

**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, November 8 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	No, with notice
Cheryl Thurman	TerraSystems Southwest	Yes, phone
Lucas Murray	ADOT	Yes, phone
Mariah Modson	ASLD	Yes, phone
Brandon Barnett	ASLD	No, with notice

Table 2: Public at Large

Member	Agency/Company	In Attendance
Madyson Bradford	MakePath	Yes, phone
Nahide Aydin Reynolds	WestLand	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 October meeting minutes.

Mariah Modson motioned to approve October meeting minutes; Jenna Leveille seconded. Vote to approve minutes passed unanimously with no discussion.

- III. Review recent SM activity

Mariah Modson 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. No further discussion from those

**MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP**

analytics were reported. There was separate discussion on mentioning the YouTube uploads on the other social medias to make followers aware of the uploads. An additional suggestion as far as content sharing goes to increase analytics was to include a link to the AGIC website that houses the newsletter in the posts.

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

The Geospatial Highlight for the month of November is Green Drone, based on their Geography Awareness Week event. During this week will include their school outreach, which will also be highlighted during the spotlight. Right now, there is discussion on the nature of sharing their outreach events but will be decided next week. The first week will include an introduction video on who Green Drone is and what they do, followed by posts throughout the month showcasing their events.

The December Highlight will include a year in review that will go over the Social Media followers, Work Group participants, and AGIC award winners throughout the year. Jenna and Mariah will convene at a later date discuss the exact nature of a year in review.

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.

December holidays for the moment are Rosa Parks Day, Pearl Harbor Anniversary, National Guard Birthday, Winter Solstice, and Christmas. Following the trend that began in 2021, the StoryMap that features Buddy and Jingle travelling the world will include them visiting different countries and highlighting the Christmas traditions from those areas every week. Geo-enabled elections are included in a NSGIC summit on the 8th, which has a pre-made graphic that can be posted. The Natural Resources Work Group is hosting a presentation series on December 8th, which will also be posted on. The final Mentorship Program meet-up will take place on December 15th, which can either be posted on its own, or be included in the year in review posts.

**MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP**

January holidays include Martin Luther King Day, Data Privacy Day, and Social Networking Day. The January and February holidays will be looked at closer at the December meeting.

V. Discuss Future social media platform and content options

TikTok, GitHub, and Discord were tabled as a discussion for next month's meeting.

VI. Discuss Organizations to follow

Mariah made a table that included all the current followers, broken down by those that are being followed across all platforms, some, and only one. Since so many organizations have multiple pages on one platform, and only one or no presence on others, Mariah and Brandon went through and organized the lists. They also looked at accounts to suggest who to unfollow, which was agreed upon after discussion by the group.

After further discussion on following organizations from adjacent states or following the same organizations across accounts, Madyson mentioned that we should keep in mind the follower/following ratio to keep the integrity of the account. A few accounts were suggested to include or change, to which the discussion will be ongoing as the accounts expand.

VII. Discuss SMWG Guidelines updates based on Work Plan

The SMWG Guidelines were tabled for next month's discussion.

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 December 13, 2022. There was no additional discussion.

IX. Adjourn

Meeting was adjourned at 3:00 PM.

**MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP**

Upcoming 2022 Meeting Dates (Monthly)

- January 11
- February 8
- March 8
- April 12
- May 10
- June 14
- July 19
- August 9
- September 13
- October 11
- November 8
- **December 13**

MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP



Fans or Followers

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

164
fans

Total number of fans

➤ **6** from 158

New fans compared to last month's



MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP

Posts or Tweets

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

24

posts

Total number of posts

↗ 3 from 21

This month's posts compared to last month's



Engagements or Interactions

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

6

engagements

Total number of posts

↘ 28 from 34

This month's posts compared to last month's



MINUTES OF THE ARIZONA GEOGRAPHIC
INFORMATION COUNCIL OUTREACH COMMITTEE –
SOCIAL MEDIA WORKGROUP



YouTube Analytics

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

