

**NOTICE AND AGENDA 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 Dec 14, 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>In Attendance</b>
Jenna Leveille	AZ State Land Department	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Cheryl Thurman	TerraSystems Southwest	Yes, phone
Lucas Murray	AZ Dept of Economic Security	Yes, phone
Mariah Modson	AZ State Land Department	Yes, phone
Brandon Barnett	AZ State Land Department	No, excused
Aparna Thatte		Yes, phone

- I. **Call to Order:** Meeting was called to order at 2:05 pm; Introductions were made by the committee; ensuring attendance list was managed and quorum established.
- II. **Approval of November Meeting Minutes:** November meeting minutes were distributed prior to the meeting via email. Aparna asked for a motion to approve the minutes as written. Kasey motioned and Mariah seconded the motion. Motion passed unanimously without discussion.
- III. **Review Hootsuite Report:** While there was decreased activity in October because of the AGIC Conference, there continued to be an increase in traffic on our LinkedIn page. There are now more followers there than on Facebook.
- IV. **Geospatial Highlight of the Month:** Mariah reviewed the content topics the group previously discussed as part of a December year in review theme around AGIC. January’s highlight was decided as professional mentorships, focused on geospatial. February’s spotlight will be the state of Arizona, focused on historical maps and imagery.
- V. **Metrics to Report to AGIC Council for 2021:** Though workgroup work plans will not be requested by the council until May, this group decided they will present at the council meeting in February. Such topics include comparing the activity on social media from a year ago, before the big use of Hootsuite. Also how it allowed us to expedite postings so that we could get creative and come up with ways to be more interactive and engaging with the community. Our goal is to showcase to the council how this platform was used across all committees and workgroups. That we were able to highlight and share widely details of the conference to a large variety of individuals.

**NOTICE AND AGENDA OF MEETING OF THE  
ARIZONA GEOGRAPHIC INFORMATION COUNCIL  
OUTREACH COMMITTEE**

**Social Media Workgroup**

- VI. **Schedule and Approve Content of Standard and Holiday Posts:** January and February holidays, as well as featured content, were determined and discussed for relative organizations or content.
- VII. **Comments and Items for Future Agendas:** Presentation details to report to the council in February.
- VIII. **Adjourn:** Meeting adjourned at 2:59pm.