

**MINUTES OF PUBLIC MEETING OF THE
ARIZONA GEOGRAPHIC INFORMATION COUNCIL
OUTREACH COMMITTEE - SOCIAL MEDIA WORKGROUP
DRAFT**

A public meeting of the Arizona Geographic Information Council Outreach Committee Social Media Workgroup was convened on March 18, 2025 at 1:00 pm on Google Meets. Present at the meeting were the following members or designees of the group:

Workgroup Voting Members

Member	Agency/Company	In-Attendance
Aparna Thatte, Chair	Self	Yes, Virtual
Kasey Green	Arizona State Land Department	No
Cheryl Thurman	TerraSystems Southwest	Yes, Virtual
Lucas Murray	AZ Dept of Transportation	Yes, Virtual

Recording of meeting (Minute each item occurs in the video is highlighted in red below):
<https://drive.google.com/file/d/1UI3FG7OfLbgtyF4n5qlMVGcDHikoGQKo/view?usp=sharing>

- I. **Call to order: (Minute 3:07)** Meeting was called to order at 1:00 pm; Introductions were made by the workgroup ensuring attendance list was managed and quorum established.
- II. **Approval of Meeting Minutes: (Minute 3:35)** Motion to approve minutes was made by Lucas and seconded by Cheryl. Motion passed without changes.
- III. **Create new circle logo: (Minute 4:39)** Group agreed that the AZ logo with “AGIC” spelled underneath it was the most appropriate to be used in Social Media posts. The Arizona Digital Style Guide specifies that logos cannot be altered or changed when used in social media. However, Lucas felt that placing the logo into a circular background does not constitute alteration but, to be safe, the group will ask Shea if she can confirm if that’s true.

Action Item: Aparna and Lucas will request Shea contact ADOA to confirm if adding a circular background to the logo is acceptable.

- IV. **Create a graphic for GISP Study Group: (Minute 27:36)** The group felt that the GISP Study Group should design their own graphic and submit it to the Social Media Workgroup. The following list are the graphic requirements the group will be asked to follow:
 - Size:
 - 4:5 ratio
 - If using Canva, the study group will only need to submit one graphic based on the Instagram proportions

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- If not using Canva, the study group will need to submit 4 graphics that meet the size guidelines for all social media platforms
 - Instagram: 1080 x 1350 pixels
 - Facebook: 940 x 788 pixels
 - LinkedIn: 1200 x 1200 pixels
 - Twitter/X: 1600 x 900 pixels
- Logo must meet the requirements outlined in the [Arizona Digital Style Guide](#), specifically:
 - Color Palette, Section 16
 - Contrast Ratio, Section 9.4
 - Image Alt Tags, Section 9.5
- Use the new AZ logo with “AGIC” printed below
 - Include a circular or square background with a 2 px border

Action Item: Aparna will reach out to the GISP Study Group to request they create a graphic for their posts.

- V. **Creating AGIC group / AGIC Community forum on LinkedIn: (Minute 42:55)**
The group will do more research on using LinkedIn as a Community Forum platform that had been requested by the Council. Lucas will also ask the AGIC Admin and Legal Committee to begin researching what platforms the state will allow.
- VI. **Review of Social Media Guidelines Updates (Minute 53:59):** Guideline updates are currently on-hold until AGIC establishes plans on how to implement the new Arizona web requirements.
- VII. **Comments or Items for Future Agendas (Minute 55:00):** At the next meeting, the workgroup will review any findings regarding the LinkedIn Community Forums and will discuss what requirements will be needed when Outreach begins submitting geospatial highlights for Council members and data.
- Next meeting is April 8, 2025 at 1:00 pm
- VI. **Adjourn (Minute 1:00:50):** Meeting adjourned at 1:58pm