How to Put Story Maps to Work in Your Business

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Agenda
Putting Story Maps to Work for Your Business

• Quick introduction to Story Maps
• Using Story Maps for Public Outreach
• Story Maps for Services & Data
• Wrap-up / Q&A
Story Maps are simple web apps that combine interactive maps,
Story Maps are simple web apps that combine interactive maps, multimedia content,
Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences.
Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences to tell stories about the world.
Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences to tell stories about your business.
Story Maps include an array of apps that provide different ways of interacting with maps.
Story Maps are **responsive** and work on PCs, laptops, tablets, and smartphones.
Story Maps incorporate builder functions that enable you to build an engaging story with no GIS or web development skills.
Story Maps incorporate **builder functions** that enable you to build an engaging story with no GIS or web development skills, **but...**
Story Maps are **open source**.
Developers are free to download and customize them.
Story Maps are hosted by Esri in the cloud... or you can download and host them yourself.
What skills are needed to create a story map?

- **Required**
  - Use of a mouse/keyboard, webmap, drag-and-drop, …

- **Helpful**
  - Writing (technical or general)
  - Subject matter expertise
  - Visual design
  - Web map design

- **Optional (for customization)**
  - JavaScript/CSS/HTML/JSON
  - ArcGIS API for JavaScript / REST API
Story Maps
Everyone has a story to tell. Harness the power of maps to tell yours.

Engage and Inspire Your Audience
Story Maps
for Public Outreach
Story Maps for Public Outreach and Communication

Engage your stakeholders with the technology you use to serve them

- Engaging way to package your messages
- Easy to create, even for staff with no GIS/mapping experience
- Several storytelling patterns (apps) to choose from
- Great source of content to feed you social media strategy
  - Lots of interesting stories in our gallery and on social media
  - Follow @EsriStoryMaps
  - Create your own!
Examples

All businesses have stories to tell...
Start with your P's and S's
All businesses can tell stories about their…

• People
• Projects
• Successes
• Services
Showcase your work
Create a collection page

- Use a group template
- Design your own
- Story Map Collection App
  coming later this year
- Find examples in our Gallery
Promote Your Stories
Four things partners can do with Story Maps

1. Add them to your websites
   - *Link or embed*+link

2. Tweet them
   - *Include hashtag* #storymap and we'll retweet the best ones

3. Use at tradeshows/conferences (autoplay) and for presentations

4. Submit your best work (has to be great) to Esri's gallery
   - *Esri Partners and Distributors* filters coming soon
New Russian Gas Export Projects

Text is derived from the original article found at the CSS website.
Credits to Edward C. Chou, Zachary G. Cypher
Story map developed by Krista Kettle

Pipeline data is derived from the free map and represents a general guide to pipeline location and routes.

Since the collapse of global oil prices in 2014 and the imposition of Western economic sanctions against Russia, the number of new Russian gas export project announcements has skyrocketed with the total cost of these projects estimated at between $150 and $200 billion.

It is unlikely that Russia (even together with its prospective partners) could muster the necessary capital to complete most of them amidst Russia's low oil revenue, budget deficits, and falling GDP. Instead, the raft of announcements, postponements, and cancellations in June and July of 2015 suggest that Russia is gearing for a

Story Maps
Public Outreach
Demonstration
Story Maps in Your Industry
Bringing your industry expertise to bear with story maps

• What are the storytelling patterns in your industry?
  - Annual report
  - Project proposal
  - Location tour
  - Community outreach
  - Water quality report
  - …

• How can you use these patterns to provide value to your stakeholders?
Story Maps Services

What business opportunities do Story Maps present for you?

• **Design and production**
  - Storyboarding, data processing/publishing, map design, research, writing/editing

• **Hosting**
  - Data and story
  - For customers with **or without** their own Web GIS
  - Use My Stories to monitor story health
Story Maps Services

What business opportunities do Story Maps present for you?

• **Storytelling apps**
  - Customize branding or UI/UX
  - Completely custom stories

• **Training**
  • General
  • Industry-specific

• **Programmatic Story Generation**
  • Code sample: search github for "story map journal generator"
Story Maps

Services & Data

Demonstration
https://developerscorner.storymaps.arcgis.com

- Get started
- Customization tutorial
- Tips & less known features
- Security, deployment
- What’s new
Key Take-Aways
What I learned about Story Maps at PUC…

• **Story Maps are easy to build and use and let you tell many types of stories**

• **Story Maps can be used for marketing your business**
  - People, Projects, Successes, Services

• **There are many business opportunities related to Story Maps**

• **Story Maps are a vehicle for applying your GIS skills and subject matter expertise**

• **Esri’s storytelling apps are open source, so developers can brand/customize them**
Thank you

Please remember to fill out a survey