

**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 Jan 11, 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**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Aparna Thatte, Chair	Self	Yes, phone
Jenna Leveille, Co-chair	AZ State Land Department	Yes, phone
Cheryl Thurman, Co-chair	TerraSystems Southwest	Yes, phone
Brandon Barnett	AZ State Land Department	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Mariah Modson	AZ State Land Department	Yes, phone
Lucas Murray	AZ Dept of Economic Security	Yes, phone

- I. **Call to Order:** Meeting was called to order at 2:02 pm; Introductions were made by the committee; ensuring attendance list was managed and quorum established.
- II. **Approval of December Meeting Minutes:** December meeting minutes were distributed prior to the meeting via email. Aparna asked for a motion to approve the minutes as written. Jenna motioned and Lucas seconded the motion. Motion passed unanimously without discussion.
- III. **Review Recent Social Media Activity:** The trend continues with LinkedIn being the platform with increasing activity. It is clear that LinkedIn is where a majority of interactions with the community occur. This is being taken into consideration regarding future content. On top of the growing group of followers, Hootsuite was able to represent how many views/screens reached for each post, some with a count greater than 300.
- IV. **Geospatial Highlight of the Month:** The choice of featuring historic maps of Arizona for the month of February. Given that it is the month of Arizona’s birthday, was reiterated. A list was drafted to have options to choose from for future spotlights.
- V. **Metrics for AGIC Council Presentation:** Aparna and Cheryl started putting together a presentation of various metrics from the use of Hootsuite, to be presented at the council meeting in February. They opened up discussion to the group for suggestions of content. This presentation is to help support the council’s decision to continue funding the use of Hootsuite to ensure AGIC is reaching the screens of more and more users in the community.

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- VI. **Schedule and Approve Content of Standard and Holiday Posts:** National holidays that occur between this meeting and the next were reviewed. A few other holidays in the latter half of February were reviewed for content suggestions. Since there was high traffic on the elf-race series, there was talk about considering similar series throughout the year.
- VII. **Comments, Requests, Items for Future Agendas:** The next time this workgroup meets will be after the leadership retreat so feedback from there will be discussed and a work plan initiated.
- VIII. **Adjourn:** Meeting adjourned at 3:00pm.