

**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 Oct 12, 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	Yes, phone
Aparna Thatte		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 September Meeting Minutes:** September meeting minutes were distributed prior to the meeting via email. Aparna asked for a motion to approve the minutes as written. Jenna motioned and Mariah seconded the motion. Motion passed unanimously without discussion.
- III. **Review Hootsuite Report:** The trend of followers and interactions with our content over the last month continues to increase, with LinkedIn followers almost doubling. The group also looked at which posts amongst the different platforms had the most interactions separately from the overall counts.
- IV. **Geospatial Highlight of the Month – December & January:** At the last meeting, it was proposed to have December highlight all the amazing work and events via AGIC's committees and workgroups over the course of the year. Everyone agreed in moving forward with that idea, so they brainstormed various information produced by the committees to be shared throughout December. As for January, the group learned it will be National Mentoring Month so they will feature both AGIC's and many others' mentoring programs.
- V. **Metrics to Report to AGIC Council:** Thanks to Hootsuite, it was fairly quick and easy to bring up the statistics from all of our social media platforms. Doing so allowed Jenna and others to make note of key data that can be reported to the Council as to this group's progress. An outstanding accomplishment compared to the implantation of social media prior to having Hootsuite. Data from Facebook directly is being looked at to further support this.

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- VI. **October AGIC Conference Related Posts:** The group briefly touched base on what content will be shared leading up to the AGIC Conference, as well as things to be featuring throughout the event itself. Jenna and Mariah are in communication regarding this.
- VII. **Thanksgiving and Christmas Holiday Posts:** Mariah shared ideas she came up with for Christmas Holiday posts, with an interactive interface to engage our followers. It is expected to last all the way up until Christmas. With December being heavy with that idea, Thanksgiving Holiday content will be kept short with a web map or two of where Thanksgiving food is produced around the country.
- VIII. **Schedule and Approve Content for Standard Holiday Posts:** Since the month of October is and was dedicated to posts on AGIC Conference content, the next set of content for review is November. Members reviewed the list of holidays during November to be approved for drafting up content. Said content would be up for approval at the next meeting.
- IX. **Comments, Requests, and Items for Future Agendas:** Review and approve postings for the month of November. Review interactive Christmas interface.
- X. **Adjourn:** Meeting adjourned at 3:01pm.