

**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 9 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	Yes, phone
Cheryl Thurman	TerraSystems Southwest	Yes, phone
Mariah Modson	ASLD	Yes, phone
Brandon Barnett	Republic Services	Yes, phone

Table 2: Public at Large

Member	Agency/Company	In Attendance
Nahide Aydin-Reynolds		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 1:01PM. Introductions were made with no additional comments.

II. Approve April meeting minutes.

Kasey Green motioned to approve April meeting minutes; Mariah Modson seconded. Vote to approve minutes passed unanimously with no discussion.

III. Announcements

- SM Guidelines Document Update approval
- Geospatial Summit | June 8 & 9 | Prescott, AZ
- AGIC Symposium
 - [Call for Papers](#) – Closes May 26
 - [Maps and Apps](#) – Closes Aug 19

The social media guidelines document went through the outreach

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committee last month and got approved through the council last week. The Geospatial Summit coming up consists of a Demo Day and a Presentation Day, with the theme being ‘GIS for Good.’

IV. 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. Five videos have been scheduled for YouTube through June, with the decision that new videos will be announced on our social medias.

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

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. Proposed to include Johnathan Gholson since he is a service member as well as the keynote for the Geospatial Summit.

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, and Teacher Appreciation Day.

June’s Geospatial Spotlight was proposed to be Tucson Parks and Rec for

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.

VI. Volunteer Opportunities for Mentees – StoryMaps for Holidays

Monday was added as an additional working session. If anyone wants to push out the invite, feel free to do so.

VII. 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

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meeting dates.

Next meeting is June 13. No additional comments were made.

VIII. Adjourn

Meeting was adjourned at 1:20 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.

