

**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 Nov 10, 2020 at 3:00 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 members**

| <b>Member</b>    | <b>Agency/Company</b>        | <b>In Attendance</b> |
|------------------|------------------------------|----------------------|
| Samantha Dinning | Coconino County              | Yes                  |
| Shauna Evans     | AZ Dept of Water Resources   | Yes                  |
| Kasey Green      | AZ State Land Department     | Yes                  |
| Jenna Leveille   | AZ State Land Department     | Yes                  |
| Lucas Murray     | AZ Dept of Economic Security | Yes                  |
| Aparna Thatte    | Mesa Public Schools          | Yes                  |
| Cheryl Thurman   | TerraSystems Southwest       | Yes                  |
| Mariah Modson    | AZ State Land Department     | Yes                  |

- I. **Call to order:** Meeting was called to order at 3:04 pm; Introductions were made by the committee; ensuring attendance list was managed and quorum established.
  
- II. **Approval of the August Meeting Minutes:** August meeting minutes were distributed prior to the meeting via email. Jenna asked for a motion to approve the minutes as written. Kasey Green motioned and Cheryl Thurman seconded the motion. Motion passed unanimously without discussion.
  
- III. **Review recent social media activity:** Everything is going well. Shauna informed the group that the accounts' top Twitter followers include a reporter, a research assistant, and even GISgeography.com. Our account has over 8,000 impressions. The tweet that received the most interaction was when we shared the announcement of ASU and ASLD winning a NSGIC award for the implementation of the AZGeo Data Hub. Runner-up for most popular tweet was for AGIC Symposium registration.
  
- IV. **Hootsuite Demo:** Shauna Evans gave the group a thorough demonstration of the Hootsuite system. This is a platform that allows one place to manage numerous social media accounts. With all social media accounts in one place, it becomes easier to coordinate posts across various sites. Hootsuite allows us to see the interactions people are having with our posts, such as where we have been tagged/mentioned. With all social media accounts now being in one area,

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we can streamline our presence in the community. This allows us to schedule posts to go out, determine what platform to use dependent on what content we want to share, and to even preview what the post is going to look like across all media platforms so that the message is presented in the best way.

- V. **Discussion - Hootsuite integration and next steps:** The group agreed that we should all get a hands-on idea of how the site works and all the ways we can use it. Going forward, we will be able to look at the analytics capability. This gives us a better understanding of who is being reached, who isn't being reached and should be, and how we can adjust our process or content to meet our goals.
  
- VI. **Social Media Guidelines Document:** This was tabled. Jenna and Cheryl will coordinate.
  
- VII. **Comments and items for future agendas:** Further discussion is needed to determine the workflow and processes amongst members of the group. Whether one person rotates through posting to all platforms through Hootsuite, certain people in charge of a set 'category' of posts, etc. Figuring out the group should be setup to best make Hootsuite work efficiently, will let us know how many people are needed to make it work.
  
- VIII. **Adjourn:** Meeting adjourned at 4:00pm.