

**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 Sept 14, 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**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
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
Mariah Modson	AZ State Land Department	Yes, Phone
Aparna Thatte		Yes, Phone
Brandon Barnett	AZ State Land Department	No, Excused

- I. **Call to Order:** Meeting was called to order at 2:04 pm; Introductions were made by the committee; ensuring attendance list was managed and quorum established.
- II. **Approval of August Meeting Minutes:** August meeting minutes were distributed prior to the meeting via email. Aparna asked for a motion to approve the minutes as written. Kasey motioned and Cheryl seconded the motion. Motion passed unanimously without discussion.
- III. **Review Recent Social Media Activity:** The general trend continues, with increased followers across the board. Most notably on LinkedIn where our follower counts almost doubled. There was a noticeable decrease in interactions amongst our Facebook page. The team was not too concerned with this because it is expected to have ebbs and flows.
- IV. **Geospatial Highlight of the Month:** Mariah shared the content scheduled for September’s highlight on the Arizona Department of Emergency and Military Affairs. Since October’s posts will be centered around the AGIC Conference, the group discussed who to feature for November and December. It was decided to highlight the Arizona Geological Survey for November. For December it was suggested to do a highlight of the various AGIC workgroups and what they have achieved in 2021, like a year-in-review.
- V. **AGIC October Conference Posts:** The group discussed what events and workshops are going on for the AGIC conference that could be shared out in postings. Jenna and Mariah will be collaborating on specific content and format.

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- VI. **Schedule and Approve Standard and Holiday Content:** A couple holidays were approved to be posted in October to offset the AGIC Conference content. Mariah shared what National holidays are in November and the group decided which ones they would like to see content drafted for. Cheryl suggested a fun idea for around the holidays, of a “traveling” figure that folks from around Arizona would take pictures of and would get posted on our platforms. This idea gives our community of followers content that’s more festive and almost interactive.
- VII. **Comments, Questions, Suggestions for Future Agendas:** Mariah’s drafts for November National Holidays.
- VIII. **Adjourn:** Meeting adjourned at 3:01pm.