

**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 Dec 8, 2020 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, with notice
Samantha Dinning	Yavapai County	Yes, phone
Aparna Thatte	Mesa Public Schools	Yes, phone

Table 2: Public At-Large

Member	Agency/Company	In Attendance
Brandon Barnett	AZ State Land Department	Yes, phone
Patrick Whiteford	AZ Dept of Transportation	Yes, phone
Mariah Modson	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 November Meeting Minutes:** November meeting minutes were distributed prior to the meeting via email. Jenna asked for a motion to approve the minutes as written. Cheryl motioned and Kasey Green seconded the motion. Motion passed unanimously without discussion.

- III. **Hootsuite & Task Assignment Discussion:** Shauna and Jenna agreed to assign tasks based on the type of post, across all channels on Hootsuite. Kasey and Shauna will be in charge of holiday posts. Aparna and Lucas will handle news posts. Lucas will also continue his tasks on the AGIC website. Aparna will handle Instagram as images are available associated to any post. These roles are for the time being as everyone gets comfortable with the Hootsuite platform.

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The group can revisit these assignments down the road to decide how to organize, such as one person is in charge of everything for a couple weeks. Aparna brings up the point of integrating meetings and other posts via an image on Instagram to appeal to a different demographic.

- IV. **Social Media Guidelines Document Status:** Cheryl walked through the changes she made to the document. She updated the section regarding our current platforms. Mission statement stayed the same. Some goals have been accomplished already so the document has been updated to reflect that. Cheryl is working on outlining workflows in a way that is not too specific but still gives enough detail. The group decides it is better to separate between more generalized workflows and guidelines versus a specific breakdown of roles.

- V. **2021 Outreach Work Plan – SM Goals Discussion:** Jenna will take a look at the current document Cheryl has for guidelines and take out aspects that are more relatable to a work plan format. Goal for the workplan includes an outline of standard Hootsuite responsibilities once the group has a chance to get familiar with the platform and figures out best practices.

- VI. **Comments, requests, and items for future agendas and meeting dates:** The group sees a benefit to having a technical session with Shauna at the next meeting for a more hands on way of learning the Hootsuite platform.

- VII. **Adjourn:** Meeting adjourned at 3:02 pm.