

# Informed, indepth coverage of the COVID-19 pandemic

On 28 January, when we published our first article about the new respiratory infection, "Catch up with useful news and sources on the new coronavirus", 107 deaths had been reported globally. At that time, the pace of developments was so rapid, our priority was to connect our readers with useful sources of updates.

We publish this analysis of our first 4 months of covering the pandemic to acknowledge and thank all those who

have contributed to **our coverage** and wider public debate. We also thank those organisations and individuals whose funding support enables this work at such a critical time.

We welcome your feedback and suggestions. At this time of crisis for public interest journalism, we are also calling for financial support to help sustain our work.

**Melissa Sweet**, *Managing Editor*

 **193** articles published (28 January - 1 June)

 **99%** increase in website visitors \*

 **138%** increase in visitors coming to **croakey.org** via social media \*

 **38%** increase in readership on the Apple News platform which includes readers from the United States, United Kingdom and Australia \*

## COVID-19 social journalism initiatives



Launched new podcast,  
**Croakey Voices**

Launched **COVIDwrap**, summarising useful research, publications and presentations. Probono contribution by **Alison Barrett**



Launched chair yoga classes, free for frontline health workers



This series is profiling the concerns of health workers on the COVID-19 frontlines. Our articles have been widely cross-published, including by **Inside Story**, **The Mandarin**, the **AHHA bulletin** and **Pearls & Irritations**

\* Analytics data is from the period 1 February - 1 June 2020 compared with same period in 2019.

Data - New website visitors: 109,600 (up from 55,000), social media traffic: 33,200 (up from 13,900), Apple News readers: 53,000 (up from 38,300). Readership figures don't include those from Croakey's Facebook page.



## Twitter impact

**6,182** tweets

**21,800** profile visits

**6.308** million impressions

**10,998** mentions

Combined totals from @MelissaSweetDr and @CroakeyNews Twitter accounts from 1 Feb – May 31, 2020

Established two Twitter lists so people can follow the experts in global health and Australian news, and Aboriginal and Torres Strait Islander health:

**279 subscribers**

Guest tweeters for our rotated, curated Twitter account @WePublicHealth also shared news and analysis on #coronavirus and #COVID19

## #JusticeCOVID

Croakey's ongoing #JusticeCOVID series on prisoner health is supported by the Judith Neilson Institute for Journalism and Ideas



## Topics covered \*

Topics	Number of articles	Topics	Number of articles	Topics	Number of articles
Global health	60	World Health Organization	11	Racism	5
Public health	46	Prisons	9	Therapeutics	5
Policy	40	Research	9	Disability	4
Equity	36	Testing	9	Family violence	4
Mental health	37	Climate change & sustainability	8	Journalism/media	4
Social and cultural determinants of health	35	Twitter	8	Contact tracing apps	3
Health care	32	Governance	7	Evidence	3
Aboriginal and Torres Strait Islander health	30	Primary care	7	Health literacy	3
Social/physical distancing	27	Ethics	6	Gambling	2
Communications	24	Infection control	6	LGBTQI	2
Human rights	21	Personal protective equipment	6	Maternal health	2
Rural and remote health	21	Solidarity	6	Cultural safety	1
Health workers	16	Aged care	5	Schools	1
Telehealth	10	Asylum seekers and refugees	5		

\* This analysis identified a maximum of three topics for each of the 193 published articles.

*We pay our respects to the Traditional Custodians of the country where we live, work and travel upon, and to Elders, past, present and future.*