

Media Dashboard



Insights and Activity Report

February 21 – March 26, 2023



COOK COUNTY
HEALTH

Earned Media Dashboard: February 21 – March 26, 2023



Total Media Placements

267



Total Reach

340.5M



Total Media Value

\$3.1M

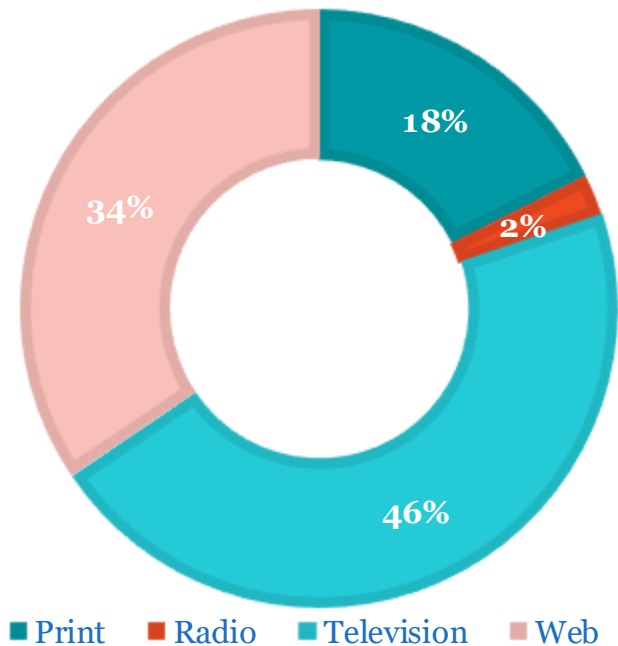
Top 5 Local Media Outlets

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



Media Dashboard: February 21 – March 26, 2023

Media Outlet Type



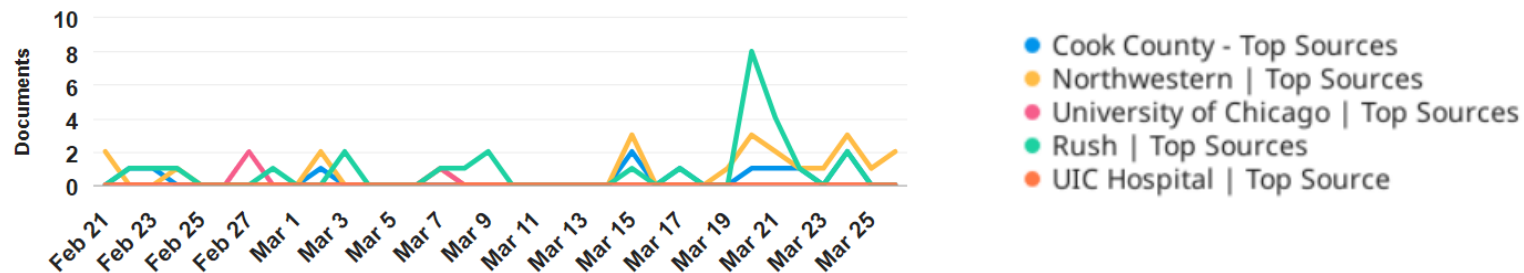
Most Common Topics

1. COVID anniversary
2. Fungal infections (Candida auris and Ophiocordyceps)
3. Mental health grants dispersal

Media Benchmarks

Top Chicago media outlets share of voice

Mentions Trend



Share of Voice by Search



Social Media Report

February 21 – March 26, 2023



COOK COUNTY
HEALTH

Social Media Summary

February – March Activity

During February 21– March 26, 2023, 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 – 70 posts

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

Twitter – 87

<https://twitter.com/CookCtyHealth>

Instagram – 62 posts (includes stories and IGTV)

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

LinkedIn – 58 posts

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

Social Media Summary

As of March 26

Twitter

- Impressions: **18.6K**
- Post Link Clicks: **38** (up **100%**)
- Engagements: **399** (up **10%**)
- Followers: **4,587** (up **17**)

LinkedIn

- Impressions: **58.8K** (up **30%**)
- Page Views: **1.8K** (up **18%**)
- Engagements: **5.0 K** (up **58%**)
- Followers: **10.6K** (up **299**)

Facebook

- Total impressions: **66.4K**
- Post engagement: **3.5K**
- Post reach: **25.3K**
- Page followers: **8,044** (up **97**)

Instagram

- Impressions: **26.5K** (up **13%**)
- Engagement: **792** (up **51%**)
- Profile visits: **748** (up **67%**)
- Followers: **3,034** (up **34**)

Facebook

February 21 – March 26, 2023



COOK COUNTY
HEALTH

Facebook Insights

February 21 – March 26, 2023

Top Performing Posts



Cook County Health
Mar 22 • 11:55 AM

Join Cook County Health physicians and leaders for a discussion on women's health topics. As we celebrate Women's History Month, head from doctors about the importance for women to prioritize their health.

REACH

11,127
Total

IMPRESSIONS

18,379
Total



Cook County Health
Mar 15 • 3:00 PM

Medicaid members! Don't risk losing your health insurance. Update your mailing address with Illinois Medicaid! Find out how at the link: <https://bit.ly/3WoH1iK> -----
Miembros de Medicaid! No te arriesgues a perder tu seguro médico

REACH

3,402
Total

IMPRESSIONS

3,563
Total



Cook County Health
Mar 12 • 10:00 AM

Cook County Health is hosting a series of job fairs on Monday, March 13th and Wednesday, March 15th. If you're interested in any of these roles, submit an online application prior to the event. On-site interviews and same-day contingent

REACH

2,294
Total






IMPRESSIONS

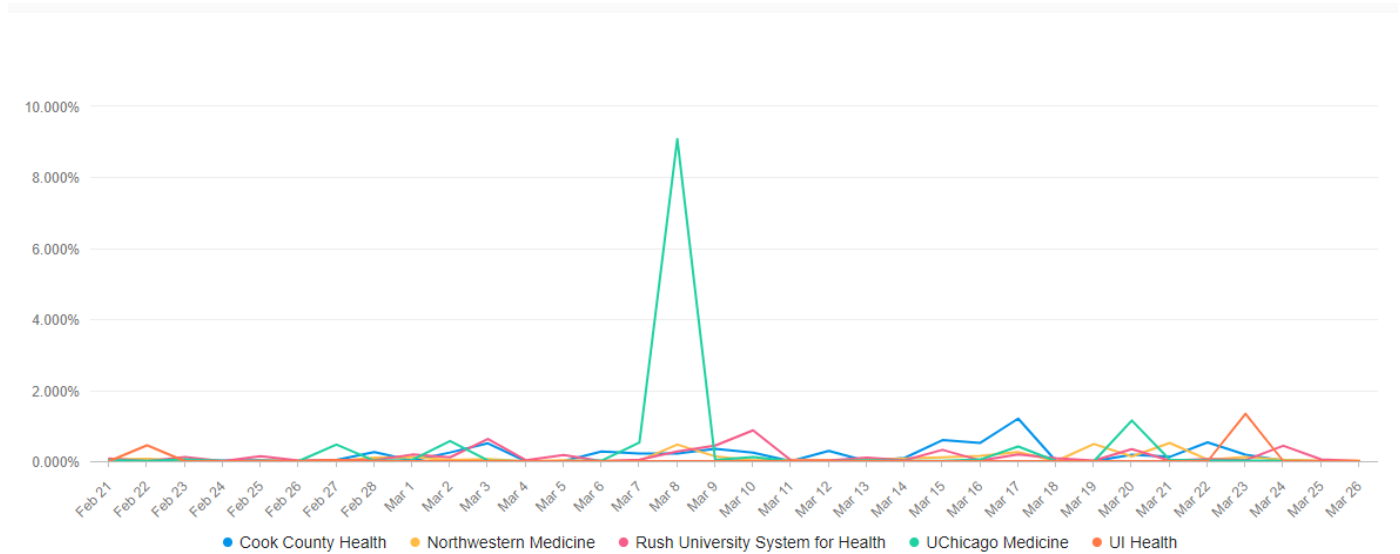
2,397
Total

Facebook Competitor Benchmarks

February 21 – March 26, 2023

Engagement Rate

Page	Eng. rate ↓
 UChicago Medicine	0.37
 Cook County Health	0.18
 Rush University System for Health	0.14
 Northwestern Medicine	0.09
 UI Health	0.05



Twitter

February 21 – March 26, 2023




COOK COUNTY
HEALTH

Twitter Insights

February 21 – March 26, 2023

Top Performing Posts



 • @Cook County Health
Feb 22 • 2:21 PM

Together with @ToniPreckwinkle and @CookCoHealth, we are proud to celebrate the recipients of \$14.7 million in grants to support programs that provide behavioral health services, impact positive youth development, and

GENERAL METRICS

910 Impressions	46 Engagements	5 Likes
3 Retweets	2 Replies	



 • @Cook County Health
Mar 17 • 9:00 AM

Last year, Dr. Leslie Cachola went viral after a picture of her was posted from her labor & delivery room celebrating Match Day. Now, Dr. Cachola is an emergency medicine resident at Cook County Health and a mom! CCH is

GENERAL METRICS

583 Impressions	32 Engagements	16 Likes
0 Retweets	0 Replies	

Instagram

February 21 – March 26, 2023



COOK COUNTY
HEALTH

Instagram Insights

February 21 – March 26, 2023

Top Performing Posts

GENERAL METRICS

194 Likes	2 Comments	12.18% Eng. Rate
--- Video Views	2 Saves	

REACH & IMPRESSIONS

1,444 Reach	1,625 Impressions
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• @cookcountyhealth
Mar 17 • 9:00 AM

Last year, Dr. Leslie Cachola went viral after a picture of her was posted from her labor & delivery room celebrating Match Day. Now, Dr. Cachola is an emergency medicine resident at Cook County Health and a mom! CCH is

GENERAL METRICS

39 Likes	0 Comments	4.11% Eng. Rate
--- Video Views	1 Saves	

REACH & IMPRESSIONS

926 Reach	974 Impressions
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• @cookcountyhealth
Mar 8 • 9:30 AM

It's not easy to spot symptoms of colon cancer. Kirstie Alley and Chadwick Boseman weren't diagnosed until it was at an advanced stage. Early detection saves lives, so talk to a doctor about colorectal screening recommendations

LinkedIn

February 21 – March 26, 2023



COOK COUNTY
HEALTH

LinkedIn Insights

February 21 – March 26, 2023

Top Performing Posts



Cook County Health
Mar 17 • 2:00 PM

Last year, Dr. Leslie Cachola went viral after a picture of her was posted from her labor & delivery room celebrating Match Day. Now, Dr. Cachola is an emergency medicine resident at Cook County Health and a mom! CCH is excited to welcome all of our new residents

GENERAL METRICS

208 Likes	3 Comments	1 Shares	333 Clicks
10.04% Engagement Rate		5,428 Impressions	



Cook County Health
Feb 28 • 2:00 PM

Dr. Claudia Fegan, Cook County Health chief medical officer, spoke about why it's important to have representation in healthcare. #BlackHistoryMonth

GENERAL METRICS

2,503 Video Views	2,406 Unique Viewers	430 Minutes Watched
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