

**MINUTES OF THE ARIZONA GEOGRAPHIC  
INFORMATION COUNCIL OUTREACH COMMITTEE –  
SOCIAL MEDIA WORKGROUP**

A Public meeting of the Arizona Geographic Information Council (AGIC) was convened on Tuesday, August 9 at 2PM WebEx only due to COVID-19 health precautions. Present at the meeting were the following members or designees of the AGIC SMWG Committee

**Table 1: Committee Voting Members**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Aparna Thatte, Chair	Self	Yes, phone
Jenna Leveille	ASLD	Yes, phone
Kasey Green	ASLD	Yes, phone
Cheryl Thurman	TerraSystems Southwest	No, with notice
Mariah Modson	ASLD	Yes, phone
Brandon Barnett	ASLD	Yes, phone

**Table 2: Public at Large**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Sage Donaldson	ADOT	Yes, phone

The Committee discussed and acted on the following items:

I. Establish a quorum, call to order, & introductions

**Quorum was established and the meeting was called to order at 2:03PM. Introductions were made with no additional comments.**

II. Approve July meeting minutes.

**Jenna Leveille motioned to approve July meeting minutes; Kasey Green seconded. Vote to approve minutes passed unanimously with no discussion.**

III. Review recent SM activity

**Brandon Barnett reviewed the analytics of AGIC's social media outlets (included at the end of the minutes). No further discussion from those analytics were reported. Aside from analytics, the recordings from the council meeting and the public safety meetings are to be uploaded to YouTube.**

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**IV. Geospatial Highlight of the month – decide future highlights/ Schedule and approve content of standard and holiday posts.**

**July's highlight was ADOA and August's geospatial highlight will be AGIC to support the Symposium happening at the end of the month. September has not previously been agreed upon yet, but Jenna suggested NSGIC as the highlight. Further discussion required for ideas, but the voting members agreed that NSGIC would be a good feature.**

**August holidays were decided to be taken for AGIC Symposium posts. September holidays that were approved this meeting are Labor Day, Air Force Birthday, Voter Registration Day, Update Your Resume Month, and Beer Day**

**Maricopa county was the first entity to geo-enable voter registration and was proposed to highlight for the Voter Registration Day post. Labor Day was proposed to include the Job Board and MAG's employment data. Steve Whitney's presentation from 2021's AGIC Symposium to be highlighted for the Update Your Resume Month. There is a Breweries of the World map that was proposed to be posted on National Beer Day.**

**V. Discuss Symposium Posts**

**Symposium posts are scheduled to be twice a day from the 10<sup>th</sup>-25<sup>th</sup> of August. These posts include different contests and sessions that will happen throughout the Symposium. AZGeo's Mentoring Program and Professional Development posts were decided to be included. Sponsor highlights were also agreed to be included in posts.**

**During the Symposium, two posts will go out. The first will highlight the previous day ("Day 1 was a success!", for example) and the second post will highlight an event coming up that day (Maps and Apps, "Let's Get Mappy!", for example).**

**Twitter posts will be scheduled to simulate a live experience throughout the conference.**

**VI. Discuss SMWG Guidelines updates based on Work Plan**

**Jenna shared her screen and lead the team review of the current guidelines. We agreed to take out the approved followed accounts and**

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**retain the guidelines on who to follow. The review concluded on page 5 of the draft document.**

- VII. Comments, requests, and items for future agendas and meeting dates. The working group may discuss matters of procedure relative to its meetings. Committee members may also wish to direct staff to study areas of concern and/or place such items on future agendas and to discuss and schedule future meeting dates.

**Next meeting is September 13, 2022. There was no additional discussion.**

- VIII. Adjourn

**Meeting was adjourned at 3:04PM.**

Upcoming 2022 Meeting Dates (Monthly)

- January 11
- February 8
- March 8
- April 12
- May 10
- June 14
- July 19
- August 9
- September 13
- October 11
- November 8
- December 13

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## Posts or Tweets

Whether 'Posts' or 'Tweets' are shown, they are interchangeable.

**30**  
posts

Total number of posts

↗ **3** from 27

This month's posts compared to last month's



## Engagements or Interactions

When users Like, Comment, Share, React, Reply, or Retweet

**19**

engagements

Total number of posts

↘ **20** from 39

This month's posts compared to last month's



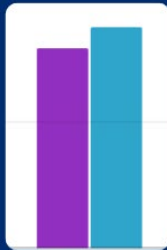
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# YouTube Analytics

Overview of the subscriber, view, and  
upload metrics from the Youtube page.

01  
Subscribers



+2 Total: 40

02  
Views



+0 Total: 85

03  
Uploads



+0 Total: 82

04  
Impressions



-1.1K Total: 1.2K