

**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, January 10 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	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 2:03PM. Introductions were made with no additional comments.

- II. Approve December meeting minutes.

Mariah Modson motioned to approve December meeting minutes; Kasey Green 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 shows across all social medias. The year in review for social medias and YouTube shows an intense increase of followers, impressions,

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posts, etc. No further discussion on the social media analytics was had.

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

The December Highlight included a year in review that went 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.

January holidays include Martin Luther King Day, Data Privacy Day, and Social Networking Day.

The February holidays include Groundhog Day, Valentine's Day (featuring the love of maps), Arizona's Birthday using the Historical Society, President's Day, and Library 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.

- V. Discuss Future social media platform and content options

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.

- VI. Discuss Organizations to follow

Organizations to follow were agreed upon last meeting and are updated for 2023.

- VII. Discuss SMWG Guidelines updates based on Work Plan

The SMWG Guidelines were reviewed for articles, newsletters, general

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rules, and appendices. No major changes were made, only structural changes and deleting information reiterated from earlier in the document. The group agreed to review the document once more for approval to be passed onto Outreach for their approval.

- 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 February 14. No comments were made.

- IX. Adjourn

Meeting was adjourned at 2:54 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.

169

fans

Total number of fans

➔ 3 from 166

New fans compared to last month's



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Posts or Tweets

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

33
posts

Total number of posts

↗ **6 from 27**

This month's posts compared to last month's



Engagements or Interactions

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

11
engagements

Total number of engagements

↗ **3 from 8**

Engagements this month compared to last month

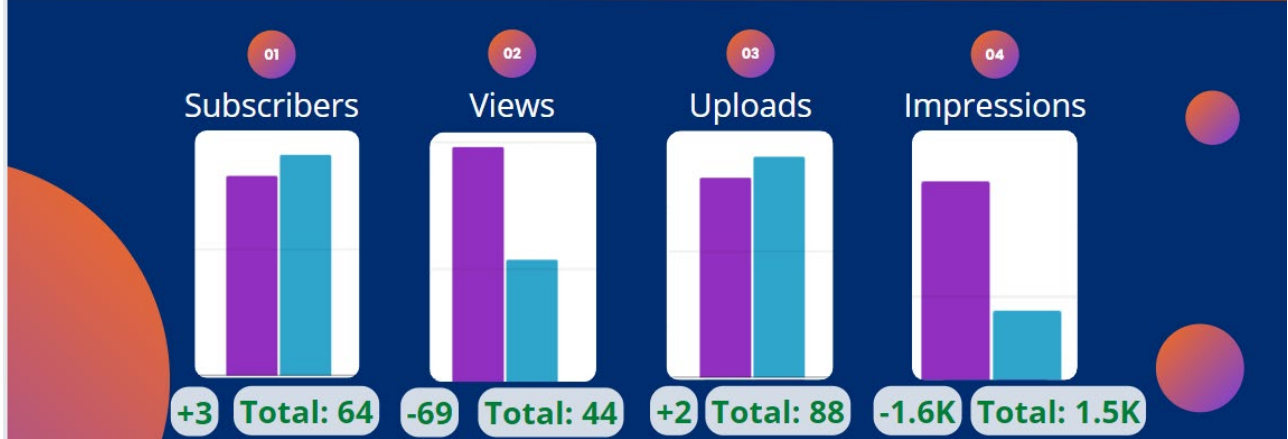


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YouTube Analytics

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



2022 Year in Review (All SM)

A Breakdown of all Metrics for 2022 Across All Platforms



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2022 Year in Review

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

