

**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, June 13 at 1PM on Google Meet. Present at the meeting were the following members or designees of the AGIC SMWG Committee

**Table 1: Committee Voting Members**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Aparna Thatte, Chair	Self	No, with notice
Jenna Leveille	ASLD	Yes, phone
Kasey Green	ASLD	Yes, phone
Cheryl Thurman	TerraSystems Southwest	Yes, phone
Mariah Modson	ASLD	Yes, phone
Brandon Barnett	Republic Services	Yes, phone

**Table 2: Public at Large**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
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The Committee discussed and acted on the following items:

- I. Establish a quorum, call to order, & introductions

**Quorum was established and the meeting was called to order at 1:02PM. Introductions were made with no additional comments.**

- II. Approve May meeting minutes.

**Jenna Levielle motioned to approve May meeting minutes; Kasey Green seconded. Vote to approve minutes passed unanimously with no discussion.**

- III. Review recent SM activity

**Brandon Barnett reviewed the analytics of AGIC’s social media outlets (included at the end of the minutes). Steady increase in analytics shown across all social medias (aside from Facebook).**

- IV. Hootsuite & ASLD Support

**Since ASLD did not have a Hootsuite account, and needed one, AGIC**

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and ASLD are splitting payments on the platform and the team will not have to learn or move to another social media management platform. This will include informing the Council that we are no longer switching.

V. Geospatial Summit Recap and Social Media Posts

During the summit, one of the sponsors took a video during their demo where all participants are included in the drone footage. This will be uploaded on our social media pages. All presentations and pictures will be compiled and available for everyone on either social media or through requests.

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

**June’s Geospatial Spotlight was proposed to be Pima Parks and Rec for Camping Month.**

**June’s Holidays are Trails Day, Army’s Birthday, Juneteenth, Summer, Wildland Fire Remembrance, Geospatial Summit, Thank You Day, Dinosaur Day, R.O.W. Professionals Week, and Professional Wellness Month.**

**July’s Geospatial Spotlight was proposed to be Tucson Parks and Rec for Parks and Rec Month.**

**July’s Holidays are Independence Day, Parks and Rec Month, Space Exploration Day, Buffalo Soldier Day, Moon Day, Capture the Sunset Week, Wildland Fire Remembrance Week, Kitten Day, Pioneers Day.**

VII. Volunteer Opportunities for Mentees – StoryMaps for Holidays

**Monday and Thursdays remain from 6-8. Two StoryMaps are in progress.**

VIII. 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.

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**Next meeting is July 11. No additional comments were made.**

IX. Adjourn

**Meeting was adjourned at 1:42 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 12

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## Fans or Followers

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

**171**

fans

Total number of fans

↗ **4** from 167

New fans compared to last month's

01



02



03



04



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## Posts or Tweets

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

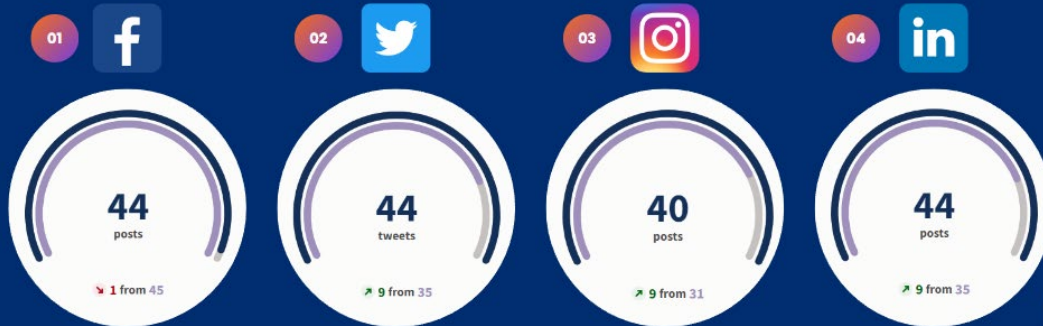
**31**

posts

Total number of posts

↗ **6 from 25**

This month's posts compared to last month's



## Engagements or Interactions

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

**22**

engagements

Total number of engagements

↗ **20 from 2**

Engagements this month compared to last month



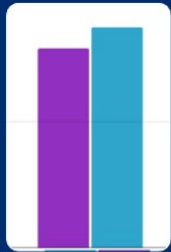
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# YouTube Analytics

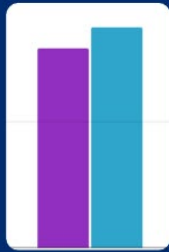
Overview of the subscriber, view, and  
upload metrics from the Youtube page.

01  
Subscribers



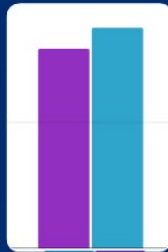
+2 Total: 76

02  
Views



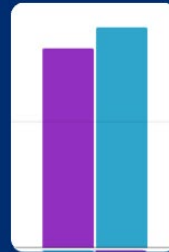
+22 Total: 98

03  
Uploads



+4 Total: 96

04  
Impressions



+5K Total: 2.3K