



# Welcome

**Administering and enabling success with ArcGIS Online**  
**Jeremiah Lindemann**

## Southwest User Conference

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December 2-4 | Santa Fe, New Mexico

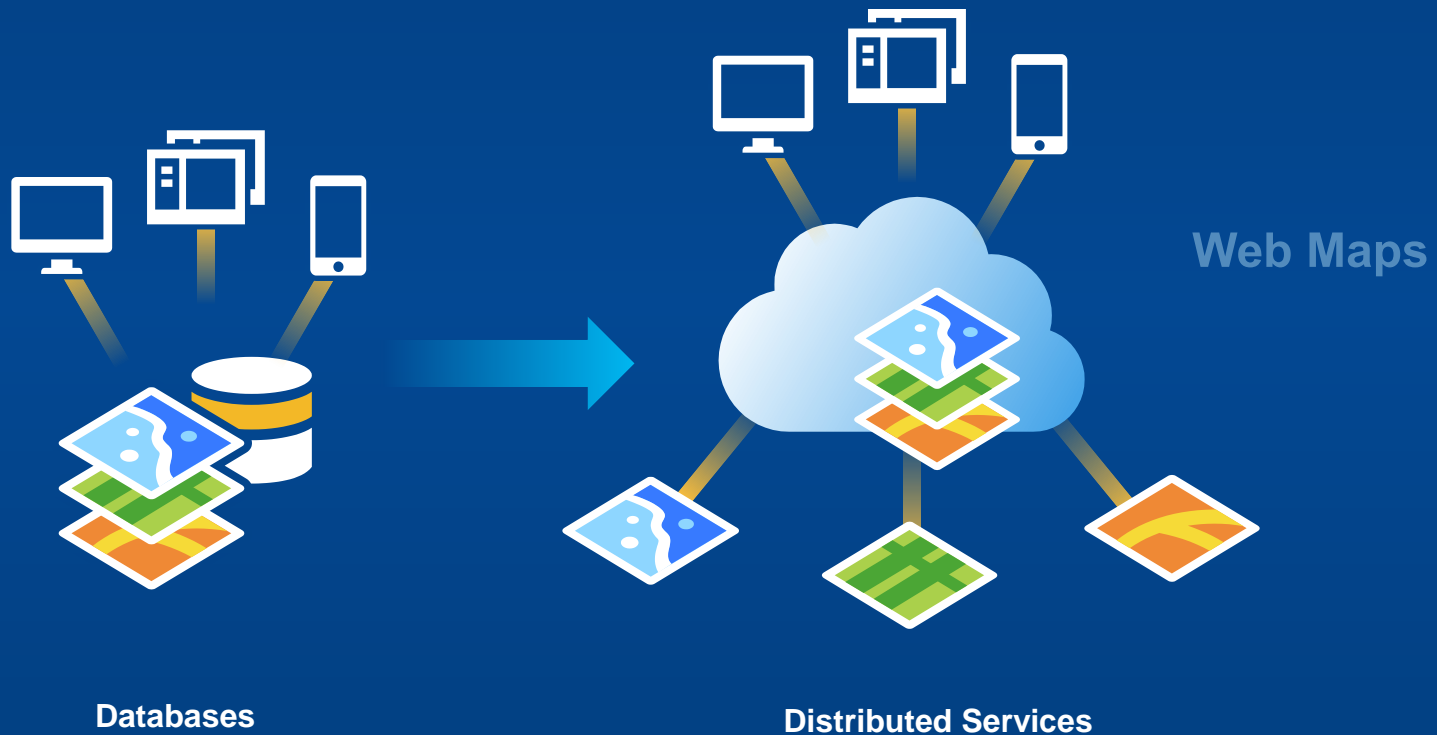
# ArcGIS is a Platform

For mapping, analyzing, and managing geographic information



# Web GIS Leverages Services and Web Maps

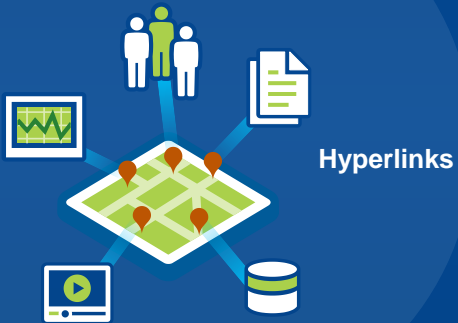
Making data sharing and access easier



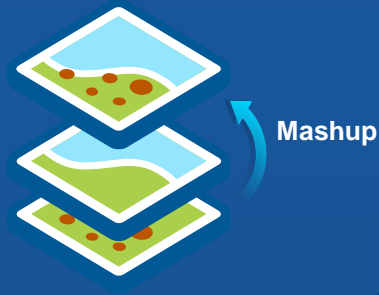
# Web GIS Integrates Many Kinds of Data

Linking and combining information

Dynamic  
Linking



Visual  
Overlay



Spatial  
Analysis



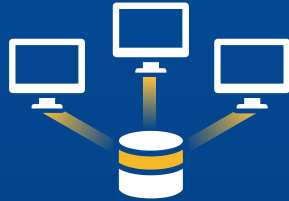


# A New Pattern for Delivering GIS Capabilities

Using a common architecture



File Based



Database Centric



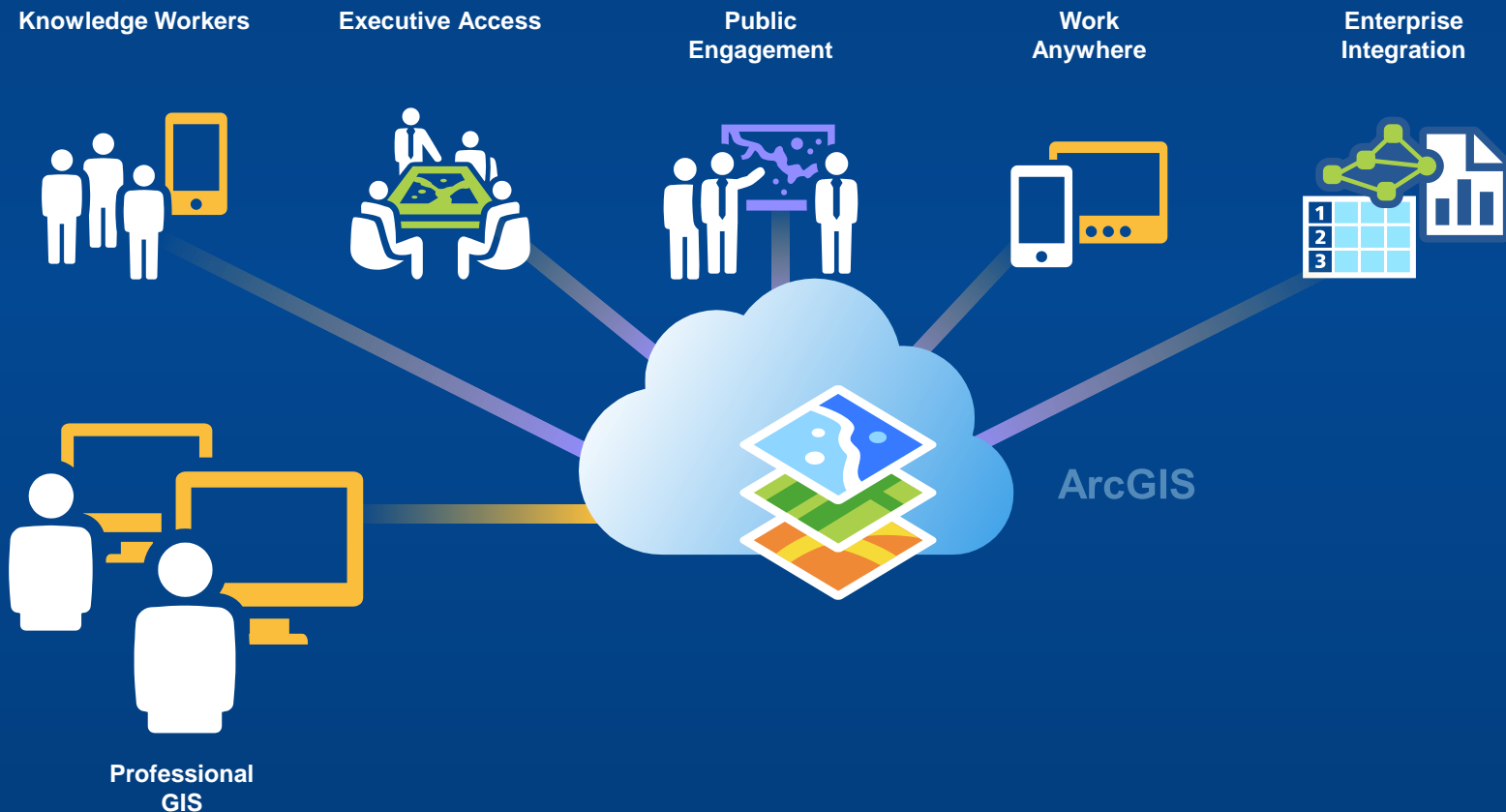
Server Centric



Web Centric

# Web GIS Supports Everyone

Providing a common enterprise platform



# The ArcGIS Online Platform Includes

## Maps & Apps

- Basemaps, maps, layers, templates
- Configurable apps, templates

## Hosted services

- Publishing
- Routing, geocoding
- Geoprocessing

## Developer tools

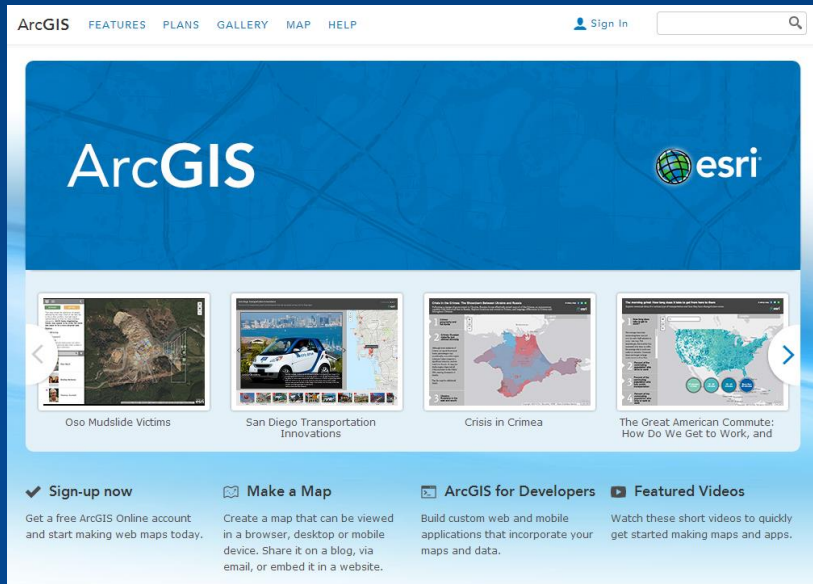
- APIs, SDKs for Web and mobile



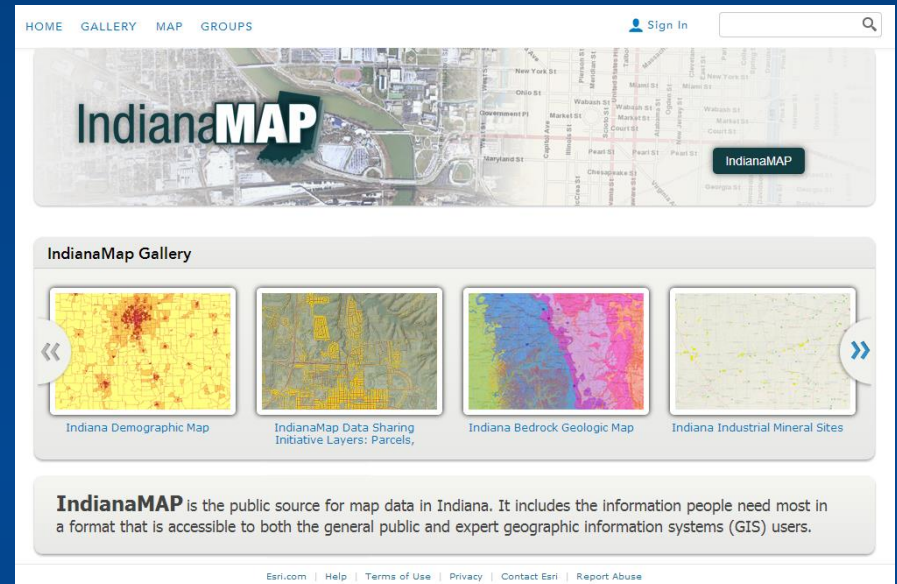
# SECTION 1 DISCUSSION



# Home



Public / Esri Home  
[arcgis.com/home](http://arcgis.com/home)



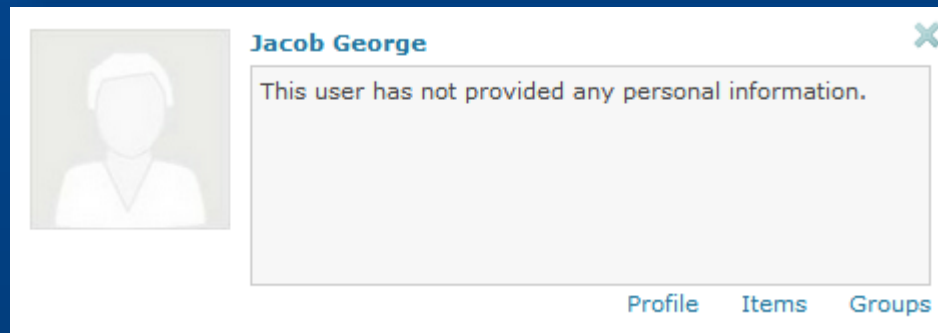
Your Organization  
[<org>.maps.arcgis.com](http://<org>.maps.arcgis.com)

# Step #1 – Your Profile

- **Your profile name (personal vs. professional persona)**
  - are you representing an organization?
  - use org persona for publicly shared items (to identify authoritative source)




*Stylin!*



*Basura!*

# A good impression



Basic Map of Greenville, SC

Basic Layer Map allows you to create your own map using authoritative content from the City of Greenville through our participation in ESRI's Community Maps program. Also includes dynamic map services of basic overlay map layers.

Web Map by CityOfGreenvilleSCGIS  
Last Modified: May 30, 2013

★★★★★ (2 ratings, 2 comments, 24,804 views)

Open ▾ Details



**City of Greenville, SC GIS**

This is the official ArcGIS.com account for GIS content published from the City of Greenville South Carolina. You may contact us directly by email at [gis@greenvillesc.gov](mailto:gis@greenvillesc.gov) or consult our city web page at <http://www.greenvillesc.gov/GIS> for additional options and information. The City of Greenville was an early pioneer in geospatial technology in 1983 as ESRI's first municipal user.

Profile Items Groups



# Finding Maps

Gallery

ArcGIS FEATURES PLANS GALLERY MAP HELP

Sign In



# ArcGIS



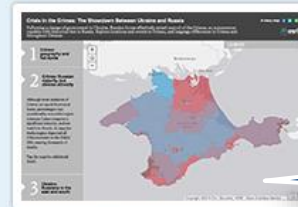
Search



Oso Mudslide Victims



San Diego Transportation Innovations



Crisis in Crimea



The Great American Commute: How Do We Get to Work, and

Featured Maps

## ✓ Sign-up now

Get a free ArcGIS Online account and start making web maps today.

## 📄 Make a Map

Create a map that can be viewed in a browser, desktop or mobile device. Share it on a blog, via email, or embed it in a website.

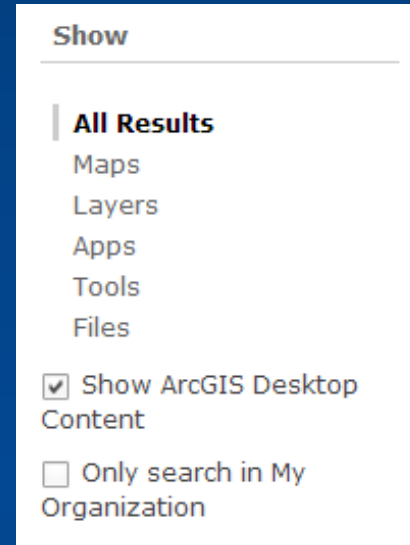
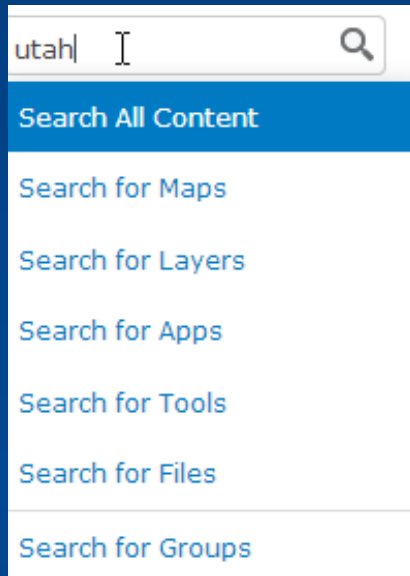
## 📄 ArcGIS for Developers

Build custom web and mobile applications that incorporate your maps and data.

## 📺 Featured Videos

Watch these short videos to quickly get started making maps and apps.

# Search from Home



owner:esri

Utah type:application

Utah type:map OR owner:esri

 Remember case sensitivity!

# Viewing Results

The screenshot displays a web map interface for 'Basic Map of Greenville, SC'. The map thumbnail on the left features a green and blue 'G' logo and the text 'WEB MAPS'. Below the thumbnail are 'Open' and 'Details' buttons. To the right of the map, the title 'Basic Map of Greenville, SC' is followed by a description: 'Basic Layer Map allows you to create your own map using authoritative content from the City of Greenville through our participation in ESRI's Community Maps program. Also includes dynamic map services of basic overlay map layers.' Below this is the owner information: 'Web Map by CityOfGreenvilleSCGIS' and 'Last Modified: May 30, 2013'. A star rating system shows four full stars and one half star, with the text '(2 ratings, 2 comments, 24,804 views)'. A dropdown menu is open under the 'Open' button, showing two options: 'Open in ArcGIS.com map viewer' and 'Open in ArcGIS For Desktop', with a mouse cursor pointing at the second option.

Click thumbnail to open

Owner

Basic Map of Greenville, SC

Basic Layer Map allows you to create your own map using authoritative content from the City of Greenville through our participation in ESRI's Community Maps program. Also includes dynamic map services of basic overlay map layers.

Web Map by CityOfGreenvilleSCGIS

Last Modified: May 30, 2013

★★★★☆ (2 ratings, 2 comments, 24,804 views)

Open ▾ Details

View Options

Details

Stats

Open in ArcGIS.com map viewer

Open in ArcGIS For Desktop

# Details: Learning more about the item

## Basic Map of Greenville, SC



Basic Layer Map allows you to create your own map using authoritative content from the City of Greenville through our participation in ESRI's Community Maps program. Also includes dynamic map services of basic overlay map layers.

Web Map by [CityOfGreenvilleSCGIS](#)

Last Modified: May 30, 2013

★★★★★ (2 ratings, 36,807 views)

[Facebook](#) [Twitter](#)

OPEN ▾

 SHARE

### Description

This web map serves as a base layer map for public use through ArcGIS Explorer Online. It utilizes the basemap content provided to the GIS community through our participation with ESRI's Community Map program which is updated on a semi-annual basis. In addition to an accurate basemap, a variety of commonly requested layers are included in this map through a real time link to the source data. These additional mapservice layers include: Parcels – Tax parcel boundaries with ownership data; Buildings – Structure footprints; Address Points – Structure addresses; Street Centerlines; Points of Interest; Streams or Rivers; Lakes and Ponds; Greenville City Limit

Please note that some layers included in the base layer map are scale dependent. As a result, you will not be able to view certain layers until you are zoomed in to level 18 (1:2,500).

### Access and Use Constraints

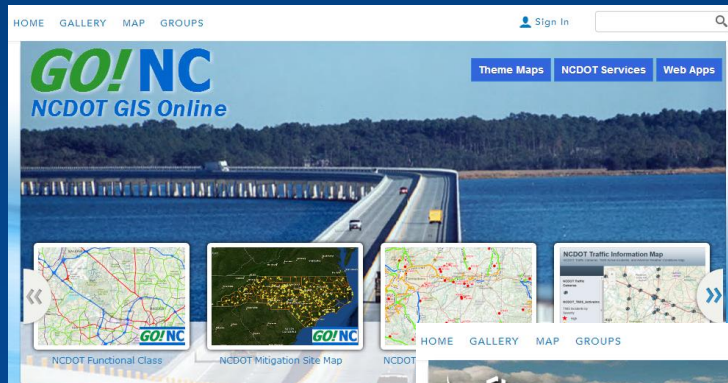
Please note that the City of Greenville is not responsible for street and railroad data above the 1:10,000 scale. We are actively working to provide

# SETTING UP YOUR ORGANIZATION





# Your organization home



**GO! NC** is the North Carolina Department of Transportation staff, business partners, and others can access and publish ge

transportation in North Carolina.

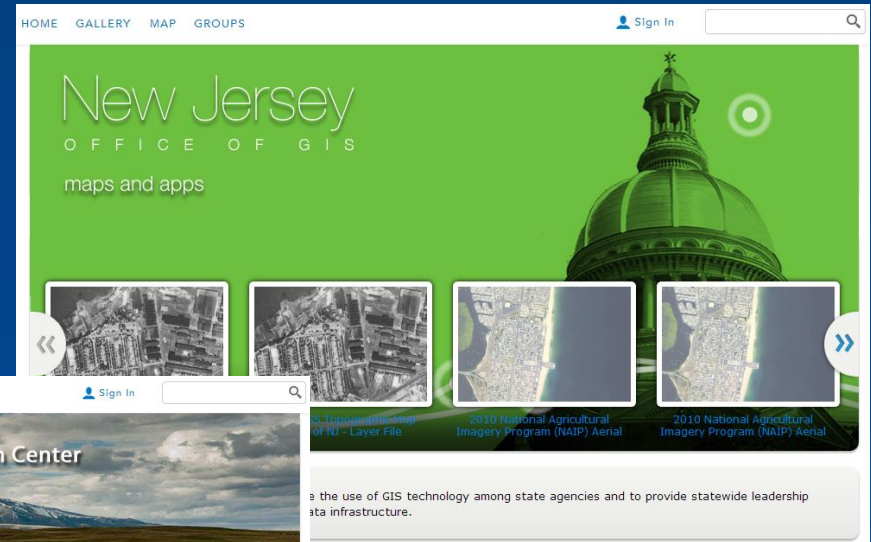
Watch our videos to get started:

- o What is GO! NC
- o Walk through the GO! NC Portal

For i  
o  
o  
o



Montana Department of Commerce  
Census & Economic Information Center  
301 S. Park Ave.  
PO Box 200505  
Helena, MT 59620-0505  
406-841-2740  
<http://ceic.mt.gov>

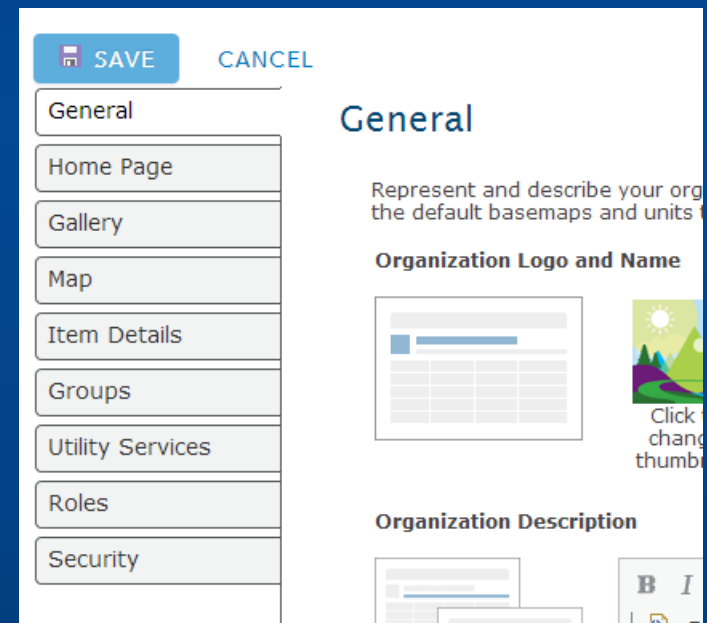


the use of GIS technology among state agencies and to provide statewide leadership  
data infrastructure.

✓ Not necessarily for public access

# Configuration and Settings

- URL and logo
- Home page (banner and background)
- Featured content (gallery ribbon)
- Gallery content
- Default map and basemaps
- Custom app templates
- Utility services
- Security settings





# Organization Home Look and Feel

The first impression




# Organization Branding

Establish visual cues for your content



# Organization Profile

Establish a persona for public content



**WEB MAPS**


Open ▾ Details

Basic Map of Greenville, SC

Basic Layer Map allows you to create your own map using authoritative content from the City of Greenville through our participation in ESRI's Community Maps program. Also includes dynamic map services of basic overlay map.

Web Map by CityOfGreenvilleSCGIS  
Last Modified: May 30, 2013

★★★★★ (2 ratings, 2 comments, 24,804 views)



**WEB APPS**

Open ▾ Details

Greenville Cemetery Viewer

The City of Greenville's Cemetery Viewer allows easy to locate specific interments (graves) or deeded lots in Springwood and Richland cemeteries. You can search interments by name or death date, and search plots by lot or number.

Web Mapping Application by CityOfGreenvilleSCGIS  
Last Modified: December 10, 2013

★★★★★ (1 rating, 2 comments, 469 views)



## City of Greenville, SC GIS

This is the official ArcGIS.com account for GIS content published from the City of Greenville South Carolina. You may contact us directly by email at [gis@greenvillesc.gov](mailto:gis@greenvillesc.gov) or consult our city web page at <http://www.greenvillesc.gov/GIS> for additional options and information. The City of Greenville was an early pioneer in geospatial technology in 1983 as

[Profile](#) [Items](#) [Groups](#)



## Kentucky DGI

Kentucky Division of Geographic Information 100 Fair Oaks Lane Frankfort, KY 40601 502-564-6231  
[ogi.inquiry@ky.gov](mailto:ogi.inquiry@ky.gov) <http://kygeonet.ky.gov/>

[Profile](#) [Items](#) [Groups](#)

# Groups are building blocks

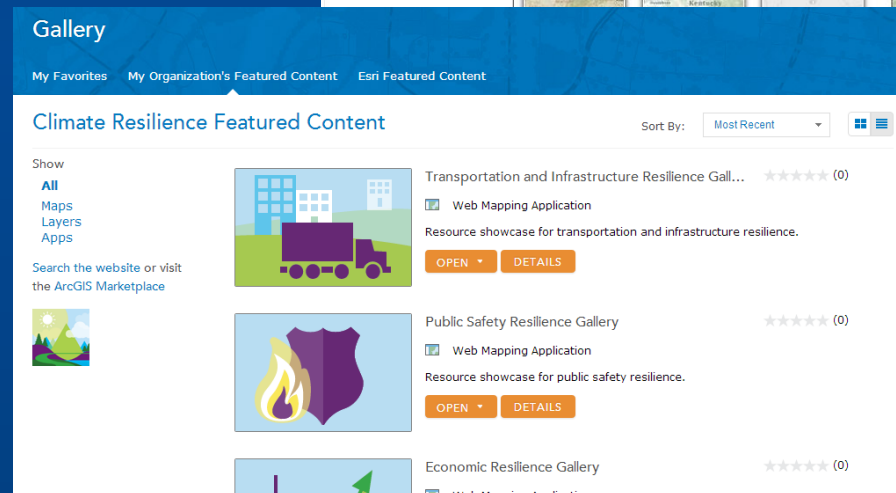
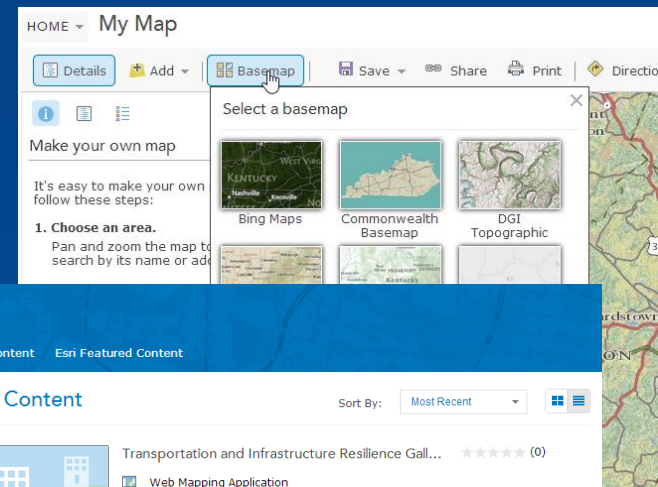
- **Organization resources**

- Gallery
- Featured content
- Public galleries

- **Map resources**

- Basemaps
- App templates
- Searchable content

## Custom Basemap Gallery









## Organization Featured Content Gallery



# Groups are a framework


For how your organization works



	<b>Base Data Sets</b> Foundational data sets to be used in the creation of new maps. Includes boundaries, traffic, and weather layers created by AdminModelLE on April 2, 2014 <a href="#">Details</a>
	<b>Command Staff</b> Collaboration group for Chief of Police and Command Staff to utilize information associated with Strategic and Administrative priorities. created by AdminModelLE on April 1, 2014 <a href="#">Details</a>
	<b>Communications/Public Information Office</b> Collaboration group to author and share information products that will be disseminated to media and the general public created by AdminModelLE on April 1, 2014 <a href="#">Details</a>
	<b>Community Policing Unit</b> Collaboration group for authoring and sharing information products that will be disseminated at Community meetings and to neighborhood groups by Community Policing Officers created by AdminModelLE on April 1, 2014 <a href="#">Details</a>
	<b>Crime Analysis Unit</b> Group for crime analysts to store and share in-progress analytical products created by AdminModelLE on April 1, 2014 <a href="#">Details</a>
	<b>Detectives Bureau</b> Collaboration group for maps and data associated with caseload management and investigative lead generation created by AdminModelLE on April 1, 2014 <a href="#">Details</a>


# Group Considerations


- Consistent visual cues
- Consistent naming conventions
- Well-documented
- Owner



**WDC Basemaps**  
Maps used in the basemap gallery for members of the WDC prototype organization.  
created by bws01\_admin on January 19, 2013


[Details](#)





**WDC Portal Featured Maps**  
Featured maps that appear in the WDC prototype organization home page ribbon gallery.  
created by bws01\_admin on January 19, 2013


[Details](#)






**Public Safety Resilience Featured**  
Law enforcement and fire rescue teams need to plan and prepare for responding to incidents. Use these resources to learn how to better equip your first responders and tools they need to be ready when called upon.  
created by climate\_resilience on April 3, 2014

[Details](#)





**Resilience Featured Maps & Apps**  
Group containing maps and apps appearing on the ribbon at resilience.maps.arcgis.com  
created by climate\_resilience on March 7, 2014

[Details](#)






**Resilience Gallery Maps & Apps**  
Group containing maps and apps appearing on the ribbon at resilience.maps.arcgis.com  
created by climate\_resilience on March 7, 2014


[Details](#)






**Resilience Public Gallery**  
Group containing maps and apps appearing in the public gallery  
created by climate\_resilience on March 7, 2014


[Details](#)





**Transportation and Infrastructure Resilience**  
Thriving communities need strong transportation and infrastructure. Use these resources to learn how to make systems more resilient.  
created by climate\_resilience on March 18, 2014

[Details](#)



# Groups

## Organize your content and collaborate

- **Groups can be:**
  - Public
  - Organizational
  - Private
- **Members can be:**
  - Invite only
  - Via request
  - Chosen by owner

The screenshot displays the 'My Groups' page in the Esri web application. The top navigation bar includes links for HOME, GALLERY, MAP, GROUPS, MY CONTENT, and MY ORGANIZATION, along with an Esri logo and a search icon. Below the navigation bar is a blue header with the text 'My Groups' and a small landscape icon. The main content area is divided into three columns. The left column, titled 'Show', contains a section 'All My Groups' with sub-links: 'Owned by Me', 'Owned by Others', 'With New Membership', and 'Requests'. The middle column, titled 'You are a member of 15 groups', lists four groups: 'Climate Resilience', 'Climate Resilience App Challenge 2014', 'Climate Resilience App Challenge 2014 Featured', and 'Climate Resilience Featured'. Each group entry includes a thumbnail image, a title, a description, and a 'Details' link. The right column, titled 'Find...', contains a search bar and a list of featured groups: 'National Maps for USA', 'Esri Maps and Data', 'Community Basemaps', 'Landsat Community', 'Web Application Templates', 'ArcGIS for Local Government', and 'GeoResiliency'.

HOME GALLERY MAP GROUPS MY CONTENT MY ORGANIZATION Esri

### My Groups

CREATE A GROUP

**Show**

**All My Groups**  
Owned by Me  
Owned by Others  
With New Membership  
Requests

**You are a member of 15 groups**

**Climate Resilience**  
A showcase of maps and apps that help communities be more resilient in the face of a disaster.  
created by climate\_resilience on April 3, 2014  
[Details](#)

**Climate Resilience App Challenge 2014**  
Apps can help communities see, understand, and prepare for climate risks. Join the Climate Resilience App Challenge.  
created by climate\_resilience on April 3, 2014  
[Details](#)

**Climate Resilience App Challenge 2014 Featured**  
A showcase of maps and apps from the Esri Climate Resilience App Challenge 2014.  
created by climate\_resilience on April 3, 2014  
[Details](#)

**Climate Resilience Featured**  
A showcase of maps and apps that help communities be more resilient in the face of a disaster.  
created by climate\_resilience on April 3, 2014  
[Details](#)

**Find...**

The organization's groups

The organization's groups that are public

**Featured Groups**

National Maps for USA

Esri Maps and Data

Community Basemaps

Landsat Community

Web Application Templates

ArcGIS for Local Government

GeoResiliency



# Groups Best Practices


Good Thumbnail

Good Description

Great Content

[HOME](#) [GALLERY](#) [MAP](#) [GROUPS](#) [MY CONTENT](#) [MY ORGANIZATION](#)

Esri



## Climate Resilience

[EDIT](#) [INVITE USERS](#) [MEMBERSHIP REQUESTS](#) [CHANGE OWNER](#) [DELETE GROUP](#) [SHARE](#)

A showcase of maps and apps that help communities be more resilient in the face of a disaster. ▲

Esri is committed to helping communities work smarter and more efficiently, to become more livable and as a result more resilient. In support of the White House's Climate Data Initiative, Esri encourages innovators from the private sector and the general public to convey data on climate change risks and impacts in compelling and useful ways that help members of a community make smart choices in the face of climate change.

Resources shared here are the combined contributions of Esri and the GIS user community, and provide examples, actionable resources, and inspiration for addressing and solving climate resilience issues.

This is a living collaborative resource that will grow and evolve over time.

### Group Content

All Results

Maps



Layers

Apps

Tools

Files

☐ Show ArcGIS Desktop Content

Title ▲	Owner	Rating	Views	Date
 <b>#YolandaPH: Population assessment</b>				
Press down on your mouse to start drawing, draw an area, lift off the mouse and return a population estimate at the bottom of the screen. Open Street Map as a basemap, NAVTEQ base data, and live damage assessment layers from UNOSAT, FEMA, and NGA.				
 <b>Web Mapping Application by PDohertyDRP</b>				
Last Modified: December 3, 2013				
★★★★★ (1 rating, 0 comments, 74 views)				

### Group Details

climate\_resilience

Status: public

Contributors: All members

Tags: resilience

3 Members

climate\_resilience

HGuglielmo\_Resilience

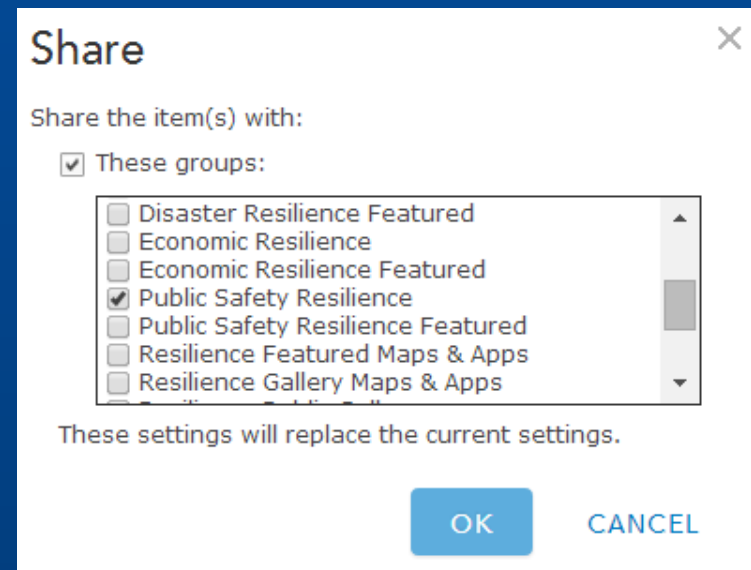
# Public content and groups

- Public items can be “filed” under a group you own via Share

## Item Details



## Groups you own



# Groups are building blocks for your organization

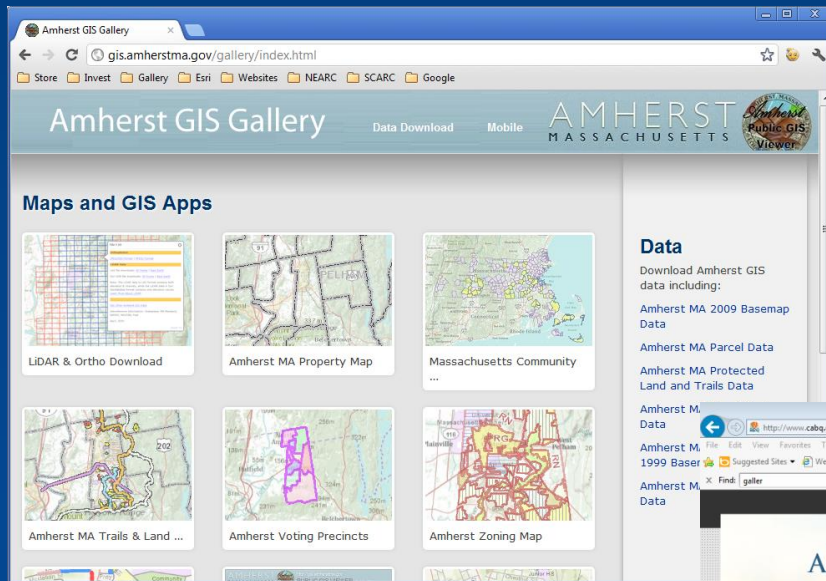


Featured Gallery

Custom Basemap Gallery

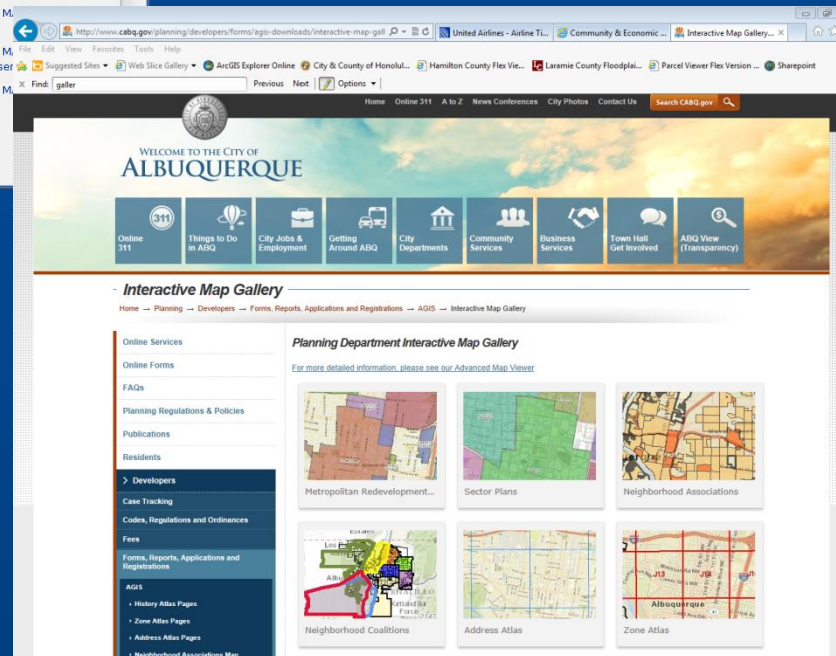


# Groups are building blocks for public access



Public Gallery Template

Embedded Gallery



# Organization members

Invite users via pre-established logins (recommended)  
or by using existing account

## Invite Users to My Organization

### Step 1 of 3

How would you like to invite users to your organization?

- ☒ Pre-establish new ArcGIS logins for the users to be invited.
- ☐ Have invited users join using either their existing ArcGIS logins or by creating new ArcGIS logins.

NEXT

Or use Enterprise logins

### Enterprise Logins



You can set up your Organization so that your users will be able to sign in to ArcGIS using the same username and password that they use with your existing on-premises systems.

The key to this is through a technology known as identity federation that this section will help you set up through two actions.

SET IDENTITY PROVIDER

GET SERVICE PROVIDER

# Member roles and management



Member name

Role / Privileges

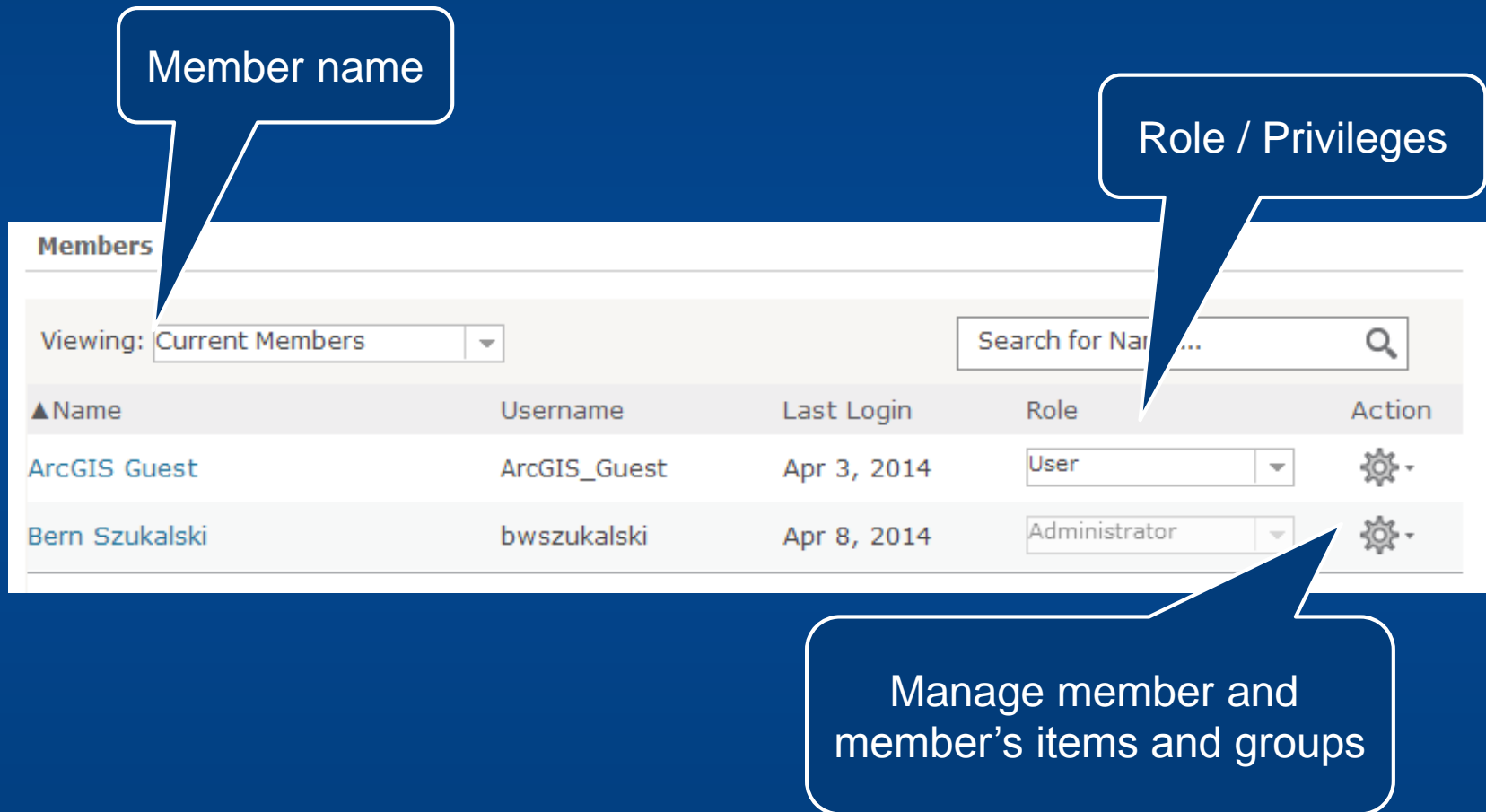
Members

Viewing: Current Members

Search for Name ...

▲ Name	Username	Last Login	Role	Action
ArcGIS Guest	ArcGIS_Guest	Apr 3, 2014	User	
Bern Szukalski	bwszukalski	Apr 8, 2014	Administrator	

Manage member and member's items and groups

The image shows a screenshot of a web application's 'Members' management page. The page has a title 'Members' and a 'Viewing: Current Members' dropdown. There is a search bar labeled 'Search for Name ...'. Below this is a table with columns: '▲ Name', 'Username', 'Last Login', 'Role', and 'Action'. The table lists two members: 'ArcGIS Guest' with username 'ArcGIS\_Guest' and role 'User', and 'Bern Szukalski' with username 'bwszukalski' and role 'Administrator'. Each member has a gear icon in the 'Action' column. Three callout boxes are present: one pointing to the 'Name' column header labeled 'Member name', one pointing to the 'Role' column header labeled 'Role / Privileges', and one pointing to the gear icon in the 'Action' column labeled 'Manage member and member's items and groups'.

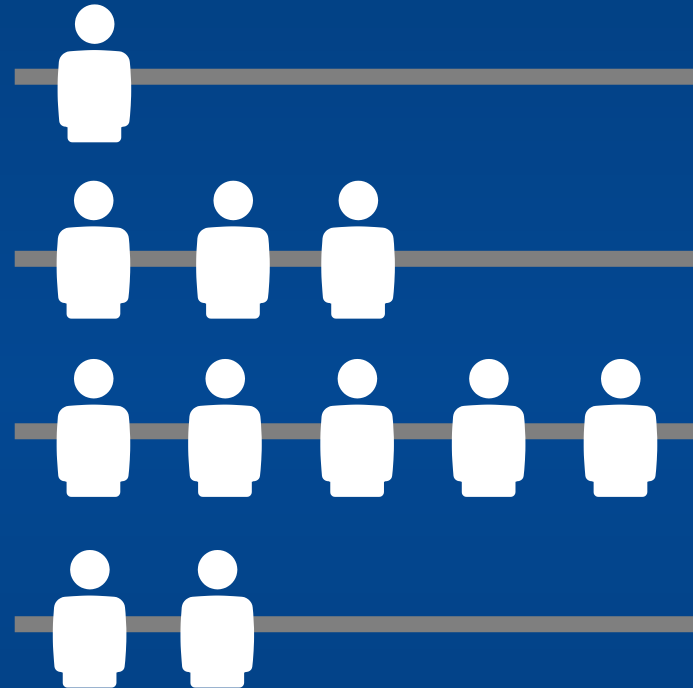
# Roles

- **Built-in Roles**

- Administrator
- Publisher
- User

- **Custom Roles**

- Based on templates
- Created by Admin





# Custom Roles

## Roles

Create, edit, and manage roles in your organization. You may create a role based on an existing role or role template, allowing or denying privileges associated with the role as you deem necessary.

Note that when creating or editing a role, changes aren't saved until you click Save Role.

Visit the [documentation](#) to learn more about [custom roles](#).



CREATE ROLE

EDIT ROLE

DELETE ROLE

Role Name:

Description:

Select a role or template on which to base the new role:

TOGGLE ALL ON

EXPAND ALL

### General Privileges

[+] ☒ Groups

[+] ☐ Sharing

[+] ☒ Content

[+] ☒ Features

### Administrative Privileges

[+] ☐ Members

[+] ☐ Content

[+] ☐ Groups

SAVE ROLE

DISCARD CHANGES

# Role privileges

	User	Publisher	Administrator	Custom
Use and share maps and apps	✓	✓	✓	✓
Create items	✓	✓	✓	Optional
Join and create groups	✓	✓	✓	Optional
Edit features	✓	✓	✓	Optional
Perform analysis		✓	✓	Optional
Publish hosted services		✓	✓	Optional
Manage the organization & users			✓	Optional

# Invite users

## Assign to role and assign to groups

**Invite Users to WDC (Prototype)**

**Step 1 of 3**

How would you like to invite users to your organization?

☒ Pre-establish new ArcGIS logins for the users to be invited.

☐ Have invited users join using either their existing ArcGIS logins

**NEXT**

Pre-establish recommended

## Invite using file

One at a time | **From a file**

Upload a CSV file that contains a list of users in your organization to establish logins for. Note that the CSV file must contain a header (first line) with these field names: First Name, Last Name, Email, and Role.

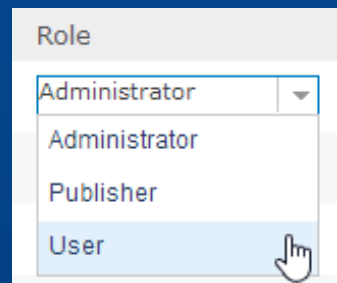
**File:** Choose File No file chosen

**Message Users Will Receive:** George Washington has invited you to join an ArcGIS Online Organization, WDC (Prototype).

**UPLOAD FILE AND REVIEW INVITATIONS**

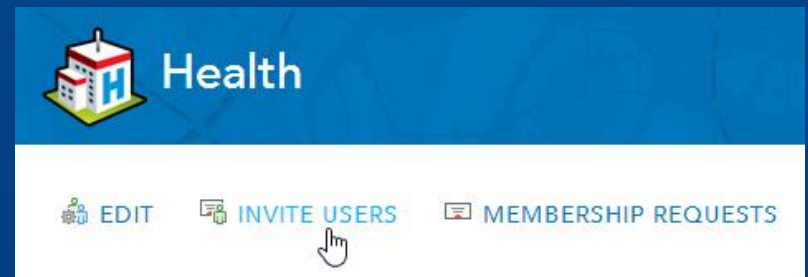


Use Enterprise Logins



Manage Role

## Group Membership



# Statistics and Monitoring

## Subscription Status

2,418 credits remaining

ID: 4710103985

## Find...

The most viewed items in the organization

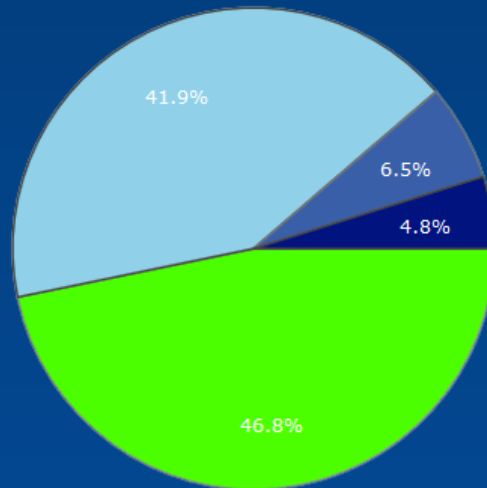
The last items added to the organization

The items added to the organization that are public

The organization

The organization public

The organization



## ArcGIS Online Health Dashboard

### Current Status - Apr 9, 2014

ArcGIS Online publishes our latest information on service availability in the table below. Check or subscribe to an RSS feed to be notified of interruptions to each individual service.

Service Status	Details
✓ ArcGIS.com Web Site	Service is operating normally
✓ ArcGIS.com REST API	Service is operating normally
✓ Hosted Feature Services	Service is operating normally
✓ Feature Publishing	Service is operating normally
✓ Hosted Tile Services	Service is operating normally
✓ Tile Publishing	Service is operating normally
✓ Esri Basemaps	Service is operating normally
✓ Geocoding	Service is operating normally

## Storage

	Units	Credits
Tiles	0.11 GB	0
Features	0.09 GB	29
Files	827.72 MB	0

## Analytics - Usage

Geocoding	80 locations	3
GeoEnrichment	163 requests	4
Geotrigger Events	0 events	0
Network Analysis	49 routes	26
Spatial Analysis	1 requests	0

## Premium Content - Usage

Demographics	0 requests	0
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## Published Content - Usage

Tiles	0.12 GB(bandwidth)	0
Features	0.45 GB(bandwidth)	0
Tile Generation	0 tiles	0

Total = 62

# Activity Dashboard

Activitydashboard.arcgis.com

## Activity Dashboard for ArcGIS

Lindemann ▾

### Esri Denver Regional Office Portal

Jeremiah Lindemann

ITEMS

USERS

GROUPS

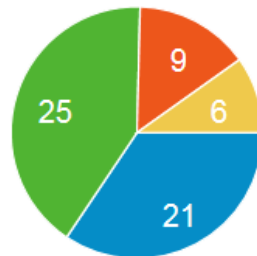
#### Portal Users

##### Accounts

Using  
**61** of **100**  
Named User Accounts

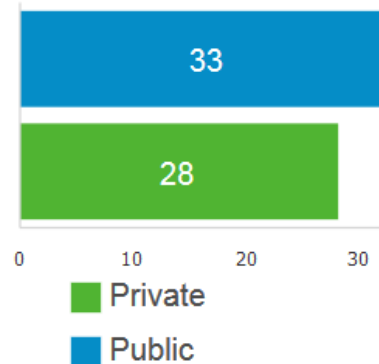
**44%** Login Rate  
**5** Logins Today

##### Users by Role



- Authors
- Publishers
- Administrators
- Custom Role

##### Users by Profile Visibility



##### Users by Credit Use

30 Days 3 Months 6 Months

Username	Credits
jhagen_denverRO	266.58
ngilroy_denverRO	101.70
Lindemann	60.94
ikisaacs	27.37
kyamashita_denve...	10.80
dvaillancourt	5.58
mbullock_denverRO	2.03
mforst_denverRO	0.70
jjkerski	0.22
iani6587@esri.co	0.20

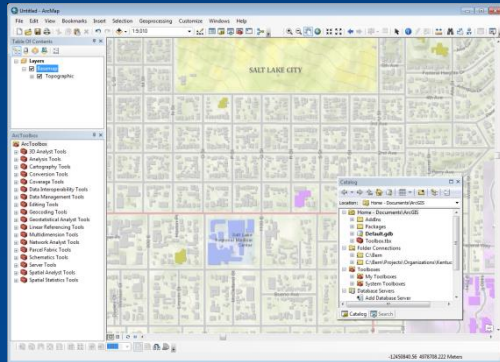
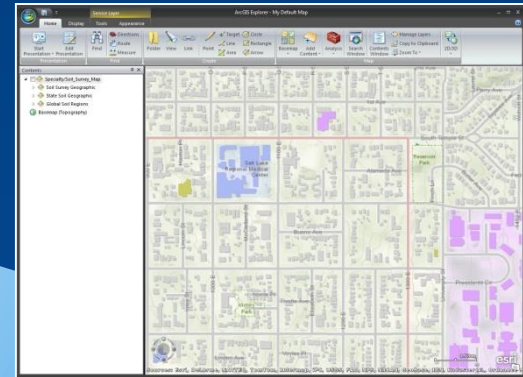
# AUTHORING AND SHARING MAPS





# Web Map Ecosystem

Other Apps...



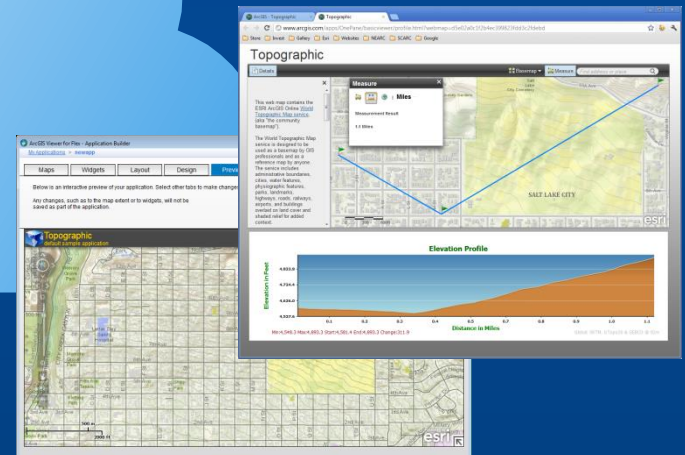
ArcMap



Webmap



Mobile Apps



Configurable Apps  
Story Maps  
Custom Apps

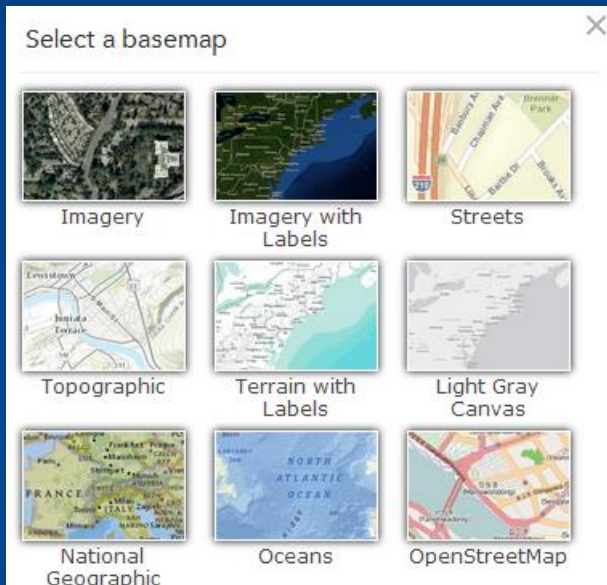
# What makes a web map intelligent?

- Easy to author, mashup
- Configurable
- Use in many different ways
- Standards-based (REST)
- Open in multiple applications
- Use on many devices
- Supports real-time information
- Time-aware
- Open – many types of services / data
- Supports editing and collaboration
- Extensible
- Building block for custom apps

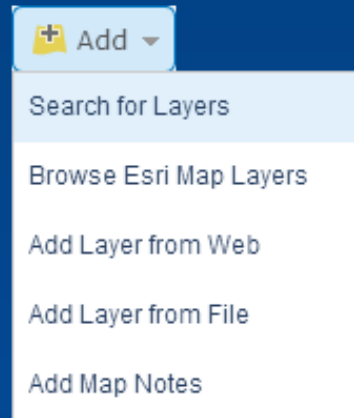


# Make your own map

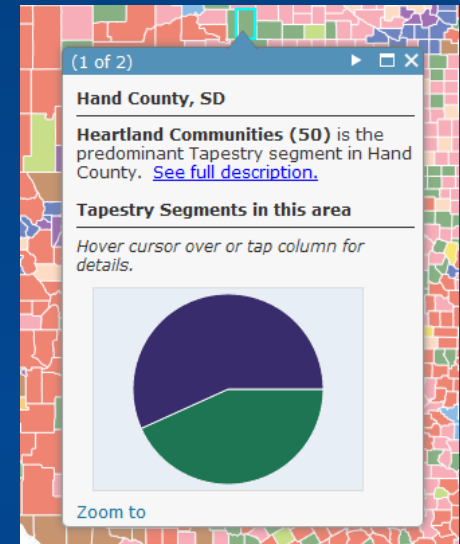
## (1) Choose basemap



## (2) Add layers...



## (3) Configure / style



## (4) Save and Share



## Share

Choose who can view this map.

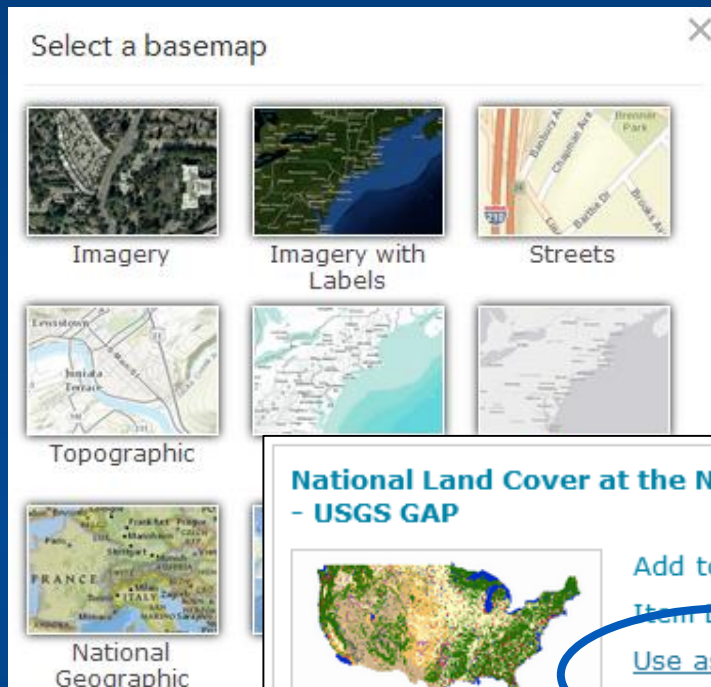
Your map is currently shared with these people.

- ☒ Everyone (public)
- ☒ My Organization
- ☐ Members of these groups:

- ☐ ArcGIS Online Workshop
- ☐ Featured Group
- ☐ Gallery Group



# Choosing Basemaps



## Basemap Gallery

### National Land Cover at the NVC Class Level X - USGS GAP



Add to map

Item Details

Use as Basemap

**Owner:** GapAnalysisProgram

#### Summary:

The Gap Analysis Program (GAP) national land cover viewer displays data on the vegetation and land use patterns of the continental United States. It ...

Use any Layer

## ArcGIS REST Services Directory

[Home](#) > [services](#)

[JSON](#) | [SOAP](#)

**Folder: /**

**Current Version:** 10.2

**View Footprints In:** [ArcGIS.com Map](#)

### Folders:

- [Canvas](#)
- [Demographics](#)
- [Elevation](#)
- [Ocean](#)
- [Reference](#)
- [Specialty](#)
- [Utilities](#)

### Services:

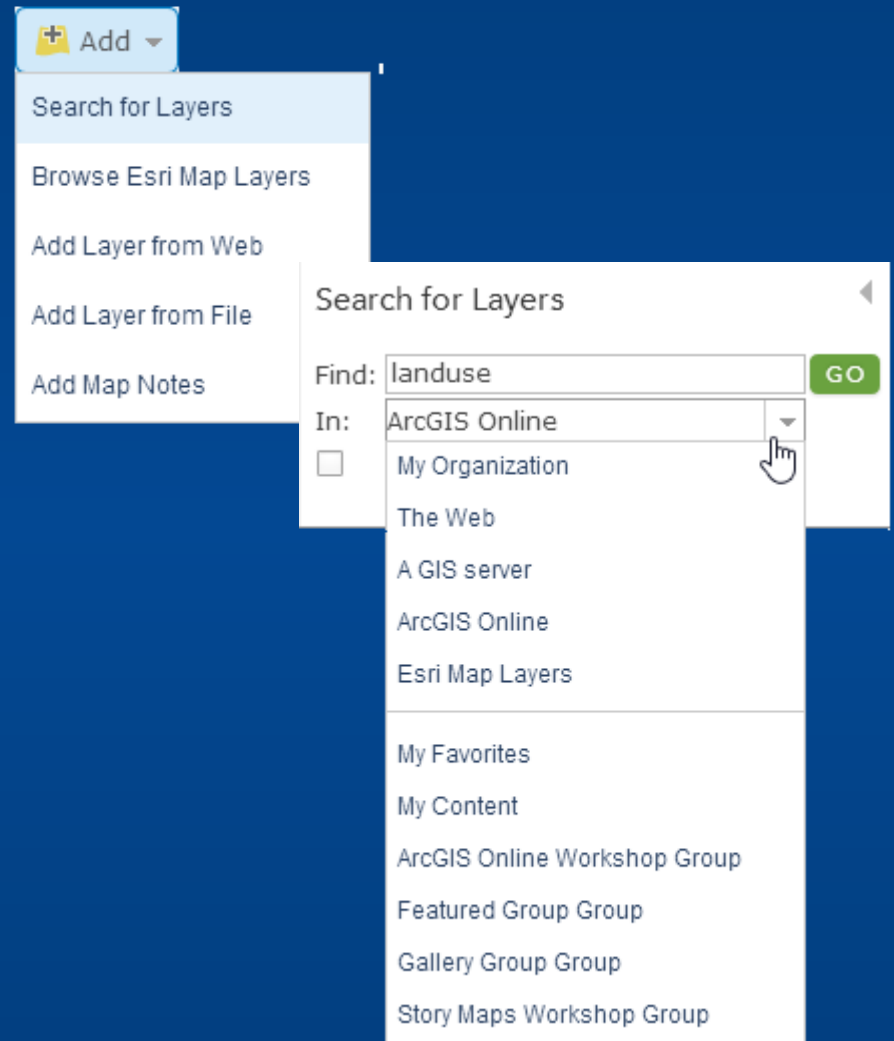
- [ESRI Imagery World 2D](#) (MapServer)
- [ESRI StreetMap World 2D](#) (MapServer)
- [I3 Imagery Prime World](#) (GlobeServer)
- [NASA CloudCover World](#) (GlobeServer)

Other services

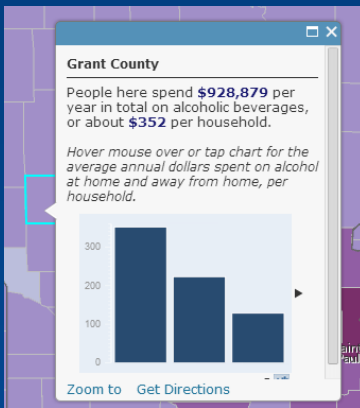
# Add layers to your map

- Search for Layers
- Browse Esri Map Layers
- Add layer from Web
- Add layer from File
- Add Map Notes

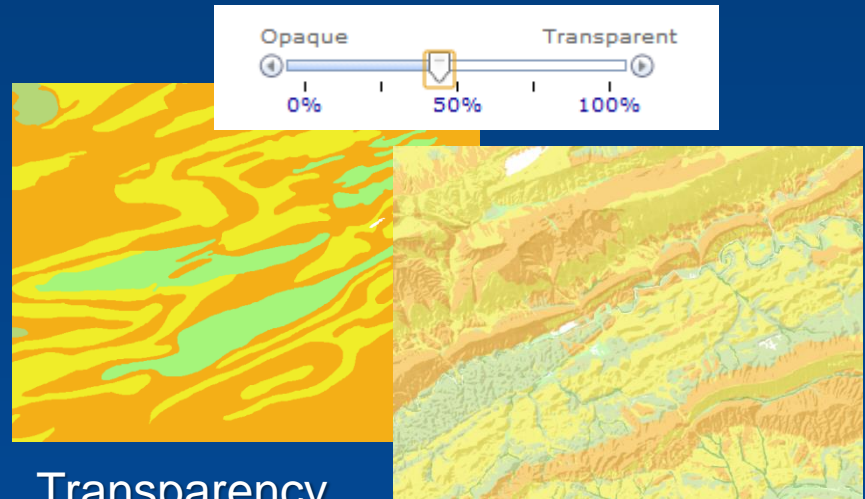
Also drag-n-drop\*



# Configuring the map experience



Pop-ups



Only show this layer when zoomed:

In closer than: 1:4,622,325 Use Current

Out farther than: <None> Use Current

Map scale is 1:4,622,324 Clear

Display Scale Range

Change Symbol

Preview:

Shapes


Add an Image

Symbol size: 20 px

DONE APPLY CANCEL

Symbols

✓ Options depend on source



# After you save and before you share...

## USA Tapestry Segmentation



Good Thumbnail

Modified: May 20, 2013

★★★★★ (6 ratings, 393,823 views)

Facebook Twitter

OPEN SHARE

### Description

This map shows the dominant [LifeMode](#) summary group in an area in 2012, based on [Esri's Tapestry Segmentation](#). The "dominant" segment is most useful for understanding the area's [socioeconomic and demographic composition](#). For a broader view of markets, lifestyles/life stages and 11 Urbanization Summary Groups that show levels of affluence, see the [Tapestry Segmentation](#) map.

Concise Summary

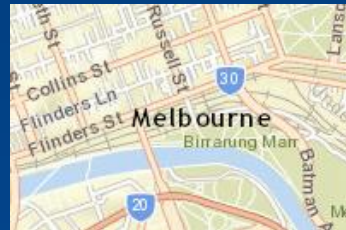
Great Description

Good Tags  
Usage Notes  
Etc...

The map is designed to be displayed in conjunction with the [Canvas basemap](#) with a transparency of 25%. To use it on other basemaps, try a transparency of 25-50%.

Esri's U.S. Updated Demographic (2012/2017) Data - Population, age, income, sex, race, and home value marital status are among the variables used in the Tapestry Segmentation system.

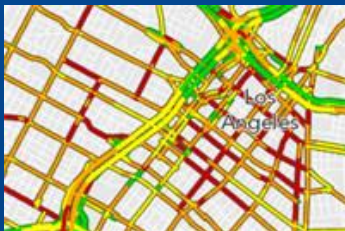
# Thumbnails



Location Hints



Graphic Hints

A screenshot of a data table showing various metrics, including 'Import & Export of Plastic Waste' and 'CELCS and Extreme Weather'.

Content Hints



Hybrid

# Sharing your map

- Keep private (just you)
- Share in one or more groups
- Share with your Organization or share with Everyone (organize using groups)
- Share via link (captures current extent)
- Facebook or Tweet your map
- Embed in Website
- Use in Web applications
- Open in ArcGIS for iOS, Android, Windows Phone

Share

Choose who can view this map.  
Your map is currently shared with these people.

☐ Everyone (public)  
☒ My Organization  
☐ Members of these groups:

☐ ArcGIS Online Workshop  
☐ Featured Group  
☐ Gallery Group  
☐ Story Maps Workshop

Link to this map  

Facebook

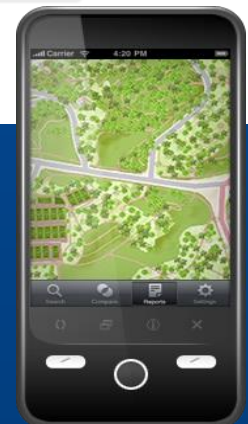
Twitter

Embed this map  

EMBED IN WEBSITE

MAKE A WEB APPLICATION

Note: To embed your map, you must share it with Everyone.



# My Content

## Your maps and apps dashboard

HOME GALLERY MAP GROUPS MY CONTENT MY ORGANIZATION 2 George

### My Content

Notifications

**Folders**

- NEW DELETE
- bws01\_admin (Home)
- Analysis
- Basemaps
- EKO
- Files and Docs
- Health
- Layers
- Maps
- Specialty
- WDC App Templates
- WDC Featured
- Work

**Actions:** + Add Item Create Map Share Delete Move Create Layer Change Owner

<input type="checkbox"/>	Title	Type	Modified	Shared
<input type="checkbox"/>	Bernz Map	Web Map	Mar 10, 2014	Everyone
<input type="checkbox"/>	Bernz Map Viewer	Web Mapping Application	Mar 10, 2014	Not Shared
<input type="checkbox"/>	Buffer of Primary Care	Features	Mar 3, 2014	Not Shared
<input type="checkbox"/>	Buffer of top10hospitals	Features	Mar 21, 2014	Not Shared
<input type="checkbox"/>	DCGIS Services Directory	Web Mapping Application	Mar 2, 2014	Organization
<input type="checkbox"/>		Features	Mar 10, 2014	Everyone
<input type="checkbox"/>		Web Map	Mar 21, 2014	Everyone
<input type="checkbox"/>	Mark Smith Map Story	Web Mapping Application	Mar 21, 2014	Not Shared
<input type="checkbox"/>	michelle	Web Map		

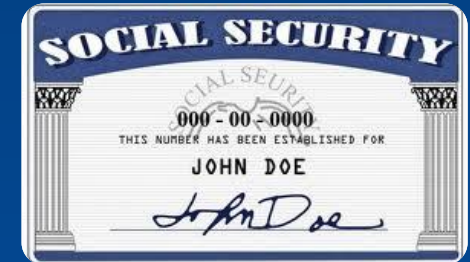
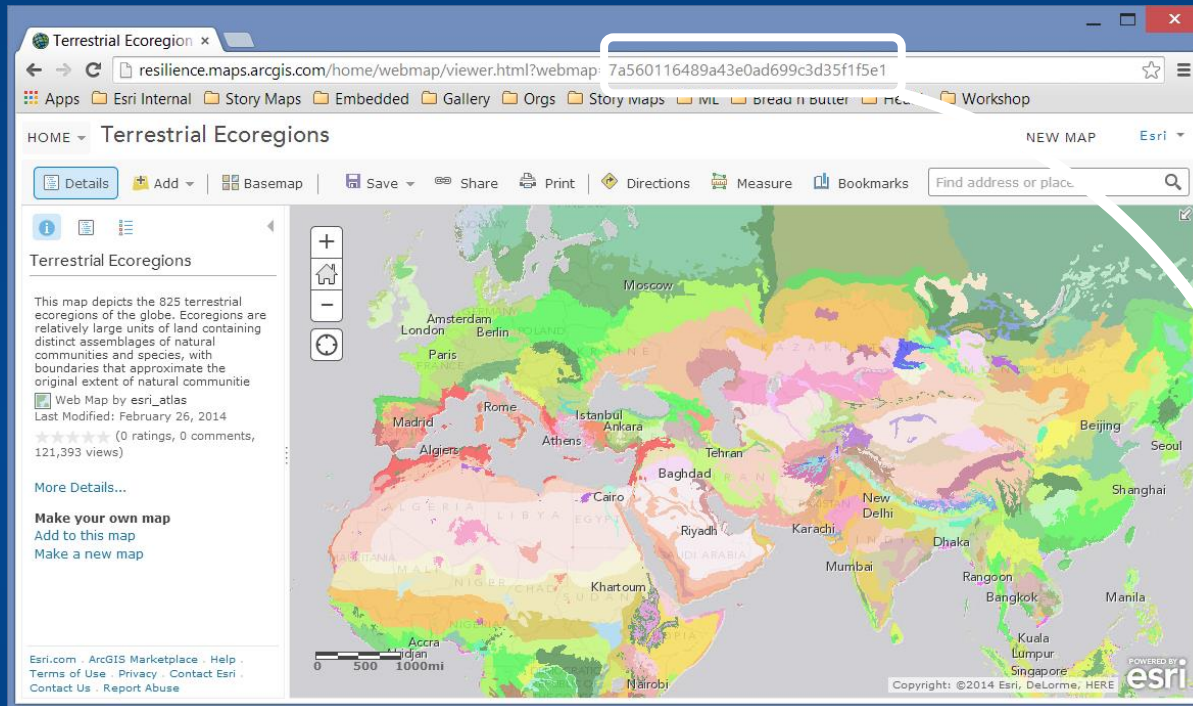
Folders

Sharing Status



# Map Identifier

Unique identifier, like a social security number



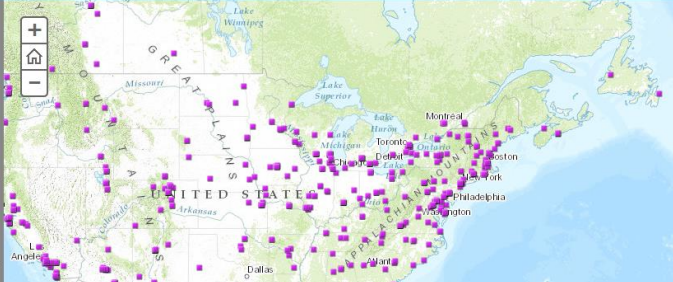
 [www.arcgis.com/home/webmap/viewer.html?webmap=ef5920f160bd4239bdeb1348de3a3156](http://www.arcgis.com/home/webmap/viewer.html?webmap=ef5920f160bd4239bdeb1348de3a3156)

# Turn web maps into web apps

## Women in GIS: Helping Map a Better World

As these maps show, thousands of women around the world are geographic information systems professionals. [Add your name to the map](#) if you're a woman in GIS.

A story map

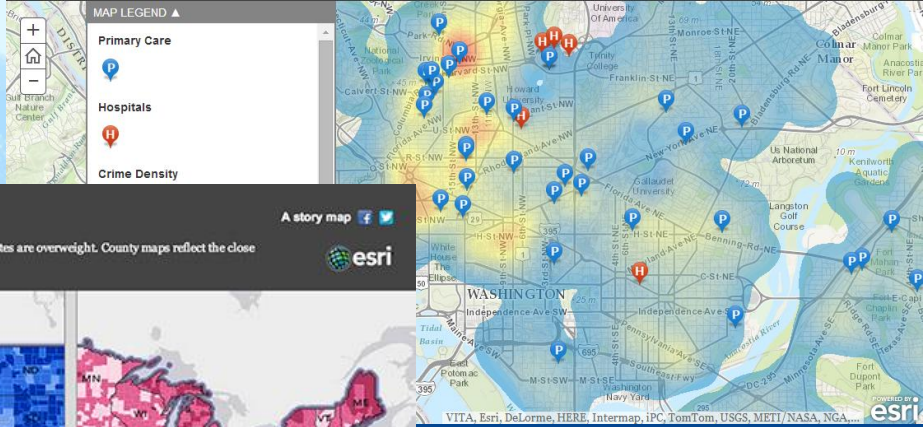


## Healthy Communities Analysis

Hotspot of drug crimes with medical facilities.

MAP LEGEND

- Primary Care
- Hospitals
- Crime Density



## The linked burdens of obesity and diabetes

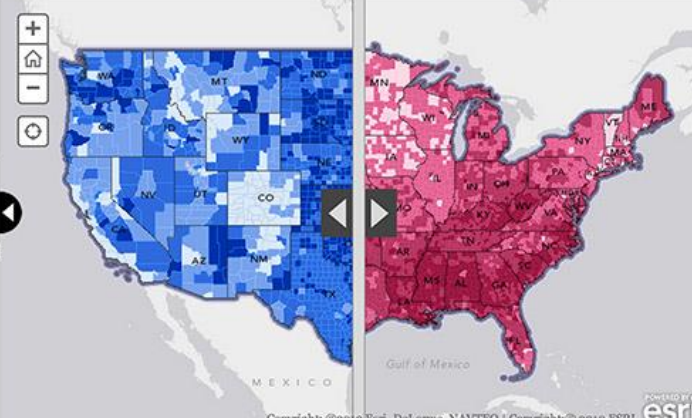
Fact 1: Close to a third of U.S. adults are obese. Fact 2: Almost 90% of people with newly-diagnosed type 2 diabetes are overweight. County maps reflect the close links between these key public health challenges.

Click on a county and move the slider bar to compare obesity and diabetes statistics.

**Adult obesity rates** are mapped on the left. The term "obese" refers to high overall body weight that increases the risk of diabetes and other diseases. Even in areas with high rates of obesity, individual profiles and habits vary widely.

**Diabetes rates** are shown to the right of the slider. Public health workers use maps like these in their continuing efforts to manage and prevent diabetes and obesity.

Legend	
2009 Diabetes Rates	2009 Obesity Rates
% Diabetic Adults	% Obese Adults
11.1% - 18%	31.1% - 48%
9.1% - 11%	27.1% - 31%
7.1% - 9%	23.1% - 27%
0% - 7%	0% - 23%



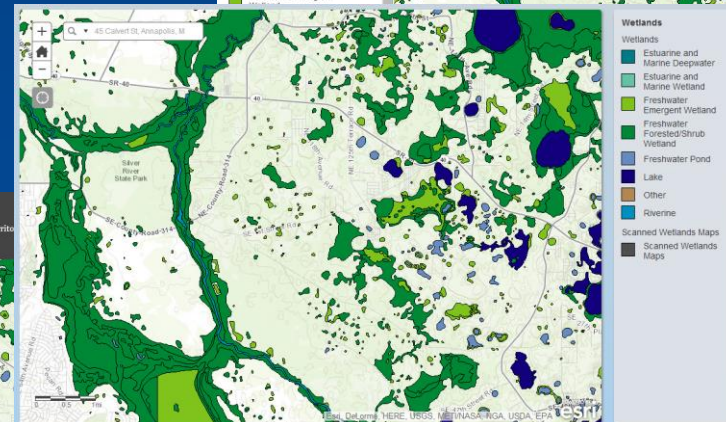
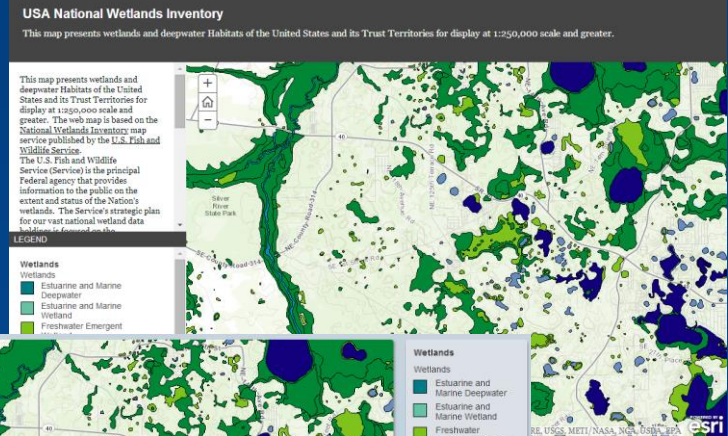
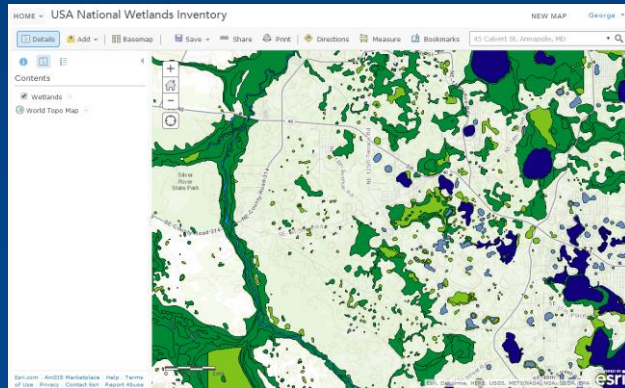


*Better alternative to map viewer*

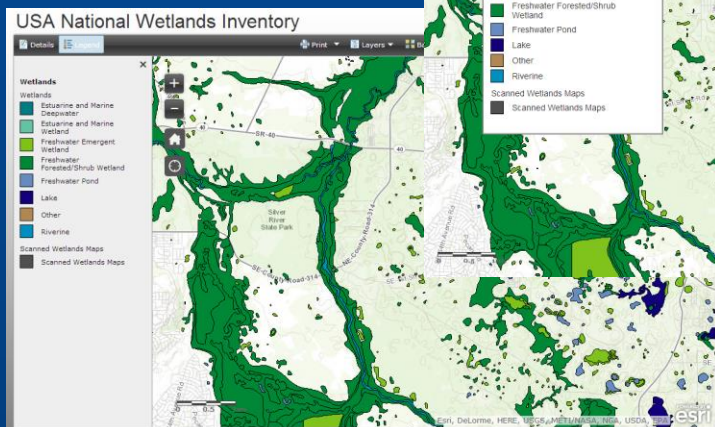


# Map Viewer vs. Apps

## Storytelling Text & Legend



Legend

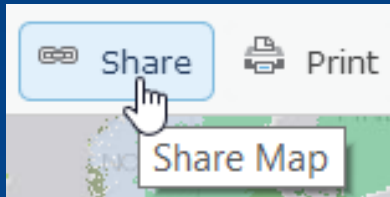


Storytelling  
Basic

Basic Viewer

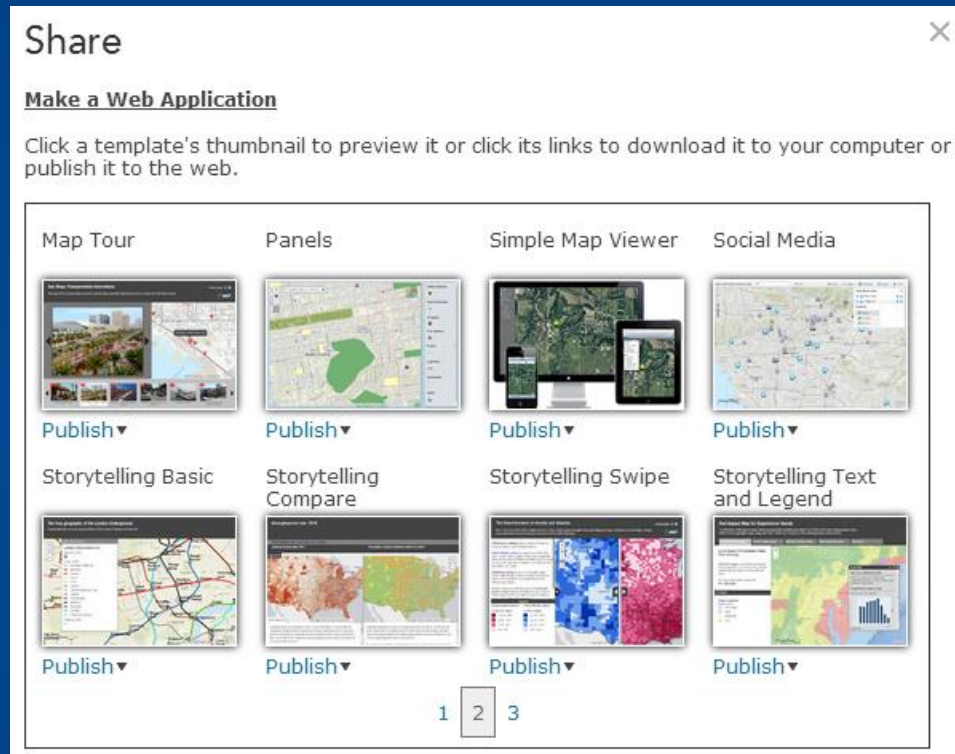
# Application Templates

Choose from gallery to publish, preview, or download



MAKE A WEB APPLICATION

- Publish
- Preview
- Download



More templates on ArcGIS Online or  
[Storymaps.arcgis.com](http://Storymaps.arcgis.com)

# Publish, Download, or Preview



Click publish to couple and host your map with the application template

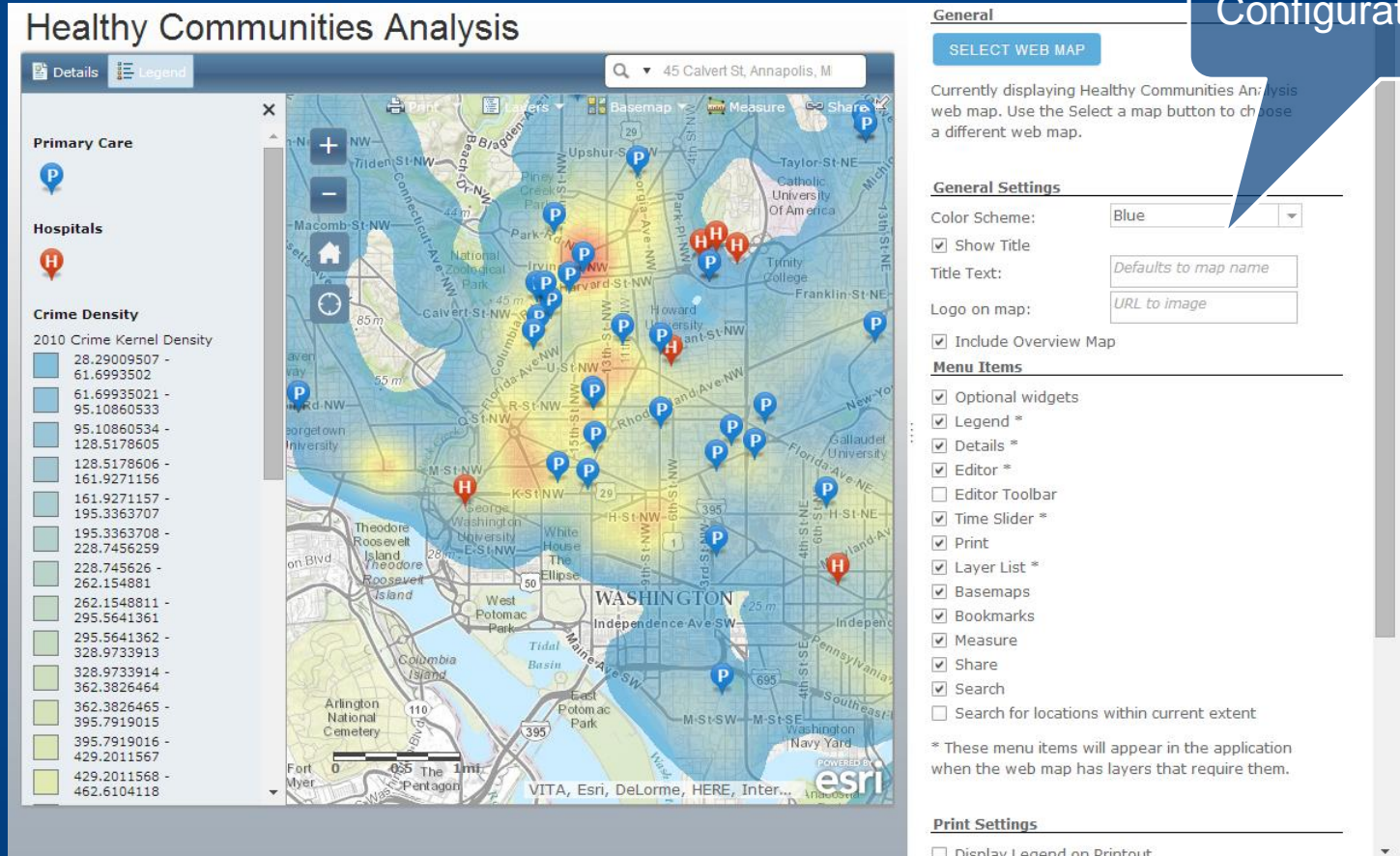
Download source to customize and host on your own

Preview application



## Then save and share like any other item

## Configuration Settings



# SUMMARY AND Q&A

<http://blogs.esri.com/esri/arcgis/category/arcgis-online/>



# ArcGIS Online: A Workshop

*Thanks for your participation!*

