

# Media Dashboard



## Insights and Activity Report

March 18 – April 21, 2024



COOK COUNTY  
HEALTH



# Monthly Media Report

March 18 – April 21, 2024



COOK COUNTY  
HEALTH

# Earned Media Dashboard: March 18 – April 21, 2024



Total Media Placements

**546**



Total Reach

**1.1 Billion**



Total Media Value

**\$10.1 Million**

## Top 5 Local Media Outlets

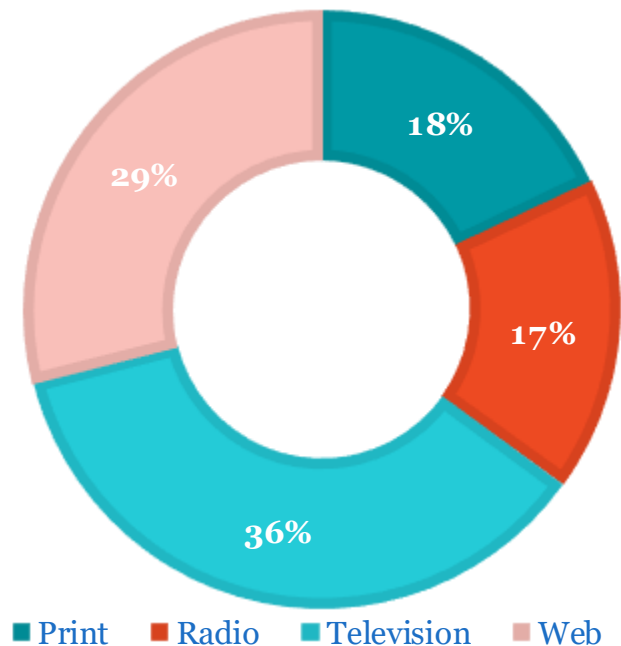
1. *WBBM Radio*
2. *NBC 5 Chicago*
3. *ABC 7 Chicago*
4. *WGN Radio*
5. *CBS 2 Chicago*





# Media Dashboard: March 18 – April 21, 2024

## Media Outlet Type



## Most Common Topics

1. Measles
2. Robotic Surgery Launch
3. TB/New Arrivals  
Healthcare
4. Ophthalmology/Eclipse  
Safety
5. CCDPH Marketing  
Campaign

# Top Headlines



Alarming number of Chicago children may have been exposed to lead-contaminated water: Study



Cook County Department of Public Health rolls out new graphic novel campaign to raise public awareness



CDC issues measles alert with cases detected in 17 states



Cook County Jail's inmate opioid treatment programs SMART and THRIVE are trailblazers in Illinois



Lyme disease cases have gone up in the U.S. Here's why – and how – to protect yourself



Cook County putting \$45M of ARPA funds into mental health equity, overdose outreach



Eye doctors will be on high alert after eclipse

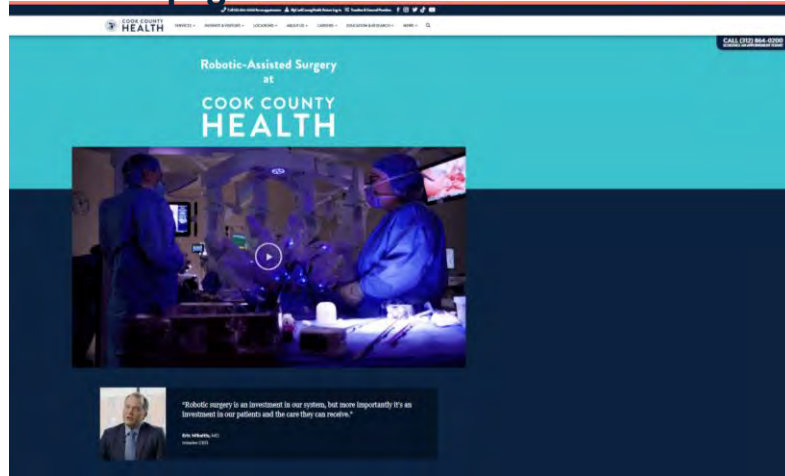


Ya Están Abiertas las Solicitudes del Fondo de Becas Provident

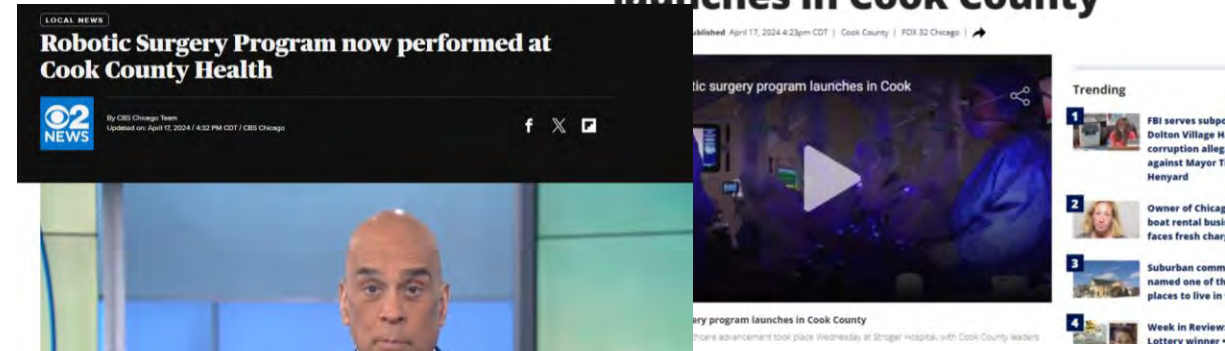


# Robotic Surgery Launch

## New webpage



## Media



## Promotional Video



## Social Media Paid Promotion



## Press Conference



# Social Media Report

March 18 – April 21, 2024



COOK COUNTY  
HEALTH



# Social Media Summary

## March – April Activity

During March 18 – April 21, 2024, the communications team posted content on Facebook, Twitter, Instagram and LinkedIn for Cook County Health.

**Facebook – 66 posts**

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

**Twitter – 66**

<https://twitter.com/CookCtyHealth>

**Instagram – 70 posts (includes stories and IGTV)**

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

**LinkedIn – 67 posts**

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



# Social Media Summary

As of April 22

## Twitter

- Impressions: **11.5K** (up **12%**)
- Post Link Clicks: **36** (up **9%**)
- Engagements: **180** (up **22%**)
- Followers: **4,759** (up **9**)

## LinkedIn

- Impressions: **50.9K**
- Page Views: **3.0K**
- Engagements: **3.2K**
- Followers: **13.4K** (up **323**)

## Facebook

- Total impressions: **91.4K**
- Post engagement: **2.8K**
- Post reach: **44.4K** (up **4%**)
- Page followers: **8,769** (up **78**)

## Instagram

- Impressions: **23.8K** (up **3%**)
- Engagement: **823**
- Profile visits: **624**
- Followers: **3,438** (up **34**)

# Black Maternal Health Week

## Social Media Outreach

“What does Black Maternal Health mean to me?”



“How does Cook County Health work to ensure equitable maternal healthcare?”



### Facebook Live: Honoring Black Maternal Health



Thank you for conversation!!! 🙌

Thank you so much for this, great information!

Great conversation and education!



# Facebook

March 18 – April 21, 2024



COOK COUNTY  
HEALTH



# Facebook Insights

March 18 – April 21, 2024

## Top Performing Posts (Organic)

**Cook County Health**  
Published by Meltwater Engage · March 27 at 9:00 AM ·

Cook County Health is hiring! Join us tomorrow, March 28 for a series of job fairs for surgery, pharmacy, and nursing positions.

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

**Job Summary**  
The Operating Room Clinical Nurse I is specialty to practice nursing during the Perioperative period. The dimensions of practice range from preoperative assessment to intra operative intervention to postoperative evaluation. It is practice designed to meet a patient's needs through the nursing process ensuring continuity of care during the surgical experience.

**Benefits**

- 100% tuition reimbursement for nursing-related programs during employment with Cook County Health
- Pension Plan
- 4 weeks' Vacation 0-1 years of service
- 5 Weeks' Vacation 1+ years of service
- 3 weeks Sick leave annually
- Sick and Vacation days roll over
- 12 Holidays + 1 Floating Holiday
- Evening, nights, and weekend shift differential
- Medical, Dental, and Vision Coverage
- Basic Term Life Insurance
- Deferred Compensation Program

**Apply Today**  
[cookcountyhealth.org/join-our-team/](https://cookcountyhealth.org/join-our-team/)

Questions? Call 312-864-0430.  
COOK COUNTY HEALTH IS AN EQUAL OPPORTUNITY EMPLOYER

GENERAL METRICS

8	0	7	7.17%
Reactions	Comments	Shares	Eng. Rate

REACTIONS

13	2	0
Like	Love	Wow
0	0	0
Haha	Sorry	Angry

REACH

1,730	1,730	0
Total	Organic	Paid

IMPRESSIONS

1,812	1,812	0
Total	Organic	Paid

**Cook County Health**  
Published by Meltwater Engage · April 9 at 4:22 PM ·

¡Atención estudiantes de salud! El periodo de solicitud para el Fondo de Becas del Hospital Provident 2024 ya está abierto. Las becas otorgan hasta \$20,000 a estudiantes que provienen de comunidades desatendidas y están comprometidos al mejoramiento de ellas. ¡Solicite ahora e invierta en su futuro! <https://cookcountyhealth.org/.../provident-scholarship-fund/>

GENERAL METRICS

3	0	4	1.99%
Reactions	Comments	Shares	Eng. Rate

REACTIONS

5	0	0
Like	Love	Wow
0	0	0
Haha	Sorry	Angry

REACH

1,460	1,460	0
Total	Organic	Paid

IMPRESSIONS

1,595	1,595	0
Total	Organic	Paid

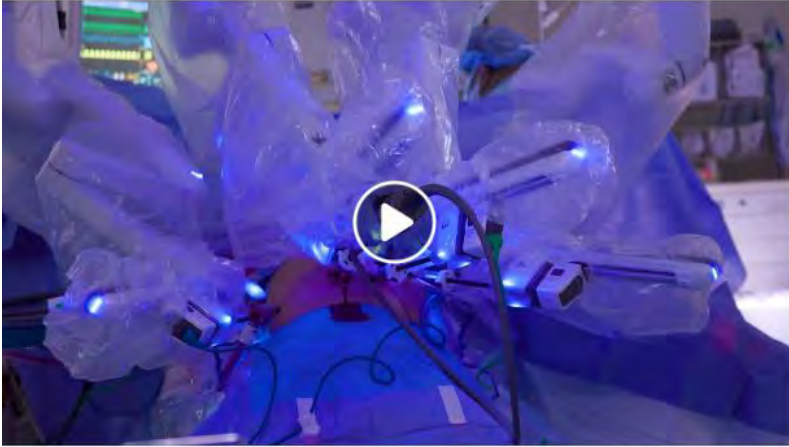
# Facebook Insights

March 18 – April 21, 2024

## Top Performing Posts (Boosted)

**Cook County Health** Published by Meltwater Engage · April 17 at 4:49 PM ·

Cook County Health has launched a new robotic surgery program! We are proud to offer this advanced surgical technology to our patients.



COOKCOUNTYHEALTH.ORG  
Robotic Assisted Surgery – Cook County Health [Learn more](#)

VIDEO METRICS		
1,682	53	6,463
Minutes Watched	Organic Views	Paid Views

GENERAL METRICS			
8	0	1	0.35%
Reactions	Comments	Shares	Eng. Rate

REACTIONS		
8	1	1
Like	Love	Wow
1	0	0
Haha	Sorry	Angry

REACH		
7,952	147	7,856
Total	Organic	Paid

IMPRESSIONS		
12,919	155	12,764
Total	Organic	Paid

**Cook County Health's Discussion on Black Maternal Health** Recorded live

Cook County Health



Ashlesha Patel MD MPH MsQS  
Associate Chair Ob-Gyn

Dr. Whitney Lyn

here talking about the important

Dr. Kristen Myhand

VIDEO METRICS		
2,727	381	3,297
Minutes Watched	Organic Views	Paid Views

GENERAL METRICS			
77	15	24	6.2%
Reactions	Comments	Shares	Eng. Rate

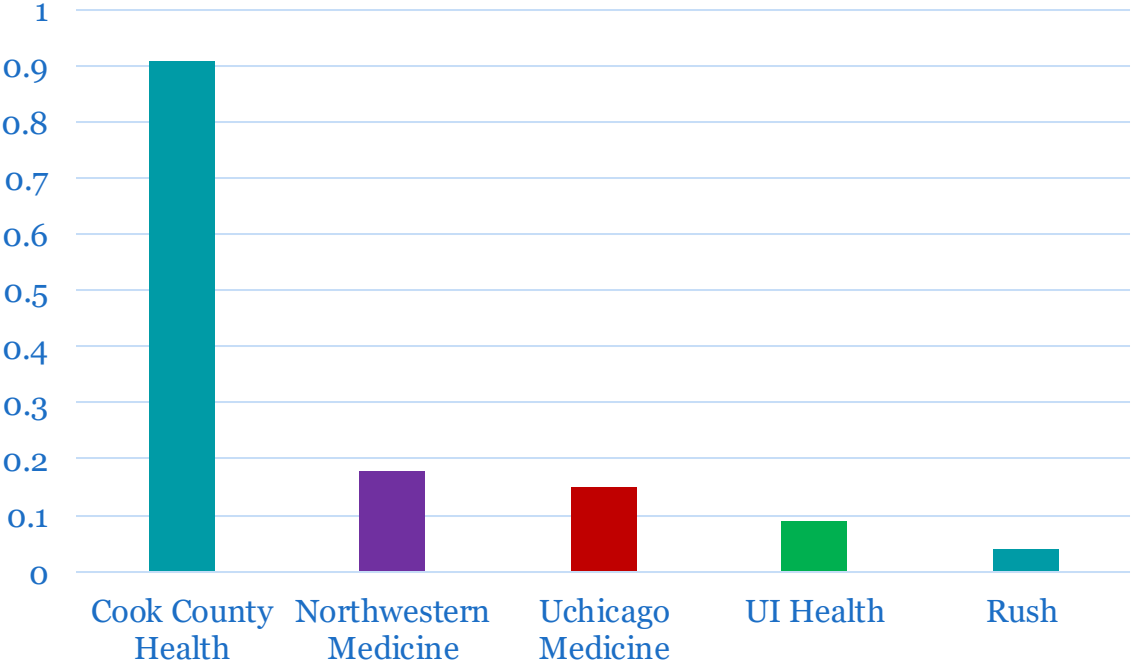
REACTIONS		
66	39	0
Like	Love	Wow
0	0	0
Haha	Sorry	Angry

REACH		
6,947	778	6,188
Total	Organic	Paid

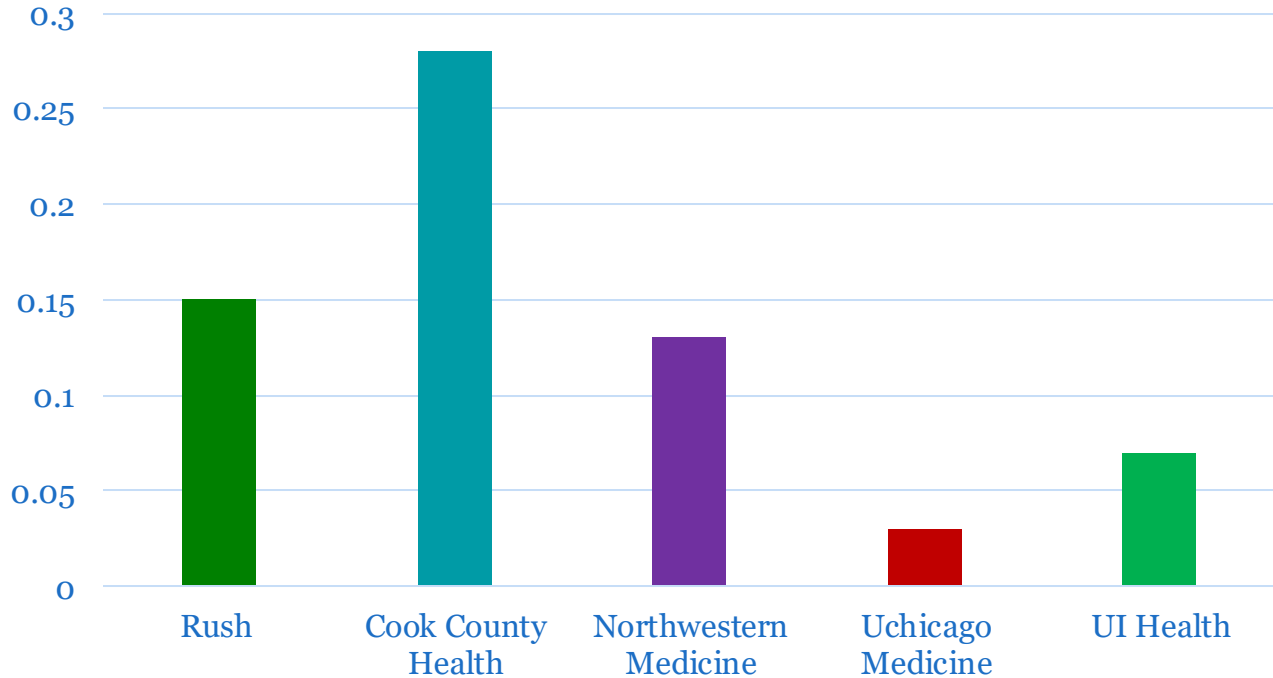
IMPRESSIONS		
11,746	817	10,929
Total	Organic	Paid

# Facebook Benchmarking

## Fan Growth by Percentage



## Engagement Rate per Post





# Twitter

March 18 – April 21, 2024



COOK COUNTY  
**HEALTH**

# Twitter Insights

March 18 – April 21, 2024

## Top Performing Posts

**Cook County Health**  
@CookCtyHealth Promote

Do you know your heart history? Cook County Health Cardiologist Dr. Yasmee Golzar talks about what women need to know about heart disease. This Women's History Month, prioritize your health. Make a doctor's appointment today.

**Women's History Month**



**COOK COUNTY HEALTH**

1:24

### GENERAL METRICS

1,544 Impressions	20 Engagements	7 Likes
2 Retweets	0 Replies	

### VIEWS

248 Video	0 Media
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**Cook County Health**  
@CookCtyHealth Promote

Dr. Priscilla Ware, medical director for Cook County Health's Cermak Health, talks with ABC 7 about work to treat substance use disorder at Cook County Jail.



**OPIOD TREATMENT PROGRAM**  
Cook County Jail's inmate opioid treatment programs SMART and THRIVE are trailblazer...

From abc7chicago.com

### GENERAL METRICS

514 Impressions	18 Engagements	3 Likes
2 Retweets	0 Replies	

### VIEWS

0 Video	0 Media
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### CLICKS

12 URL
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# Instagram

March 18 – April 21, 2024



COOK COUNTY  
HEALTH



# Instagram Insights

March 18 – April 21, 2024

## Top Performing Posts



cookcountyhealth

cookcountyhealth 3w  
Turn classic deviled eggs into a fun Easter centerpiece with this heart healthy recipe  
LINK IN BIO.  
#easterrecipe

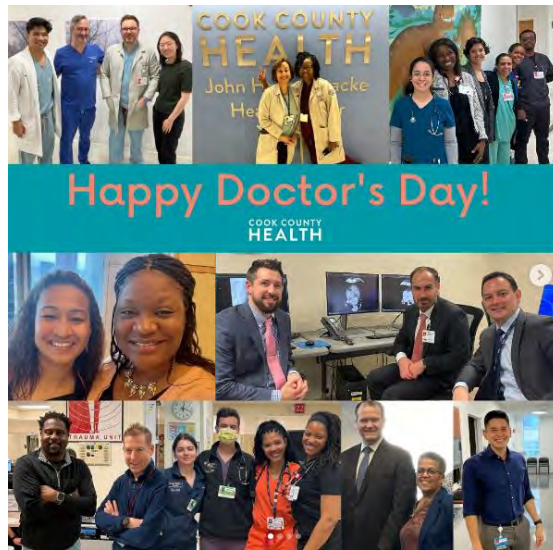
No comments yet.  
Start the conversation.

GENERAL METRICS

3 Likes	0 Comments	2.56% Eng. Rate
--- Video Views	6 Saves	

REACH & IMPRESSIONS

690 Reach	703 Impressions
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cookcountyhealth

cookcountyhealth 3w  
March 30 is National Doctor's Day, a special day dedicated to those who care and comfort us when we are sick. We are grateful for the hard work of Cook County Health physicians who help better the lives of Cook County residents.

commissionerdennis 2w  
Happy Doctors Day!

yanetflorencio 3w  
Felicidades @arielisprz. estamos orgullosos de ti. un abrazo desde

GENERAL METRICS

61 Likes	2 Comments	11.08% Eng. Rate
--- Video Views	1 Saves	

REACH & IMPRESSIONS

591 Reach	695 Impressions
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# LinkedIn

March 18 – April 21, 2024



COOK COUNTY  
**HEALTH**

# LinkedIn Insights

March 18 – April 21, 2024

## Top Performing Posts

**Cook County Health**  
13,408 followers  
1w • 🌐

Cook County Government and Cook County Health announce the 2024 Provident Scholarship Fund to support students who are from, and committed to caring for, underserved communities. Learn more at <https://lnkd.in/gPZXdN>



### GENERAL METRICS

29 Likes	0 Comments	10 Shares	123 Clicks
7.03% Engagement Rate		2,304 Impressions	

**Cook County Health**  
13,408 followers  
2w • 🌐

Dr. Priscilla Ware, medical director for Cook County Health's Cermak Health, talks with ABC 7 about work to treat substance use disorder at Cook County Jail.

[https://lnkd.in/g\\_rDfRqB](https://lnkd.in/g_rDfRqB)



Cook County Jail's inmate opioid treatment programs SMART and THRIVE are trailblazers in Illinois

### GENERAL METRICS

41 Likes	0 Comments	4 Shares	66 Clicks
6.08% Engagement Rate		1,826 Impressions	