Getting Started with Story Maps

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What Are Story Maps?
What are Story Maps?

Explain your work

Present results

Describe the process

Distribute annual reports
What are Story Maps?
Story Maps include an array of apps that provide different ways to tell a story.
Story Maps

- Sequential narratives
- Presenting a series of points of interest
- Comparing several maps
- Enabling a “crowd” to participate in a story
- Scrolling through maps and multimedia

What are Story Maps?
What are Story Maps?

Journal

Shortlist

Crowdsourcing

Series
Story Maps We Love
Stories that explain

Washington's Ice Age Floods

The rugged terrain of eastern Washington was shaped by floods of unimaginable power during the last ice age. Here is the story of the floods and of the landscape they left behind.

Washington’s Ice Age Floods | Washington Geological Survey | Link
Stories that publicize

Downtown Reborn | City of Greenville, SC | Link
Stories that **summarize** (annual reports)

Canal & River Trust Annual Report

Trustees’ Annual Report & Accounts 2015/16

Canal & River Trust Annual Report | Canal & River Trust, U.K. | [Link](#)
Stories that entertain

The Rickshaw Run
2 brothers, 1 dad, 7 horsepower, a glorified lawnmower and 3,453km across India

The Rickshaw Run | Chris Counsell | Link
Stories that inform

Sarayaku: In Defense of Territory | Amazon Conservation Team | Link
Stories that teach

How to Smart Map | Esri | Link
Stories that present

An Introduction to Story Maps | Esri | Link
Stories that inspire

#FridaysOnTheFarm
Restoring a Majestic Love

Natural Resources Conservation Service

Washington’s Ice Age Floods | Washington Geological Survey | Link
What Are Story Maps? - redux
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 elegant user experiences.
Story Maps are simple web apps that combine interactive maps, multimedia content, and elegant user experiences to tell stories about the world.
Most story maps are hosted by Esri in the cloud (but you can opt to host them yourself).
Story Maps include a builder that enables you to author a sophisticated story with no GIS or web development skills.
Story Maps work equally well on PCs, tablets, and smartphones
Story Maps are open source. You’re free to download and customize them.
Get Started!
Story Map of the Month; featured gallery
Curated, filterable gallery
“Create a Story” wizard
What Kind of Story Do You Want to Tell?

Get started right away or browse our apps

A Sequence of Place-enabled Photos or Videos

Story Map Tour™
Present a set of photos or videos along with captions, linked to an interactive map. It's ideal for walking tours or any sequence of places you'd like users to follow in order.
A Dynamic Collection of Crowdsourced Photos

Story Map Crowdsource™ BETA
Publish and manage a crowdsourced story to which anyone can contribute photos with captions. Use Crowdsource to engage your audience and collect their photos and experiences, thoughts or memories on the subject of your choice, all linked to a map. A vetting function lets you review and approve contributions.

A Curated Set of Places of Interest

Story Map Shortlist™ BETA
Present a large number of places organized into tabs based on themes, for example, food, hotels, and attractions. As your users navigate around the map, the tabs update to show them just the places in their current map extent.
Before you start

To make a Story Map Tour™, you first need to assemble and organize the media (photos or videos) you want to use.

For photos, you can use images of any size and shape, but we recommend landscape orientation (i.e., images that are wider than they are tall). Map Tours generally look best if all the images have the same size and aspect ratio, so your users don’t get distracted by differently shaped images as they go through your tour. The recommended image aspect ratio is 4:3.

You have several choices for image storage. You can use images stored in Flickr or Google+/Picasa (but Picasa is no longer accepting new uploads). Map Tour takes advantages of optimizations in how these services store your photos, so you can upload an image of any size and it will load quickly in your story. Map Tour also automatically reads geotag information from the images to locate them on your map, and uses any title and caption text stored with the images. If your images don’t have location information the Map Tour Builder will let you specify their map location interactively.

If you are using an ArcGIS subscription account with Publisher privileges, you have the additional option of uploading your image files from your computer directly into the Map Tour Builder, where they will be stored in the cloud with your map. This is a convenient option if your images aren’t already online, or if you are creating a Map Tour that will be shared only inside your organization using images that you don’t want to be accessible publicly.

You can also reference images that are on the web directly via their URLs. If you do this make sure the image file sizes aren’t too large, because this can slow down performance. See the Story Map Tour FAQs for our image size recommendations.

A Map Tour can use videos instead of images, as well as both images and videos. The Builder can access videos stored in a YouTube account directly, or you can specify URLs to individual videos in YouTube, Vimeo, and so on.

You’ll include the names and captions for the photos and videos in your Map Tour directly in the Builder. Alternatively, if you want to prepare everything ahead of time, you can make a spreadsheet containing the names, captions, locations, and media URLs that define your Map Tour, and import that spreadsheet into the Map Tour Builder as a CSV file. The Builder will then automatically create a map tour based on this spreadsheet.
Story's stories

Storytelling is the most powerful way to put ideas into the world today.
— Robert McKee

Sacred Places, Sacred Ways

Shared: Organization

No summary, click to add one.

No issues found

www.arcgis.com/sharing/rest/content/items/cb4975d6445549ebcbbc1cc6e050d55787/resources/948...
Demo:
Build a Map Tour
Resources
Community
Seek advice from fellow storytellers and our team. Vote on ideas or submit your own.
- Story Maps Forum on GeoNet
- ArcGIS Ideas on GeoNet

Blog
Discover tips, best practices, and new features.
- Story Maps blog

Newsletter
Get Planet Story Maps, our email newsletter.
- Sign up!

If You’re a Developer...

Resources

Esri Help and Support
Get help about story maps and ArcGIS.
- ArcGIS Online Help
- Esri Technical Support
- Browse or search all blog posts about story maps

Esri Storytelling with Maps Contest
Browse the winning entries from our annual competition.
- 2017
- 2016
- 2015
- 2014
Alternate workflow
Alternate workflow: ArcGIS Online
Alternate workflow: ArcGIS Online
Alternate workflow: ArcGIS Online
Other Selected Story Map sessions

How to Tell Your Story Using Esri’s Storytelling Apps

- Wed, July 12 from 3:15 PM – 4:30 PM in Ballroom 06 E
- Fri, July 14 from 9:00 AM – 10:15 AM in Ballroom 06 F

Great Story Maps and How to Emulate Them

- Tue, July 11 from 3:15 PM – 4:30 PM in Ballroom 06 F
- Thu, July 13 from 1:30 PM – 2:45 PM in Ballroom 06 F

Story Maps for Non-Profits: Storytelling for a Cause

- Thu, July 13 from 8:30 AM – 9:45 AM in Ballroom 06 E

Full list can be found on the ArcGIS Blog (search “Story Maps at UC”)

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