



# How to Tell Your Story with Esri's Storytelling Apps

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# Agenda

- Introduction and examples
- Building stories
- Customizing stories
- Q/A

# What are Story Maps?



An Introduction to Story Maps

A story map    

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30



# Story Maps

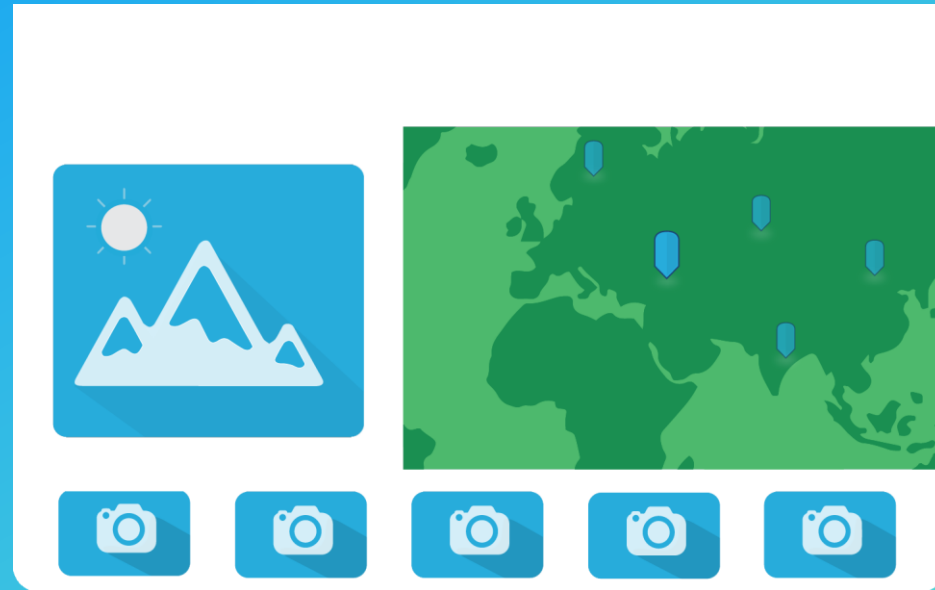
# Introduction

<https://arcg.is/1miOK8>

**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 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 have **builders** 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.



# How can story maps be used?

- **Communication**
  - Analysis/data science, annual reports, marketing, ...
- **Presentations or teaching tools**
- **At tradeshow and events**
- **Operations centers and lobby displays**
- **For fun!!**
  - Share you vacation photos, wedding story, hobbies, ...

*Tell any type of story with a story map!*

# Story Maps

Everyone has a story to tell.  
Harness the power of maps to tell yours.

Get the latest Story Maps news delivered directly to you. Sign up today.

## Engage and Inspire Your Audience



### Story Map of the Month

The London Time Machine

Authored by Esri UK using Story Map Spyglass.

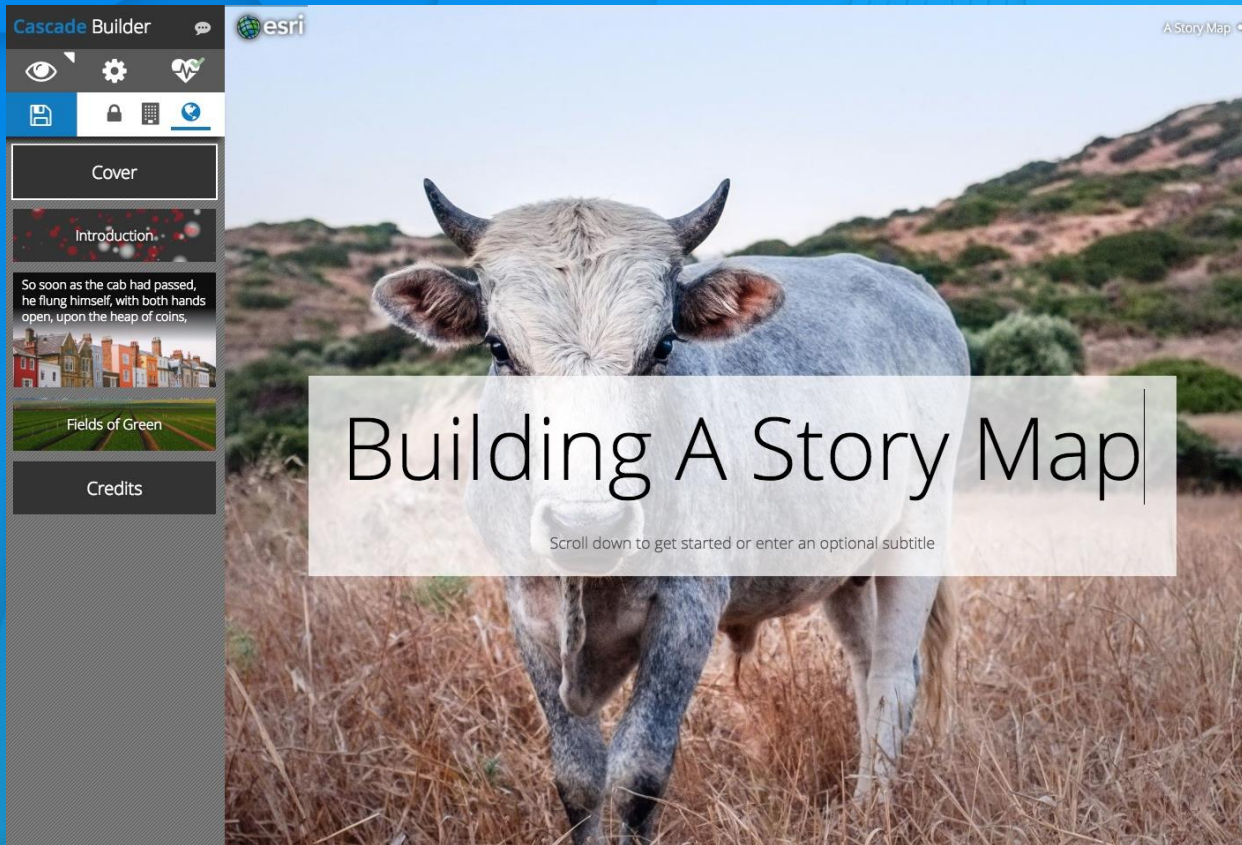
# Learn More

at <https://storymaps.arcgis.com>

How to build a story...







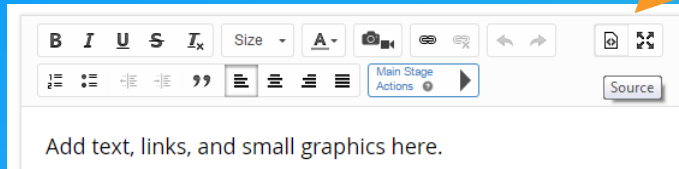
# Building stories

demonstration

# How to customize a story



# Ways to customize



## 1. Add HTML/CSS in builder

- Journal only, but *coming soon to Series!*

## 2. Edit the story JSON using ArcGIS Online Assistant

## 3. Add CSS to index.html

```
</head>
<body class="claro">
  <style>
    /* CUSTOM CSS RULES */
  </style>
```

## 4. Add JavaScript using the app's API in custom-scripts.js

## 5. Modify the source code and build

3, 4, and 5 require downloading and hosting the app

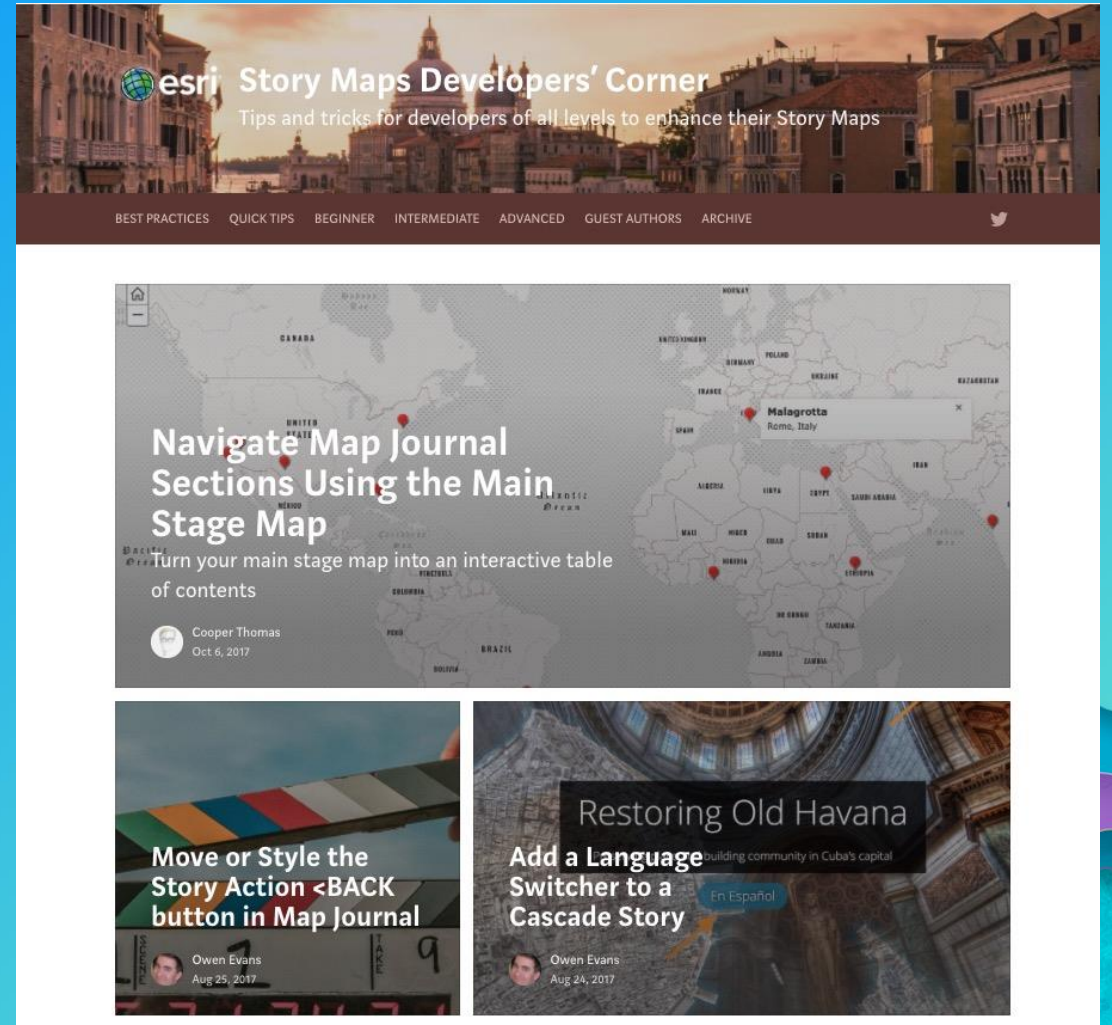
```
<script type="text/javascript">
  require(["dojo/topic"], function(topic) {
    /*
     * Custom Javascript to be executed while the application is initializing goes here
     */

    // The application is ready
    topic.subscribe("tpl-ready", function(){
      /*
       * Custom Javascript to be executed when the application is ready goes here
       */
    });
  });
</script>
```

# Story Map Developers' Corner

Tips and tricks for developers and hackers





- Introduction to hosting your own story map
- Customization examples
- Insider tips
- Security and deployment
- and more...






# Developers' Corner

<https://developerscorner.storymaps.arcgis.com>

A story map    




## The 21 Newest UNESCO World Heritage Sites

The United Nations Educational, Scientific and Cultural Organization (UNESCO) is an international body charged with preserving some of the world's most unique places—places deemed to be of outstanding value to humanity because of their cultural or natural significance.

This is done, in part, through UNESCO's list of World Heritage Sites.

The list provides protection to its inscribed sites under international law. While places like the Great Barrier Reef in Australia, the Acropolis in Greece, and India's Taj Mahal are some of its most famous properties, UNESCO's list covers more than 1,000 locations across the globe.



# Examples

of customized stories

<https://storymaps.arcgis.com/en/gallery/#s=0&md=storymaps-format:customized>

To learn more about customizing story maps...

**Visit us at the  
Esri Showcase**

## Key Takeaways about Story Maps

- **Focused, responsive apps**
- **Integrated with ArcGIS Online and ArcGIS Enterprise**
- **WYSIWYG builders with good default options**
- **Open source, available on GitHub, with a range of ways to customize**





esri

THE  
SCIENCE  
OF  
WHERE