

**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, March 14 at 1PM on Google Meets. Present at the meeting were the following members or designees of the AGIC SMWG Committee

Table 1: Committee Voting Members

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

Table 2: Public at Large

| Member | Agency/Company | In Attendance |
|---------------|-----------------------|----------------------|
| Lucas Murray | ADOT | Yes, phone |

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 February meeting minutes.

Mariah Modson motioned to approve February meeting minutes; Jenna Leveille 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 expect for interactions/engagements. New campaign was started for YouTube called ‘Presents Series’ that will go until the 4th of April. Analytics and growth will be reported next

**MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP**

meeting.

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

March holidays include Dr. Seuss' Read Across America Day, International Women's Day, Daylight Savings, Pi Day, St. Patrick's Day, Spring Solstice, Surveyor's Week, and Women's History Month.

March's Geospatial Highlight showcases the Women in GIS group for Women's History Month.

April's Geospatial Spotlight was proposed to include the Natural Resources Work Group for Earth Day.

April's Holidays are Earth Day, Arbor Day, Audubon Day, Easter, Safe Digging month, and April Fool's.

May's Geospatial spotlight was proposed to be AZDEMA for Military Appreciation Month. Also proposed was showcasing a service member and their work within the GIS community.

May's Holidays are Cinco de Mayo, Space Day, Memorial Day, Military Appreciation Month, Public Works Week, Endangered Species Day, Scavenger Hunt Day, American Craft Beer Day, Star Wars Day, Mother's Day.

- V. Discuss Future social media platform and content options. Evaluate Hootsuite and other similar platforms.

Mariah reviewed two of the four options to replace Hootsuite, which are Buffer and Zoho. The decision between these two is Buffer. Factors that led to this consideration included scheduling, analytic reporting, and overall interface. Further reporting will come at next month's meeting. The last two platforms to test before next meeting are Social Pilot and Loomly, which will be reported against Buffer.

- VI. Volunteer Opportunities for Mentees – StoryMaps for Holidays

Brandon went over the different StoryMap ideas for the volunteers within the Mentorship Program. These ideas were cleared to disperse within the mentorship group and this item to be added as a steady state agenda item.

**MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP**

VII. Social Media Management Certification Training Discussion

Brandon went over a free Social Media Management course on HubSpot to certify those that are in charge of the social medias. The group approved of this course, and this will be used as a placeholder on knowledge certification.

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.

Next meeting is April 11. No additional comments were made.

IX. Adjourn

Meeting was adjourned at 1:59 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

MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP



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



MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP

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

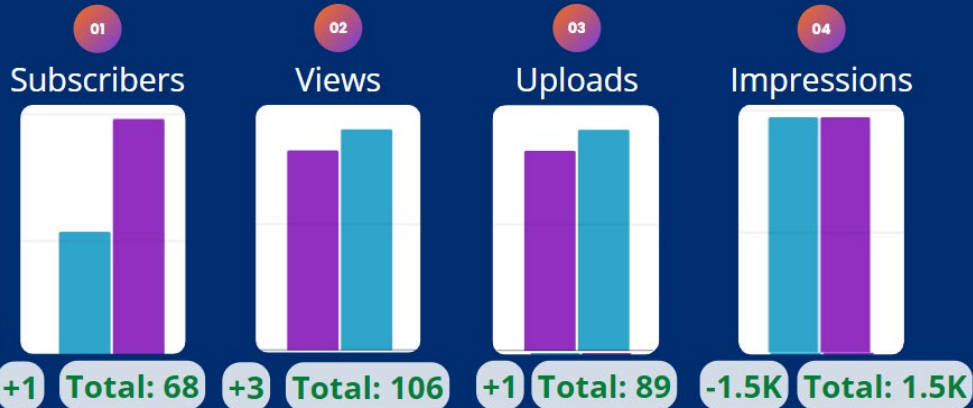


MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP



YouTube Analytics

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



YouTube Campaign

This campaign reflects the strategy to broaden the outreach of our base through YouTube specifically

Presents Series



Estimated Platform Growth: 5% overall