

**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 March 9th, 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
Jenna Leveille, Co-chair	AZ State Land Department	Yes, Phone
Cheryl Thurman, Co-chair	TerraSystems Southwest	Yes, Phone
Kasey Green	AZ State Land Department	Yes, Phone
Lucas Murray	AZ Dept of Economic Security	Yes, Phone
Shauna Evans	AZ Dept of Water Resources	Yes, Phone
Samantha Dinning	Yavapai County	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 the February Meeting Minutes:** February meeting minutes were distributed prior to the meeting via email. Aparna asked for a motion to approve the minutes as written. Kasey motioned and Cheryl seconded the motion. Motion passed unanimously without discussion.
- III. **Approval of guidelines by AGIC:** The Social Media Workgroup Workplan Guidelines were approved by the AGIC Council. This document will live on a shared drive, as a copy, to be updated and maintained throughout the year. One of the initiatives this work group has is to host a job board as an ongoing resource for our geospatial-related community. AGIC’s current Listserv will be getting tweaked so it will no longer be a platform for this initiative. Once the group has done a trial run of their ‘nominating an agency a month’ idea, it will be reflected in the updated guidelines.
- IV. **Review Recent SM Activity – Hootsuite Report:** AGIC’s LinkedIn saw the highest spike in activity over the last month. Because of Hootsuite, we are able to create and post content in a way we have never been able to do in the past. There were increased interactions across all other social media platforms as well. Proposed ideas to further our presence online included: varying days and times of posts to reach users all throughout the day, targeting our marketing towards specific groups by tagging them in our posts, and to add hashtags to our posts.

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- V. **Highlight Department of the Month:** Kasey contacted ADEQ as our 'Agency of the Month' for April since it is Earth Day month. The idea behind this initiative is to spotlight a map or application from the agency, share it out to our followers, and ask the nominated agency to repost our posts. Otherwise, the agency will create their own content that we then grab and repost on our platforms. Shauna offered up ADWR as an alternative to ADEQ, as it is also National Water Awareness Month. She and Mariah are going to work on other 'National Days/Weeks/Months' throughout the year that could be used as content.
- VI. **Job Boards:** Since the group's last meeting, Lucas has brainstormed a couple ways we can move forward with the job board initiative without needing to use the AGIC listserv. His first idea is to create our own job board from the bottom up, using something like HUB that feeds a Survey123 form into a Dashboard map of a job's location. We would have to put in great effort to make this system visible to both employers and job seekers. Otherwise it will not be effective. His second idea is to be more of the messenger, sharing out already created postings from sites such as LinkedIn. The plus side to this method is that employers and employees are already familiar with such website, we would just be distributing the web address for our users.
- VII. **Outreach Committee Discussion:**
- Need more social media volunteers – ASLD Intern available where needed. As workload continues to expand, having additional hands available will be current with what is going on with the group and are able to jump in.
 - Rural community outreach – If we had another workgroup, or a few people on a small team, that can be a point of contact between folks in the more rural communities, and AGIC. So that if there are questions about AZGeo or questions in general, that have a webpage or email to reach out to.
 - Hootsuite training by Shauna – Shauna will be sending out a poll to put together a time to do Hootsuite training.
- VIII. **Comments, Requests, Future Meetings:** Connection with the 911 and Data Committees about ideas on how to reach our rural users. Making part of the ongoing meetings a working group session to dive into Hootsuite and our other initiatives.
- IX. **Adjourn:** Meeting adjourned at 3:03pm.