

**MINUTES OF THE ARIZONA GEOGRAPHIC  
INFORMATION COUNCIL OUTREACH  
COMMITTEE**

**Social Media Workgroup**

A Public meeting of the Arizona Geographic Information Council (AGIC) was convened on Tuesday, May 10 at 10am WebEx only due to COVID-19 health precautions. Present at the meeting were the following members or designees of the AGIC 9-1-1 Committee:

**Table 1: Committee Voting Members (6)**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Jenna Leveille	AZ State Land Department	No, with notice
Kasey Green	AZ State Land Department	Yes, phone
Cheryl Thurman	TerraSystems Southwest	Yes, phone
Lucas Murray	AZ Dept of Economic Security	No, with notice
Aparna Thatte	Self	Yes, phone
Mariah Modson	AZ State Land Department	Yes, phone
Brandon Barnett	AZ State Land Department	Yes, phone

**Table 2: Public at Large**

<b>Name</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Becky Reid	AZ Dept of Transportation	Yes

**The Committee discussed and acted on the following items.**

I. Call to order & introductions

**Meeting was called to order at 2:04 PM. Introductions were made, and quorum was established.**

II. Approval of meeting minutes from April 12, 2022

**No changes were made to the April meeting minutes. Cheryl Thurman motioned, Mariah Modson seconded. Meeting minutes for April were approved with no further discussion.**

III. Review recent SM activity – New format! (Brandon Barnett)

**Social Media activity was showcased for the month of April (compared to March) utilizing an efficient format as well as a breakdown of the pertinent elements. The platforms that were broken down include: Facebook,**

**MINUTES OF THE ARIZONA GEOGRAPHIC  
INFORMATION COUNCIL OUTREACH  
COMMITTEE**

**Social Media Workgroup  
Twitter, Instagram, LinkedIn, and YouTube.**

- IV. Geospatial Highlight of the month – decide future highlights/ Schedule and approve content of standard and holiday posts.

**May's geospatial spotlight (SHPO) for Preservation Month was reviewed, the post to be sent out the week of the 16<sup>th</sup> approved. The Sonoran Desert Museum is the projected geospatial spotlight for the month of June, with contact still being attempted.**

**After further discussion, July is going to feature addressing utilizing the zip codes, address ecosystem, and NAD datasets. NG-9-1-1 was also mentioned, given their recent work with their core services. August is remaining to host AGIC as the spotlight, considering the Symposium taking place that month.**

**Specific June holidays were discussed, highlighting the Army's birthday, beginning of summer, Social Media Day, Zoo and Aquarium month, Camping month, and Pollinator month. These holidays were given the green light to draft posts for the social media channels.**

- V. Discuss SMWG Guidelines updates based on Work Plan

**SMWG guidelines needed the different posting and livestreaming guidelines for the YouTube channel, which was briefly discussed and agreed to be added during review before the next meeting. Due to meeting constraints, the comments regarding the remainder of the guideline updates will be moved to the next meeting.**

- VI. YouTube Channel discussion

**Specific privacy and content guidelines were discussed, including the omission of sharing links with possible nefarious activities, copyrighted media, or capturing minors on video. The remainder of YouTube guidelines and restraints were agreed to be reviewed in order to specifically discuss the platform for June's SMWG meeting. Aside from stipulations to posting, the general foundation for details within the videos were discussed briefly. The update of current interaction policies were discussed briefly, with the suggestion of opening up interactions on our platforms to support engagement rates.**

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COMMITTEE**

**Social Media Workgroup**

VII. Comments, requests, and items for future agendas and meeting dates.

- a. The working group may discuss matters of procedure relative to its meetings. Committee members may also wish to direct staff to study areas of concern and/or place such items on future agendas and to discuss and schedule future meeting dates.

**The meeting ran a little too late for further discussion on this topic, but the participants agreed to review the content discussed today to bring for June's meeting.**

VIII. Adjourn

**Meeting was adjourned at 3:05 PM**

Upcoming 2022 Meeting Dates (Monthly):

- **June 14**
- **July 12**
- **August 9**
- **September 13**
- **October 11**
- **November 8**
- **December 13**