

**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, February 14 at 1PM 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	Yes, phone
Kasey Green	ASLD	Yes, phone
Cheryl Thurman	TerraSystems Southwest	Yes, phone
Mariah Modson	ASLD	Yes, phone
Brandon Barnett	Republic Services	Yes, phone
Madyson Bradford	City of Gilbert	No, with notice

Table 2: Public at Large

Member	Agency/Company	In Attendance
Nahide Aydin Reynolds	WestLand Resources	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 1:01PM. Introductions were made with no additional comments.

- II. Approve January meeting minutes.

Cheryl Thurman motioned to approve January meeting minutes; Mariah Modson 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). Steady increase in analytics shown across all social medias expect for interactions/engagements.

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

February holidays include Arizona’s birthday, Valentine’s Day, President’s Day, Libraries, with the month including Library Month and Black History Month.

February’s Geospatial Highlight will be the idea of falling in love with maps, where each week there will be a map selected from submissions of maps that the community fell in love with.

March holidays include Dr. Seuss’ Read Across America Day, International Women’s Day, Daylight Savings, Pi Day, St. Patrick’s Day, Spring Solstice, Surveyor’s Week, and Women’s History Month.

March’s Geospatial Highlight was proposed to showcase the Women in GIS group for Women’s History Month.

April’s Geospatial Spotlight was proposed to include the Natural Resources Work Group for Earth Day.

- V. Discuss Future social media platform and content options. Evaluate Hootsuite and other similar platforms.

Brandon reviewed four options to replace Hootsuite, which are Buffer, Zoho, MeetEdgar, and Social Pilot. The group decided that the members will review these options and bring questions and opinion for the next meeting. Price Comparison chart included at the end of the report.

- VI. Approve SMWG Guidelines updates based on Work Plan

Cheryl re-formatted the guidelines and Jenna shared the document for approval based on the Work Plan. Mariah Modson motioned approval and Jenna Leveille seconded. The group unanimously agreed that the guidelines are approved to be reviewed by the Committee. After that, the Council will review it as an action item in May.

- 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.

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Next meeting is March 14. It was agreed to add an action item for next meeting to review volunteer opportunities for social media posts. No additional comments were made.

VIII. Adjourn

Meeting was adjourned at 1:52 PM.

Upcoming 2023 Meeting Dates (Monthly)

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

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Fans or Followers

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

167
fans

Total number of fans

↓ 2 from 169

New fans compared to last month's



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Posts or Tweets

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

25
posts

Total number of posts

8 from 33

This month's posts compared to last month's



Engagements or Interactions

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

2
engagements

Total number of engagements

9 from 11

Engagements this month compared to last month

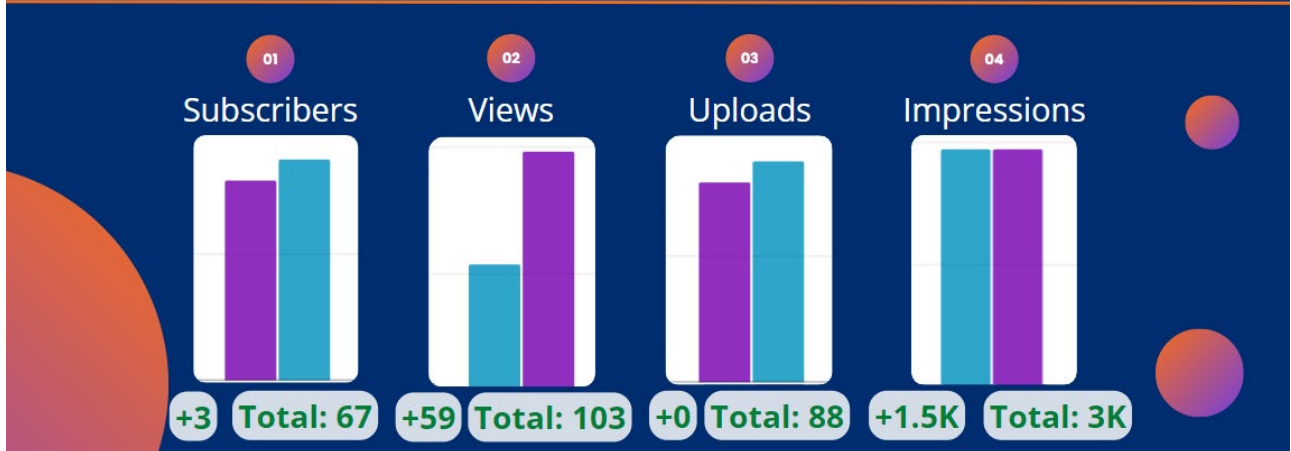


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YouTube Analytics

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



Social Media Management Platform Comparison

Based on Price and Features

	PRICE	DASHBOARD	ANALYTICS	4 CHANNELS	TRIAL/FREE PLAN
Zoho	\$10-\$40	✓	✓	✓	✗ ✓
MeetEdgar	\$25	✓	✓	✓	✓ ✗
Buffer	\$5-\$10	✓	✓	✓	✓ ✓
Social Pilot	\$25-\$50	✓	✓	✓	✓ ✗

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