

***Overview of AGIC Website and Social Media Platforms***

Currently, members of AGIC Outreach Committee, together with other AGIC Committee members such as the Conference Committee, the AZGeo Workgroup and others, collectively work to update and maintain information on the AGIC webpage as well as the AGIC Calendar. The Outreach Committee is primarily focused on the Resources webpage, as well as weekly postings to AGIC News and/or GIS News sections. The expansion of social media in society as a main avenue for communication has created a need for AGIC to expand the use of these platforms to reach our geospatial community. AGIC currently uses several social media platforms to notify and inform those interested in geospatial topics, pertinent updates regarding specific Arizona issues such as AZGeo updates, and related geospatial events such as training opportunities. The Outreach committee has been asked to formulate and document a sustainable method for AGIC to effectively utilize social media. The Outreach Committee has created this guidelines document as a reference for goals, guidelines and best practices relating to AGIC's social media accounts.

**Current AGIC Social Media Platforms**

Continuing efforts from last year into 2023, AGIC has five established social media platforms. Facebook, LinkedIn, and Twitter are related to @AZGeoCouncil. Instagram is @azgeoinfocouncil. In 2021, AGIC also added a GIS Job Board located at <https://arcg.is/1LTKen>. In 2022, we further expanded our platform reach through the launch of the AGIC YouTube channel (@agicarizonageographicinfor7534).

**AGIC Social Media Target Audience**

The current AGIC Social Media target audience has primarily been the Arizona based geospatial professionals. Our goal is to expand our target audience to include private industries that may use GIS data, as well as the education community (K-12), and increase interaction with the university/local college audience. Future efforts may allow for our target audience to vary from channel to channel. Facebook is inclusive of all targeted audience content. LinkedIn is focused more on professional development, while Twitter will target a younger demographic. User Group meetings/social events,

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committee meeting announcements, and data releases that would be of interest to the public will be posted on all platforms. Instagram, due to platform limitations requiring photos or videos, will be utilized when appropriate content is available. YouTube is utilized as appropriate videos are available to support the Arizona GIS Community.

### **AGIC Social Media Campaign Management and Activity**

#### **Hootsuite Social Media Management Platform**

Hootsuite is a social media management software which facilitates the creation, scheduling and posting of content to multiple social networks at the same time. Use of this software will not only help create and manage content, but will save time for the Social Media Managers.

Approved by AGIC Council in August 2020, the Outreach Committee proceeded with the acquisition of Hootsuite subscription at the basic Professional level. This level allows for management of 10 social media profiles, with one main user login. The annual Hootsuite subscription is maintained through the Land Department, and is reviewed on an annual basis by the AGIC Council for continuation of funding.

Social Media Managers, with guidance from the Outreach Committee chairs, will utilize the Hootsuite software for management of all AGIC social media channels. Protocols, procedures and guidelines for use of this software is provided under the ***Social Media Platform Guidelines*** section.

### **AGIC Social Media Managers**

Social Media Managers play a critical role in the AGIC social media presence. They are responsible for creating and posting content, monitoring assigned social networks, and planning upcoming campaigns.

**Social Media Manager(s):** Oversee the management of all social media channels through the use of Hootsuite. Also responsible for all Twitter activity, as this channel requires more social media experience to effectively utilize the platform including

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understanding post limitations, best timing of posts to maximize audience reach and utilizing hashtags to promote posts. The Managers will coordinate with the Social Media Workgroup and obtain approval for content or platform changes through the Outreach chairs. The roles and responsibilities of the manager(s) will be reviewed annually to document any needed changes.

- Will manage communications and interactions posted on assigned social media channels including content and scheduling. Standard pre-approved content such as meeting announcements will not require coordination or approval from the Social Media Workgroup. Social Media Manager(s) will report back to the Social Media Workgroup monthly, and as needed to the overall Outreach Committee.

Social Media Manager positions are volunteer positions. Volunteer activities are directed by the Social Media Workgroup Chairs. Participation in the Social Media Workgroup is required for all Social Media Manager positions. All Social Media Managers will follow protocols for content review prior to any campaign development or postings. During the onboarding process of Social Media Managers, required passwords will be provided in a secure environment. Guidelines related to type of posts have been created which will facilitate the approval and scheduling of posts. This is further discussed in the ***Social Media Platform Guidelines*** section.

## ***Social Media Platform Guidelines***

### **General Responsibility & Conduct**

The general rule of conduct and content is to be mindful of all posts, ensuring that they are not promotional, discriminatory or offensive to any one group or persons. Posts should be informative and not opinion in nature, with the goal of educating, informing or in some cases, entertaining our target audiences.

**All social media channels are owned by the State of Arizona (AGIC), and all social media volunteers understand that any posts made are done so as representing AGIC.**

### **Frequency of Social Media Activity**

Given that AGIC is a volunteer organization, it may be difficult to reach social media posting frequency standards recognized by private industry or other governmental agencies with a paid, full-time social media staff. That said, AGIC Social Media Managers should attempt to follow the suggested frequency guidelines when possible, understanding that it may not always be possible due to their other obligations.

### **Daily/Weekly Posting & Engagement/Monitoring**

- **Be present and responsive.** Social Media Managers should maintain a regular presence on the Hootsuite software to monitor and to respond to posts, comments or mentions if needed. It is important to understand that having a social media account requires diligent maintenance and upkeep, and this will be achieved through frequent collaboration between the SMWG members.
- **Frequency of updates varies for each channel.** Social Media Managers will use Hootsuite to assist with scheduling content, with the goal of spreading out content, not hoarding and posting all at once.

### **Hootsuite Platform Management**

SMWG has acquired a yearly subscription to the Hootsuite platform as noted previously. Social Media Managers, along with Outreach Chairs, will have access to this software to create and monitor all social media content related to AGIC.

SMWG Managers and Work Group members should be mindful of which social media channels the content is best suited for; in some cases, that may be all channels, while in some circumstances, it may be very specific like Professional Development information best suited for Facebook and LinkedIn.

### **Submittal of Social Media Content by AGIC Committees & Workgroups**

Any AGIC Committee or Workgroup may submit proposed content for publishing on all or some of the AGIC social media platforms. Requests should include the following:

- Specific content and/or wording desired including any images or hyperlinks
  - *Note: Social Media Managers may need to alter text to fit certain platforms or guidelines such as Twitter, which has a maximum character limit*
- Specify which platforms the content should be published on
- Requested date of post or publish by dates (if there is not a specific desired day)
  - If multiple posts of the same content is being requested, please indicate desired dates of each post or subsequent reminders
  - If this is a recurring post request such as a monthly meeting, please indicate “monthly post” and requested days before event to publish the initial post and any reminders

Requests can be made by submitting emails to one of the following: (see AGIC website <https://agic.az.gov/agic/outreach-committee> for email address information)

1. Outreach Committee Co-Chairs
2. Social Media Workgroup Chair/Co-chair
3. State Cartographer’s Office

Once requests are received, an email reply will be sent acknowledging the post request has been received and is going through the Content Approval Process. Social Media

Managers may reach out to the requesting party to ask for clarification or approval of wording changes if necessary.

### **Submittal of Social Media Content by Outside Entities**

Government entities (local, state or federal), as well as private individuals, groups, non profits or businesses, may request that AGIC publish informative ONLY posts on the AGIC social media platforms. These types of informative posts must be relevant to the geospatial community and align with AGIC goals and guidelines. Examples could include:

- Meeting Announcements
- Public Information Announcements
- Geospatial Employment Opportunities/Listings

Post requests can be made by submitting emails, including detailed post information, to Outreach Committee Chairs and/or State Cartographer's Office only.(see AGIC website <https://agic.az.gov/agic/outreach-committee> for email address information)

These types of requests will be reviewed on a case by case basis by Outreach Chairs, and must conform to all AGIC Social Media Guidelines for posting.

### **Guidelines on Following Individuals or Organizations**

“Friending”, “liking”, “following” or accepting a request from an individual or organization on social media requires careful consideration. Who an organization follows and why is an important part of the organization's identity. SMWG recognizes that it is important to be selective in our approach.

### **Policy on Following Individuals or Organizations**

All organizations or individuals AGIC follows on social media must be:

- Approved by the AGIC Outreach Chairs and/or Social Media Workgroup
- Align with AGIC's target demographic
- Not be political or offensive in nature
- Provide the possibility of data collaboration or content sharing

### Guidance for Following Organizations

Organizations, departments or agencies with member representatives on the AGIC Council, as well as all non-member counties, cities, and federal agencies, are approved to follow on any social media channel. National organizations that AGIC participates in, such as NSGIC, are also approved, as well as neighboring or other state GIS organizations, dependent upon data collaboration or information distribution potential.

### Approval Process for Following Organizations and Individuals

Social Media Managers may gather a list of potential organizations to follow using the AGIC social media accounts. This list will include email requests submitted to the AGIC social media managers by outside organizations and individuals. Requests will be gathered and reviewed at the monthly SMWG meetings. Once approved, Social Media Managers can proceed with following the approved organization/agency/individual.

In general, individuals are unlikely to be approved for following. The concentration for AGIC social media should be collaboration, organizations, agencies/departments, and similar GIS related groups.

### Software/Services Vendors

As a general guideline , AGIC will not “follow” or “like” any particular software or services vendor, nor will any post from such vendor be reposted or tweeted.

### Direct Messages Received from Public

If any social media platform receives a Direct Message or question from the public, the Social Media Manager may direct the individual to the AGIC webpage or contact the State Cartographer’s Office for additional information or assistance.

**Content Guidelines****Posting Announcements/Activities/Tweets**

Any content found on the AGIC website could/should be shared through our Social Media channels. This includes all News articles, meeting announcements, upcoming events such as training opportunities, updates or new opportunities posted to the Resources webpage ( ArcGIS Online School Competition is a good example), and AZGeo related information. If the information can be found anywhere on the AGIC webpage, it is not necessary to obtain approval to repost this information on the social media channels.

New information, comments or posts regarding topics not currently found on the AGIC webpage should be sent to Outreach chairs & SMWG chair for review and approval if time sensitive, or can be reviewed at the next Social Media workgroup meeting if timing is not critical.

All graphics to be used or posted will utilize official AGIC logos where appropriate.

**Posts or Tweets mentioning AGIC or AGIC Event**

Any post on any social media channel mentioning AGIC, or an AGIC event, should be monitored by the Social Media Managers. Any AGIC Member may suggest posts either during AGIC meetings or by forwarding the suggested post directly to the Social Media chair.

**Posting Articles to AGIC Website and Social Media**

Careful consideration should be taken when posting articles or links to the AGIC website or Social Media channels. The following workflow was created to ensure articles and links follow AGIC guidelines. The goal is to provide consistency on approved and rejected articles.

In order to continue the high level of activity, quality and consistency of interesting articles presented to the AGIC community, SMWG has created a



News Manager position. Guidelines suggested below were developed after years of article review and posting for the AGIC website, and now social media channels.

#### Current Process for posting Articles/Links

- Approved news articles are sent by the News Manager to the Social Media Managers
- Social Media: all articles are posted, as well as meeting announcements, training opportunities, social engagements, geospatial spotlight content, and pertinent industry information.
  - Instagram - images created to promote meeting announcements and frequent AGIC events will be posted as appropriate. New image content may be created or posted as time allows, such as maps made by State departments or agencies, or other topics/images of interest.
  - YouTube - videos of workshop presentations, demonstrations, or symposium speakers

#### Offensive or Promotional Posts

Content deemed offensive to any group or individual will not be posted, liked, followed, or retweeted. In the case this has occurred, Social Media Managers will immediately take corrective action, and inform SMWG chair and Outreach chairs.

Similarly, AGIC will not post, like, follow, or retweet any post that is solely promotional of any individual, group, vendor, organization or movement. Further development of these policies may be needed based on social media platform growth and actual occurrences.

Security Protocols

- Only designated members of the SMWG (Social Media Managers and Outreach chairs) will have appropriate credentials to access the platforms
- One general login will be used and there will be no user-specific logins/passwords
- Passwords will be managed by the State Cartographer's Office and changed when there has been a change in volunteers or staff

**AGIC Social Media Guidelines - Updates/Revisions**

Great care must be taken when managing AGIC Social Media accounts, as our presence online is a direct reflection of our organization. As our experience grows, together with our volunteer base and organizational structure as a workgroup, these Guidelines will continue to be revised and updated, as necessary. At a minimum, Social Media WG will review the Guidelines annually and present any necessary additions or revisions to the Outreach Committee for further action. Resulting edits will be brought forth for AGIC Council approval.

***General Posting Calendar/Schedule Industry Recommendations***

As reference for Social Media Managers & committee volunteers, the following information is provided as an industry guideline/standard.

Social Media posts are scheduled on all platforms at either 10am or 1pm during weekdays. Exceptions include:

- Holidays: posts are to be published on the appropriate day.
- Meeting Notices: scheduled 24hrs prior to meeting time.

Articles approved and delivered by the News Manager are uploaded to LinkedIn, Twitter, and Facebook on Tuesdays and/or Thursdays at 1pm. Unless that time slot is otherwise taken, which then the article would be published on the next upcoming Tuesday/Thursday at 1pm. In some cases articles can be pushed to a Monday, Wednesday, or Friday if the week is content heavy.

### ***Examples of Approved Articles***

Articles considered for posting include any that involve AGIC, the GIS community, or geospatial related topics (e.g. UAS, LiDAR).

Examples of articles that have been posted:

- AGIC-specific news, such as status of projects, milestones achieved, general information.
  - [New AGIC Natural Resources Workgroup \(NRWG\)](#)
  - [Current State and Future Plans for AZGeo](#)
- Awards given to Arizona GIS persons, groups, or companies.
  - [An Arizona GIS Professional Received an Award from URISA](#)
- Information for events, such as upcoming contests, meetings, public review periods, etc.
  - [ArcGIS Student Competition for Grades 4 to 12](#)
- Market trends for GIS/geospatial jobs.
  - [5 key Location Intelligence trends for 2019](#)
- Articles about new resources or demos about how to use new or existing resources.
  - [Data Off the Beaten Path: Housing and Urban Development](#)
- News about state or federal bills or legislative efforts that may affect the GIS community
  - [What does the FAA Reauthorization Act Mean for UAS Educational & Recreational Flyers?](#)
- News about efforts that may affect the GIS community
  - [Datums, feet and GNSS vectors: The 2022 NGS upgrade](#)
- Important information or updates to commonly used GIS software
  - [Important Update for ArcGIS and TLS](#)
- News on accomplishments or interesting projects that people, groups, or companies are working on that do not promote a vendor or product.
  - [New lidar dataset covering the Kaibab Plateau, AZ](#)

### ***Examples of Articles not Approved***

A primary reason for an article to not be approved for distribution on AGIC Social Media channels is that the article may promote a certain vendor or software. AGIC maintains a neutral position related to all vendors, and therefore, any article or post that promotes a certain vendor or software will not be approved.

There have been several articles about processes or projects that could be very interesting to the Arizona GIS community but were rejected because they promoted a specific vendor. AGIC has posted articles that do promote a vendor but the article was not an advertisement and the information was considered to be useful for the GIS community. For example, [New LiDAR Dataset Covering the Kaibab Plateau, AZ](#) talks about LiDAR data available for the Kaibab National Forest. The article was written by the vendor, OpenTopography, but does not sell their product nor are readers required to buy anything in order to access the LiDAR data. Also, as with many articles suggested, vendor-written articles are the only articles available about a project. In the case of the Kaibab LiDAR, we could not find any other articles about this topic.

Social Media Managers have rejected many articles on interesting projects because of one of the following reasons:

- The article was clearly trying to sell a product.
- The article was written by the vendor. We prefer to have articles written by the group doing the project or by a third-party, like a journalist.
- The article focused more on the vendor's product than the project.