

**NOTICE AND AGENDA 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 Aug 10, 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
Aparna Thatte, Chair		Yes, phone
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
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 2:03 pm; Introductions were made by the committee; ensuring attendance list was managed and quorum established.
- II. **Approval of July Meeting Minutes:** July meeting minutes were distributed prior to the meeting via email. Aparna asked for a motion to approve the minutes as written. Kasey motioned and Cheryl seconded the motion. Motion passed unanimously without discussion.
- III. **Review Recent SM Activity:** Aparna presented the Hootsuite report that summarizes statistics about our accounts and postings. Our largest increase of an audience over the last month was on LinkedIn. On both Facebook and LinkedIn, the engagements doubled from the last month, believed to be from AGIC website articles being posted on those platforms.
- IV. **Geospatial Spotlight of the month:** With the spotlight group for August and September determined, the group discussed the spotlight for the months of October through December. Since the AGIC conference is being held in October, it was decided that the highlighted content would be focused around the various speakers, registration, etc. November’s spotlight was chosen to be the Arizona Geological Survey. Then December will be the Arizona Game and Fish Department.
- V. **AZGeo Group and SMWG Update:** Kasey added members to a group on AZGeo to organize and house the different applications and data we use for our content. In addition to the previous holiday related surveys and ‘treasure hunts’ Kasey created; this is where he created the Job Board dashboard.

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Having this group page allows for easier collaboration. Kasey showed everyone where his Job Board dashboard has been published to the AZGeo website. It will soon be linked on the AGIC website as well. It is officially up and active so it was great to see the job postings already being added.

- VI. **AGIC October Conference Approved Posts:** Anything and everything relating to the conference will be sent out across the board throughout the month leading up to the week of the conference, and even during the conference. This would include registration, networking events (both live and virtual), as well as the hands-on training courses the week before and after. Mariah and Jenna will be working together to gather the details for this content and decide when to post it.
- VII. **Promotion of UAS Fly-In:** Jenna had created a flyer with all the details about the event and registration information. It will be shared across our social media platforms leading up to the event in mid-September. On the day of the event, Mariah volunteered to do some live streaming videos of drones being flown, along with pictures throughout the day. The group really liked these ideas.
- VIII. **Schedule and Approve Content of Holiday Posts:** The idea is that each month when the group meets, there will be a discussion of which 'holiday' ideas seem noteworthy to brainstorm on. With the shared documents, the group will contribute ideas and content over the following few weeks. Mariah will then take this and draft up what posts could look like. This way the next time the group meets, they can approve whether it's something that would be good to get posted.
- IX. **Comments or items for future agendas:** Drafts of holiday posts for the group to approve for the next month. Holidays for the beginning of 2022 to start planning.
- X. **Adjourn:** Meeting adjourned at 3:03pm.