

**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 Feb 9, 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 Group:

Table 1: Workgroup Voting Members

Member	Agency/Company	In Attendance
Aparna Thatte, Chair	Mesa Public Schools	Yes, Phone
Cheryl Thurman, Co-chair	TerraSystems Southwest	Yes, Phone
Jenna Leveille, Co-chair	AZ State Land Department	Yes, Phone
Lucas Murray	AZ Dept of Economic Security	Yes, Phone
Shauna Evans	AZ Dept of Water Resources	No, Excused
Samantha Dinning	Yavapai County	Yes, Phone
Kasey Green	AZ State Land Department	Yes, Phone
Mariah Modson	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 January Meeting Minutes:** January meeting minutes were distributed prior to the meeting via email. Aparna asked for a motion to approve the minutes as written. Cheryl motioned and Kasey seconded the motion. Motion passed unanimously without discussion.
- III. **Approval of Guidelines by AGIC:** Group guidelines were approved through AGIC based on the most recent modifications made by Cheryl. Cheryl discussed these edits with the group. Since it is a living document, the document is continuously being tweaked as the group continues learning their process and how different programs function.
- IV. **Review recent activity – Hootsuite report:** Aparna sent out a document to the group prior to the meeting with graphics summarizing our Social Media interactions on each platform in the last month. Kasey brought up a good point that these reports would be a good way for the group to visualize whether their initiatives and new interactions across platforms is proving beneficial. This month's report shows a large increase of followers on the Instagram page, when it was thought that Twitter would be the most popular. This helps the group get a better understanding of our audience. Which aids in knowing how to adjust postings for such audience demographics. Since Instagram is a platform for images, the group began brainstorming options for increasing our presence there.

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One thought was to highlight an agency of the month, where we post maps of theirs, events they have, or even simply reposting their own postings.

- V. **Job postings on LinkedIn:** As part of their online presence, this group wants to provide information about geospatial job postings to the AGIC community via our social media platforms, specifically LinkedIn. At this point in time, there are some job listings being emailed out via the AGIC-L listserv. The thought was to have a member of this group responsible for getting this information copied over to our LinkedIn. There has been talk of disabling the listserv for a more efficient option, something along the lines of a job board or forum linked within the AGIC website.
- VI. **Discussion – Hootsuite training with Shauna:** Shauna will be sending the group a poll to figure out the best availability for training.
- VII. **Comments, topics for future agendas, next meeting date:** Posting information on a job board, connection with social media inquiries. Lucas will get in touch with Jenna about kick starting a job board platform.
- VIII. **Adjourn:** Meeting adjourned at 2:57pm.