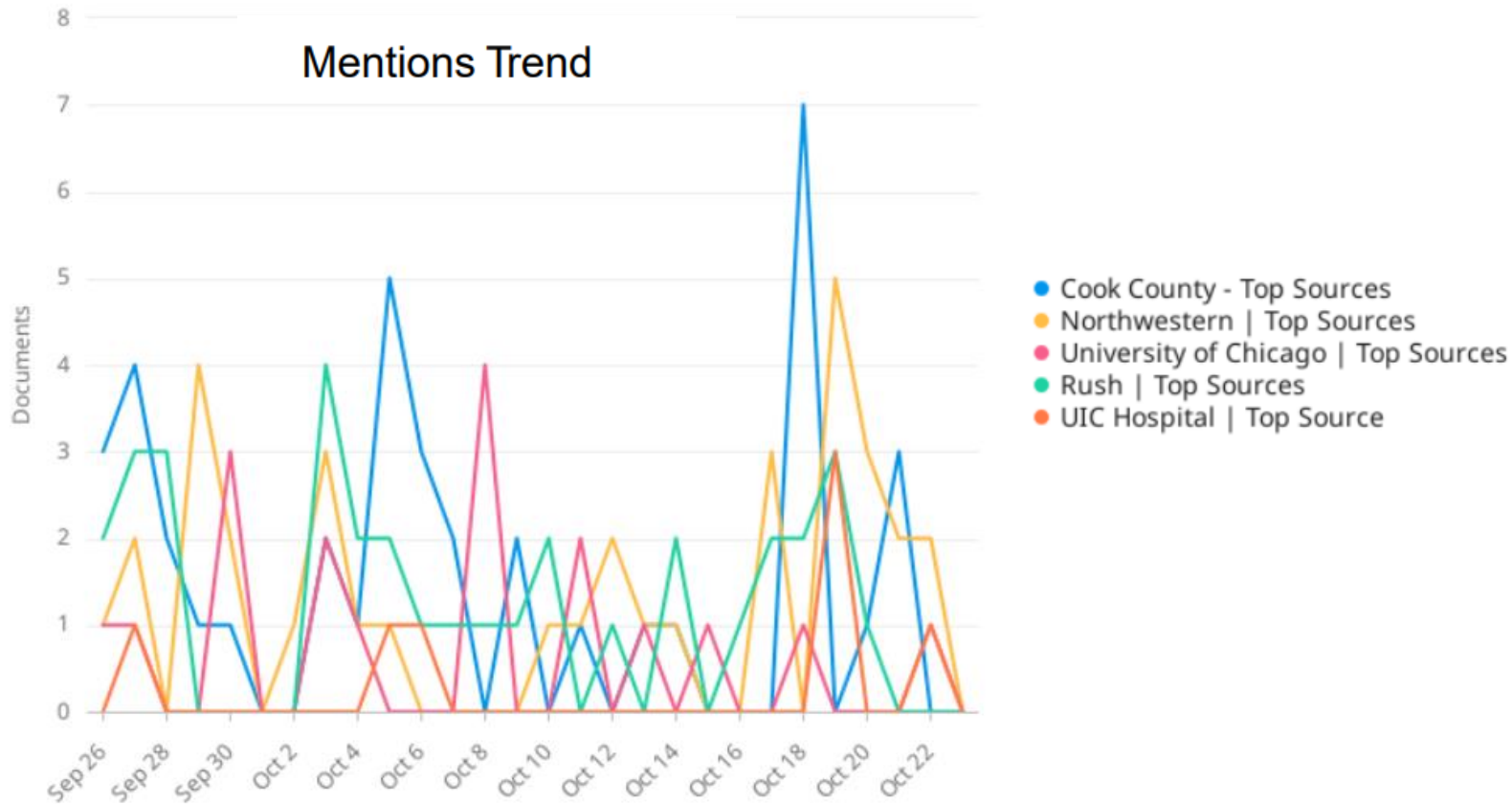
Which suburban hospitals are sticking with masks to keep COVID-19 at bay



Study: Newer COVID-19 Variants Have Shorter Incubation Periods

Media Benchmarks

Top Chicago media outlets share of voice



Social Media Report

September 26 – October 23, 2022



COOK COUNTY
HEALTH

Social Media Summary

September – October Activity

During September 26 – October 23, 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 – 53 posts

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

Twitter – 47

<https://twitter.com/CookCtyHealth>

Instagram – 43 posts (includes stories and IGTV)

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

LinkedIn – 29 posts

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

Social Media Summary

As of October 24

Twitter

- Impressions: **8.2K**
- Profile visits: **1.6K**
- Engagements: **311**
- Followers: **4,636** (up **35**)

LinkedIn

- Impressions: **28.8K**
- Page Views: **1.8K**
- Engagements: **2.3K**
- Followers: **9,258** (up **280**)

Facebook

- Total impressions: **54.5K**
- Post engagement: **3.1K**
- Post reach: **15.3K**
- Page followers: **7,836** (up **38**)

Instagram

- Impressions: **16.4K**
- Engagement: **321**
- Profile visits: **383**
- Followers: **2,918** (up **29**)

Facebook

September 26 – October 23, 2022



COOK COUNTY
HEALTH

Facebook Insights

September 26 – October 23, 2022

Top Performing Posts

Cook County Health · Published by Kate Hedlin · October 6 at 3:34 PM · 🌐

Today, the U.S. Navy and Cook County Health announced an expansion of their partnership to train Naval medical providers and support clinical care at John H. Stroger Jr., Hospital.

"I'm excited to build upon the great partnership Navy Medicine has formed with Cook County," said Rear Admiral Bruce Gillingham, US Navy Surgeon General. "The experiences our military doctors, nurses, and corpsmen receive here not only helps out the local Chicago community, it ensures we have an expertly-trained Naval medical force that can take care of our deployed Sailors and Marines. The stakes are high: On a Sailor's or Marine's worst day, we must be at our best."

The Navy and Cook County Health first began their partnership in 2013 when Naval surgeons from Lovell Federal Health Care Center in North Chicago began coming to Stroger Hospital to train in trauma care. The first Navy corpsman trauma training program began at Stroger Hospital in 2014. In the years since, Navy officer and enlisted medical professionals have continued to do rotations through the hospital's trauma unit.

Following the ceremony, U.S. Navy leadership toured Cook County Health's emergency and trauma departments.

To read more, visit <https://cookcountyhealth.org/.../us-navy-and-cook-county-.../>.

GENERAL METRICS

48 Reactions	0 Comments	10 Shares	12.29% Eng. Rate
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REACTIONS

114 Like	28 Love	0 Wow
0 Haha	0 Sorry	0 Angry

REACH

3,808 Total	3,815 Organic	0 Paid
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IMPRESSIONS

4,176 Total	4,173 Organic	0 Paid
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Twitter

September 26 – October 23, 2022



COOK COUNTY
HEALTH

Twitter Insights

September 26 – October 23, 2022

Top Performing Posts

Cook County Health
@CookCtyHealth

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After, Navy leadership toured our emergency and trauma departments.

cookcountyhealth.org/press_releases...



GENERAL METRICS

1,460 Impressions	137 Engagements	9 Likes
3 Retweets	1 Replies	

VIEWS

0 Video	61 Media
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CLICKS

14 URL	0 Hashtag
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Cook County Health
@CookCtyHealth

Dr. Pilar Guerrero, an emergency room physician, jumped at the opportunity to care for patients being seen out of our health clinic that is serving asylum seekers. Watch her share her story below.



GENERAL METRICS

443 Impressions	28 Engagements	6 Likes
1 Retweets	1 Replies	

VIEWS

135 Video	137 Media
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Instagram

September 26 – October 23, 2022



COOK COUNTY
HEALTH

Instagram Insights

September 26 – October 23, 2022

Top Performing Posts



 cookcountyhealth  • Follow ...

 cookcountyhealth  A
 #FeelGoodFriday post: This week, The Kelly Clarkson Show highlighted the work of Project Fire, an initiative of Healing Hurt People-Chicago, a trauma-intervention program of Stroger Hospital and the University of Chicago Hospital, and Firebird Community Arts.

HHP-C provides youth who have been violently injured with psycho-education, intensive case management, group therapy and mentoring. Through Project Fire, patients can participate in group therapy at Firebird Community Arts'

GENERAL METRICS



16 Likes	1 Comments	5.11% Eng. Rate
---	0	
Video Views	Saves	

REACH & IMPRESSIONS

305 Reach	333 Impressions
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 cookcountyhealth  • Follow ...

 cookcountyhealth  Today, the U.S. Navy and Cook County Health announced an expansion of their partnership to train Naval medical providers and support clinical care at John H. Stroger Jr., Hospital.


"I'm excited to build upon the great partnership Navy Medicine has formed with Cook County," said Rear Admiral Bruce Gillingham, US Navy Surgeon General. "The experiences our military doctors, nurses, and

GENERAL METRICS

36 Likes	1 Comments	4.2% Eng. Rate
---	0	
Video Views	Saves	

REACH & IMPRESSIONS

668 Reach	882 Impressions
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36 likes


OCTOBER 6

Log in to like or comment.

Instagram Insights

September 26 – October 23, 2022

Top Performing Stories



Dr. Welbel talks about the upcoming winter.
COVID vs. Flu: Determining Your Risk Levels This Fall and Winter and Why They May Be Harder to Compare
Health experts are expecting flu cases to reach their highest level since the start of the COVID-19 pandemic this winter.
Filed at 6:22
@NBCCHICAGO.COM

@Cook County Health
Oct 13 • 1:48 PM

Dr. Welbel talks about the upcoming winter.

51 ◀ 5 ▶ 218
12.18% Completion Rate




Learn more about Cook County Health's RISE Center and the work to improve health equity.

@Cook County Health
Oct 3 • 2:56 PM

Learn more about Cook County Health's RISE Center and the work to improve health equity.

46 ◀ 5 ▶ 167
14.17% Completion Rate



LIVE NOW ON FACEBOOK: Join Cook County Health as we celebrate Hispanic Heritage Month with a discussion on culture, equity and health.

@Cook County Health
Oct 14 • 9:34 AM

LIVE NOW ON FACEBOOK: Join Cook County Health as we celebrate Hispanic Heritage Month with a discussion on culture, equity and health.

34 ◀ 7 ▶ 144
24.18% Completion Rate

LinkedIn

September 26 – October 23, 2022



COOK COUNTY
HEALTH

LinkedIn Insights

September 26 – October 23, 2022

Top Performing Posts

Cook County Health
9,258 followers
2w • 🌐


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Following the ceremony, U.S. Navy leadership toured Cook County Health's emergency and trauma departments.

To read more, visit <https://lnkd.in/g--xk-Wp>.



GENERAL METRICS

143 Likes	3 Comments	13 Shares	892 Clicks
21.0% Engagement Rate		4,999 Impressions	

Cook County Health
9,258 followers
3w • 🌐

On **#WorldHeartDay**, Cook County Health celebrates patients like Mr. Flores, who was experiencing severe shortness of breath when he was referred to Cook County Health's cardiology team. Thanks to Dr. Abhimanyu Saini, interventional cardiologist, and Dr. Ray Sawaqed, cardiothoracic surgeon, Mr. Flores has been able to resume the activities that he enjoys. Watch his story:



Cook County Health Cardiac Patient Helped by TAVR Procedure
youtube.com

GENERAL METRICS

48 Likes	0 Comments	1 Shares	51 Clicks
6.33% Engagement Rate		1,580 Impressions	