

**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, August 9 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**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Aparna Thatte, Chair	Self	Yes, phone
Jenna Leveille	ASLD	Yes, phone
Kasey Green	ASLD	Yes, phone
Cheryl Thurman	TerraSystems Southwest	No, with notice
Mariah Modson	ASLD	Yes, phone
Brandon Barnett	ASLD	Yes, phone

**Table 2: Public at Large**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Sage Donaldson	ADOT	Yes, phone
Lucas Murray	ADOT	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 2:01PM. Introductions were made with no additional comments.**

II. Approve August meeting minutes.

**Mariah Modson motioned to approve August 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.**

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

**September Highlight of the Month will be NSGIC that will highlight the Symposium the week of the 19<sup>th</sup>. All of the meetings that will be impacted by the NSGIC conference are rescheduled to later dates. SciTech on September 27<sup>th</sup> was a post that was not previously approved for September that was approved this meeting.**

**The October Highlight of the Month will be the different User Groups. Subjects for these posts include the Tucson Co-Op, PhxGeo, Northern Arizona GIS Users Group. The holidays to approve include Halloween, Columbus Day (Native American Day), First Responders Day, World Teacher’s Day, Museums and Galleries Day, and Bat Appreciation Week. Posts that are not holidays include: Green Drone Career Day (Flyer provided) on Oct 28<sup>th</sup>, Drone Fest on Oct 22<sup>nd</sup>, URISA GIS Pro Conference on Oct 2<sup>nd</sup>-6<sup>th</sup>**

**The November Highlight was suggested to be the Green Drone AZ for their school outreach project during Geography Awareness Week.**

- V. Discuss Future social media platform and content options

**TikTok was suggested to investigate for the future. Kasey and Brandon will meet within the next two weeks to discuss any options moving forward. Reviewing LinkedIn posts since we have seen so much growth was suggested, which will be explored next meeting. No other social media platforms or content options were discussed.**

- VI. Discuss SMWG Guidelines updates based on Work Plan

**Jenna shared her screen and lead the team review of the current guidelines. There was discussion on how the social media would view following different pages, with the conclusion being that it would be strictly no vendors, and open to others. A review of the current accounts that are followed, as well as suggestions for those to add to the following, will be approached in next month’s meeting. There was no additional discussion.**

- 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

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meeting dates.

**Next meeting is October 11, 2022. There was no additional  
discussion.**

VIII. Adjourn

**Meeting was adjourned at 2:58PM.**

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

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## Fans or Followers

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

**153**

fans

Total number of fans

➤ 4 from 149

New fans compared to last month's

01



02



03



04



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## Posts or Tweets

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

41

posts

Total number of posts

➤ 14 from 27

This month's posts compared to last month's



## Engagements or Interactions

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

34

engagements

Total number of posts

➤ 15 from 19

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.

