

**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 9, 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	No, excused
Mariah Modson	AZ State Land Department	Yes, phone
Brandon Barnett	AZ State Land Department	Yes, phone
Aparna Thatte		Yes, phone

Table 2: Public At-Large

Name	Agency/Company	In Attendance
Shauna Evans	AZ Dept of Water	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 October Meeting Minutes:** October meeting minutes were distributed prior to the meeting via email. Aparna asked for a motion to approve the minutes as written. Mariah motioned and Kasey seconded the motion. Motion passed unanimously without discussion.
- III. **Review Hootsuite Report:** Amazingly, followers and interactions on all social media platforms continue to increase. A surprising jump came from LinkedIn where we received a dozen more followers during the week of the AGIC Education and Training Symposium.
- IV. **Geospatial Highlight of the Month:** For December’s highlight on AGIC’s workgroup’s events, projects, successes, Jenna and the others confirmed the key points to represent. Each committee had stupendous results over the last year, along with AGIC as a whole, that there is a ton of content available to post.
- V. **Metrics to Report to AGIC Council for 2021:** All agreed to show the data supporting the positive impact of using Hootsuite to push content. Any drafting of a workplan for this group’s next steps will be with the Council’s goals in mind for future planning.
- VI. **Thanksgiving and Christmas Holiday Posts:** The group agreed the storymap (on where Thanksgiving foods come from across the country) mentioned at the last meeting is the best option for a Thanksgiving post. Then Mariah presented the interactive story, content, and polls from her and Brandon’s Christmas posts on two elves’ race to the North Pole. Everyone loved it!

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- VII. **Schedule and Approve Content of Standard and Holiday Posts:** With only a couple national holidays in December, the group decided to stick to the Elves' interactive content, and the AGIC year-in-review highlights for the month.
- VIII. **Comments and Items for Future Agendas:** Drafts of December highlight postings, national holidays for the first month or two of 2022.
- IX. **Adjourn:** Meeting adjourned at 2:56pm.