

**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, December 13 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

Member	Agency/Company	In Attendance
Aparna Thatte, Chair	Self	Yes, phone
Jenna Leveille	ASLD	No, with notice
Kasey Green	ASLD	Yes, phone
Cheryl Thurman	TerraSystems Southwest	Yes, phone
Lucas Murray	ADOT	No, with notice
Mariah Modson	ASLD	Yes, phone
Brandon Barnett	Republic Services	Yes, phone

Table 2: Public at Large

Member	Agency/Company	In Attendance
Madyson Bradford	Self	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 2:02PM. Introductions were made with no additional comments.

- II. Approve November meeting minutes.

Kasey Green motioned to approve October meeting minutes; Mariah Modson seconded. Vote to approve minutes passed unanimously with no discussion.

- III. Review recent SM activity

Mariah Modson reviewed the analytics of AGIC’s social media outlets (included at the end of the minutes). Steady increase in analytics shows across all social medias. No further discussion from those analytics were reported. There was separate discussion on mentioning

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

the YouTube uploads on the other social medias to make followers aware of the uploads. An additional suggestion as far as content sharing goes to increase analytics was to include a link to the AGIC website that houses the newsletter in the posts.

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

The December Highlight will include a year in review that will go over the Social Media followers, Work Group participants, and AGIC award winners throughout the year.

The beginning of 2023 was discussed to include a post that covers the year to come that includes conference dates, the mentoring program, symposium dates, the UAS event, the NRWG presentation series, the leadership workshop, and expectations of the group for this year. This would prove useful for members to be able to plan for the year ahead. Another inclusion can be mentioning different chair changes within AGIC to showcase our members.

December holidays are Rosa Parks Day, Pearl Harbor Anniversary, National Guard Birthday, Winter Solstice, and Christmas. Following the trend that began in 2021, the StoryMap that features Buddy and Jingle travelling the world will include them visiting different countries and highlighting the Christmas traditions from those areas every week. Geo-enabled elections are included in a NSGIC summit on the 8th, which has a pre-made graphic that can be posted. The Natural Resources Work Group is hosting a presentation series on December 8th, which will also be posted on. The final Mentorship Program meet-up will take place on December 15th, which can either be posted on its own, or be included in the year in review posts.

January holidays include Martin Luther King Day, Data Privacy Day, and Social Networking Day. The January and February holidays will be looked at closer at the December meeting.

V. Discuss Future social media platform and content options

TikTok, GitHub, and Discord were tabled as a discussion for next month's meeting. Content options include considering sharing or collaborating with other non-profit organizations that seem to align with AGIC.

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

Madyson and Brandon will perform an analysis of the different social media platform managers to bring to the next meeting to see what a replacement for Hootsuite can be. This will be weighed in on

VI. Discuss Organizations to follow

After discussing the organizations to follow, an amendment was made to include organizations that have the possibility to data collaboration or similar content to share.

VII. Discuss SMWG Guidelines updates based on Work Plan

The SMWG Guidelines were amended to include the above-described policy on following organizations in and outside of Arizona. The group proceeded to go through the process for approval for following organizations and included that the work group would review these requests at our monthly meetings for approval. The group left off at ‘Direct Messaged Received From the Public’.

VIII. 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 in January but has not been set for 2022. The group agreed that every 2nd Tuesday of the month was still appropriate for next year but is awaiting board approval. Madyson Bradford has committed to becoming a voting member of the Social Media Work Group. There was no additional discussion.

IX. Adjourn

Meeting was adjourned at 3:01 PM.

Upcoming 2022 Meeting Dates (Monthly)

- January 11
- February 8
- March 8

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

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

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



Fans or Followers

Whether 'Fans' or 'Followers' are shown, they are interchangeable.

166

fans

Total number of fans

↗ 2 from 164

New fans compared to last month's



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INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP

Posts or Tweets

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

27

posts

Total number of posts

➤ 3 from 24

This month's posts compared to last month's



Engagements or Interactions

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

8

engagements

Total number of engagements

➤ 1 from 7

Engagements this month compared to last month



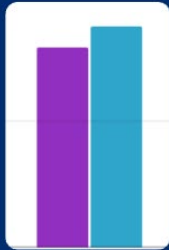
MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP



YouTube Analytics

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

01
Subscribers



+5 Total: 61

02
Views



+54 Total: 113

03
Uploads



+3 Total: 86

04
Impressions



+2.1K Total: 3.1K