

**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, July 18 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	No, with notice
Jenna Leveille	ASLD	Yes, phone
Kasey Green	ASLD	Yes, phone
Cheryl Thurman	TerraSystems Southwest	Yes, phone
Lucas Murray	ADOT	No, with notice
Mariah Modson	ASLD	Yes, phone
Brandon Barnett	ASLD	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 June meeting minutes.

Mariah Modson motioned to approve June 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). No further discussion from those analytics were reported.

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

July's geospatial spotlight is to include the 911 program, with the

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contact being Eric Shreve to highlight the efforts within that program. August's spotlight will be AGIC to push out recognition of the Symposium.

Specific holidays were approved through August last meeting, which is remains approved through this meeting. These holidays include National Intern Day and Lunar Day.

V. Discuss SMWG Guidelines updates based on Work Plan

Jenna shared her screen and lead the team review of the current guidelines. Changes that reflect current social media content, managing platforms, as well as interactions and status were made. The review was stopped at page 3 of the document, making the second half of the guidelines the topic of next meeting.

VI. 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 August 9, 2022. There was no additional discussion.

VII. Adjourn

Meeting was adjourned at 2:59 PM.

Upcoming 2022 Meeting Dates (Monthly)

- January 11
- February 8
- March 8
- April 12
- May 10
- June 14
- July 19
- August 9

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- September 13
- October 11
- November 8
- December 13



Fans or Followers

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

145
fans

Total number of fans

➤ 3 from 142

New fans compared to last month's



145
fans

➤ 3 from 142



85
followers

➤ 2 from 83



87
followers

➤ 2 from 85



229
followers

➤ 25 from 204

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Posts or Tweets

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

27
posts

Total number of posts

8 from 35

This month's posts compared to last month's



Engagements or Interactions

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

39
engagements

Total number of posts

6 from 45

This month's posts compared to last month's



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YouTube Analytics

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

