Pulling Social Media Sources Into Your Web Maps

Goals of the workshop:

- Explore the practical experience of the Esri Technical Marketing group in discovering and using Social Media in mapping applications
- Get familiar with the different Social Media outlets and how to access them
- Examine some of the pitfalls inherent in accessing public data

Major topics covered:

- Social Media as a valuable geospatial data source
- What social media sites are best suited for use in mapping apps, and why?
- Technology required to put Social Media content on a map
- How to avoid offending your user base
- Tips and tricks for filtering out the data that's relevant to your application