

**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 Feb 8, 2022 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	Self	Yes, phone
Jenna Leveille	AZ State Land Department	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Cheryl Thurman	TerraSystems Southwest	No, excused
Lucas Murray	AZ Dept of Economic Security	Yes, phone
Mariah Modson	AZ State Land Department	Yes, phone
Brandon Barnett	AZ State Land Department	Yes, phone

Table 2: Public At-Large

Name	Agency/Company	In Attendance
Shauna Evans	ADWR	Yes, phone

- I. **Call to Order:** Meeting was called to order at 2:01 pm; Introductions were made by the committee; ensuring attendance list was managed and quorum established.
- II. **Approval of January Meeting Minutes:** January meeting minutes were distributed prior to the meeting via email. Jenna asked for a motion to approve the minutes as written. Mariah motioned and Lucas seconded the motion. Motion passed unanimously without discussion.
- III. **Review Recent Social Media Activity:** Mariah shared the Hootsuite overview data comparing posts, activity, and engagements across our social media accounts from December to January. Numbers trended lower due to December's month-long travels of the elves. With the high interactions of that content, following it up with our more general content posts in January did not receive the same level of engagement. Even though there were no new followers on the Facebook page, that was the one source with increased interactions in January compared to December.
- IV. **Geospatial Highlight of the Month:** The group decided to feature the works from Yavapai County for the month of March. Discussion was had as to which organization will be the spotlight for April. Jenna suggested highlighting the SunCloud project from the Maricopa Association of Governments so contact will be made to receive information from them for that month.

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- V. **Update from February Council Meeting:** Jenna gave a high-level review of Aparna's presentation at the Council Meeting, and how the Council appreciated the insight to understand the investment in Hootsuite, and how beneficial it is for the organization. The parent committee of each workgroup decides whether a work plan is required or not. The Outreach Committee has determined it to be necessary, so this workgroup will need to come up with one by May. The next time this group meets, Jenna and Aparna will walk the group through what ideas were discussed as possible goals. One particular item centered around the Job Board and the management of entries after the application deadline has passed.
- VI. **Schedule and Approve Content of Standard and Holiday Posts:** Mariah reviewed the items approved at the last meeting, and what she drafted up for those topics. This included Groundhog Day, Women in Science, President's Day, and Arizona's Birthday. She also touched on which events are still to come in February that she came up with content for. The group transitioned into the list of holidays in March, and chose which ones to brainstorm content for, for March. This included the annual Saguaro Count, Invasive Species Awareness, and the State's Student GIS Competition winner's Agricultural Story Map in Yuma.
- VII. **Comments and Items for Future Agendas:** Jenna with reach out to individuals at the Maricopa Association of Governments, Yavapai County, and Veronica Nixon, to get Mariah in touch with the right people for upcoming spotlights.
- VIII. **Adjourn:** Meeting adjourned at 2:50pm.