

# How to tell your story using Story Map apps

ALLEN CARROLL

BERN SZUKALSKI

The background of the slide features a stylized topographic map with contour lines, rendered in various shades of blue and teal. The map is more detailed on the right side, showing a coastline or a series of hills, and fades into a solid blue on the left.

1

What are  
Story Maps?

2

Stories  
we love

3

The path  
to success

4

Avoiding  
pitfalls

5

What's new  
and coming

6

Why it  
matters

The background of the slide is a stylized map. The upper portion is a solid orange color. The lower portion features a blue area with a white grid pattern, representing a city street map. The boundary between the orange and blue areas is irregular and wavy.

1

# What Are Story Maps?

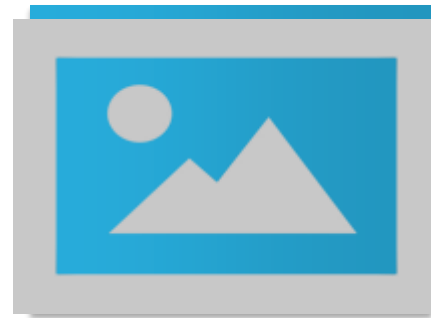
Story Maps are simple  
web apps that combine  
interactive maps,



What are  
Story Maps?

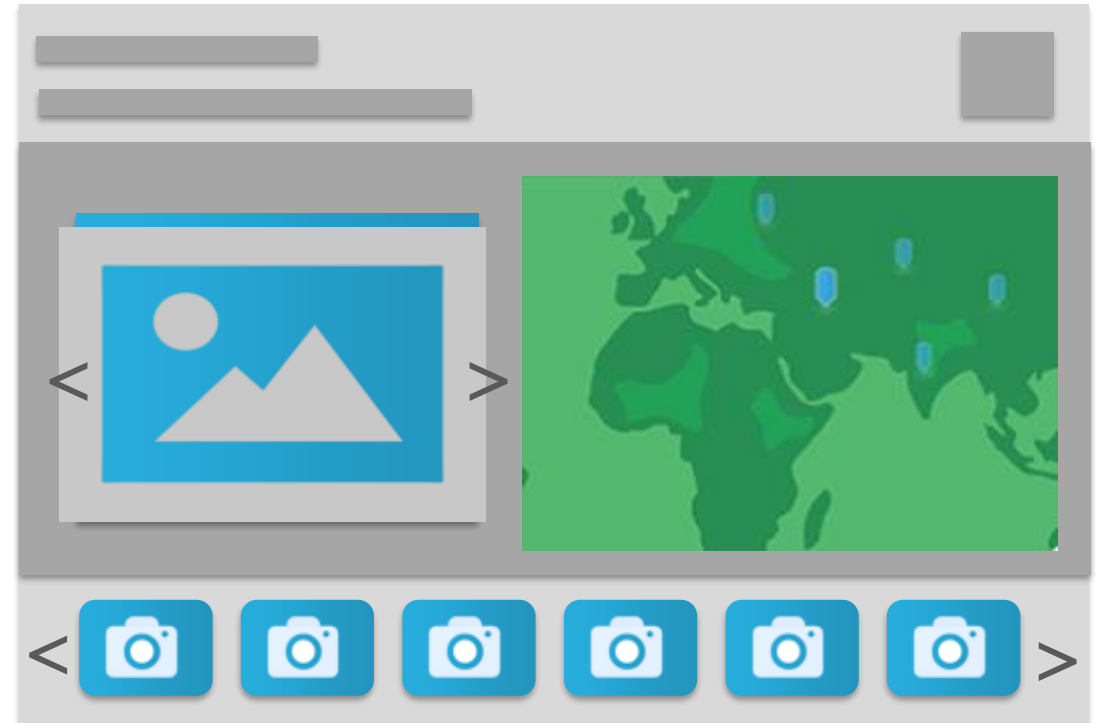


Story Maps are simple web apps that combine interactive maps, multimedia content,



What are  
Story Maps?

Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences



What are  
Story Maps?

Story Maps are simple web apps that combine interactive maps, multimedia content, and user experiences to tell stories about the world.



What are  
Story Maps?

Most story maps are hosted by Esri in the cloud (but you can opt to host them yourself).



What are  
Story Maps?



Story Maps include a builder that enables you to author a sophisticated story with no GIS or web development skills.



What are  
Story Maps?

# Story Maps work equally well on PCs, tablets, and smartphones



What are  
Story Maps?

Story Maps are open source. You're free to download and customize them.



What are  
Story Maps?

Story Maps include an array of apps that provide different ways to tell a story.



What are  
Story Maps?

Sequential  
narratives

Presenting a series of  
points of interest

## Story Maps

Enabling a “crowd” to  
participate in a story



Comparing  
several maps

Scrolling through maps  
and multimedia

What are  
Story Maps?



Journal

Shortlist

Story Maps

Crowdsource



Cascade

Series

What are  
Story Maps?

The background features a stylized map graphic. The top half is a solid orange-to-red gradient. The bottom half shows a dark blue area with a white grid pattern, representing a city street map, set against a lighter blue background. The overall design is layered and artistic.

# 2

## Story Maps We Love

# Stories that explain



Story Maps  
We Love

Washington's Ice Age Floods | Washington Geological Survey | [Link](#)



# Stories that Publicize

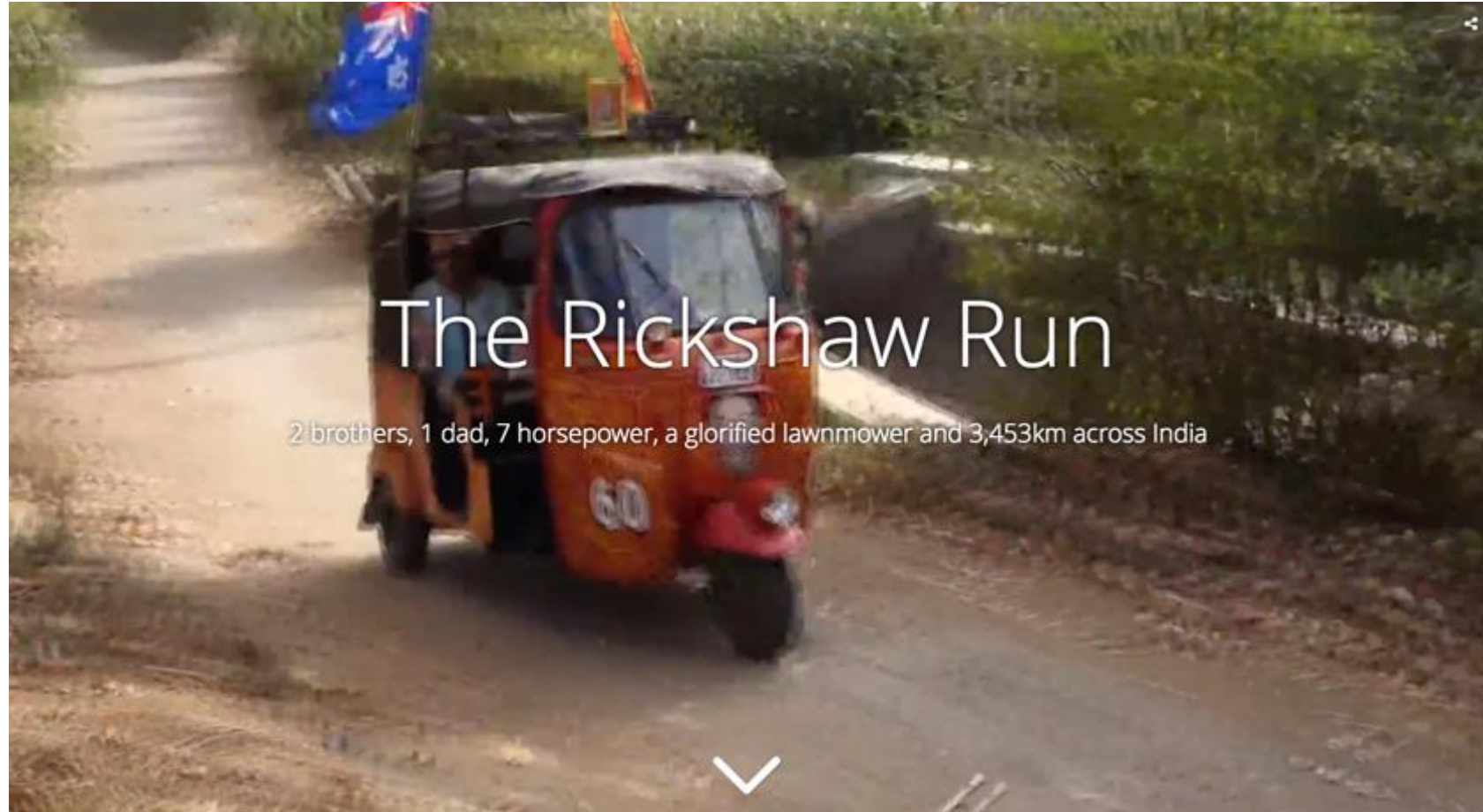


# Stories that summarize (annual reports)





## Stories that entertain



The Rickshaw Run| Chris Counsell| [Link](#)

# Stories that inform



## SARAYAKU: IN DEFENSE OF TERRITORY



Over the past fifty years, oil production has drastically increased in order to meet the world's growing demand for oil. At the intersection between incessant demand and exploitation processes that entail serious socio-environmental harm lies western Amazonia, one of the world's primary petroleum sources. This region, considered one of the lungs of the planet and home to hundreds of indigenous communities, is at risk of suffering irreversible damage.

Among the communities that inhabit the Ecuadorian Amazon are the Kichwa de Sarayaku people. This community has struggled for decades against illegal incursions, defending their territory, way of life and environment. Above all, the Sarayaku people defend **the living forest**.

This tool aims to recount, using images and maps, the long road of struggle of the Kichwa de Sarayaku people in order to protect their territory both within Ecuador and before international courts of justice. Throughout this journey, they have been assisted by a legal team, in which the Centre for Justice and International Law (CEJIL) is a participant.

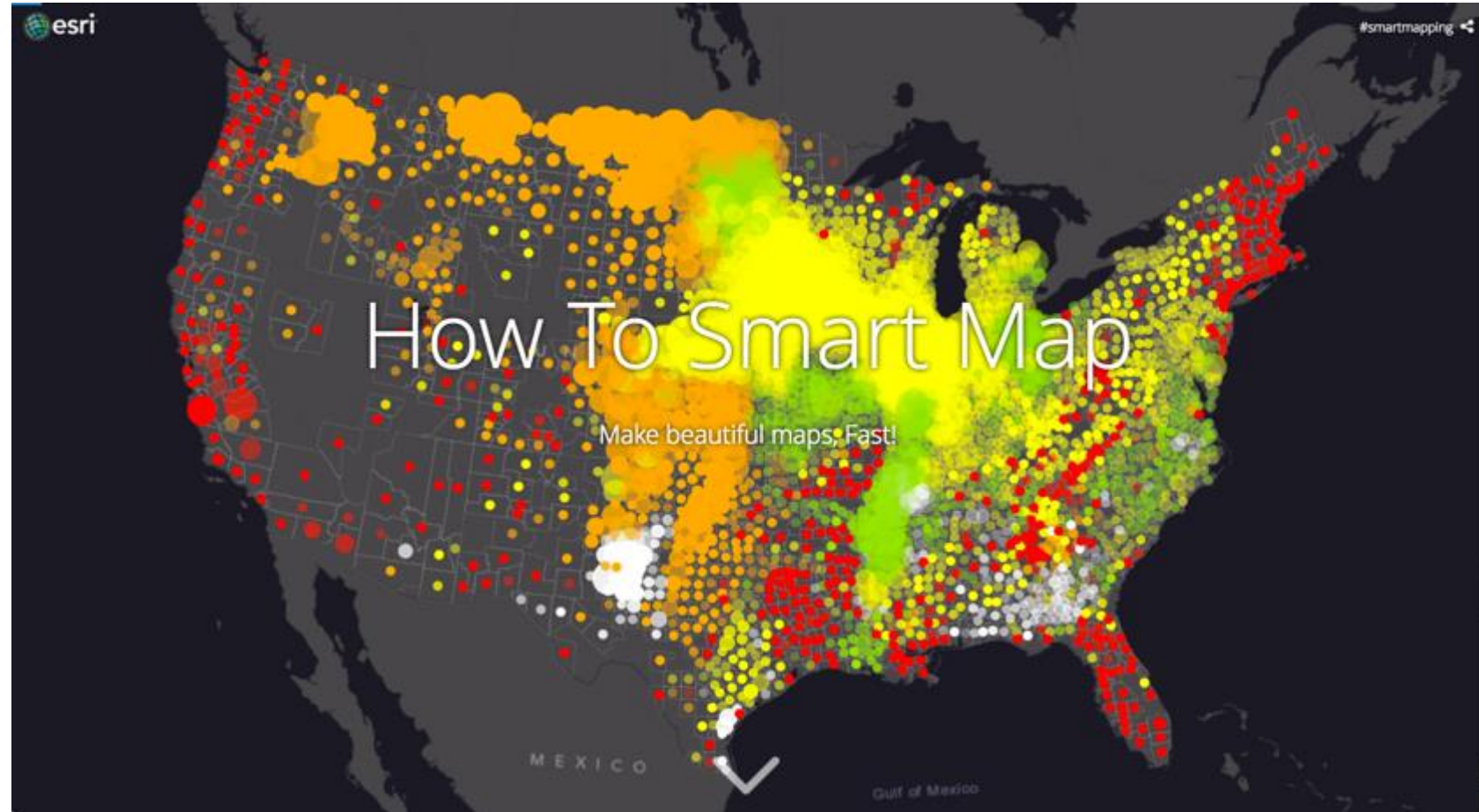
 To access the narrative in its entirety visit on the **red box** on the bottom of this tool







# Stories that teach



Story Maps  
We Love

How to Smart Map | Esri | [Link](#)

# Stories that present



Story Maps  
We Love

An Introduction to Story Maps | Esri | [Link](#)



# Stories that inspire



Story Maps  
We Love

Fridays on the Farm | Natural Resources Conservation Service | [Link](#)





# 3

## The Path to Success

The image is a screenshot of the Esri Story Maps website banner. At the top, there is a navigation bar with links for 'Story Maps', 'Apps', 'Gallery', 'Resources', 'Blog', and 'My Stories'. On the right side of the navigation bar, there are dropdown menus for 'Story' and 'English', and the Esri logo. The main banner features a high-resolution photograph of a mountainous landscape with a winding river and a road. Overlaid on this image is the text 'Story Maps' in a large, white, sans-serif font. Below this, in a smaller white font, is the text 'Everyone has a story to tell. Harness the power of maps to tell yours.' In the bottom left corner of the image, there is a small credit: 'Simo Räsänen / CC-BY-SA 3.0'. Below the image, there is a blue horizontal bar with the text 'Get the latest Story Maps news delivered directly to you. Sign up today.' in white. At the bottom of the banner, on a white background, is the text 'Engage and Inspire Your Audience' in a dark grey font.

Story Maps ▾ Apps Gallery Resources Blog My Stories

Story ▾ English ▾ 

# Story Maps

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

Simo Räsänen / CC-BY-SA 3.0

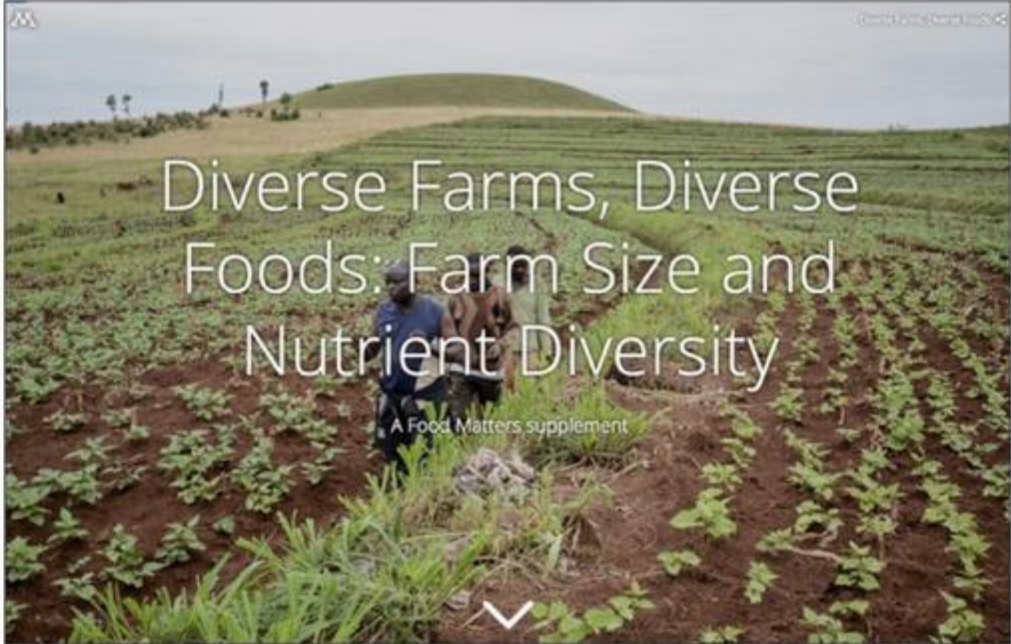
Get the latest Story Maps news delivered directly to you. Sign up today.

Engage and Inspire Your Audience

The Path  
to Success

[storymaps.arcgis.com](https://storymaps.arcgis.com)






**Diverse Farms, Diverse Foods: Farm Size and Nutrient Diversity**  
A Food Matters supplement


### Story Map of the Month

**Diverse Farms, Diverse Foods**


Created by the University of Minnesota Institute on the Environment using the Story Map Cascade app.



Native Trees of the Pacific Northwest: A Geographic




Celebrating Frank Lloyd Wright




A Network DERAILED

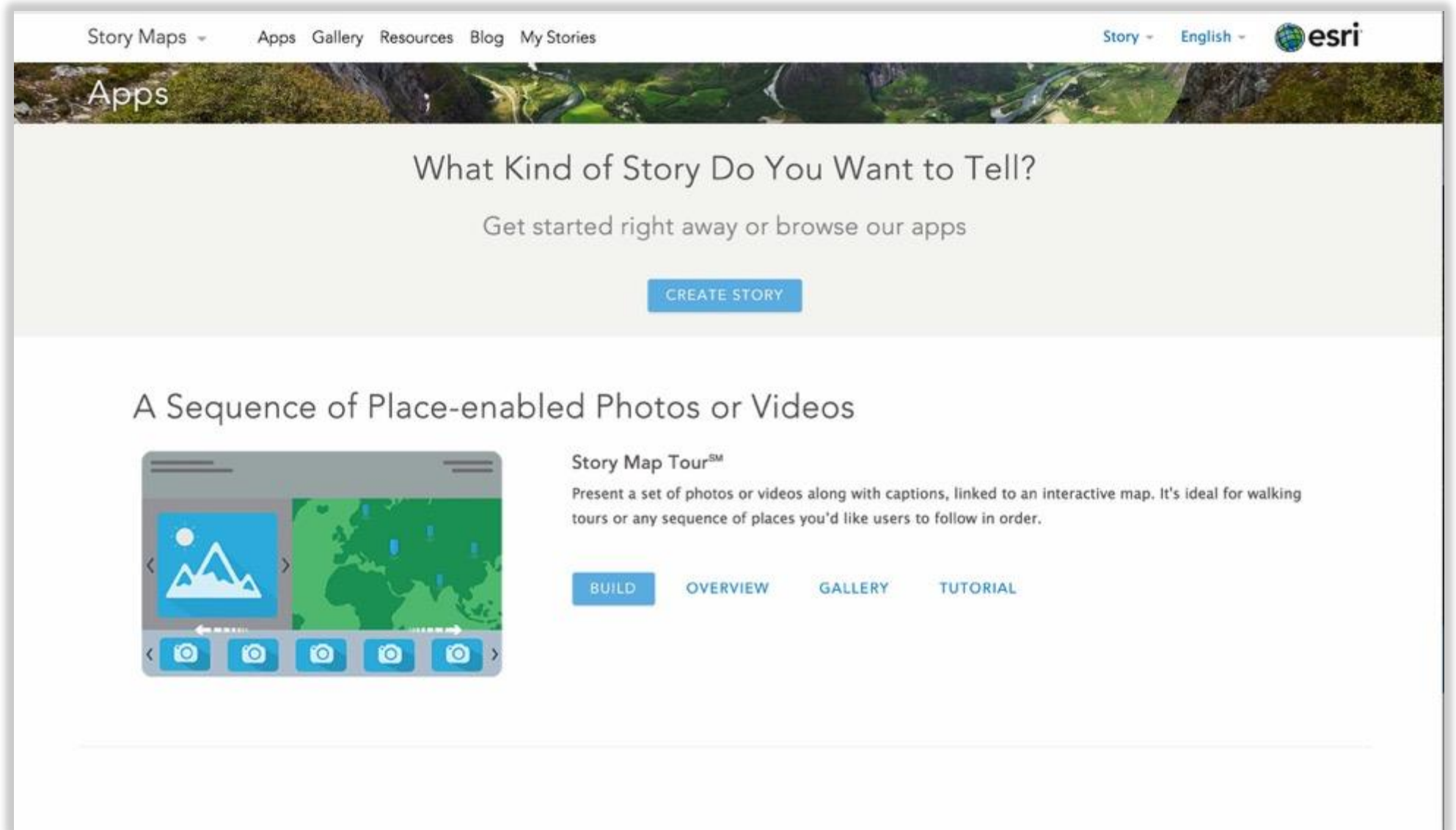
America's Transportation Infrastructure



Powered by Me

 Top

Story Map of the Month; featured gallery



## A Dynamic Collection of Crowdsourced Photos



### Story Map Crowdsource<sup>SM</sup> **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.

[BUILD](#)[OVERVIEW](#)[GALLERY](#)[TUTORIAL](#)

## A Curated Set of Places of Interest

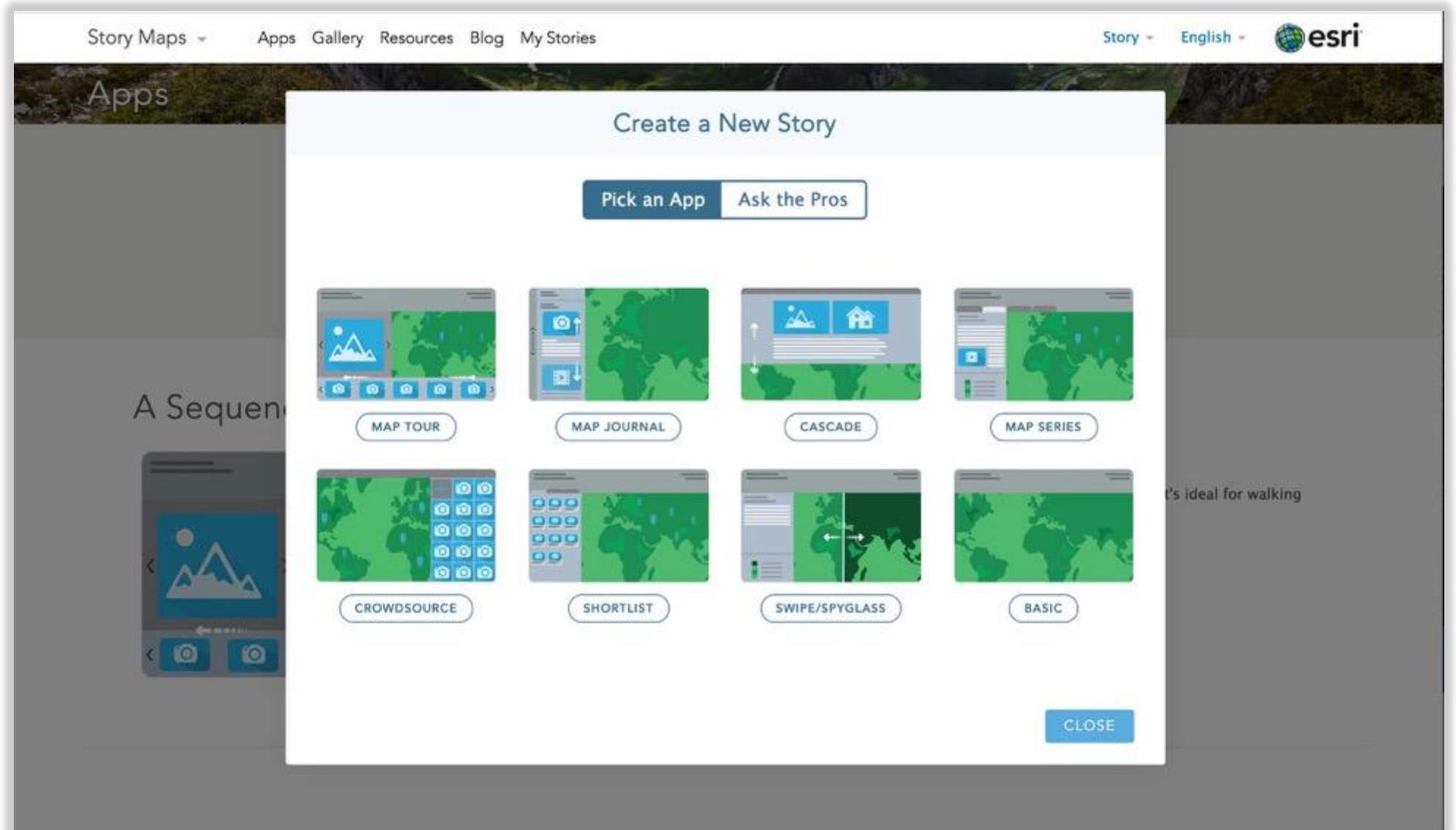


### Story Map Shortlist<sup>SM</sup> **BETA**

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.


[BUILD](#)[OVERVIEW](#)[GALLERY](#)[TUTORIAL](#)





The Path  
to Success

"Create a Story" wizard

Story Maps ▾ Apps Gallery Resources Blog My Stories English ▾ 

## Story Map Tour Tutorial

Overview Gallery Tutorial

### Before you start

To make a Story Map Tour<sup>SM</sup>, 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 in 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.

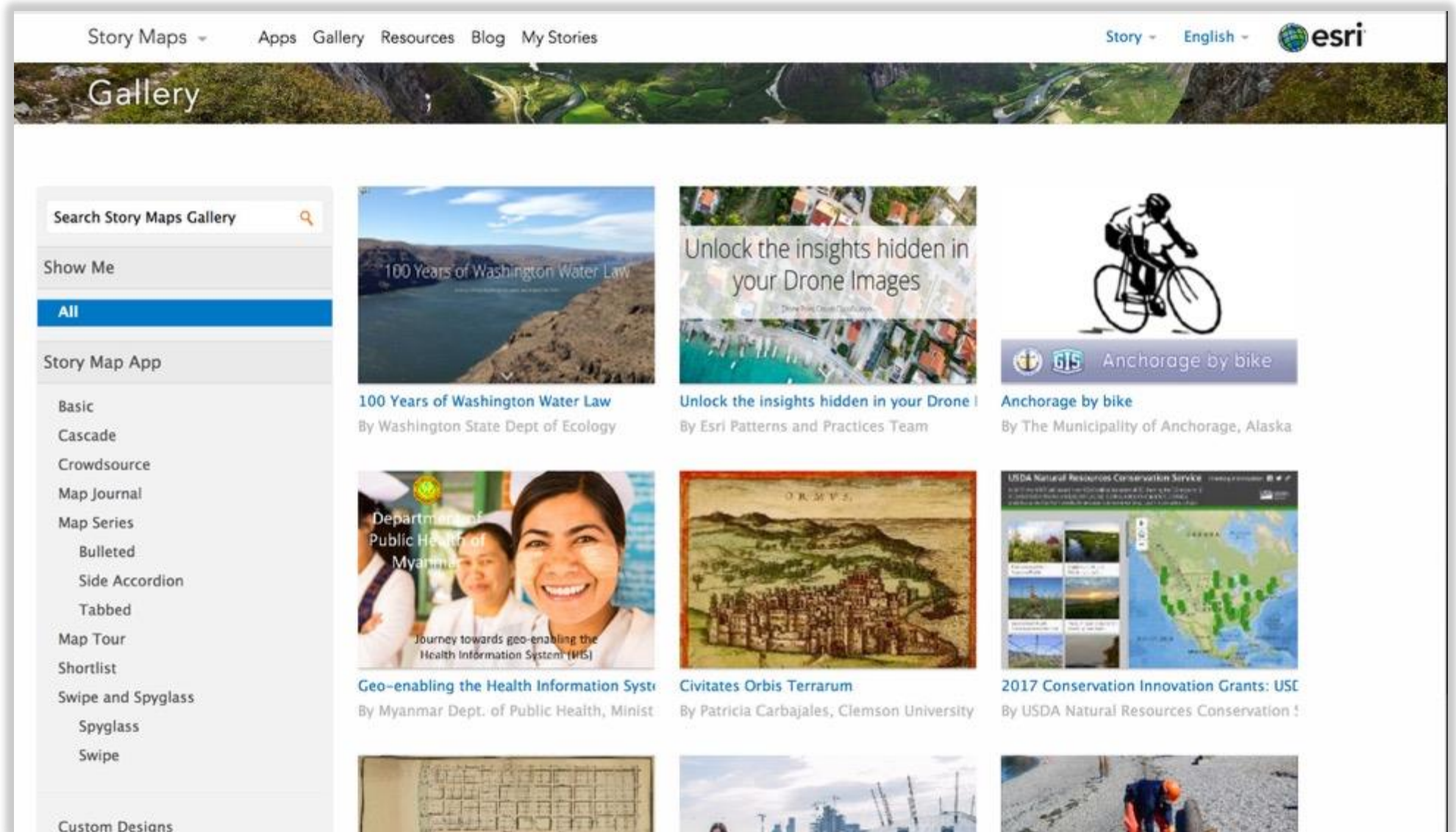
You'll include the names and captions for the photos and videos in your Map Tour directly in the Builder. Alternatively, if you want to prepare everything ahead of time, you can make a spreadsheet containing the names, captions, locations, and media URLs that define your Map Tour, and import that spreadsheet into the Map Tour Builder as a CSV file. The Builder

Download a sample spreadsheet for your Map Tour here: [http://www.esri.com/arcgis/storymaps/tour-builder/samples/spreadsheet](#)

The Path  
to Success


Step-by-step tutorials for each app






The Path  
to Success

Curated, filterable gallery

[Story Maps](#) [Apps](#) [Gallery](#) [Resources](#) [Blog](#) [My Stories](#) [Story](#) [English](#) 


# Resources



## Basics

Learn the fundamentals of storytelling with maps.


- [Learn How to Make a Story Map](#)
- [The Five Principles of Effective Storytelling](#)
- [Tips for Story Map Success](#)
- [Workshop Video: How to Tell Your Story With Story Maps](#)
- [The ArcGIS Book: Tell Your Story Using A Map](#)
- [What's New in Story Maps](#)




## FAQs

Have a question? Start with our FAQ page.

- [Frequently Asked Questions](#)




## Community



### Follow Us on Twitter

Keep up-to-date on latest news from the team, and discover the best new work by storytellers around the world.


[@EsriStoryMaps](#)  
[@AllenCarroll](#)



### Training

Learn how to use ArcGIS, including story maps and web mapping.

- [Esri Training Course: Creating Story Maps With ArcGIS](#)
- [Learn ArcGIS](#)
- [Maps We Love](#)
- [Story Maps Videos](#)
- [Story Maps Training Seminar](#)
- [Story Maps for Non-Profits Seminar](#)



### Get an account

Start making story maps today! Simply sign up for a free account or sign in with your Facebook or Google





## 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...

sign in with your Facebook or Google credentials. Or get an ArcGIS Subscription to access premium data, publish your own data, perform analysis, set up enterprise-wide use, and more.

- [Get a free, non-commercial ArcGIS Public Account](#)
- [Get a 60-day free trial ArcGIS Subscription](#)
- [Purchase an ArcGIS Subscription](#)

### ✂ 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](#)

[Story Maps](#) [Apps](#) [Gallery](#) [Resources](#) [Blog](#) [My Stories](#)

Story - English - 


# Story's stories

492 stories

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

Search your stories... Sort Filter

CREATE STORY CHECK STORIES



## Sacred Places, Sacred Ways

Cascade | Organization | Modified June 24, 2017 | 56 views

Summary  
No summary, click to add one.

Shared: Organization

EDIT STORY VIEW STORY DELETE

IMAGES

sections 12 maps 0

GALLERY TAGS

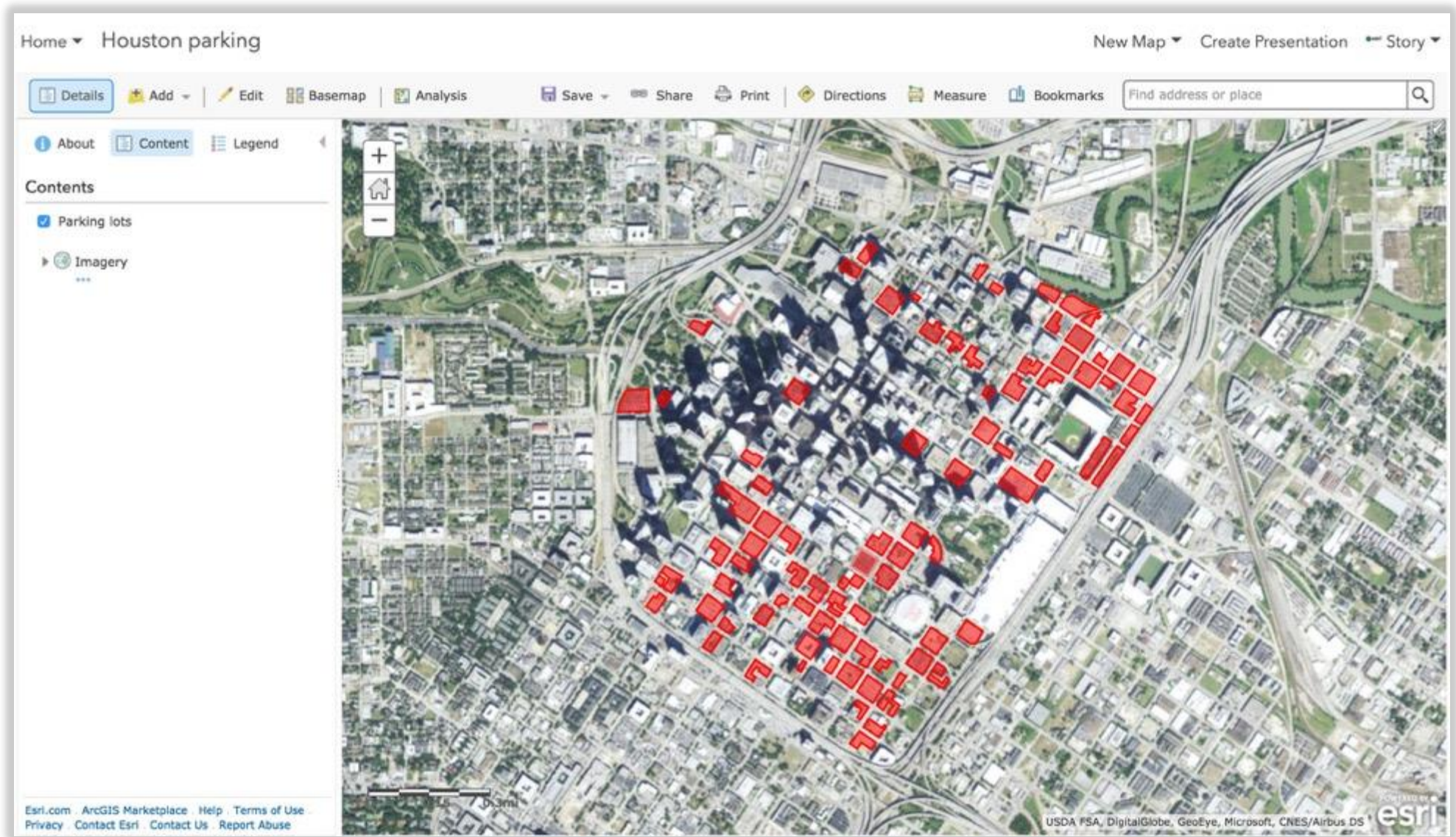
No issues found

Status	URL	Source	Section
✓	www.arcgis.com/sharing/rest/content/items/cbd975db645549ebbc1cc6a060de5787/resources/Pilgr...	🔗	1

The Path  
to Success

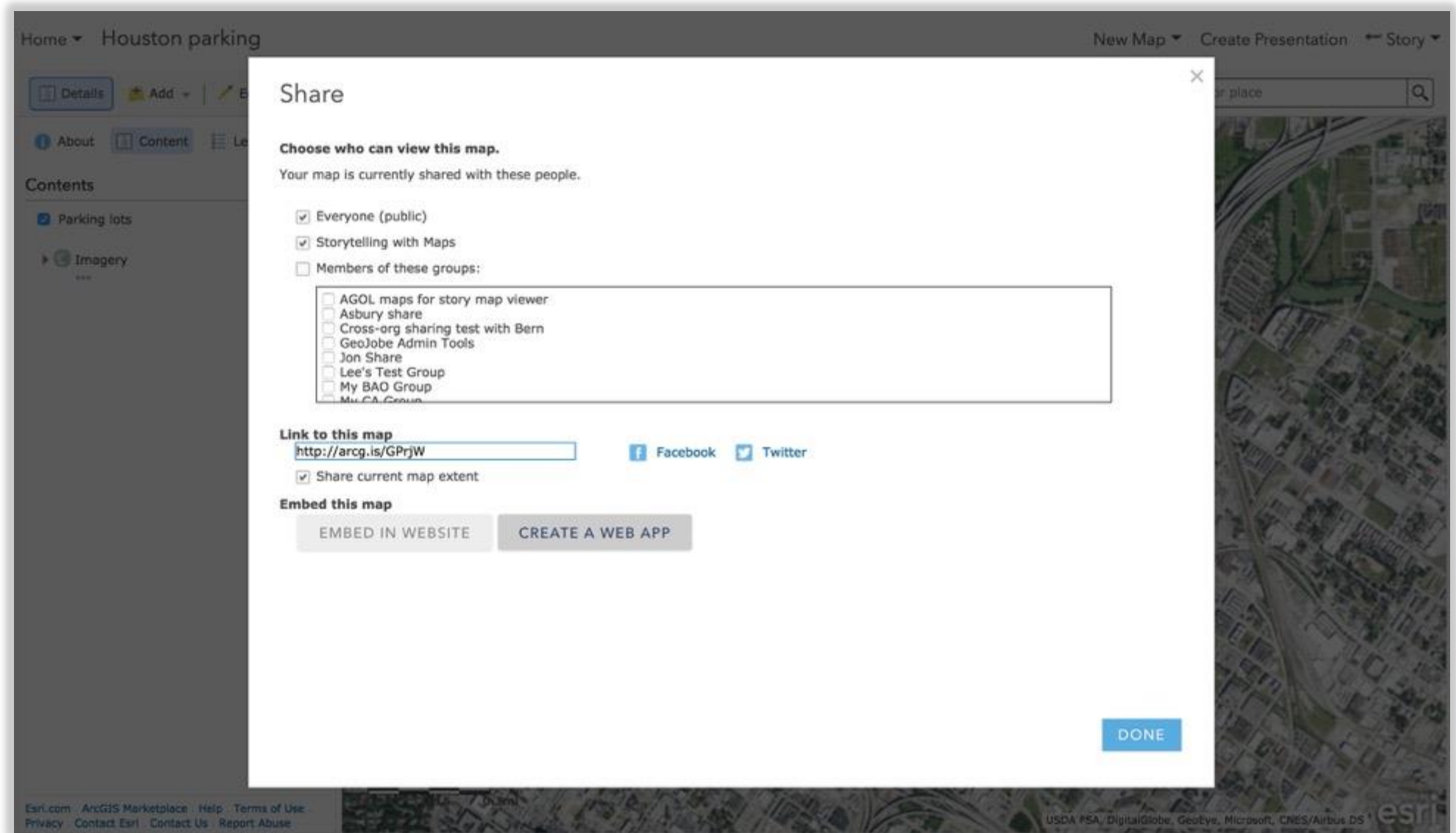
My Stories





The Path  
to Success

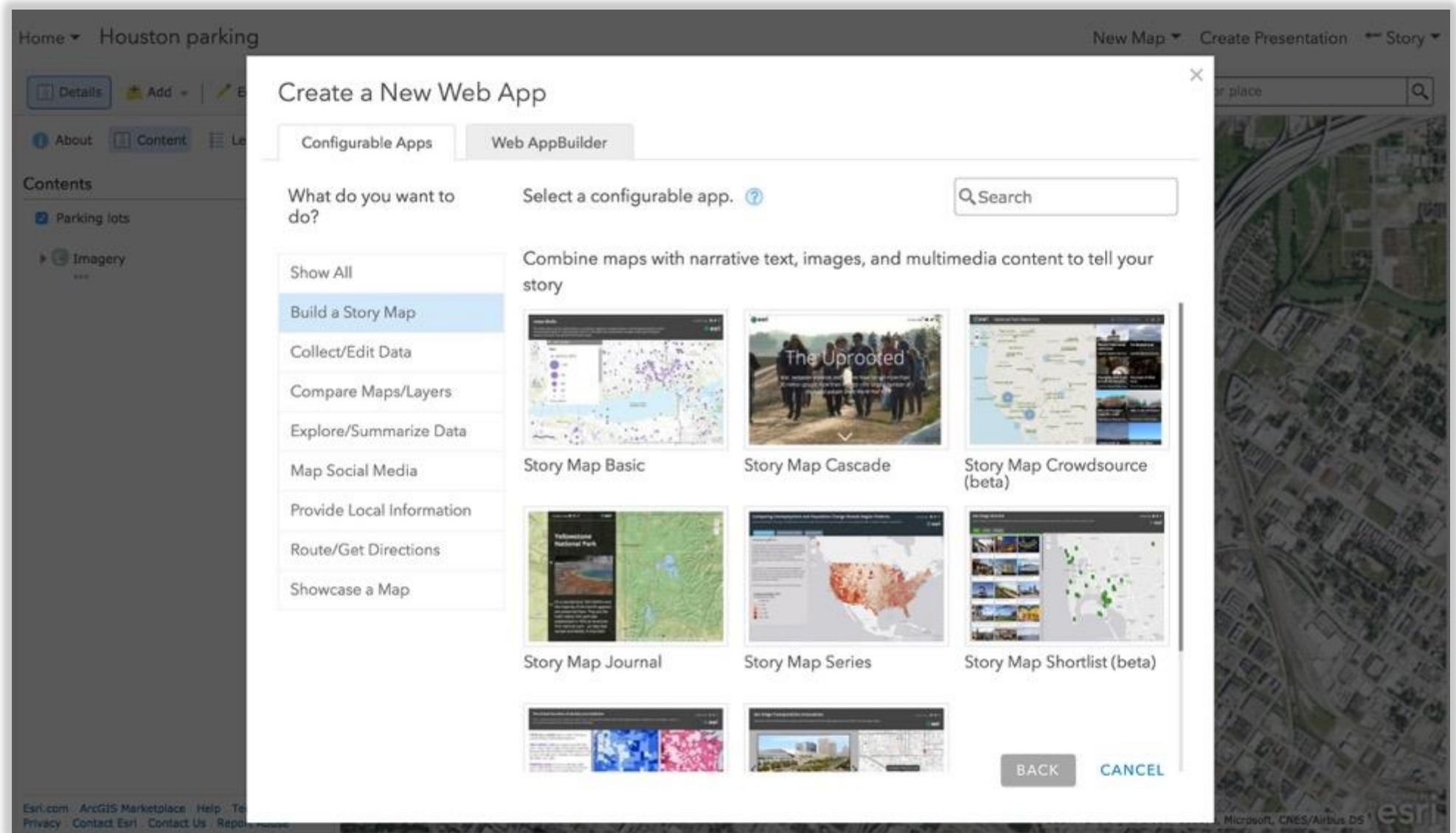
Alternate workflow: ArcGIS Online





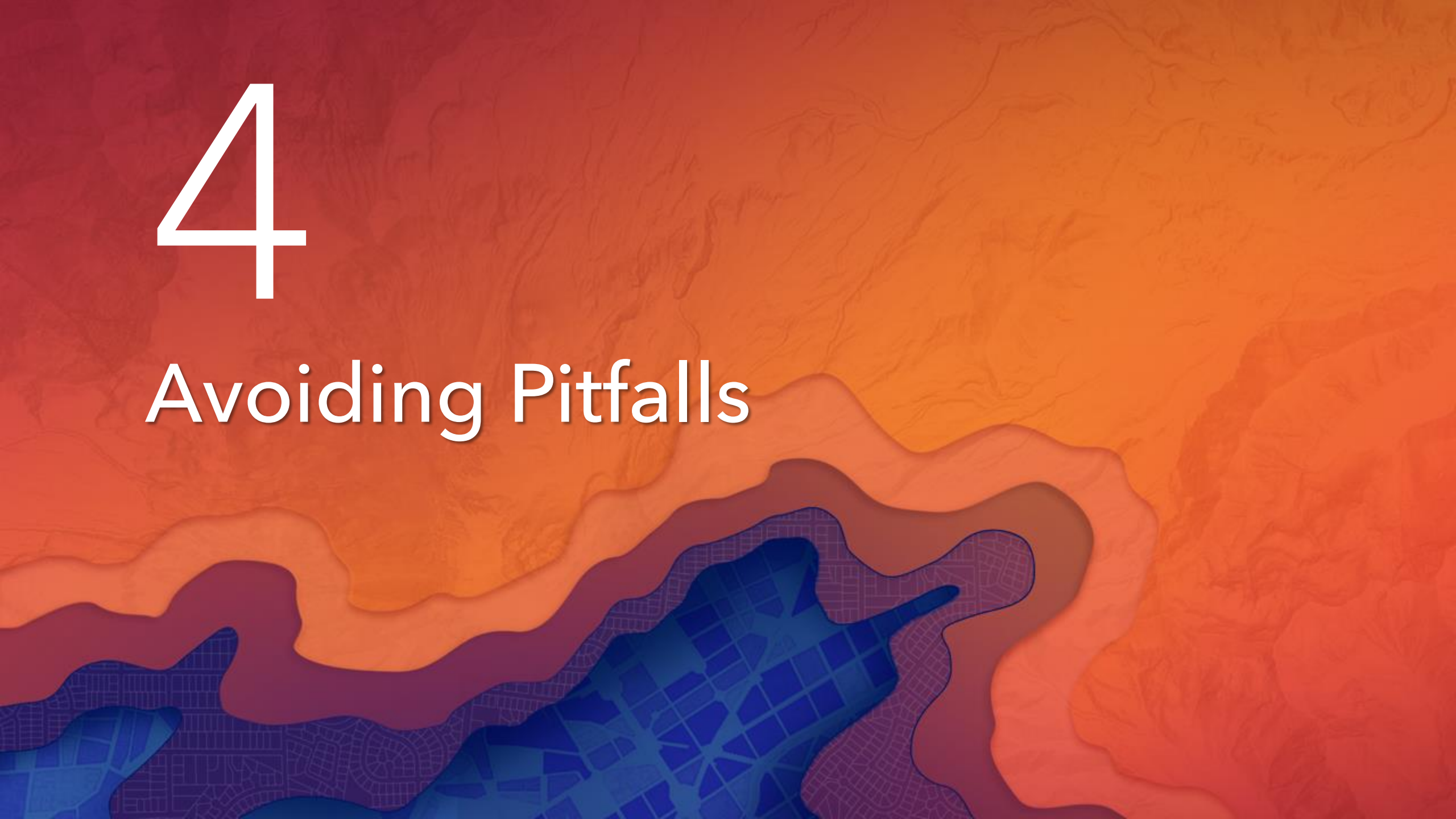
# The Path to Success

Alternate workflow: ArcGIS Online



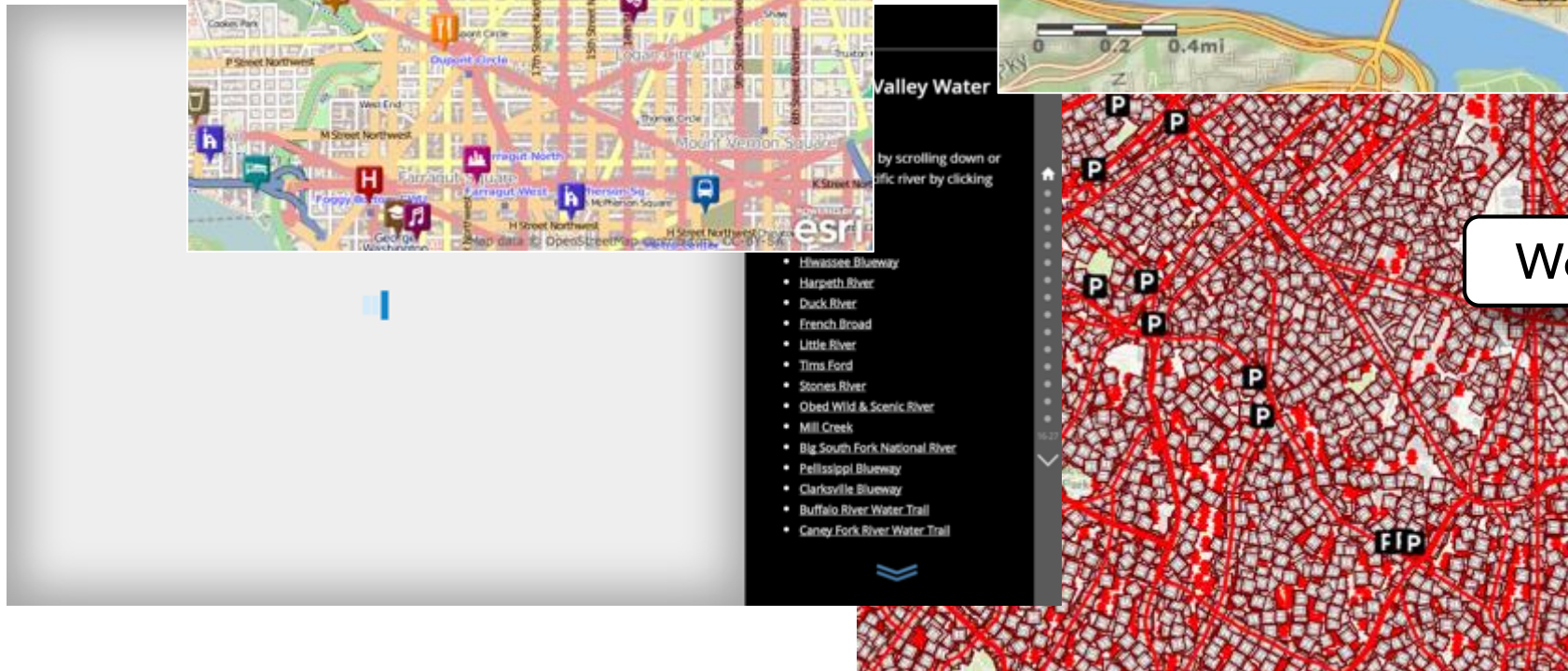
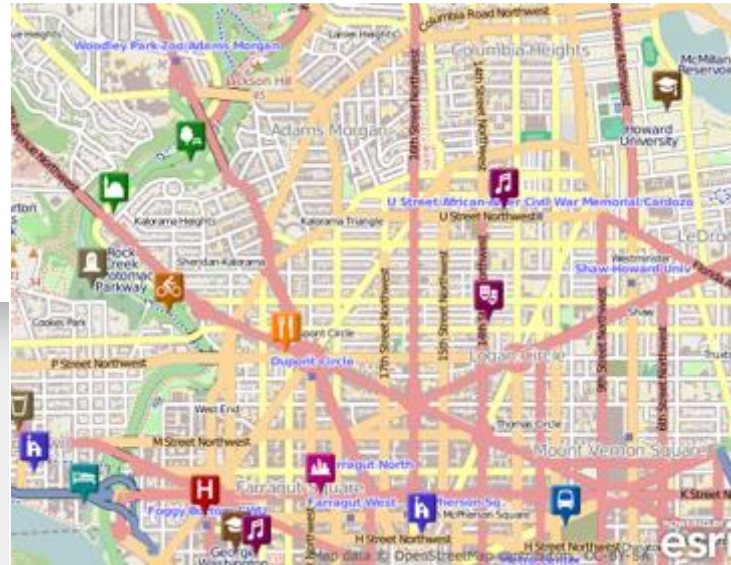
# 4

## Avoiding Pitfalls



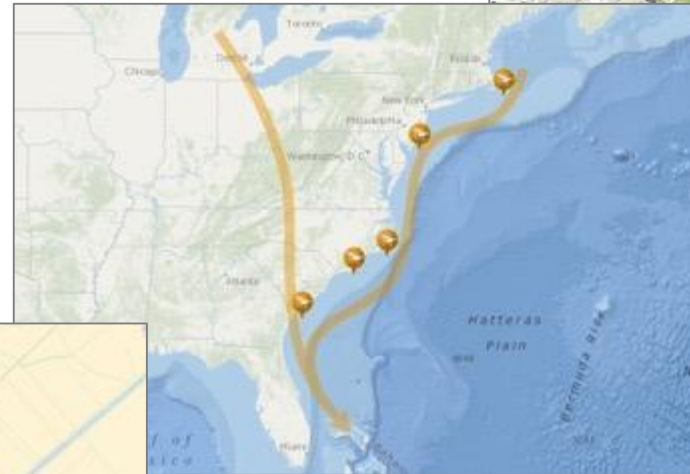


# Pitfall: Poor or slow-performing maps



# Solution

- Tile layers buddied with feature layers
- Vector tile layers
- Smart mapping (Arcade)
- Custom symbols
- Scale dependencies
- Alternate layers

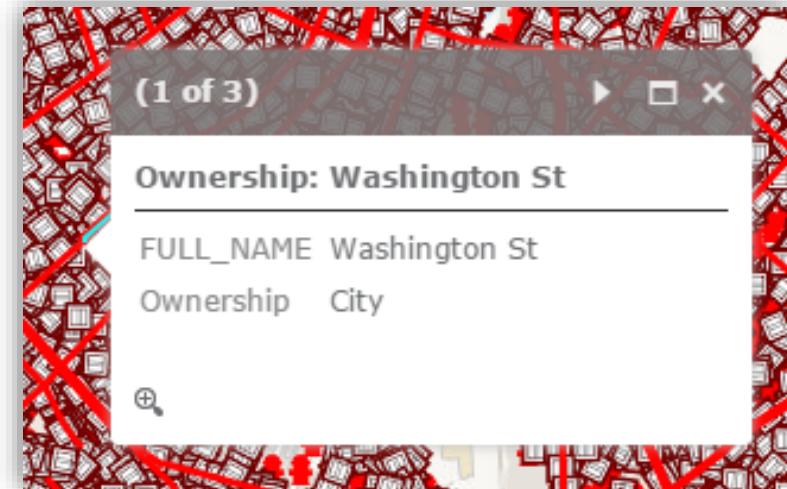
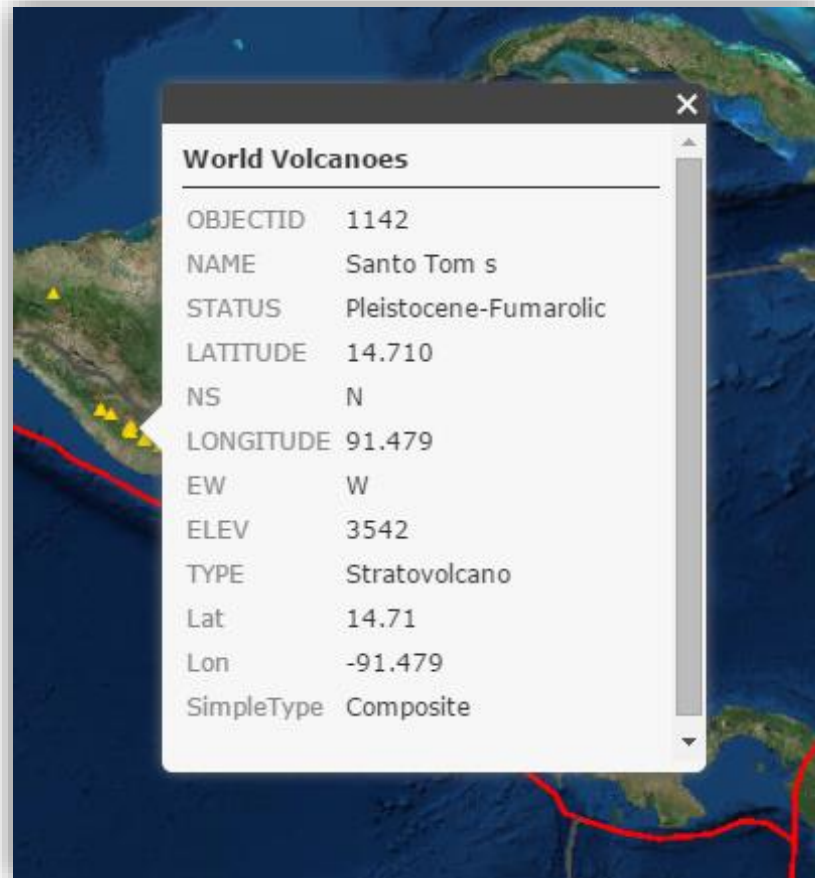


Aarf!





## Pitfall: Unconfigured pop-ups

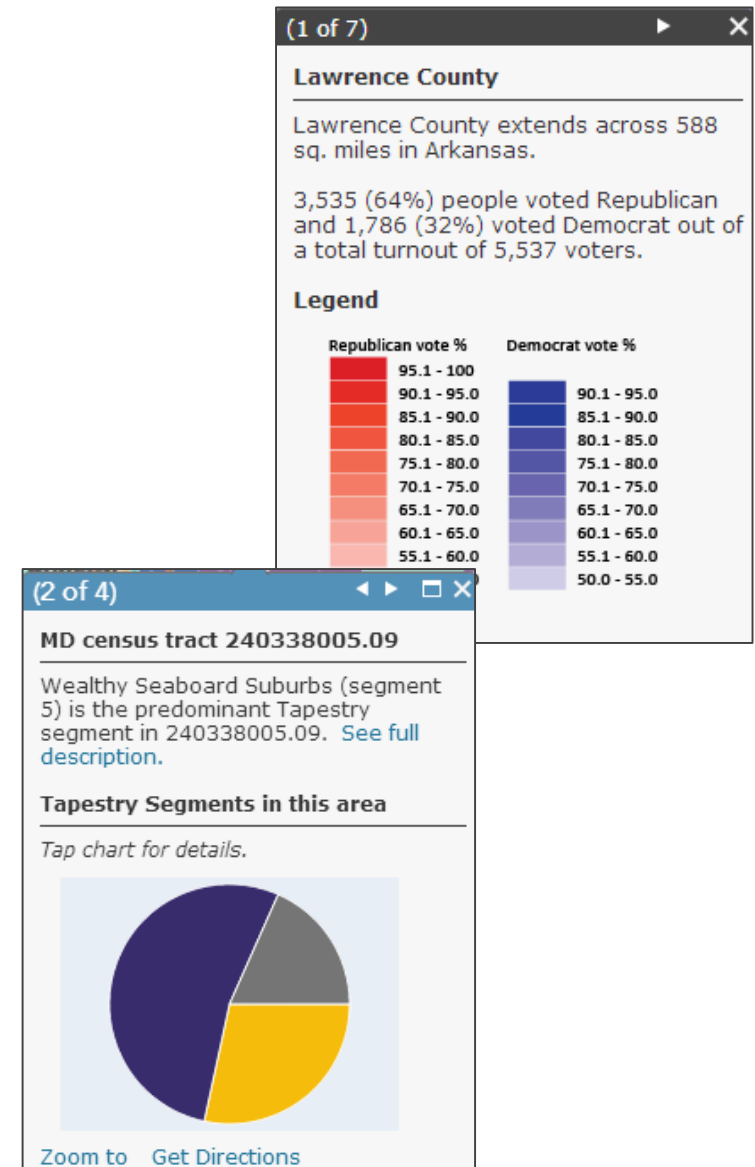


WHY ARE YOU YELLING AT ME?  
WHAT'S AN OBJECTID?

# Solution

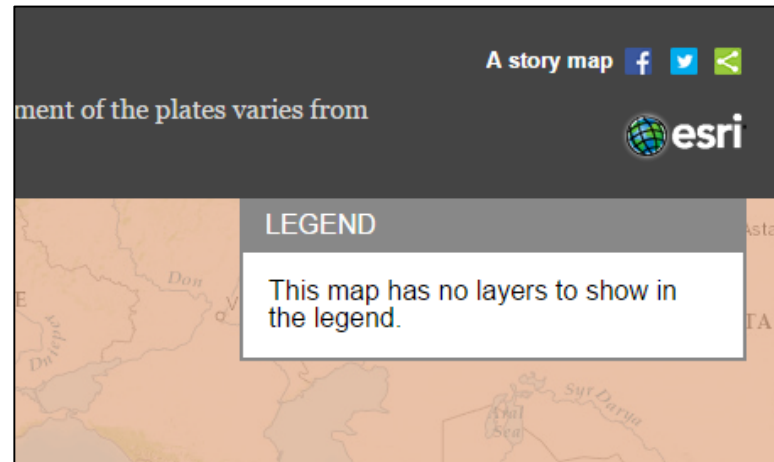
- Hide unneeded fields
- Field aliases
- Custom pop-up displays
- Use of color
- Properly sized images with links
- Arcade

Avoiding  
Pitfalls





# Pitfall: Poor legends



## LEGEND

### Wisconsin River Islands - Points

- day use only
- limited camping, fire in designated sites only, 3-night max
- urban camping, fire in designated sites only, 1-night max
- dispersed
- camping, 3-night max

### Waterway - Large Scale

- Black River
- Central Sands Wisconsin River
- Fox & Wolf Rivers
- Fox (IL) River
- Green Bay Tributaries
- Lake Superior Tributaries
- Lower Chippewa

# Solution


- Remove layers from legend
- Does your map really need one?
- Add custom legend as a graphic
- Style your own legend using html/CSS
- Use colored type within a text description

# Pitfall: Too much information

## Grand Traverse County - Brownfield Projects

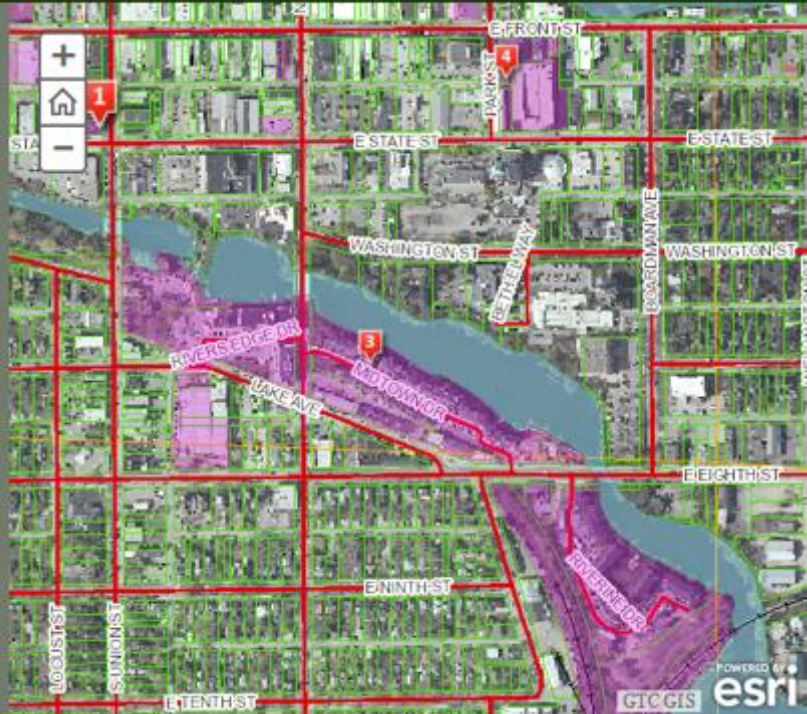
Grand Traverse County, Planning & Development

Mapping provided by Grand Traverse County G.I.S. Department




**Bank of Northern Michigan**


The Kinney Building historically operated as a gasoline service station from at least 1918 to June 1986 at the northwest corner of Union Street at State Street. After 1986, it was used solely as an automotive repair facility until purchased and redeveloped through the aid of Brownfield Plan tools. The small, one-story, slab-on-grade service station was to become the Bank of Northern Michigan with three stories and a full basement along with the neighboring "Mid-Block Building" - where Capen Marks Ten Room is located. The




POWERED BY GICGIS esri




1  
Bank of Northern Michigan




2  
Melling Tool Property




3  
River's Edge (Midtown)




4  
Radio Centre / Park Street Redevelopment




5  
VanWagoner



6  
Harbour View Centre



7  
Traverse City Place

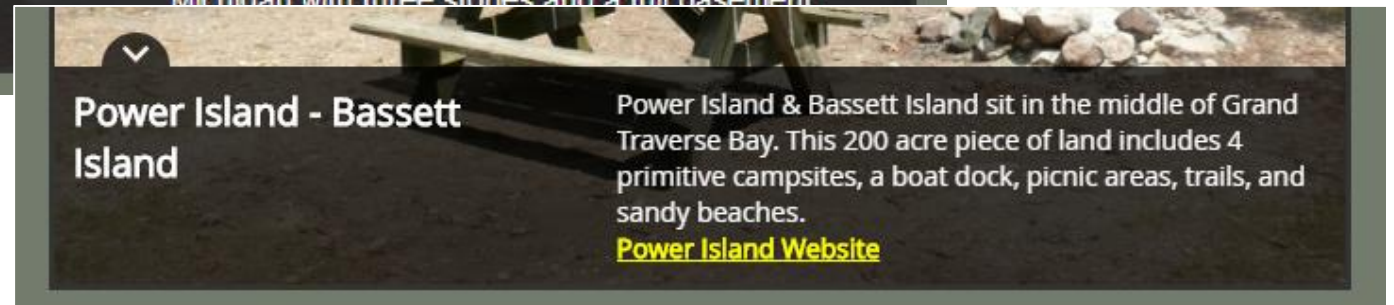
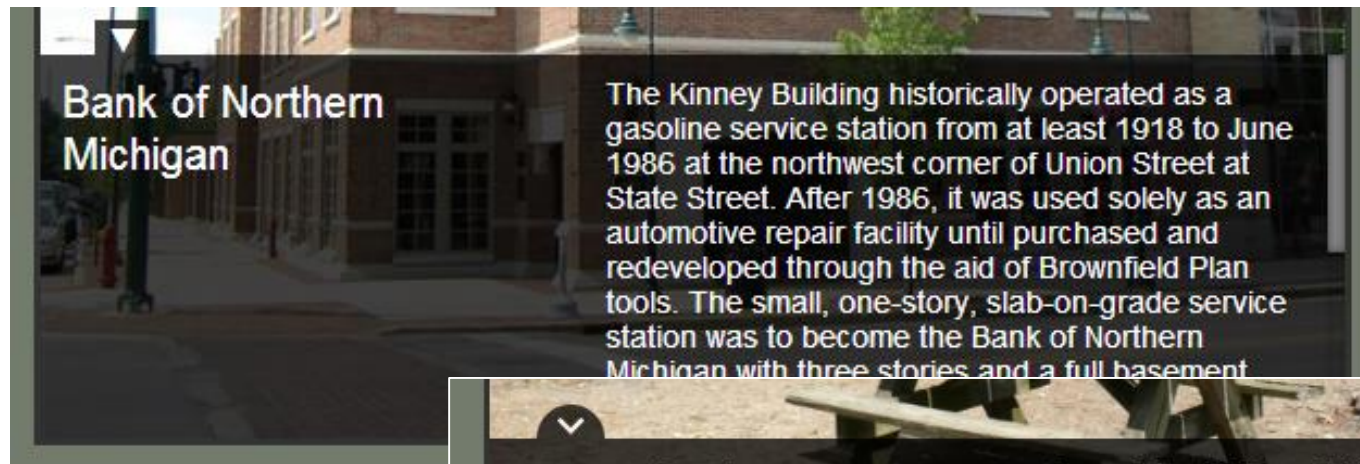


8  
SVN (Scam)

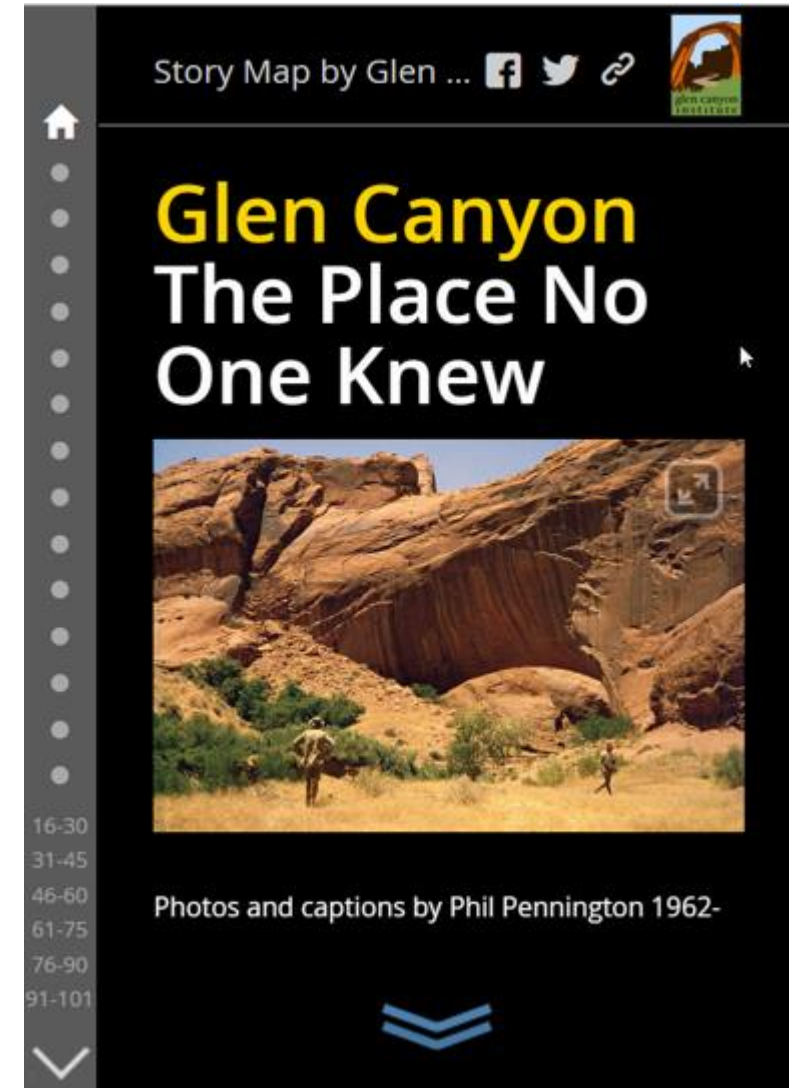
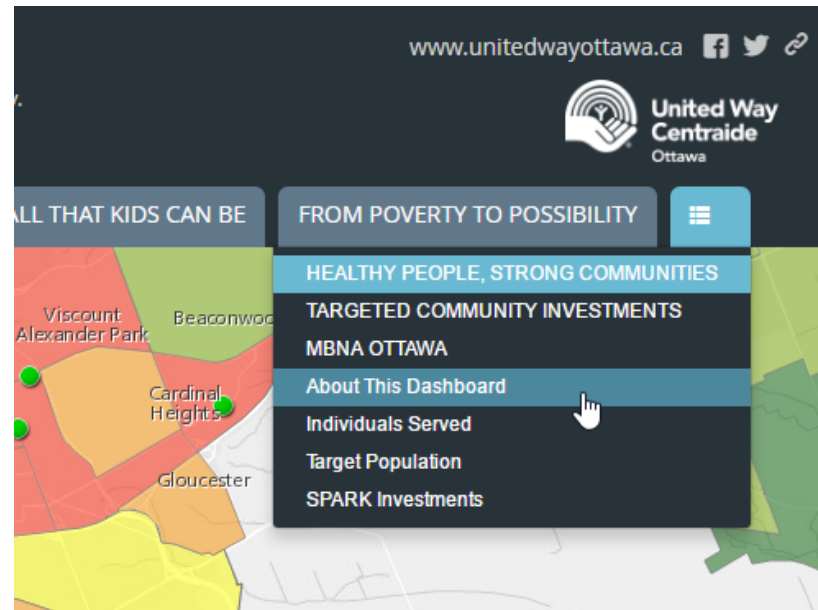


# Solution

- Keep descriptions to their essence
- Use links (if you really need to)



# Pitfall: Your story is a novel



Avoiding  
Pitfalls

# Solution

- Think about the essentials
- Divide and conquer
- Embed story maps in a “binder” story map\*

\* but don't over do it



# Pitfall: Your story sounds boring

## Wanganui Street Art

and other interesting things

## SPATIAL NARRATIVES & DEEP MAPS

NEH Institute for Advanced Topics in the Digital Humanities



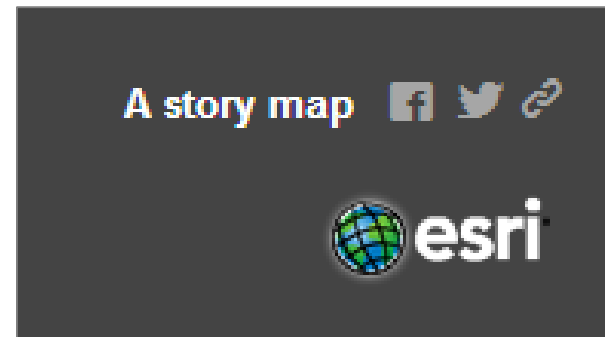
# Solution

- Add some excitement, lure your audience into your story



Avoiding  
Pitfalls

# Pitfall: Who are you?



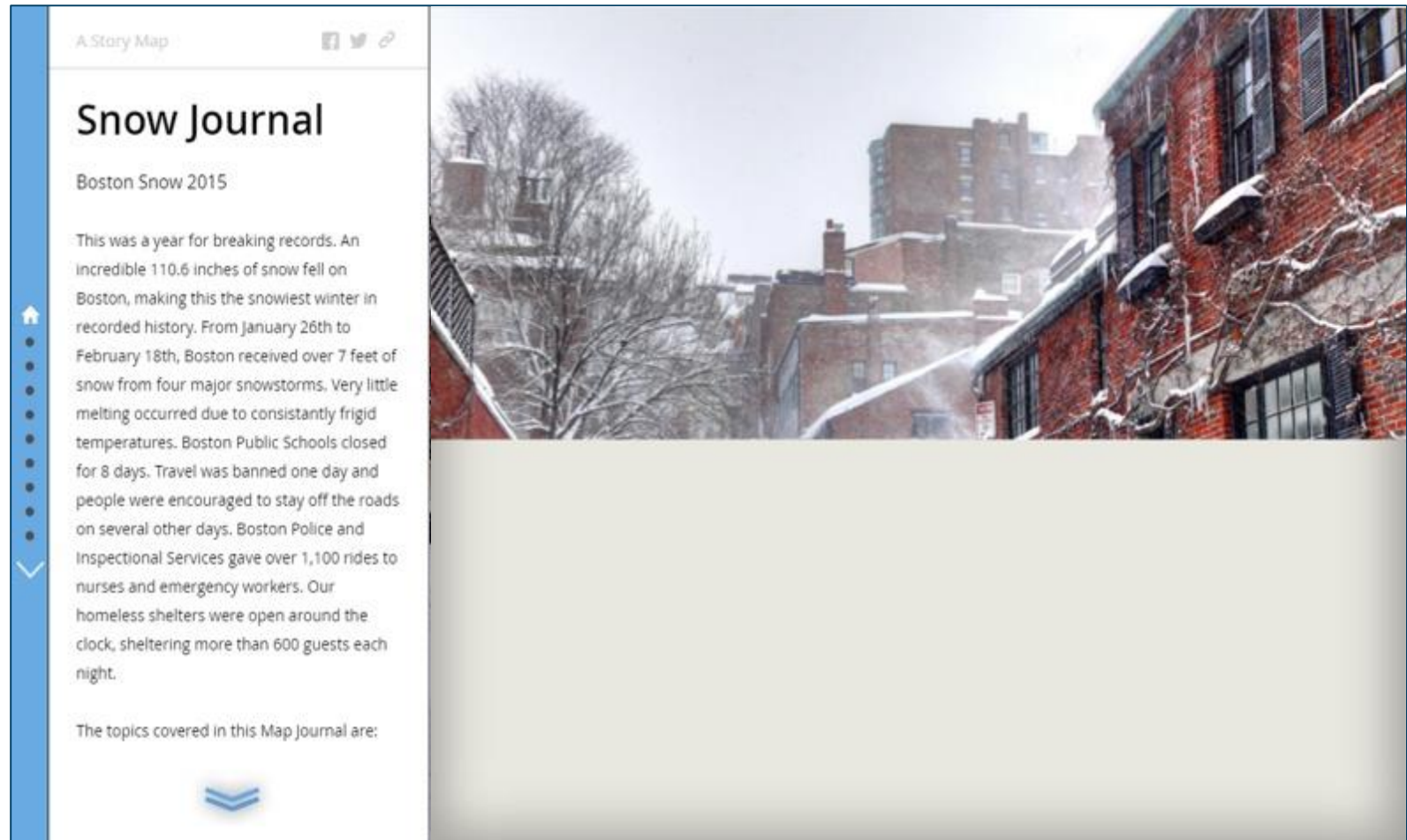


# Solution

- Customize the header
- Use color branding
- Add your own links and logo



# Pitfall: Images not optimized for display

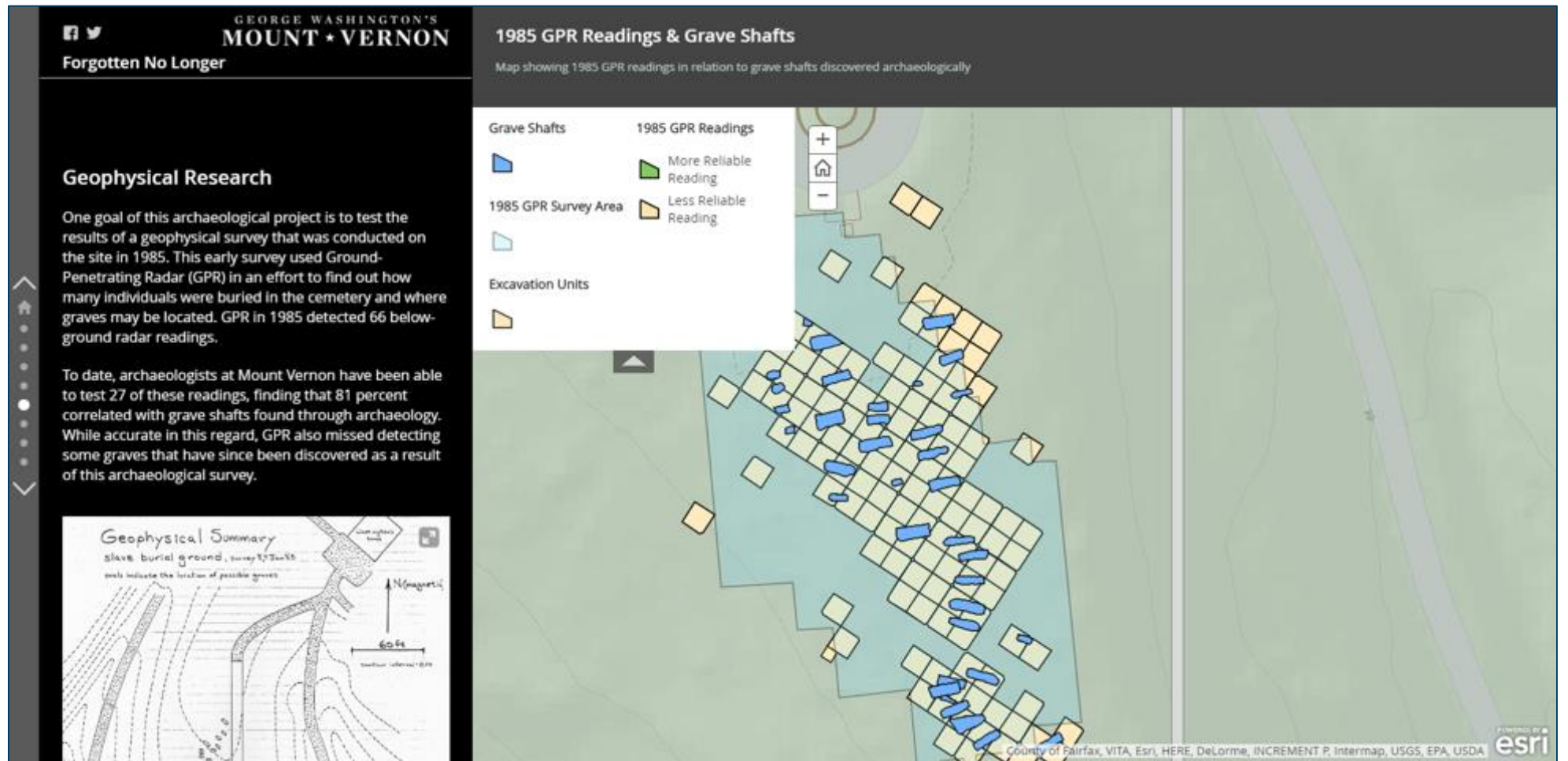


# Solution

- Load your local images into the story map builder
- Leverage Flickr
- Optimize your images for web use before hosting

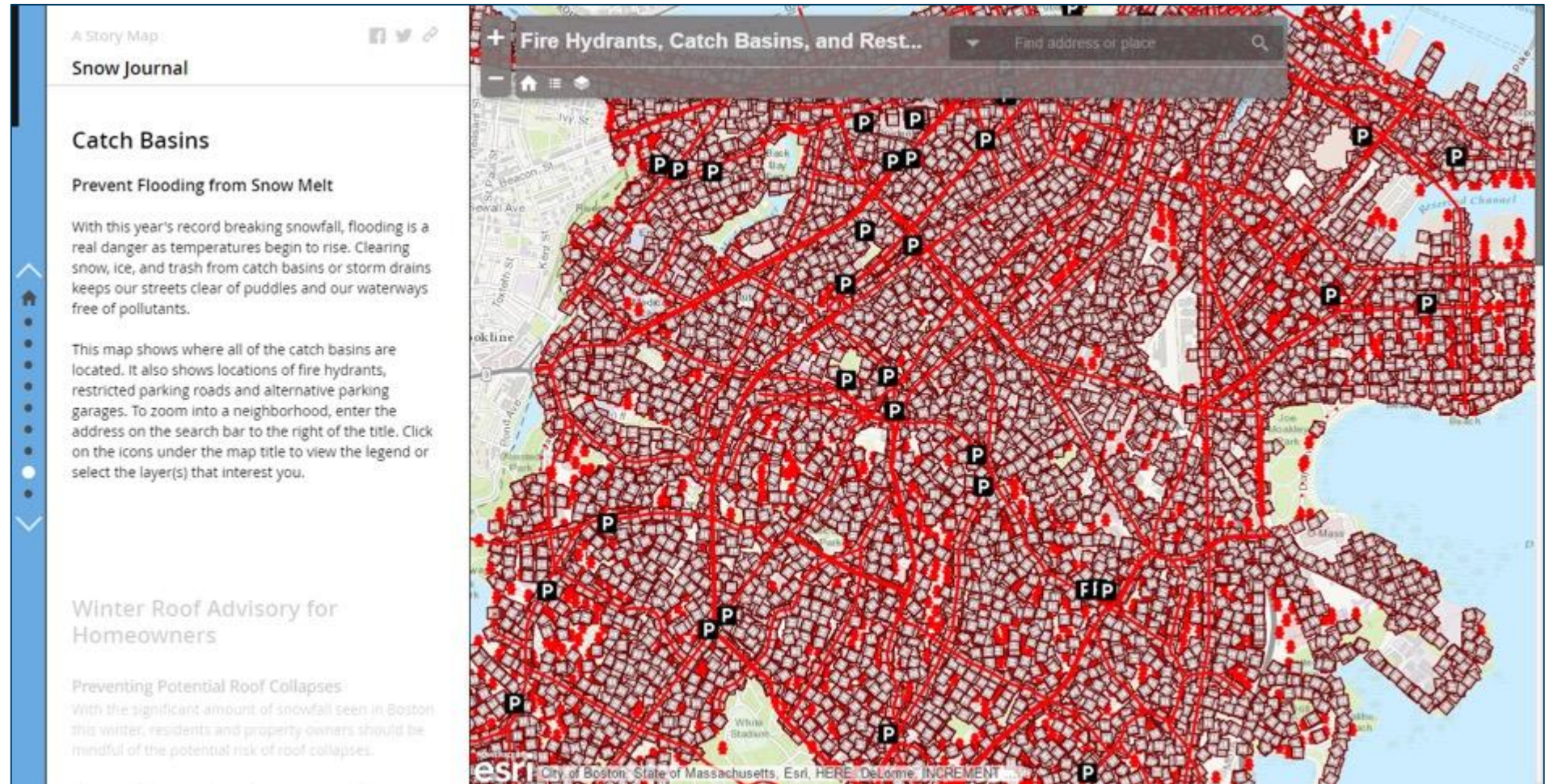


# Pitfall: Apps and Story Maps in your story map





# Pitfall: Apps and Story Maps in your story map





## Pitfall: Apps and Story Maps in your story map

GEORGE WASHINGTON'S  
MOUNT • VERNON

**Forgotten No Longer**

## Artifacts

Only a handful of historic-period artifacts have been recovered in the Slave Cemetery Archaeological Survey. None of these artifacts have been found in direct association with any particular grave shaft.

Volunteers screen the soil for artifacts in the Slave Cemetery.

Prehistoric artifacts have been found throughout the project area in copious amounts, speaking to the Native American presence at Mount Vernon that predates the Washington family tenure. The majority of these artifacts consist of flakes and worked stones, showing us the various stages of stone tool-production that took place on the site.

### Moving Forward

Archaeologists are currently working to identify the specific locations where these artifacts were found, as well as their potential uses. This information will help us better understand the lives of the people who lived and worked at Mount Vernon during this time.

## Artifacts of the Slave Cemetery

- Brass Button & Sleeve Link Inlay
- Glass Bead
- Prehistoric Artifacts
- Celt

In 2015, archaeologists discovered a Native American celt in Test Unit 700 (7006). A celt is a type axe made by grinding the end of a cobble with an abrasive stone to form a smooth, sharp cutting edge.

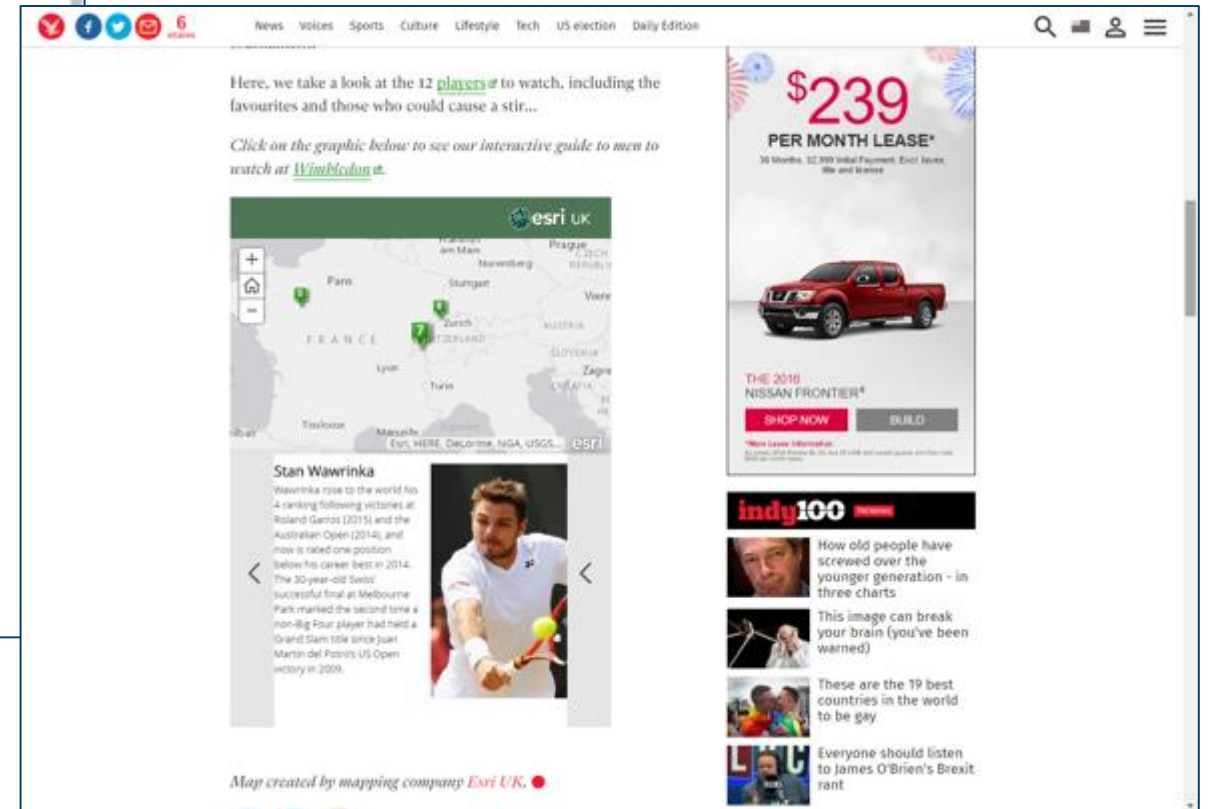
The celt is believed to have been set in a socketed wooden handle, and was likely used as a woodworking tool.



# Solution

- Only embed other apps when it adds to your story
- Minimize the header of the embedded apps
- Consider Minimalist and other map-focused apps

# Pitfall: Not enough breathing room



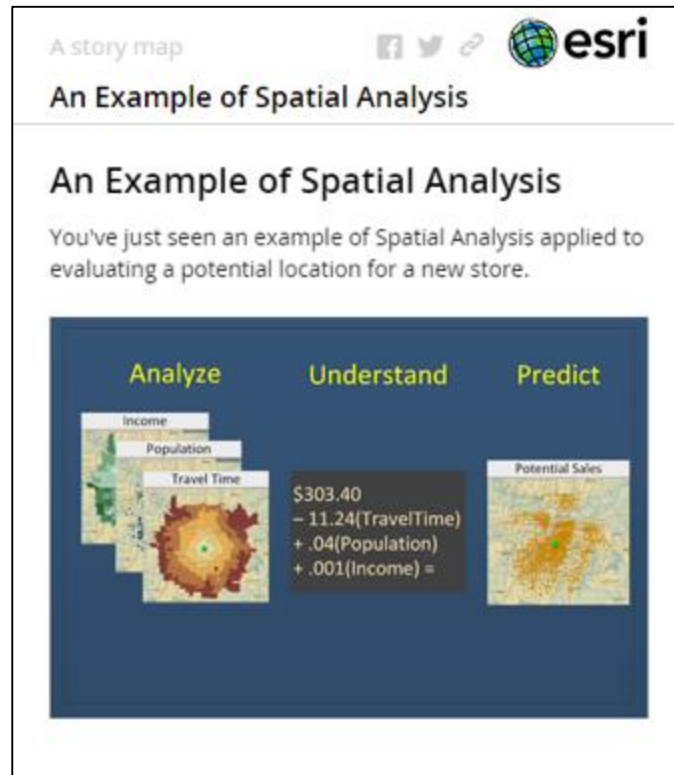
Avoiding  
Pitfalls

# Solution

- Minimize header
- Add “View larger map”
- Use links instead of live story map



# Pitfall: Side panel images too small



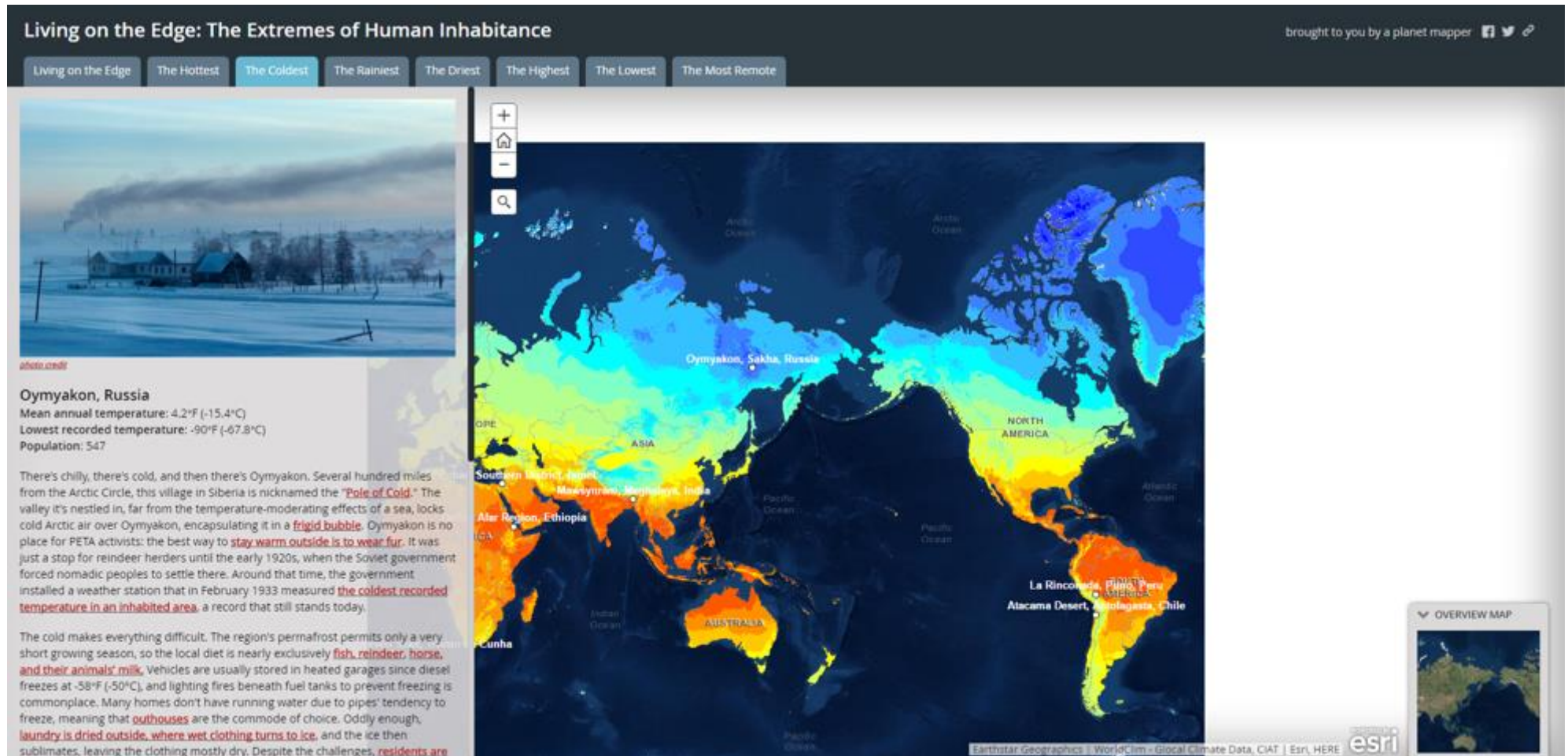
# Solution

- Use View Larger button





# Pitfall: Map, image, or app does not fit



Avoiding  
Pitfalls



# Solution

- User proper Position (default is usually best)
- Pay attention to map extent and sync
- Test on different monitors and resolutions



# 5

## What's New and Coming

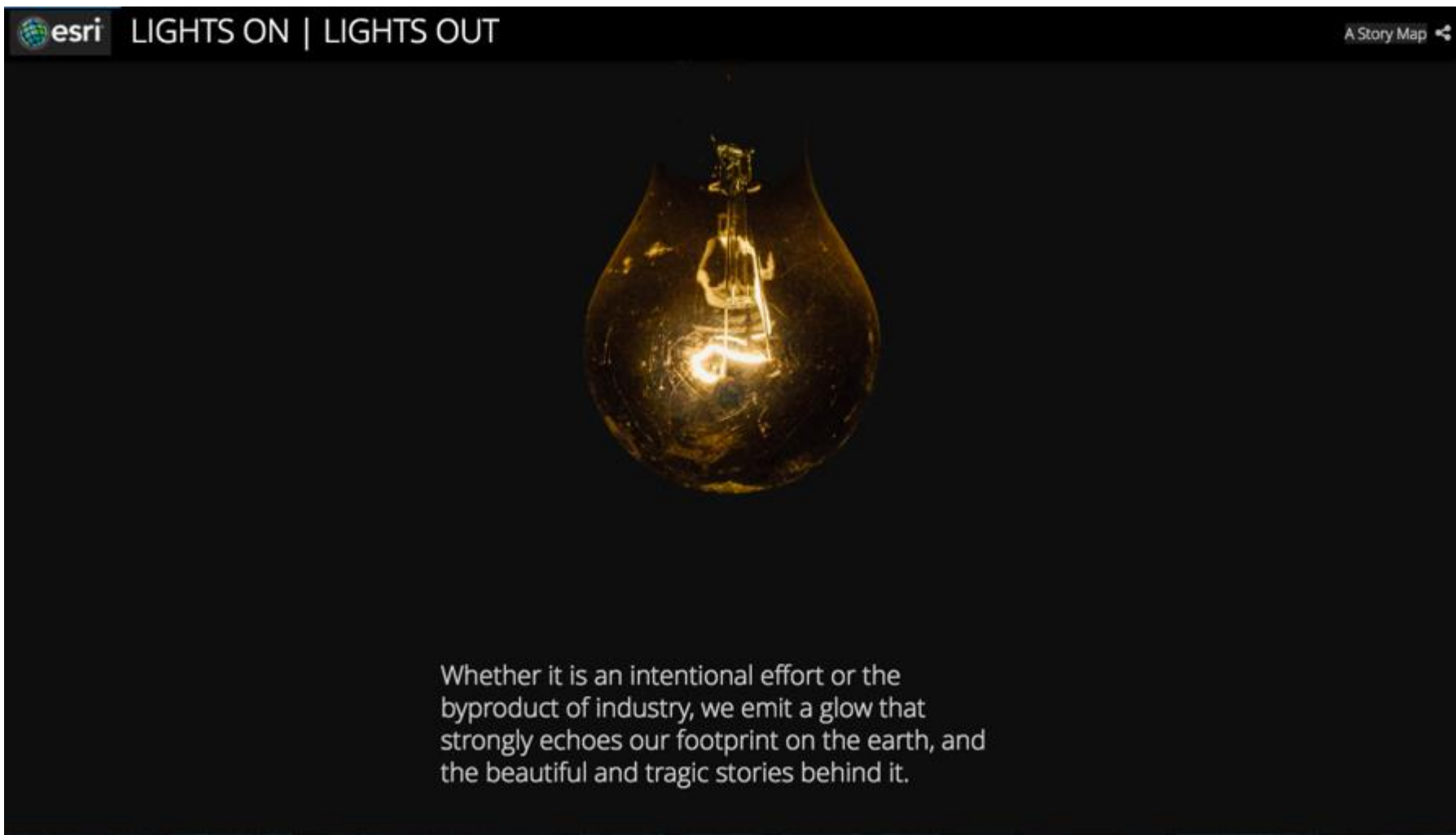
# What's New

Cascade enhancements



Uncropped vertical images



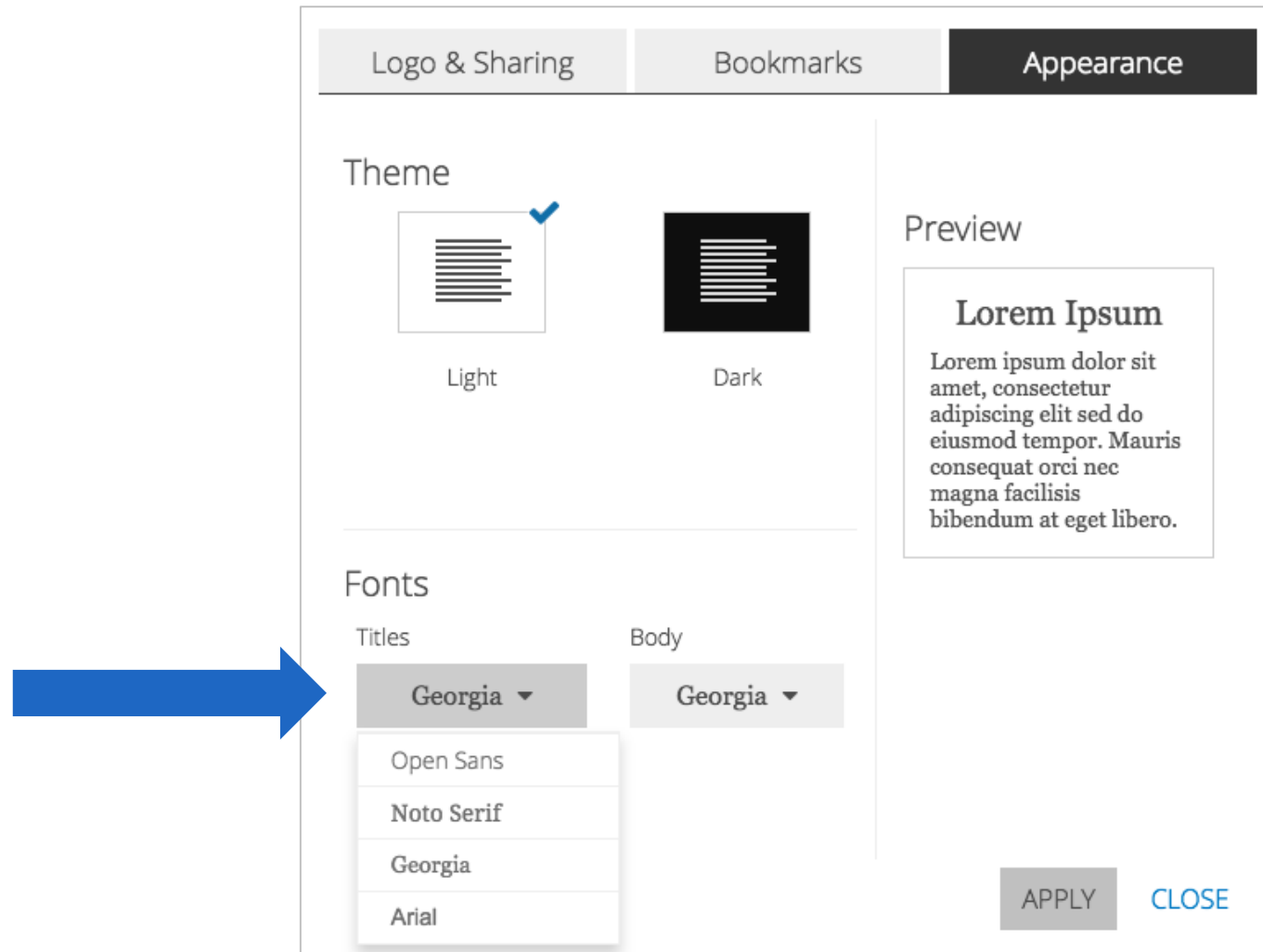


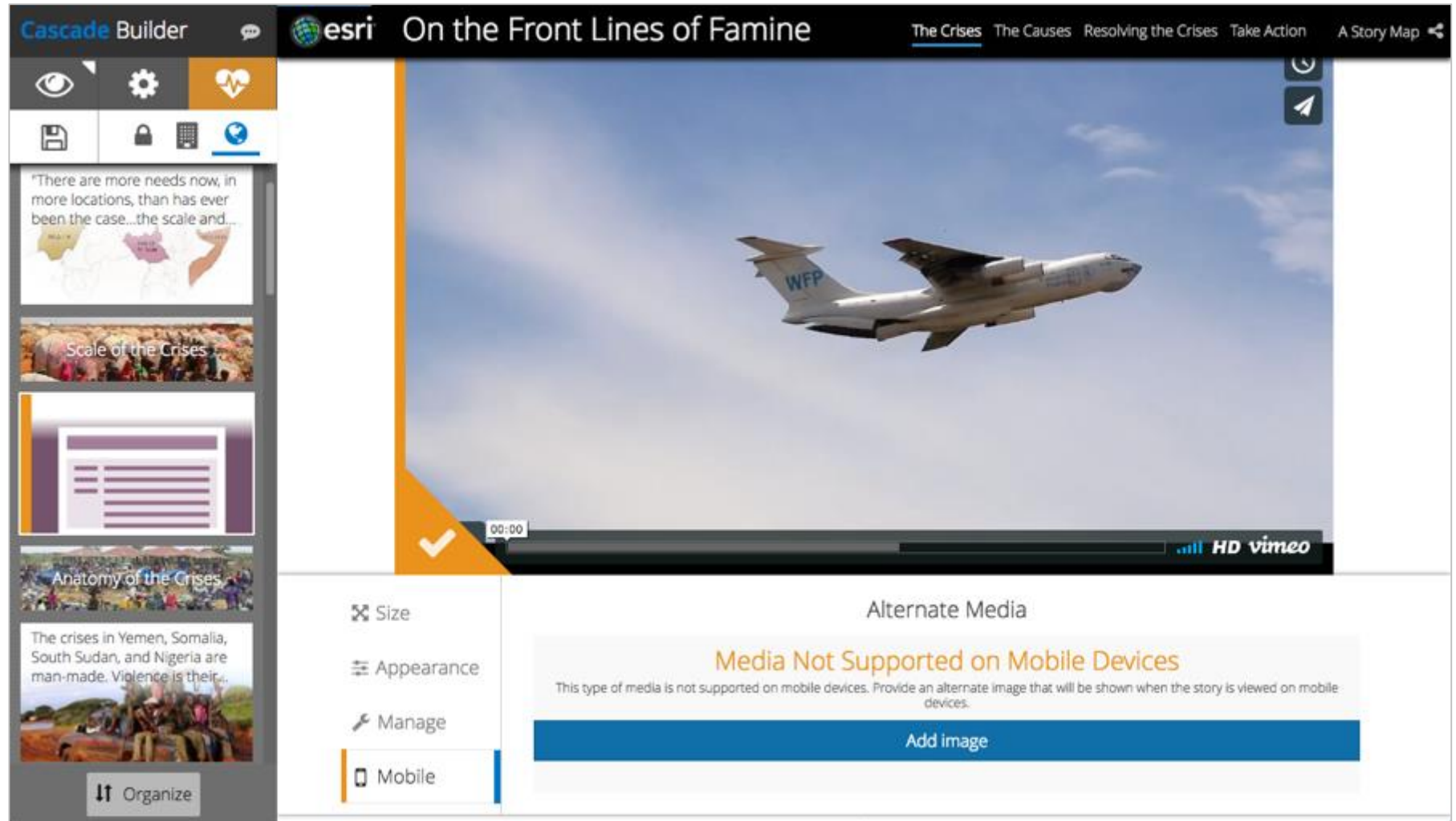
What's New

Cascade enhancements | White type on black background theme

## What's New

### Cascade enhancements | Font choices





What's New

Cascade enhancements | Alternate Media ...and MP3 sound files!



## A selection of Frank Lloyd Wright buildings

Over the course of his storied career, Frank Lloyd Wright designed over 400 different structures, ranging in scope and scale from modest houses to cavernous museums. This story map, created on the eve of Wright's 150th birthday on June 8, 2017, celebrates some of the enigmatic architect's most memorable buildings.

A story map [f](#) [t](#) [s](#)



1910 and earlier

1911-1942

After 1945

Lost or unbuilt



Jones Unity Chapel



Charnley-Persky House



Robert Rolsos Rowhouses



Francisco Terrace  
Apartments



Edward C. Waller  
Apartments



Frank Lloyd Wright Home  
and Studio



Francis W. Little House



Darwin D. Martin House



Abraham Lincoln Center



UNITED STATES



Esri, Garmin, FAO, NOAA, EPA | Esri, Garmin, FAO, NOAA, E...



What's New

Shortlist enhancements | Customize header color



National Trust for  
Historic Preservation

## A tour of the Pope-Leighey House

A Story Map [f](#) [t](#)



### Living area

Clerestory windows make the ceiling appear to float, and the abundant natural lights adds a mood to the interior that varies by day, weather, and season. On bright days, the reds and yellows of the brickwork and cypress boards reflect the sunlight warmly, while on cloudy days the interior becomes shaded and contemplative.



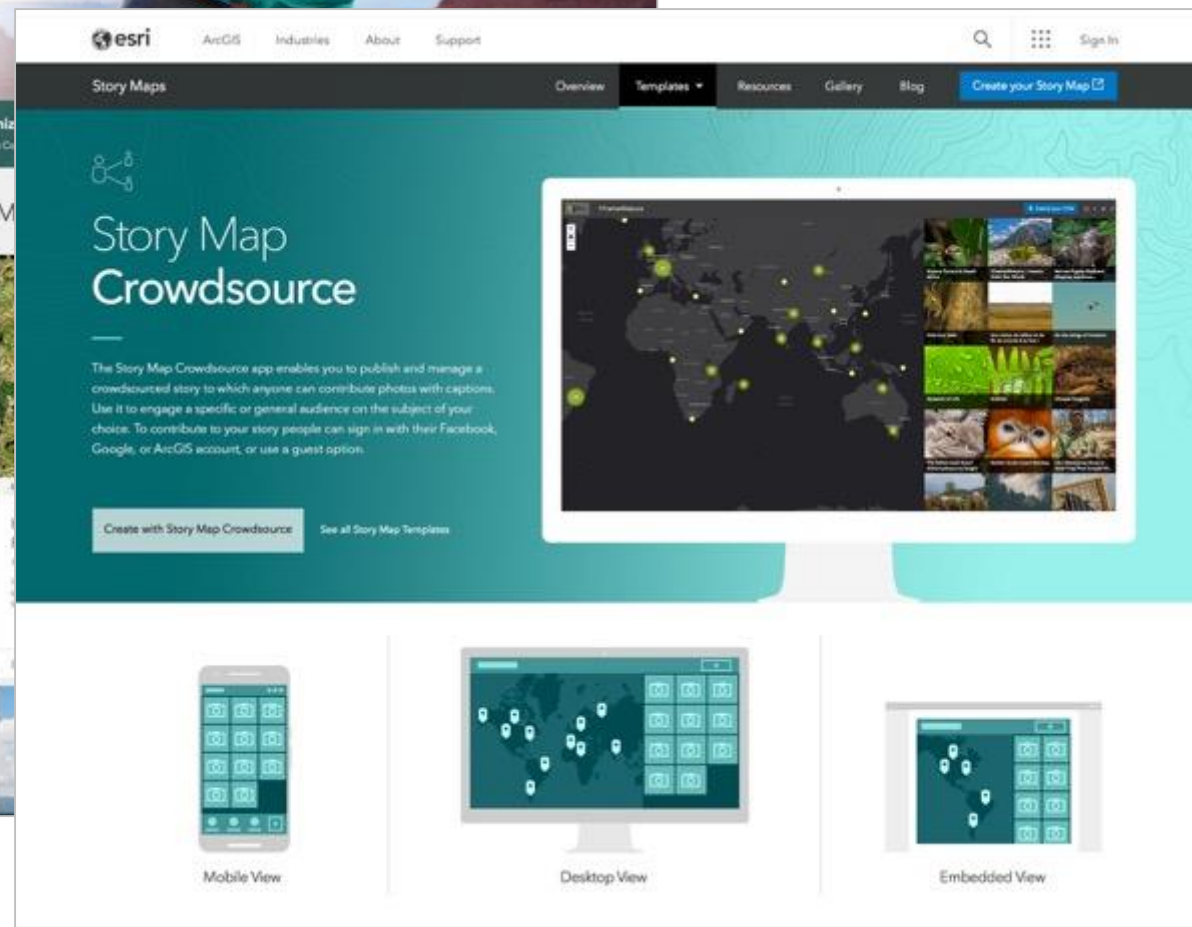
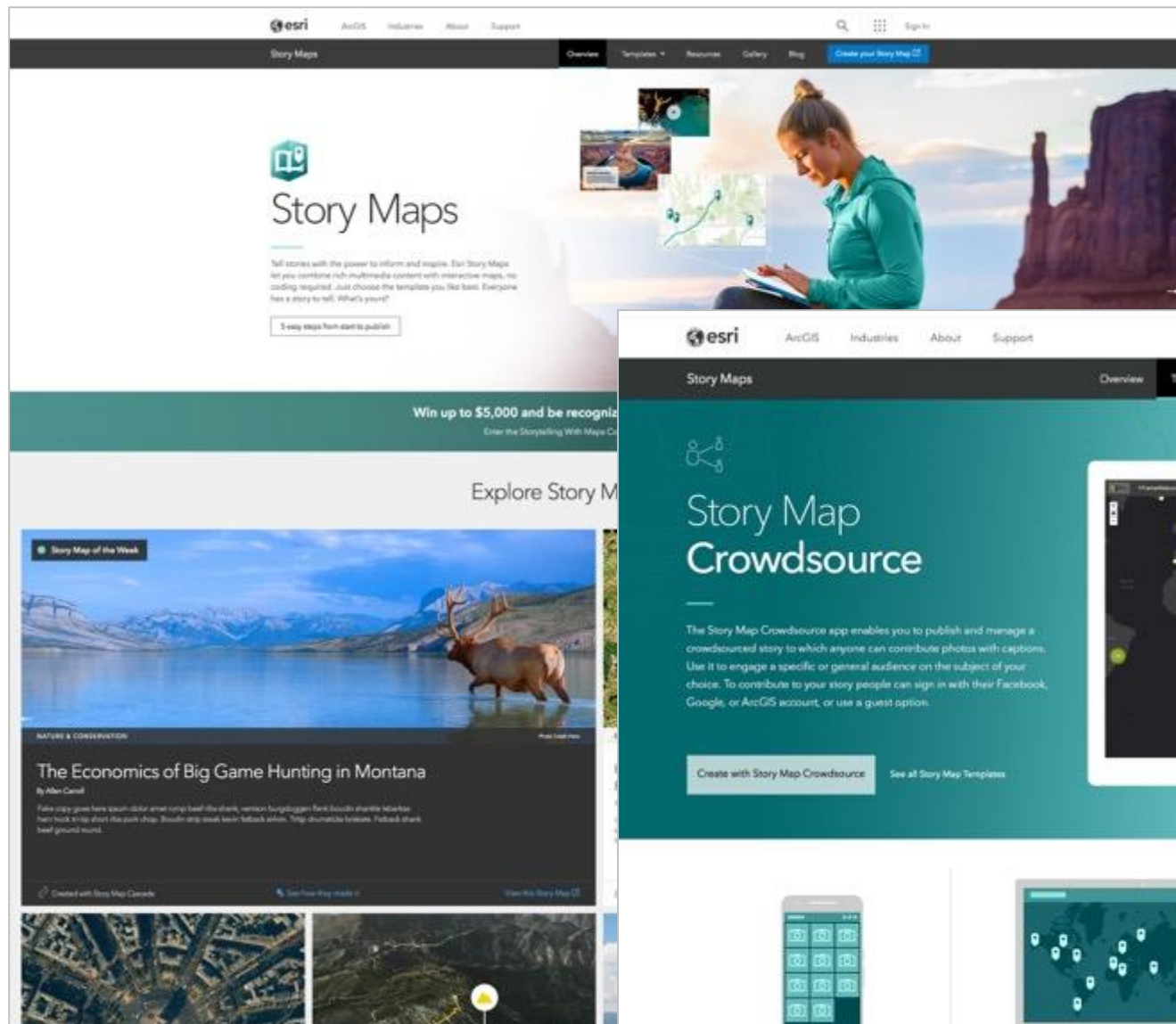
What's New

"Places" app; new Map Tour | Coming later this year



What's  
Coming

New website





The background features a warm orange-to-red gradient with wavy, organic shapes. In the lower portion, there are dark blue and purple areas containing a faint, white grid pattern, resembling a map or a technical drawing.

# 6

Why Does it Matter?

# 1 Liberate Your Data

Too much data is imprisoned within the organizations that own it



# 1 Liberate Your Data

It will do more, and better, if it's available to all



Part of the process is making your data a “good citizen”



## 2 Expand the GIS Spectrum

It's more than just analysis

Storytelling



Analysis

Decision  
Support

Emergency  
Response

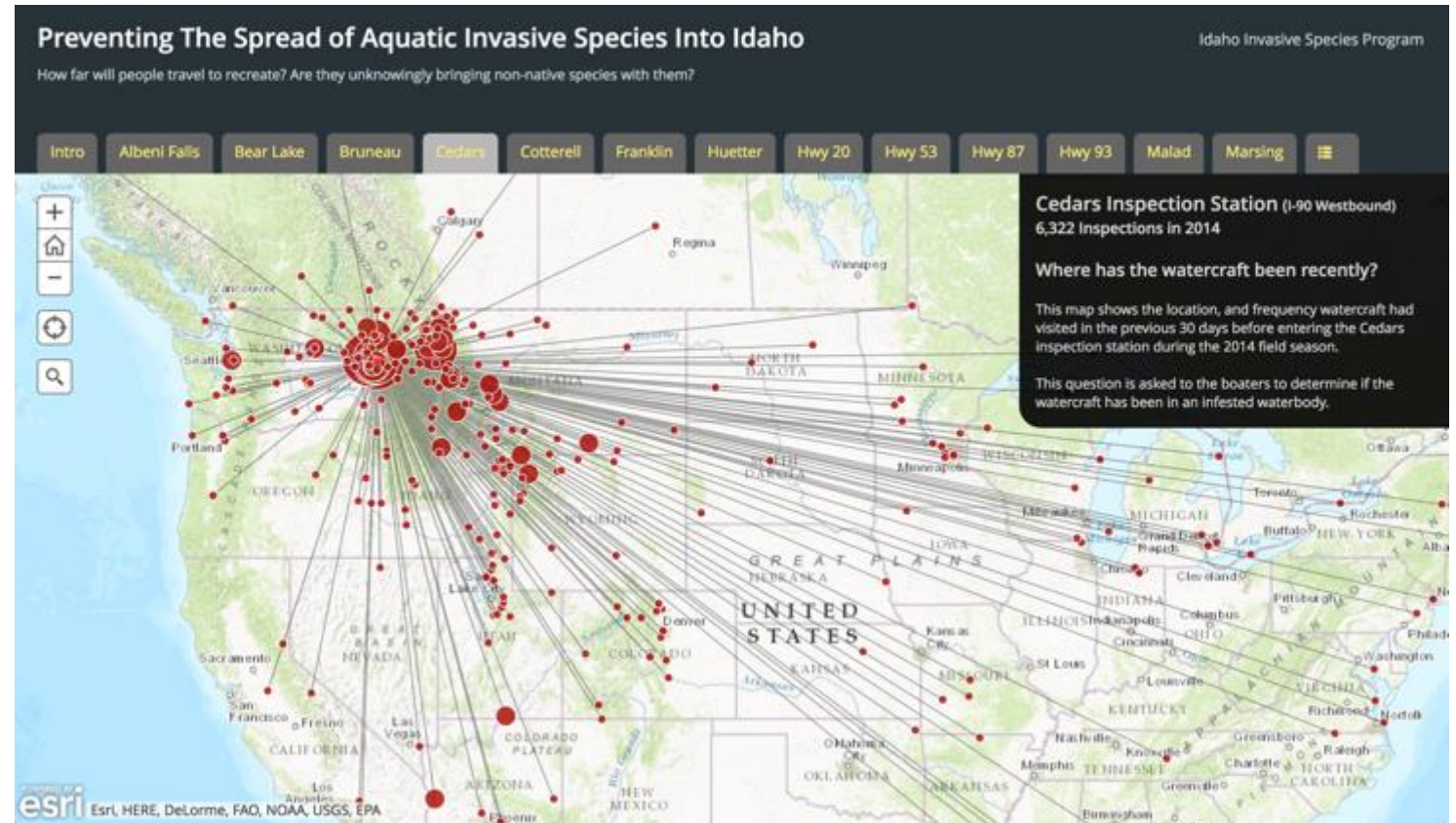
Planning

Situational  
Awareness

Why it  
Matters

# 3 Share Your Work

If you're a GIS professional...  
show what  
you've done



# 4 Spread the Word

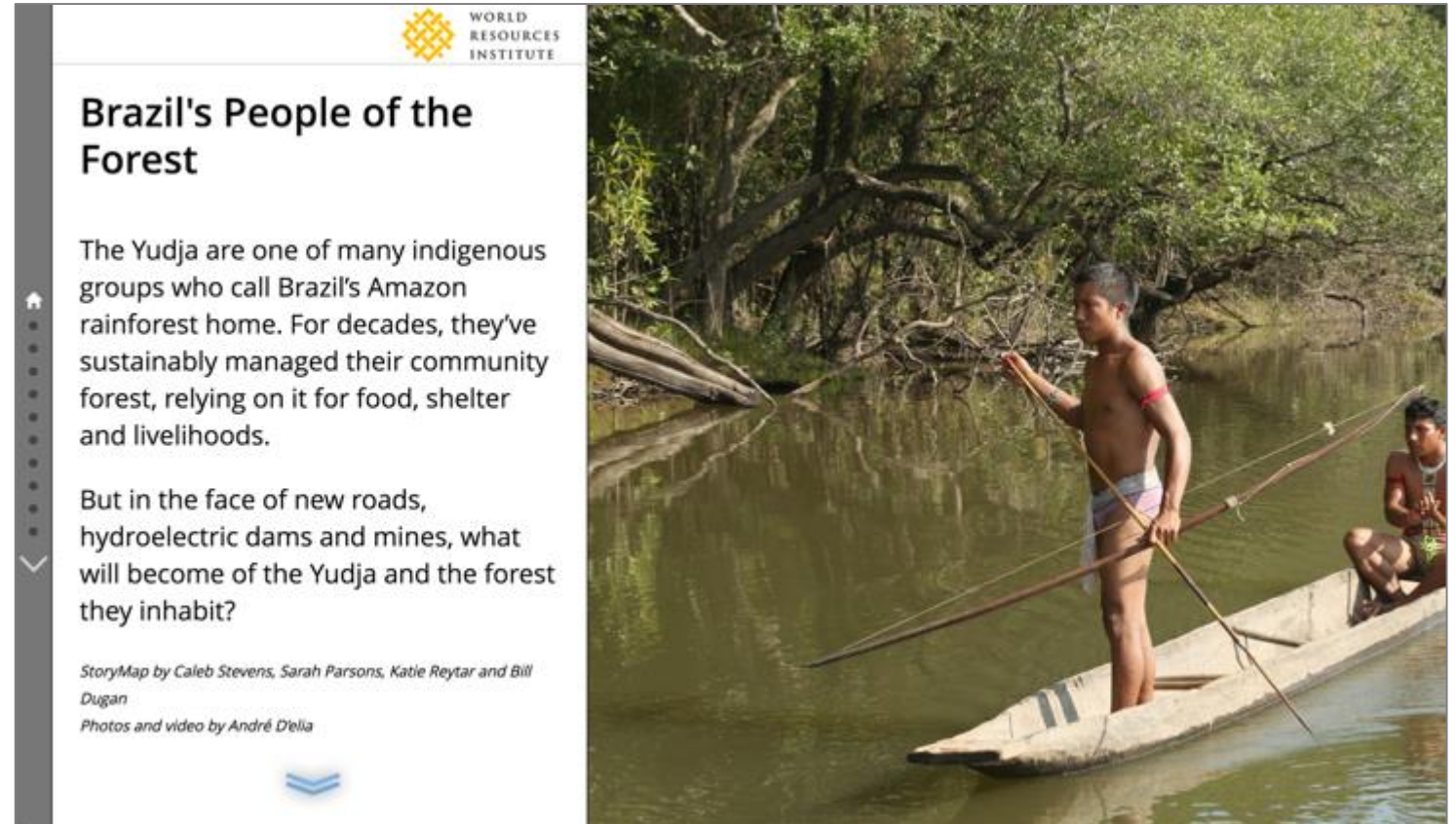
Story maps can show people how special your place is





# 5 Rally People to Your Cause

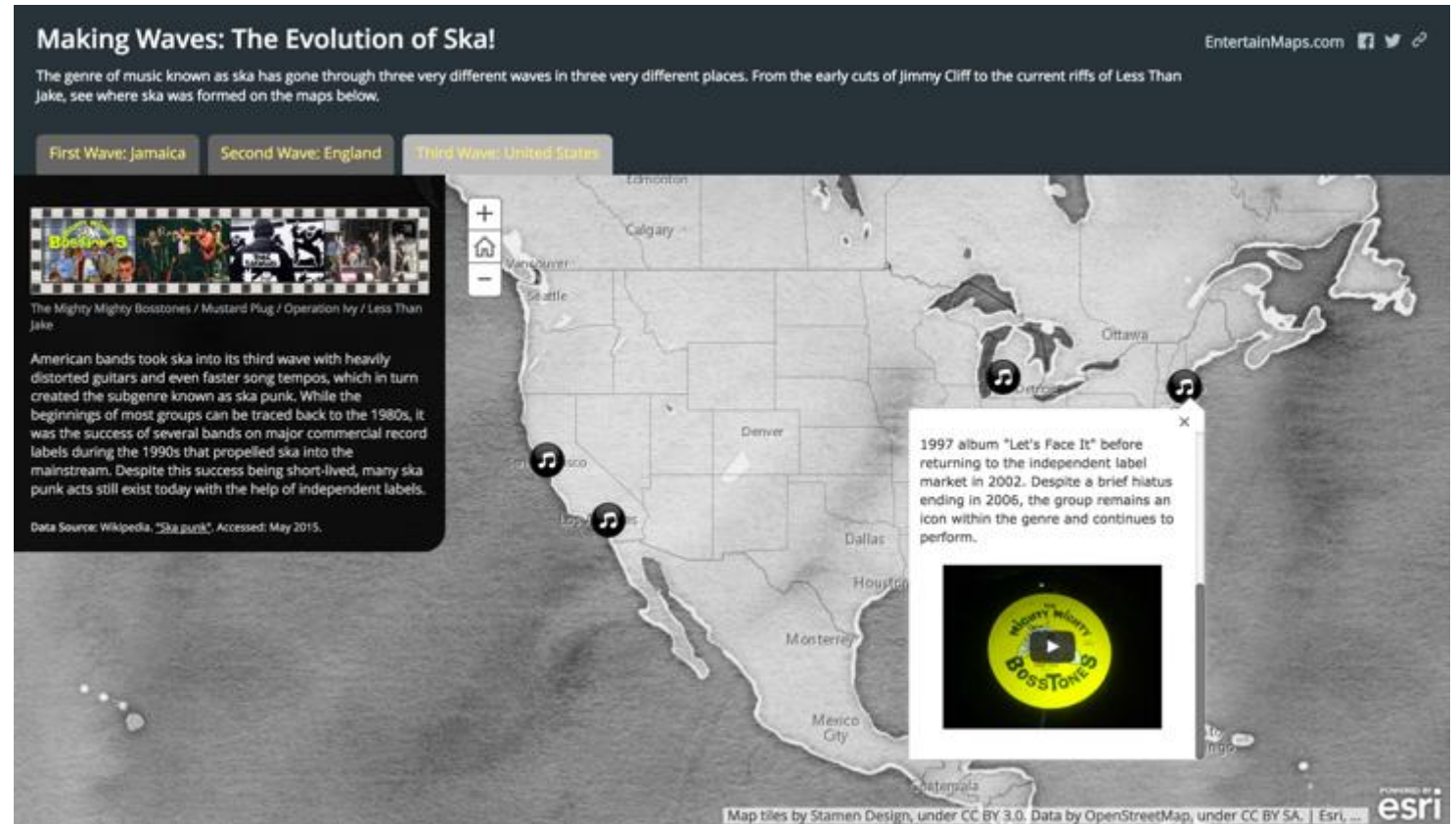
Recruit, convince,  
inspire



Why it  
Matters

## 6 Express Yourself!

Story maps are a creative medium whose potential has barely been tapped





# 7 Telling the Story of the Earth

In aggregate  
we can make  
a difference







esri

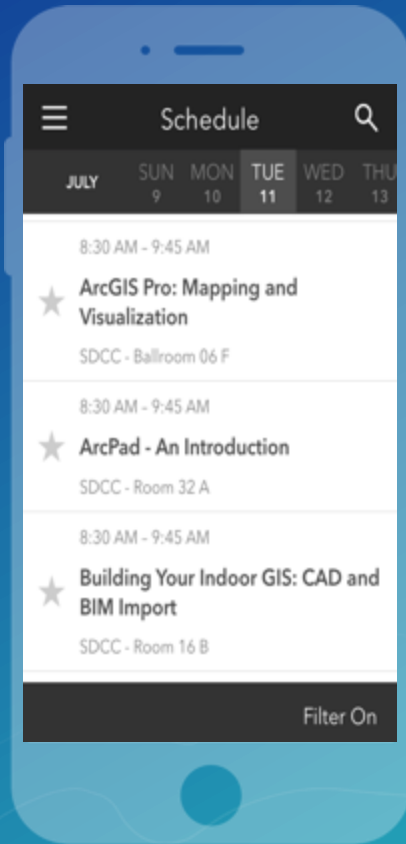
THE  
SCIENCE  
OF  
WHERE

# Please Take Our Survey on the Esri Events App!

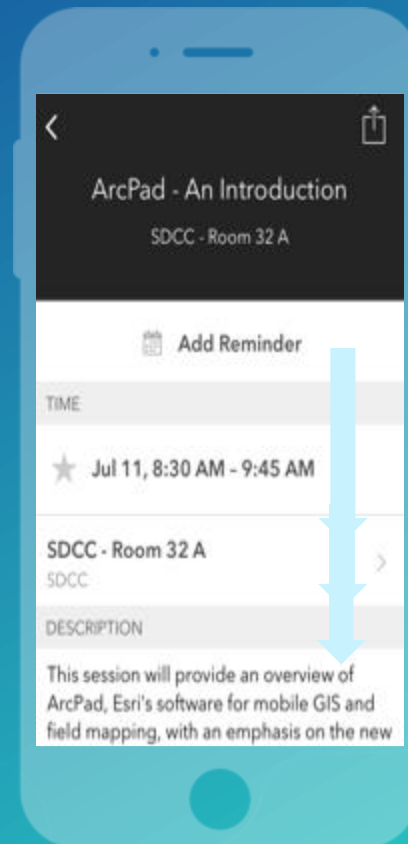
Download the Esri Events app and find your event



Select the session you attended



Scroll down to find the survey



Complete Answers and Select "Submit"

