

**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 July 20, 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
Cheryl Thurman, Co-chair	TerraSystems Southwest	Yes
Jenna Leveille, Co-chair	AZ State Land Department	Yes
Brandon Barnett	AZ State Land Department	Yes
Kasey Green	AZ State Land Department	Yes
Mariah Modson	AZ State Land Department	Yes
Lucas Murray	AZ Dept of Economic Security	No, with notice

- I. **Call to Order:** Meeting was called to order at 2:01 pm; Introductions were made by the committee; ensuring attendance list was managed and quorum established.
- II. **Approval of June Meeting Minutes:** June meeting minutes were distributed prior to the meeting via email. Jenna asked for a motion to approve the minutes as written. Cheryl motioned and Mariah seconded the motion. Motion passed unanimously without discussion.
- III. **Review Recent SM Activity:** Mariah presented the Hootsuite report that summarizes statistics about our accounts and postings. The ongoing trend is increased followers every month, and continued, if not improved, engagement from followers across the board. As the frequency of posts and engaging content fluctuates, so do the stats. However, the group adjusted the parameters of the report to compare activity from the first month we began using Hootsuite to post, to today. The results of this were phenomenal improvement. This beginning to current activity report will be presented to the AGIC Council at their next meeting.
- IV. **Geospatial Highlight of the Month:** August is National Back-To-School month so the group decided to feature ASU and their Geospatial Hub. Jenna will get in contact with the necessary folks for us to create content on this. September is National Preparedness month, so the group chose to feature DEMA and all the work they do in the geospatial world. The spotlight for October will be AGIC, covering everything about the conference.

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- V. **Job Board Update:** Kasey shared his progress with the GIS Job Board site. It's part Dashboard and part Survey123. Jobs can be shared across the US and they'll be seen on the map. When a job is added, a marker appears on the map, and displays key information for an applicant. Applicants are also able to choose which category or job type they are looking for and the results will populate accordingly. To keep the site current, Cheryl has volunteered to go into the back end of the site and manually remove any expired postings prior to the upcoming Social Media meetings.
- VI. **Discussion of Posting Meeting Announcements to Social Media:** The group concurs that we should be publishing notices of AGIC meetings. This was previously done only on Facebook as an event. With having now acquired Hootsuite, Jenna updated the ratio of the meeting notice images for us to share out across all platforms from now on.
- VII. **Schedule and Approve Content of Standard and Holiday Posts:** Content to post in addition to that for the monthly Geospatial Spotlight includes: the winner of the AGIC symposium t-shirt design contest, event information and coverage of the UAS Workgroup's September Fly-In, City of Tucson and Maricopa County for their SAG Award from the ESRI User Conference. For National First Responder's Day in October, the work being done with 911 was approved. For National Fossil Day in October, Jenna proposed reaching out to AZGS. Lastly, for additional content during National Preparedness Month, we could reach out to NAPSG.
- VIII. **Comments and Items for Future Agendas:** Jenna is going to review the guidelines approved by the council to clarify the parameters for posting when things are occurring during the AGIC Conference, promotional items for the UAS Fly-In, tour of this group's AZGeo page Kasey made.
- IX. **Adjourn:** Meeting adjourned at 3:02pm.