

**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 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 (16)**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Aparna Thatte, Chair	Self	Yes, phone
Brandon Barnett, Secretary	Republic Services	Yes, phone
Lucas Murray	ADOT	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
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 1:03 PM. Introductions were made, and quorum was established.**

II. Approve April meeting minutes

**Kasey motioned to approve and Brandon seconded. Motion passed in majority. Aparna abstained.**

III. Review recent SM activity

**All social media accounts continue to grow as regularly as they have been, with LinkedIn having a significant increase across the board. YouTube had 2 videos uploaded and is expecting 4 videos this next month**

IV. Create, schedule, and approve content of posts for meetings, job boards, news articles, and curator's content posts.

**The group decided to include only holidays that we've previously posted**

**for. The group had selected enough articles for the next month to post, and Kasey will handle Curator's Corner as he has data for it.**

V. Guidelines document review/updates for 2024

**Cheryl went through and made some more changes that the group will go over during next month's meeting.**

VI. 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.**

VII. Adjourn

**Meeting adjourned at 1:58 PM**

Upcoming 2024 Meeting Dates (Monthly):

- January 9
- February 13
- March 12
- April 9
- May 14
- June 11
- July 9
- August 13
- September 10

- October 8
- November 12
- December 10



## Fans or Followers

Whether 'Fans' or 'Followers' are shown, they are interchangeable.

**164**  
fans

Total number of fans

➔ **6** from 158

New fans compared to last month's



**247**

+4 From 243



**157**

+2 From 155



**143**

+5 From 138



**681**

+28 From 653

## Posts or Tweets

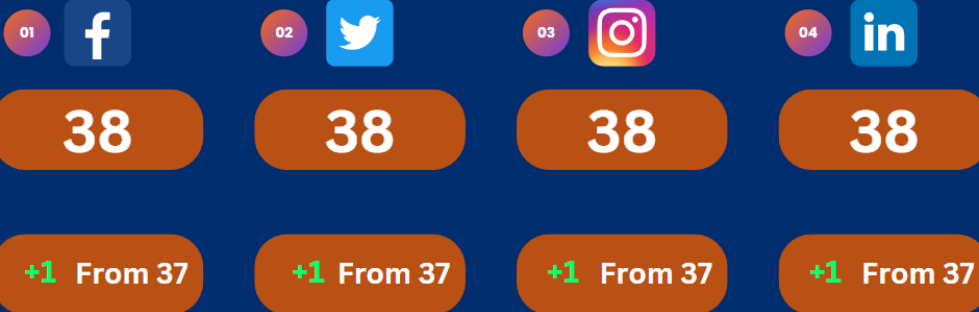
Whether 'Posts' or 'Tweets' are shown, they are interchangeable.

**24**  
posts

Total number of posts

↗ **3** from 21

This month's posts compared to last month's



## Engagements or Interactions and Impressions

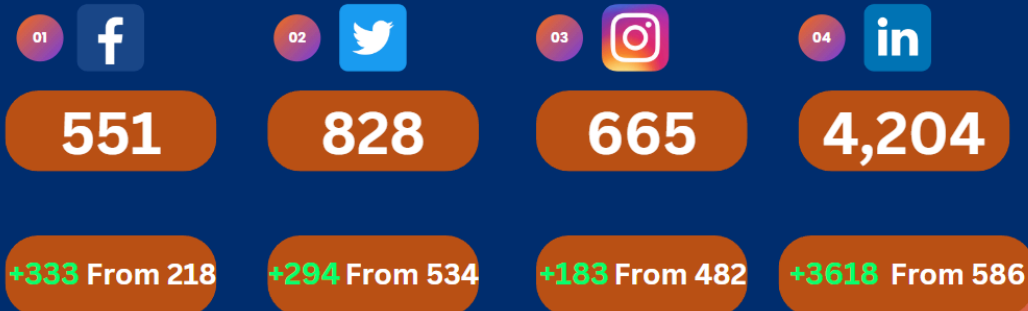
When users Like, Comment, Share, React, Reply, View or Retweet

**6**  
engagements

Total number of posts

↘ **28** from 34

This month's posts compared to last month's



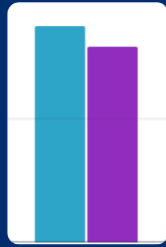


# YouTube Analytics

Overview of the subscriber, view, and upload metrics from the Youtube page.

01

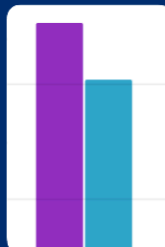
Subscribers



-1 Total: 126

02

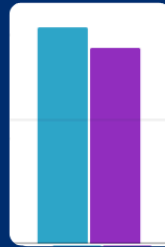
Views



-20 Total: 99

03

Uploads



+2 Total: 102

04

Impressions



-.4K Total: 1.8K