

**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 Aug 8, 2023 at 1:00 PM. 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	Self	Yes, phone
Brandon Barnett, Secretary	Republic Services	No, excused
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	No, unexcused

- I. **Call to Order:** Meeting was called to order at 1:05 pm; Introductions were made by the committee; ensuring attendance list was managed and quorum established.
- II. **Approval of July Meeting Minutes:** July meeting minutes were distributed prior to the meeting via email. Aparna asked for a motion to approve the minutes as written. Mariah motioned and Kasey seconded the motion. Motion passed unanimously without discussion.
- III. **Review Recent Social Media Activity:** Mariah Modson reviewed the analytics of AGIC’s social media outlets. Steady increase in analytics shown across all social medias.
- IV. **Future Geospatial Highlight of the Month; Schedule and Approve Content of Standard and Holiday Posts:**

August’s spotlight is on AGIC’s Symposium. September’s spotlight will be on symposium award winners and ESRI SAG award winners. October’s spotlight will cover the new State Plane Coordinate System.
- V. **AGIC Symposium – Week of Announcements, Reminders, Hashtag:** Mariah asked for topics to schedule posts for during the week of the symposium. Jenna recommended the lunch presenters, the keynote, maps & apps gallery/voting, Wednesday night dining options, and Thursday night’s award dinner. The hashtag #AGIC30 was chosen. Mariah will make signage for attendees to be in the know.
- VI. **NSGIC Social Media Presentation:** Jenna is giving a presentation to the GIO academy about the work being done for AGIC’s social media, specifically how we established our guidelines. The group suggested talking about how each platform is used, how we use Hootsuite to plan content.

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- VII. **Comments, Requests, and Items for Future Agendas:** Debrief of the AGIC symposium. Preview of Jenna's NSGIC presentation. Next meeting is September 12th.
- VIII. **Adjourn:** Meeting adjourned at 1:50pm.