

**MINUTES OF MEETING OF THE ARIZONA
GEOGRAPHIC INFORMATION COUNCIL
OUTREACH COMMITTEE
Social Media Workgroup**

DRAFT

A public meeting of the Arizona Geographic Information Council was convened June 8, 2021 at 2:00 PM on Webex. Present at the meeting were the following members or designees of the AGIC Outreach Committee – Social Media Work:

Table 1: Workgroup Voting Members

Member	Agency/Company	Attendance
Jenna Leveille	AZ State Land Department	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Cheryl Thurman	TerraSystems Southwest	Yes, phone
Lucas Murray	AZ Dept of Economic Security	Yes, phone
Shauna Evans	AZ Dept of Water Resources	Yes, phone
Aparna Thatte	Mesa Public School	Yes, phone
Mariah Modson	AZ State Land Department	Yes, phone
Brandon Barnett	AZ State Land Department	Yes, phone

- I. **Call to Order:** Meeting was called to order at 2:03 pm; Introductions were made by the committee; ensuring attendance list was managed and quorum established.
- II. **Approval of April Meeting Minutes:** April meeting minutes were distributed prior to the meeting via email. Aparna asked for a motion to approve the minutes as written. Jenna motioned and Mariah seconded the motion. Motion passed unanimously without discussion.
- III. **Review Hootsuite Report:** Between AGIC's Twitter account having issues a couple months ago, and then the group not meeting last month, the Hootsuite report was adjusted to show activity comparisons between April and May. There was an increase in followers, activity, and engagements across all social media platforms. Facebook and LinkedIn are the top platforms for the most activity.
- IV. **Geospatial Spotlight of the Month:** The person or agency to spotlight for the month of June was discussed and decided. Whether based on holidays, time of year, or other events happening, the group chose the spotlight of the month through September. The plan is to contact the person or agency the month prior to being featured so that during the group meeting of that month, the group can go over the content to post.
- V. **Job Board Platform Update:** Kasey gave a demonstration of what he has been working on. Using Experience Builder, he put together an interface with the job posting form along one side, adjacent to a base map which will show the locations of the listings as they get submitted. The team agreed it is a

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great way to reach their goal of have a quick and easy platform for the whole process. One suggestion was for the ability to search through the posted jobs based on title, position type, etc. Then one critique was to figure out a way that “expired” job postings are no longer reflected in the map.

- VI. **Rural Community Support:** n/a
- VII. **Mentorship Program Support:** The Outreach Committee plans to have the Mentorship Program go live either right before, or at, the AGIC Conference. At this time the Conference will likely be in October, so there is time to work out the details. Social Media plans to support to reach audiences such as university students. Posts will entail graphics/fliers to distribute what the Mentorship Program entails, and how to apply for either being a mentor, or to be the mentee.
- VIII. **Approve Standard and Holiday Posts:** Mariah presented the document her and Brandon had added their ideas to. The group followed along approving which ideas for the month they believe to be relevant and/or know we can get content for. This was done through the month of September. Mariah edited the format of the document so that anyone in the team can add in their ideas, content they’ve found, and then whether or not the group approved is also recorded.
- IX. **Comments and Items for Future Agenda:** Rural community support initiatives.
- X. **Adjourn:** Meeting adjourned at 3:01pm.