

**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 Jan 12, 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**

<b>Member</b>	<b>Agency/Company</b>	<b>Attendance</b>
Jenna Leveille	AZ State Land Department	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Mariah Modson	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	No, excused
Samantha Dinning	Yavapai County	Yes, phone
Aparna Thatte	Mesa Public Schools	Yes, phone

**Table 2: Public At-Large**

<b>Member</b>	<b>Agency/Company</b>	<b>Attendance</b>
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 December Meeting Minutes:** December meeting minutes were distributed prior to the meeting via email. Cheryl asked for a motion to approve the minutes as written. Kasey motioned and Aparna seconded the motion. Motion passed unanimously without discussion.
  
- III. **Approve SMWG 2021 Work Plan:** The group reviewed the goals of the 2021 Work Plan. No changes were proposed. Cheryl asked for a motion to vote on the 2021 Work Plan. Kasey motioned, Aparna seconded. Motion passed unanimously without discussion.
  
- IV. **Review recent Social Media activity:** Aparna got a feel for Hootsuite in terms of automated postings and sending emails. The analytics function of the website showed that while our Instagram account has seen a steady increase of followers, our Facebook has the most. Kasey and Shauna are coordinating AGIC/GIS related calendar events and holidays to post on. LinkedIn needs more attention regarding content posted or shared, and who we follow. A suggestion was brought

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up to monitor the AGIC ListServ emails for any related content.

**V. Social Media Guidelines Document**

- Admin & Legal Committee Review: The group was reminded that Admin and Legal will be reviewing the work plan the following day, making note of the comments and suggestions from their previous review.
- Next steps in revision process after A&L review: Lucas had the idea of creating some sort of subgroups to break out the ongoing tasks of this workgroup. On top of having a social media group, there would be another that oversees the website. This group wouldn't be limited to posting articles, but also helping others post documents like meeting attendees. They would make sure the website is up to date with Council membership. The third group would be vetting any documents or articles that get posted to either the website or a social media platform, in order to make sure it is appropriate and follows our standards.

**VI. Discuss Hootsuite Training – Scheduling and Content Online:** Since Shauna was not present for this meeting, there could be no definitive discussion on when she could give this work group an in-depth training session on Hootsuite.

**VII. Comments, requests, and items for future agendas and meeting dates:** There will be a training meeting with Shauna to go over Hootsuite in detail. For the next workgroup meeting there will be a focus on our LinkedIn presence, with sharing job postings or professional development information to assist those in the GIS community that are looking for jobs right now.

**VIII. Adjourn:** Meeting adjourned at 2:59pm.