

**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, November 14th at 1pm on Google Meet. Present at the meeting were the following members or designees of the AGIC Outreach Committee Social Media Workgroup

Table 1: Committee Voting Members

Member	Agency/Company	In Attendance
Aparna Thatte, Chair	Self	Yes, phone
Brandon Barnett, Secretary	Republic Services	Yes, phone
Jenna Leveille	AZ State Land Department	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Mariah Modson	AZ State Land Department	No, with notice
Cheryl Thurman	TerraSystems Southwest	Yes, phone

The Committee discussed and acted on the following items.

I. Establish Quorum, Call to Order, and Introductions

Meeting was called to order at 1:04 PM. Introductions were made, and quorum was established.

II. Approve October 10, 2023 and October 31, 2023 meeting minutes

Jenna motioned to approve, and Aparna seconded. The motion passed unanimously.

III. Review recent SM activity

All social media accounts continue to grow as regularly as they have been, with LinkedIn being the most impactful as we've seen before. YouTube is still gaining subscribers, but we're anticipating more with 3 more videos being added this month.

IV. Transitioning to Canva Team from Hootsuite

Jenna and Brandon have transitioned between Hootsuite to Canva in order

to bridge the gap between the two services. With Hootsuite pricing increasing, the team has decided to move forward with Canva (see last month's minutes).

V. Decide future geospatial Highlight of the month/ schedule and approve content of the standard and holiday posts

The Geospatial highlight of this month is Arizona Remote Sensing center for geography awareness week and GIS Day. The holidays for the rest of the month's holidays are America Recycles, Career Development, Geography Awareness, and GIS Day.

For December, we're expecting the regular holidays and a year in review. The additional holidays to be added are Pearl Harbor Remembrance, National Guard Birthday, First Day of Winter, Crossword Day, a themed scavenger hunt, and the annual Elf story.

VI. Guidelines document review/updates for 2024

The Social Media Guidelines for 2024 are still under review, but will be available for a team review next meeting. The intention for next year's document will be for internal use only and will include sections that are more procedural and digestible in general.

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

There were no comments.

V. Adjourn

Meeting adjourned at 1:41 PM

Upcoming 2023 Meeting Dates (Monthly):

- January 10
- February 14
- March 14
- April 11
- May 9
- June 13
- July 11
- August 8
- September 12
- October 10
- November 14
- **December 20**