

How to Put Story Maps to Work in Your Business

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2016 ESRI
PETROLEUM
GIS CONFERENCE



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



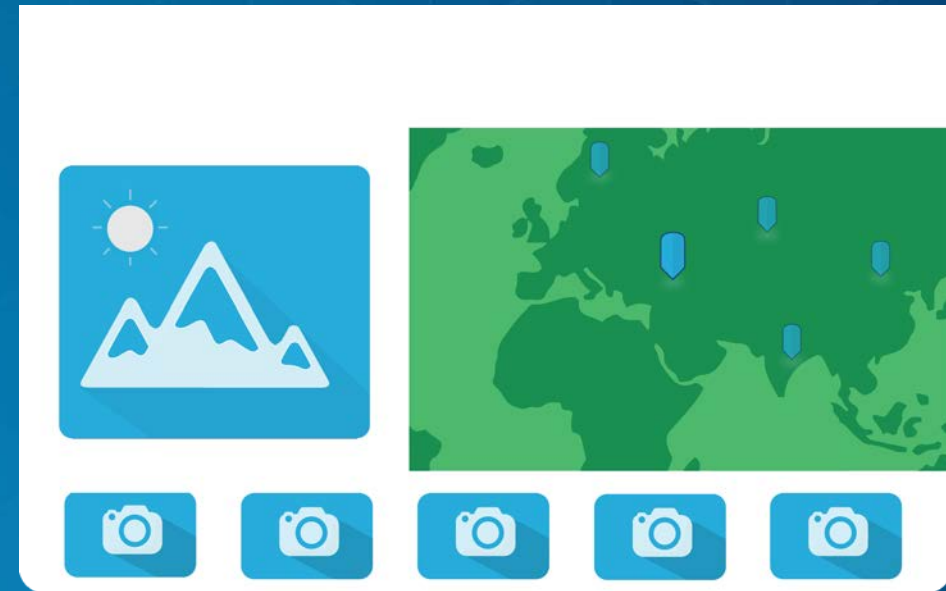
About

Story Maps

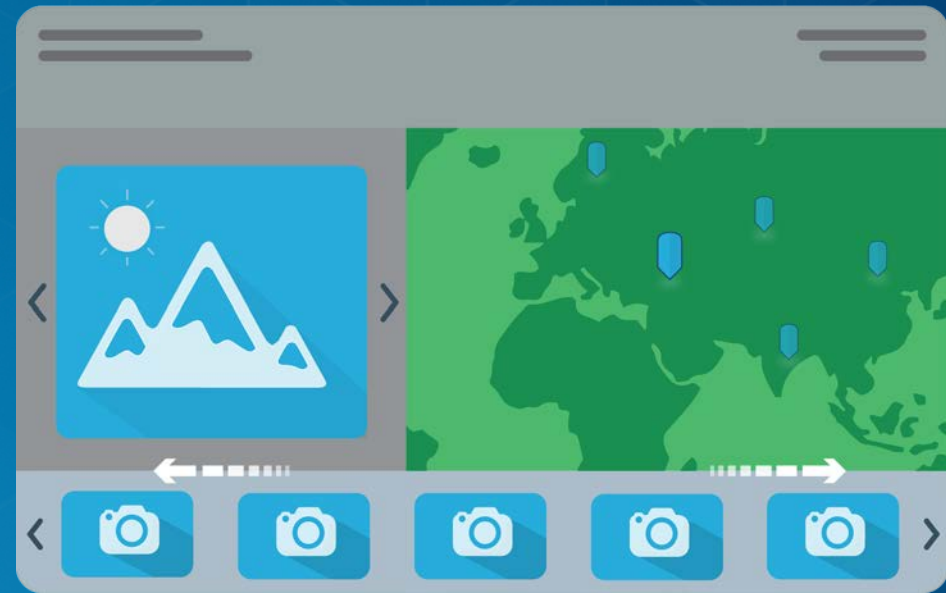
Story Maps are simple
web apps that combine
interactive maps,



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

Demonstration



Story Maps

for Public Outreach

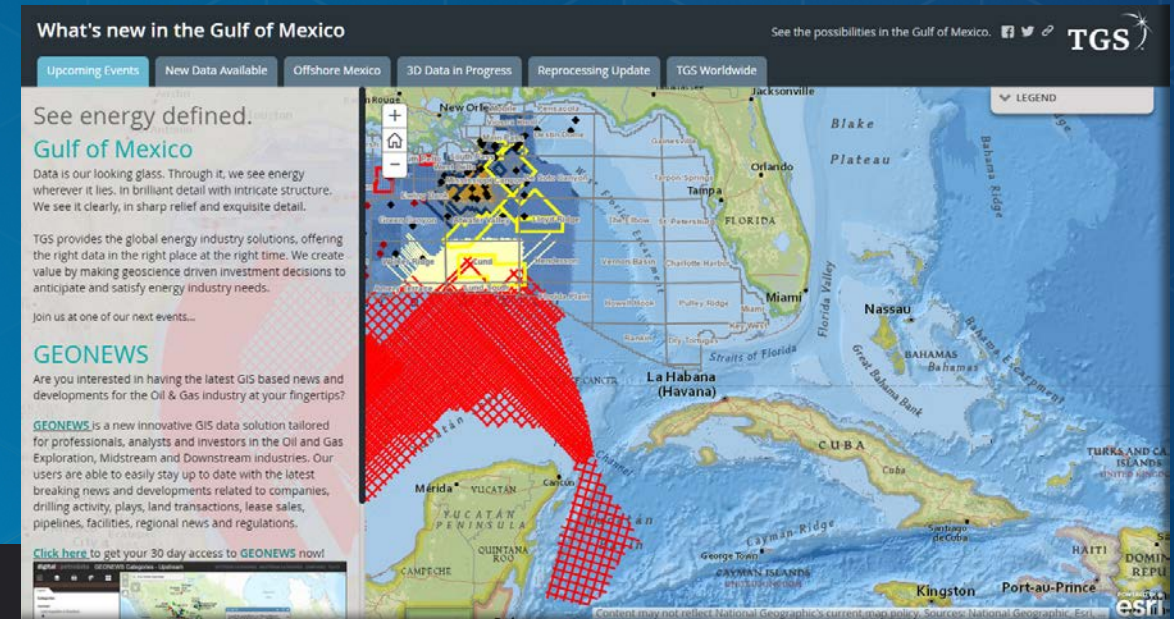
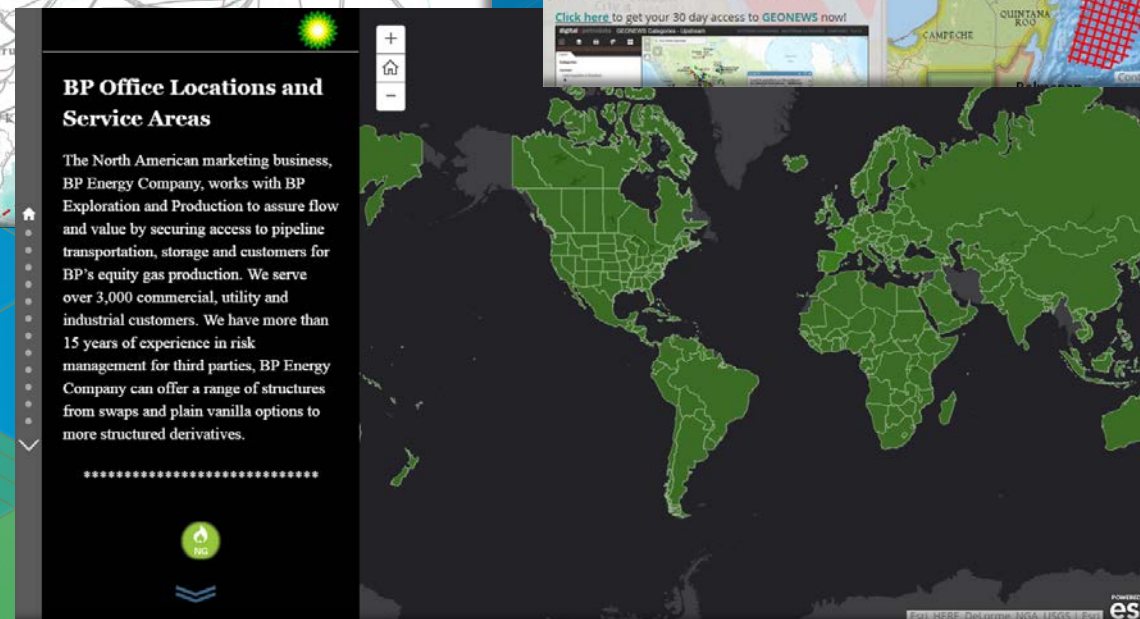
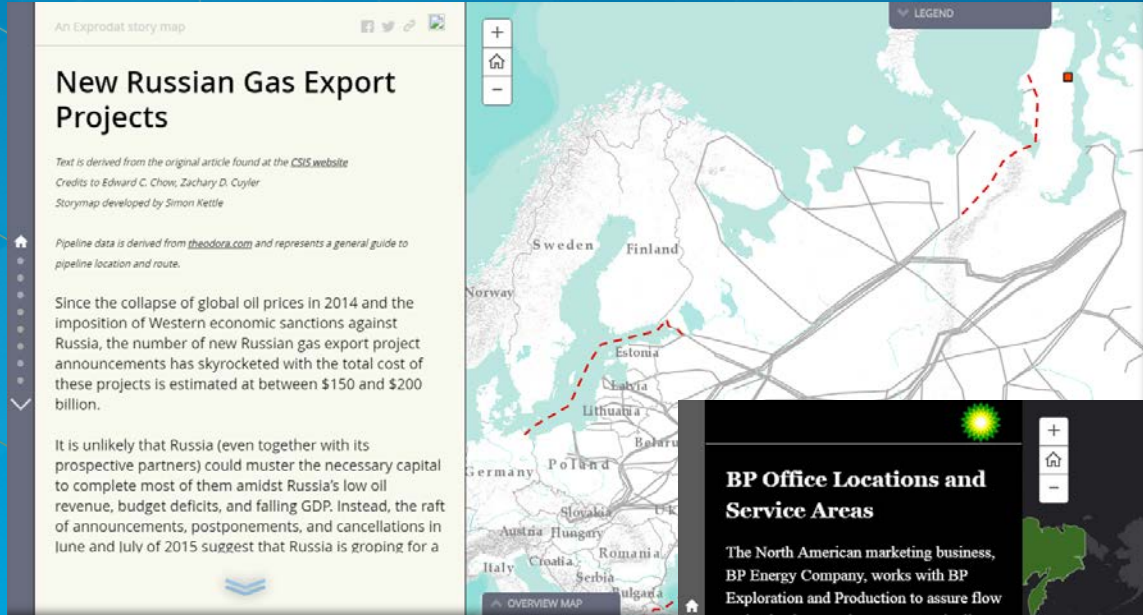
Story Maps for Public Outreach and Communication

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...

- **P**eople
- **P**rojects
- **S**uccesses
- **S**ervices

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

Format

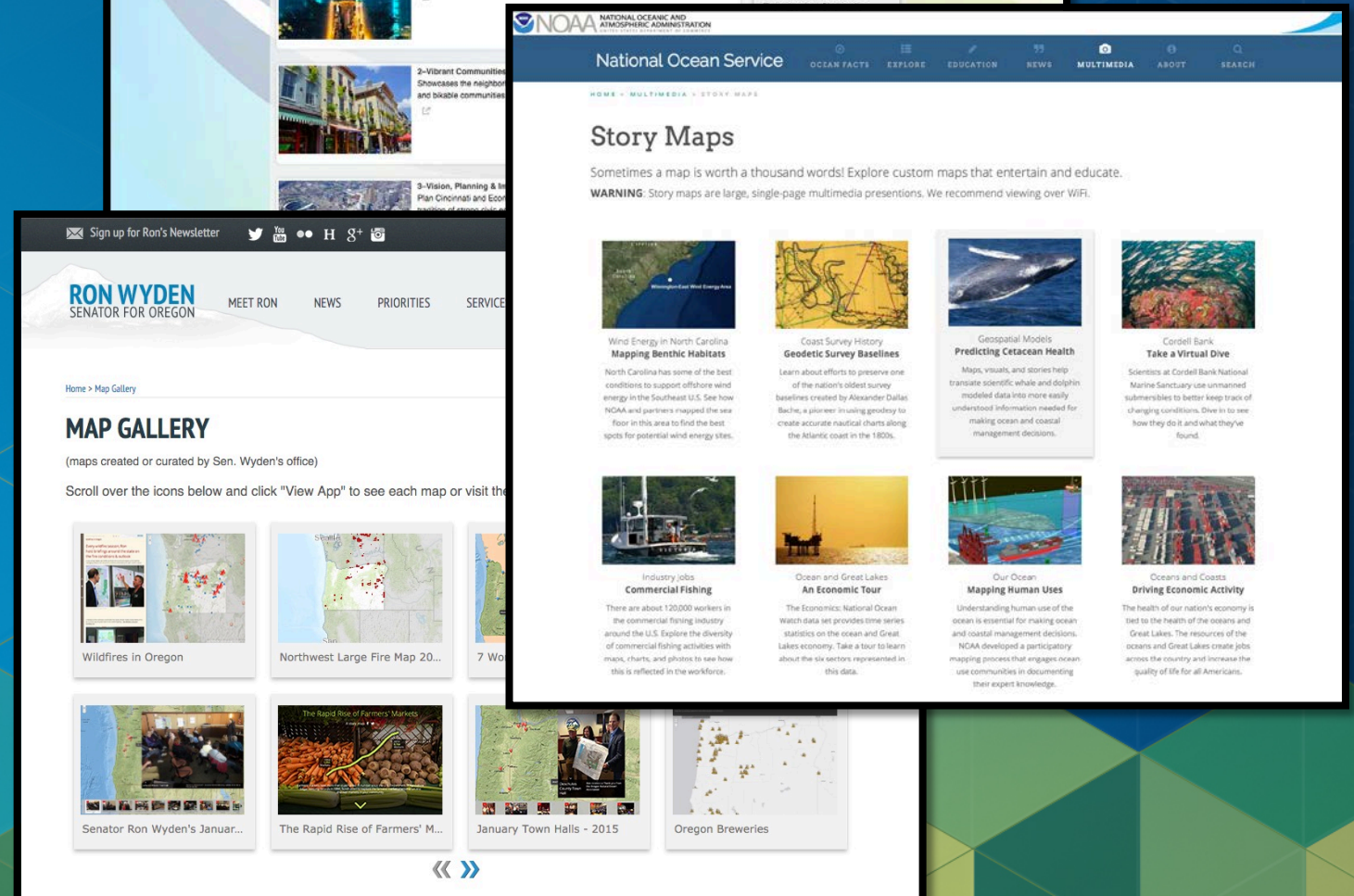
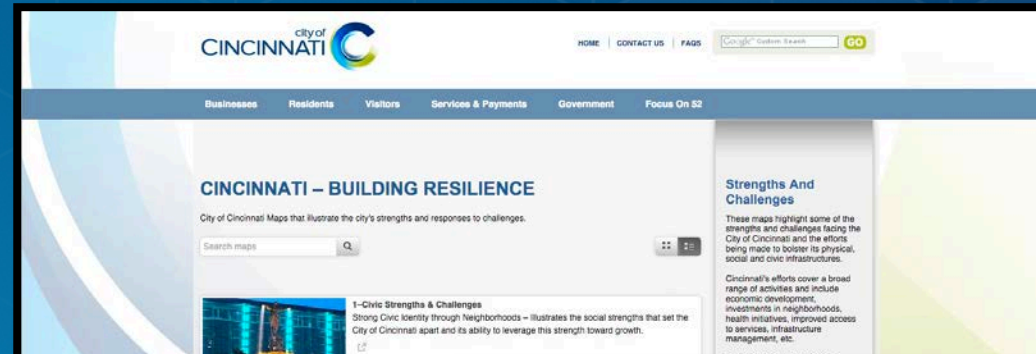
Full-screen

Customized

Embedded

Linked

Collections



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 tradeshow/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*



Story Maps

Public Outreach

Demonstration

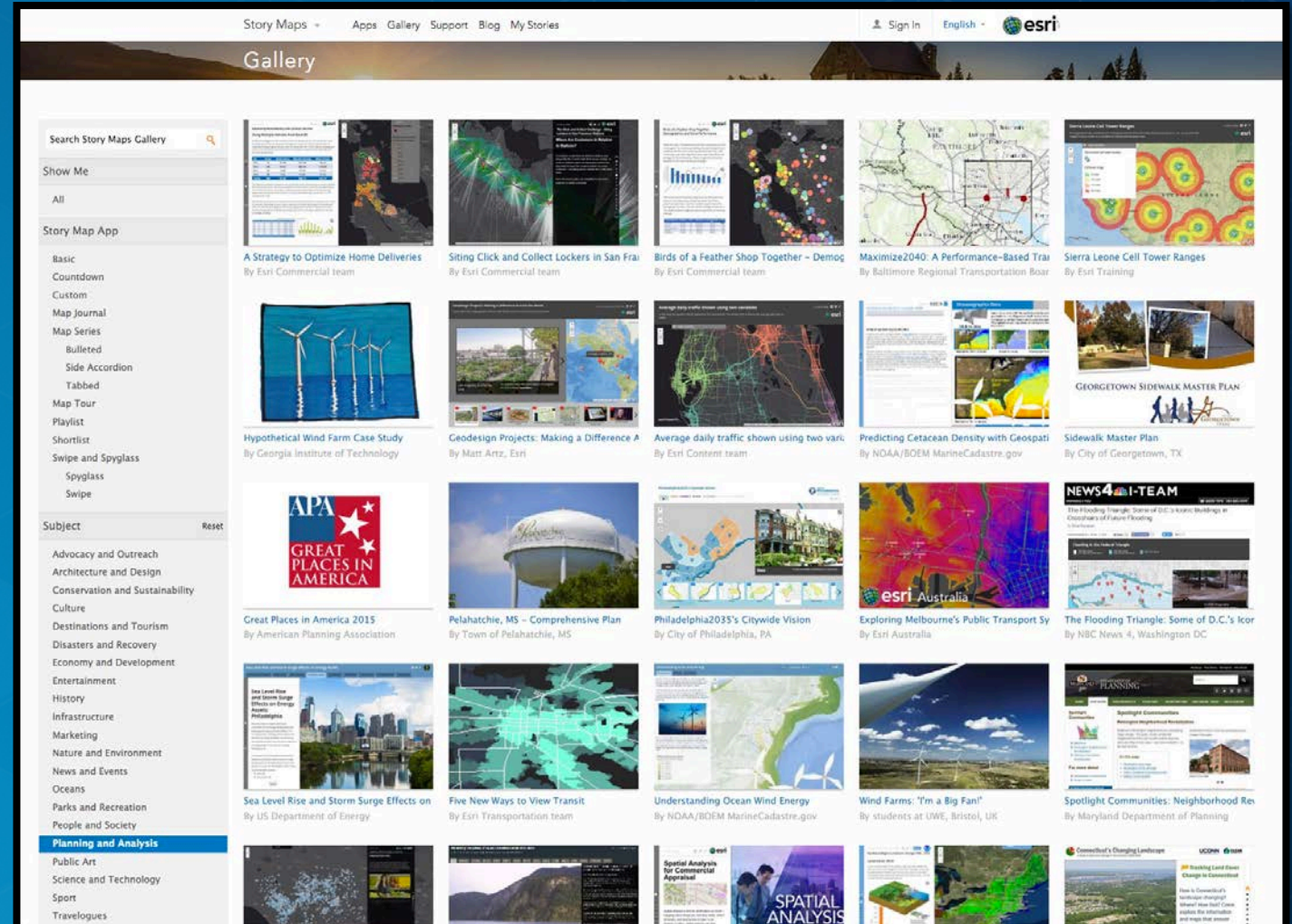
Story Maps

Services & Data

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"

What's new in the Gulf of Mexico

See the possibilities in the Gulf of Mexico.    

Upcoming Events New Data Available Offshore Mexico 3D Data in Progress Reprocessing Update TGS Worldwide

See energy defined.
Gulf of Mexico

Data is our looking glass. Through it, we see energy wherever it lies. In brilliant detail with intricate structure. We see it clearly, in sharp relief and exquisite detail.

TGS provides the global energy industry solutions, offering the right data in the right place at the right time. We create value by making geoscience driven investment decisions to anticipate and satisfy energy industry needs.

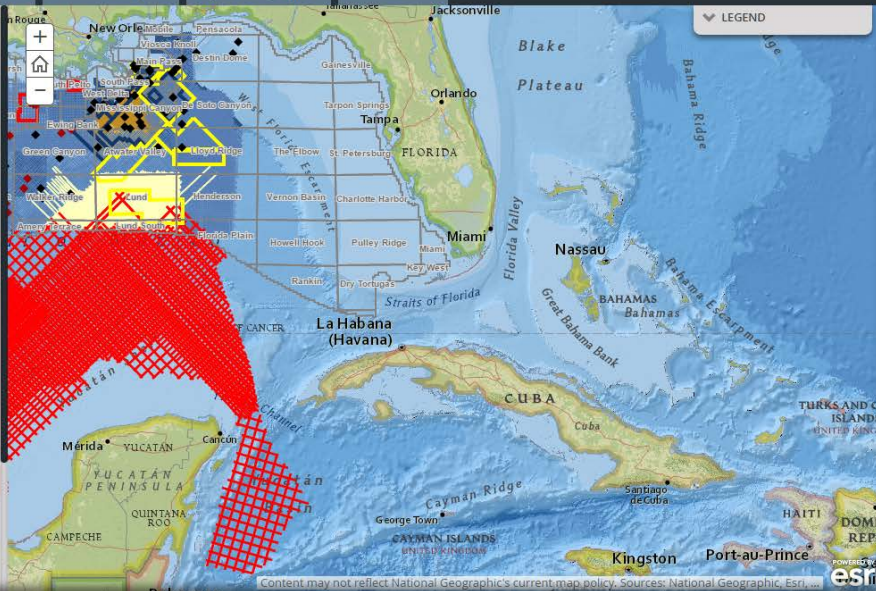

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Story Maps Services & Data Demonstration

Story Maps Developers' Corner

<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