

**MINUTES OF MEETING OF THE ARIZONA
GEOGRAPHIC INFORMATION COUNCIL
OUTREACH COMMITTEE**

Social Media Workgroup

DRAFT

A public meeting of the Arizona Geographic Information Council was convened April 13, 2021 at 2:00 PM on Webex. Present at the meeting were the following members or designees of the AGIC Outreach Committee - Social Media Work Group:

Table 1: Workgroup Voting Members

Member	Agency/Company	In Attendance
Jenna Leveille	AZ State Land Department	Yes, Phone
Kasey Green	AZ State Land Department	Yes, Phone
Cheryl Thurman	TerraSystems Southwest	Yes, Phone
Lucas Murray	AZ Dept of Economic Security	Yes, Phone
Shauna Evans	AZ Dept of Water Resources	No
Samantha Dinning	Yavapai County	Yes, Phone
Aparna Thatte, Chair	Mesa Public Schools	Yes, Phone
Mariah Modson	AZ State Land Department	Yes, Phone
Brandon Barnett	AZ State Land Department	Yes, Phone

- I. **Call to order:** Meeting was called to order at 2:02 pm; Introductions were made by the committee; ensuring attendance list was managed and quorum established.
- II. **Approval of the March Meeting Minutes:** March meeting minutes were distributed prior to the meeting via email. Aparna asked for a motion to approve the minutes as written. Mariah motioned and Cheryl seconded the motion. Motion passed unanimously without discussion.
- III. **Review Recent Social Media Activity:** Aparna provided an overview of activity for the previous month. Generally, followers are increasing, engagement is increasing. Hootsuite summary file available upon request.
- IV. **Department of the Month:** Since May is Wildfire Awareness Month, The Department of Forest and Fire Management will be featured. Kasey will be getting in touch with Wolfgang.
- V. **Job Board Review:** Kasey is working on putting together a platform with Experience Builder to combine a form and geolocated map for employers and employees alike. Viewing and reviewing of his work is tabled until next month's meeting.
- VI. **Rural Communities:** Discussed was how the efforts of various AGIC committees can be packaged and distributed to the rural and underserved communities. The 911 committee offered support in working with managers to develop a method. The data committee offered to provide technical support. These committee chairs will meet later this month after they have all had their committee meetings, to discuss outreach coordination, along with it tying into Outreach's mentorship program. Further action

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with this issue is tabled until next month's meeting. In the meantime, we thought of how to start reaching out to these communities. From posting existing AZGeo marketing material, or graphics/fliers from AGIC committees, to researching possible hashtags that might be used by folks in these rural areas. We recognize rural areas might not be as plugged in as others, but as we begin reaching more and more of them, we can continue to grow our social media audience.

- VII. **Schedule and Approve Content of Standard and Holiday Posts:** Time was used here to walk through together what we wanted to post for our agency of the month content. The phrase "Geospatial Spotlight" was coined. This will be used as the hashtag for all related postings. Aparna demonstrated how to use Hootsuite to create one post that will go to all social media platforms, and how to schedule them to go live at a certain date and time. Mariah will be in charge of the posts next week for the Geospatial Spotlight content.
- VIII. **Comments, Requests, Items for Future Agendas:** Kasey's job board platform, pointers from committee chairs regarding rural outreach, Brandon's findings of hashtags used.
- IX. **Adjourn:** Meeting adjourned at 3:06pm.