Story Maps:
Top 5 Tips & Tricks

Mike Flanagan

NATIONAL GEOGRAPHIC NOVEMBER, 1964 CHINA PRESIDENTS PART I GEOGRAPHIC REPRINTS RANGER 7 VIKINGS
NATIONAL GEOGRAPHIC SEPTEMBER, 1964 PEACE CORPS ANCIENT GLASS CHESAPEAKE BAY VIET NAM RAILROAD
NATIONAL GEOGRAPHIC APRIL, 1967 RHINE RIVER WASHINGTON GALAPAGOS TOWER OF THE WINDS
NATIONAL GEOGRAPHIC JULY, 1967 FLORENCE FLOOD LAKE POWELL THAILAND SCILLY ISLES
NATIONAL GEOGRAPHIC JUNE, 1967 ILLINOIS FRENCH RIVIERA ANTARCTICA LA GORCE MEDAL NEW BOOKS TURTLES
NATIONAL GEOGRAPHIC MAY, 1967 HOHOKAM INDIANS MAGNETIC DATING
NATIONAL GEOGRAPHIC MARCH, 1967 NATIONAL GALLERY OF ART SQUIDS GUADALAJARA WHITE GORILLA

Story Map- 5 Instructor T | Story Map- 5 Instructor T

esrieddelivery.maps.arcgis.com/apps/MapSeries/index.html?appid=981e6c6534cb40b1b67534c8f9e9163f

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Story Map- 5 Instructor Tips & Tricks

A story map

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

LA_Academic_Performance

Average API12B

- 863 - 979
- 800 - 863
- 622- 799
- 0 - 621

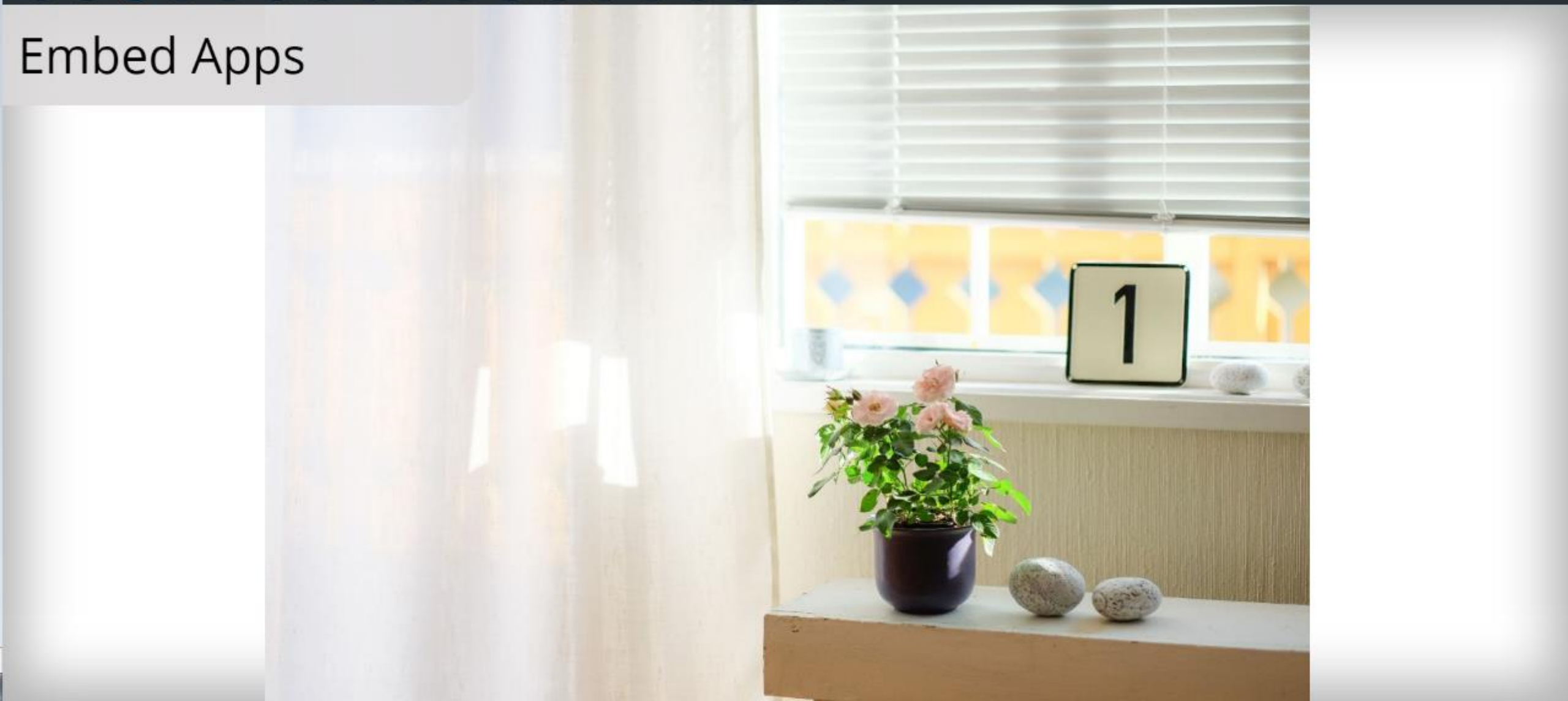
2016 USA Median Household Income

ZIP Code

- $ 103,600 - 200,100
- $ 72,900 - 103,600
- $ 42,200 - 72,900
- $ 11,600 - 42,200
- $ 0 - 11,600

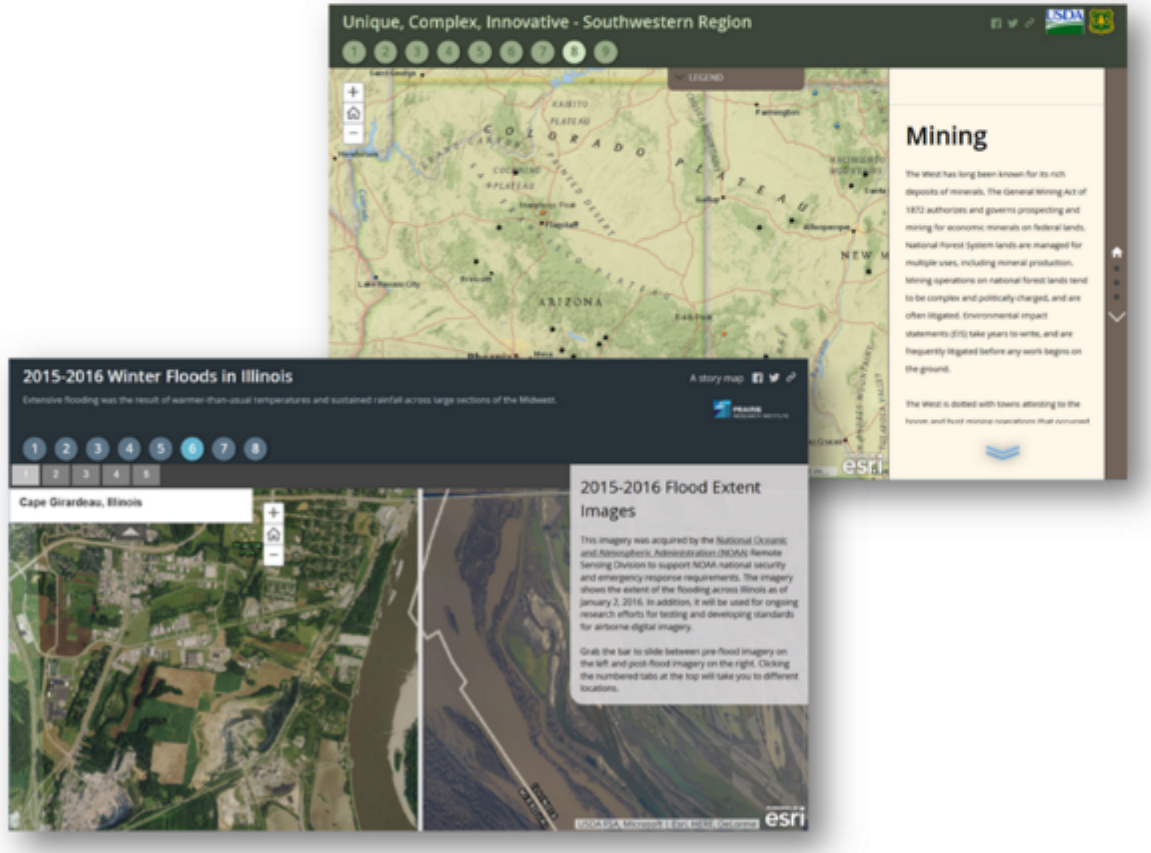
Esri, HERE, Garmin, FAO, USGS, NGA, EPA, NPS | Esri, US Census Bureau, Infogroup

Embed Apps



Story Maps Within Story Maps

- Embed *IN* Journal, Series, or Cascade
- Embed Tour, Journal, Swipe, and Series
- Minimize before embedding
  - '&embed' parameter
- Web AppBuilder can also embed well



Story Map- 5 Instructor Tips & Tricks

A story map

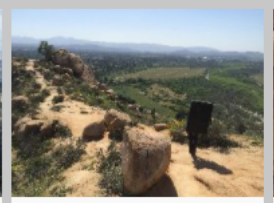
East vs. West

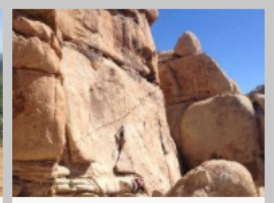
Climbing Adventures

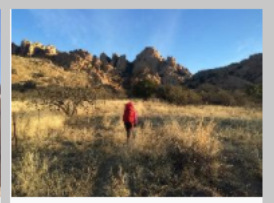
A story map

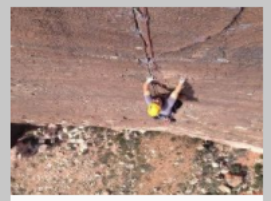
West Coast Best Coast | East Coast Beast Coast

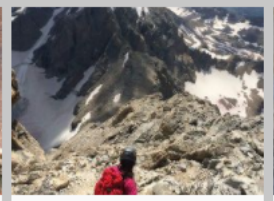
Tenaya Peak, California

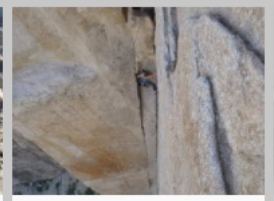

Mt. Rubidoux, California


Joshua Tree, California


Cochise Stronghold, Arizona

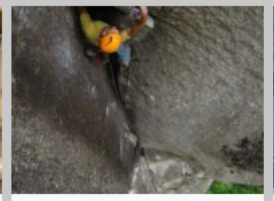

Red Rock, Nevada


The Grand Teton, Wyoming

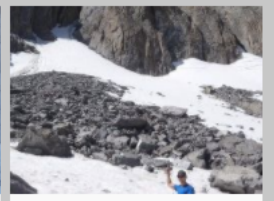

Pine Creek Canyon, California

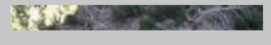
The Wind River Range, Wyoming

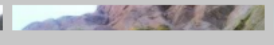
Unaweep Canyon, Colorado

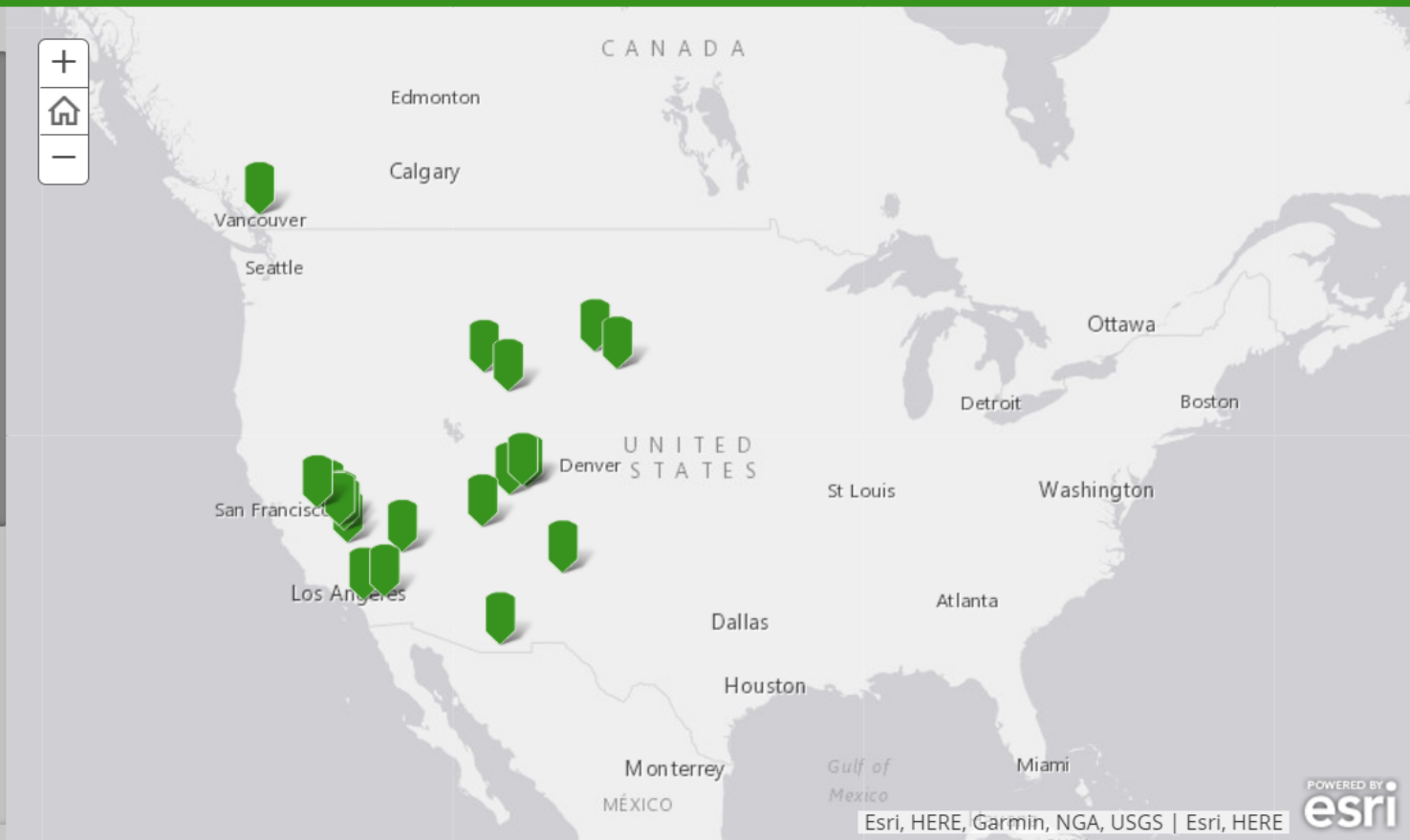

Squamish, British Columbia

Keeler Needle, California


Temple Crag, California

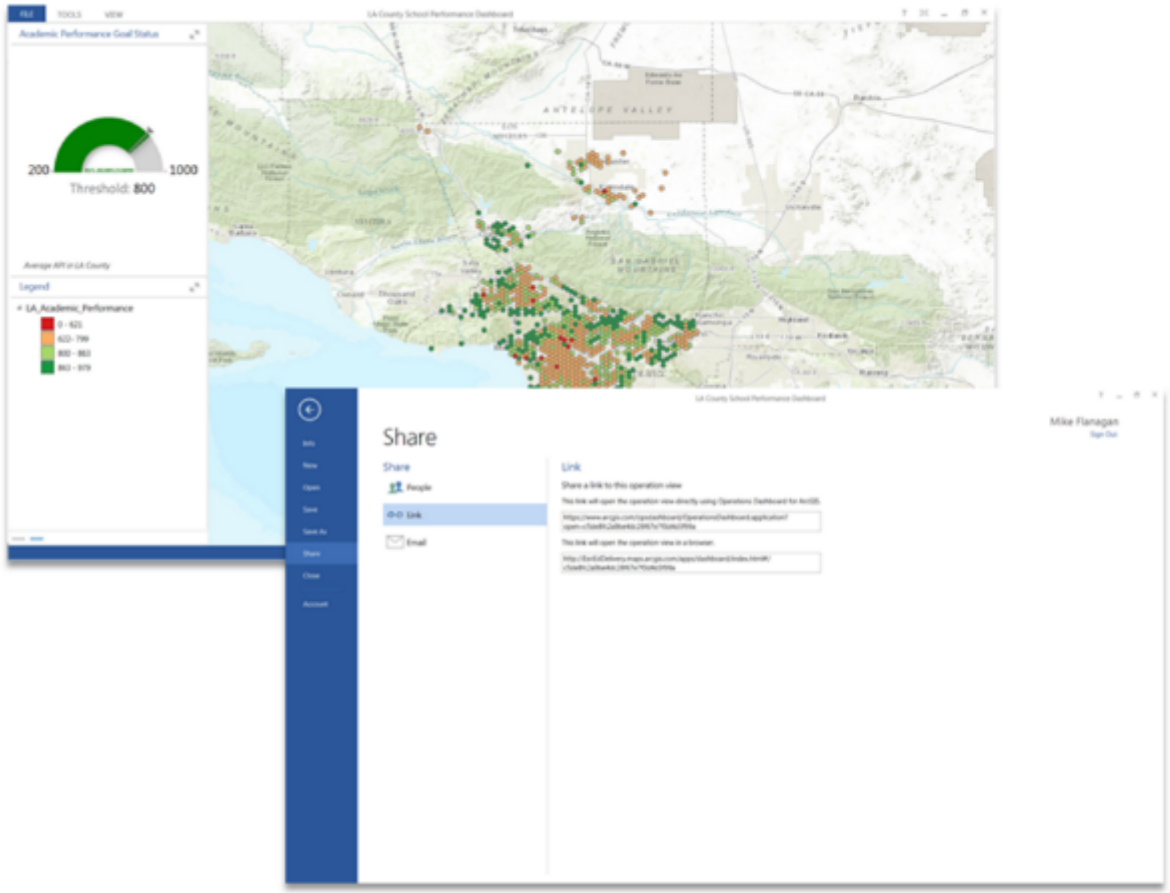






Embed an Operation View

- Create single display operation view
- File>share>link
- Copy/paste link into Story Map configuration



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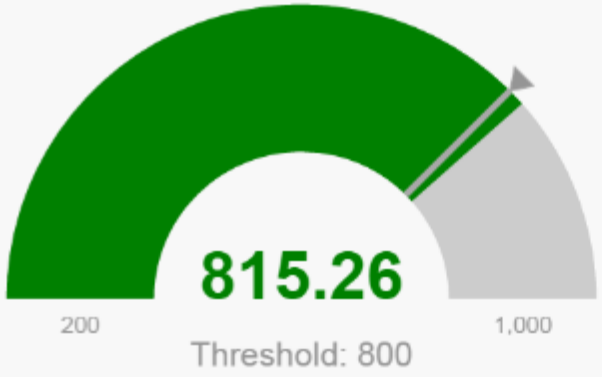
A story map

LA County School Performance Dashboard

Mike Flanagan

Academic Performance Goal Status

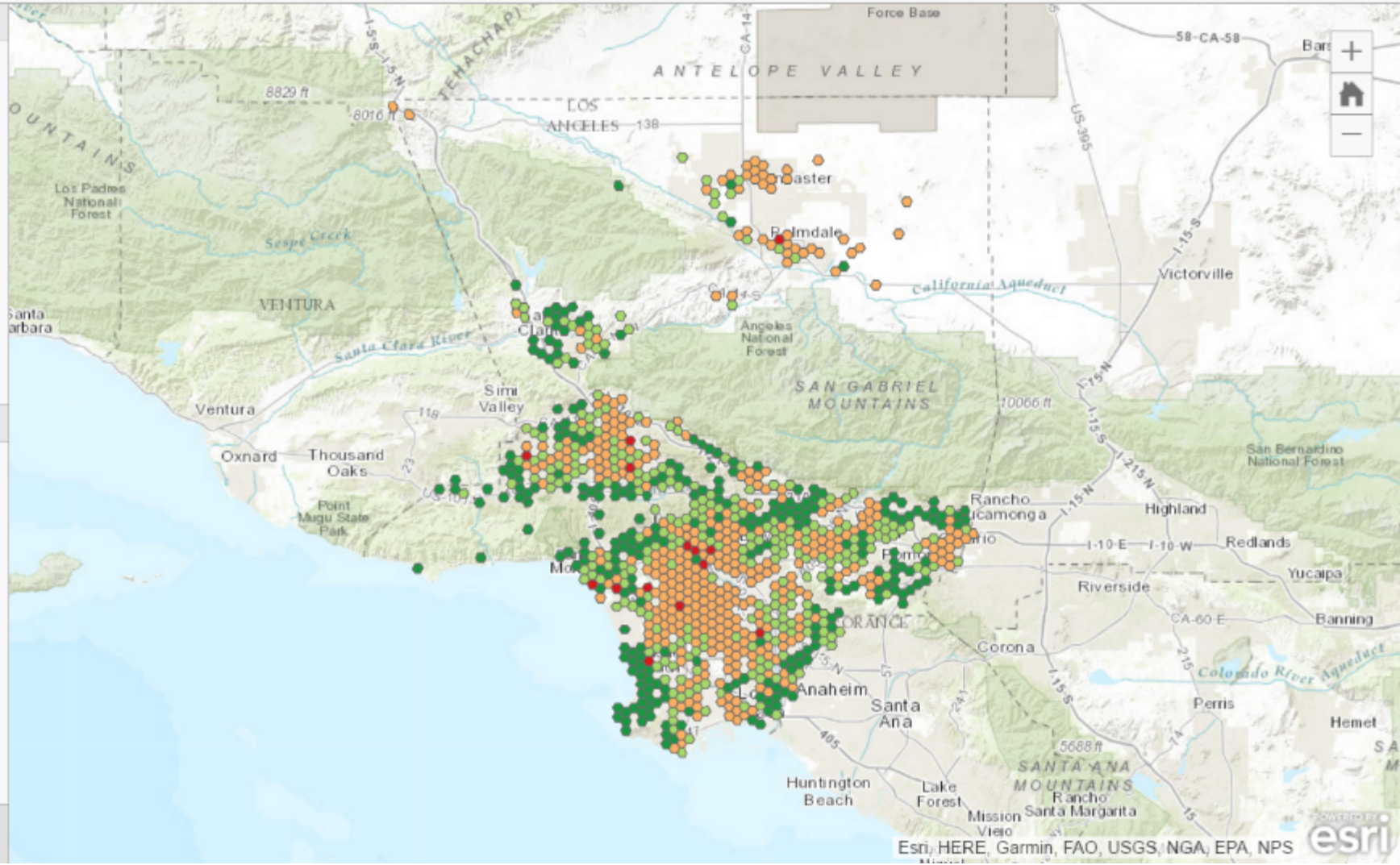


Average API in LA County

Legend

LA_Academic_Performance
Average API12B

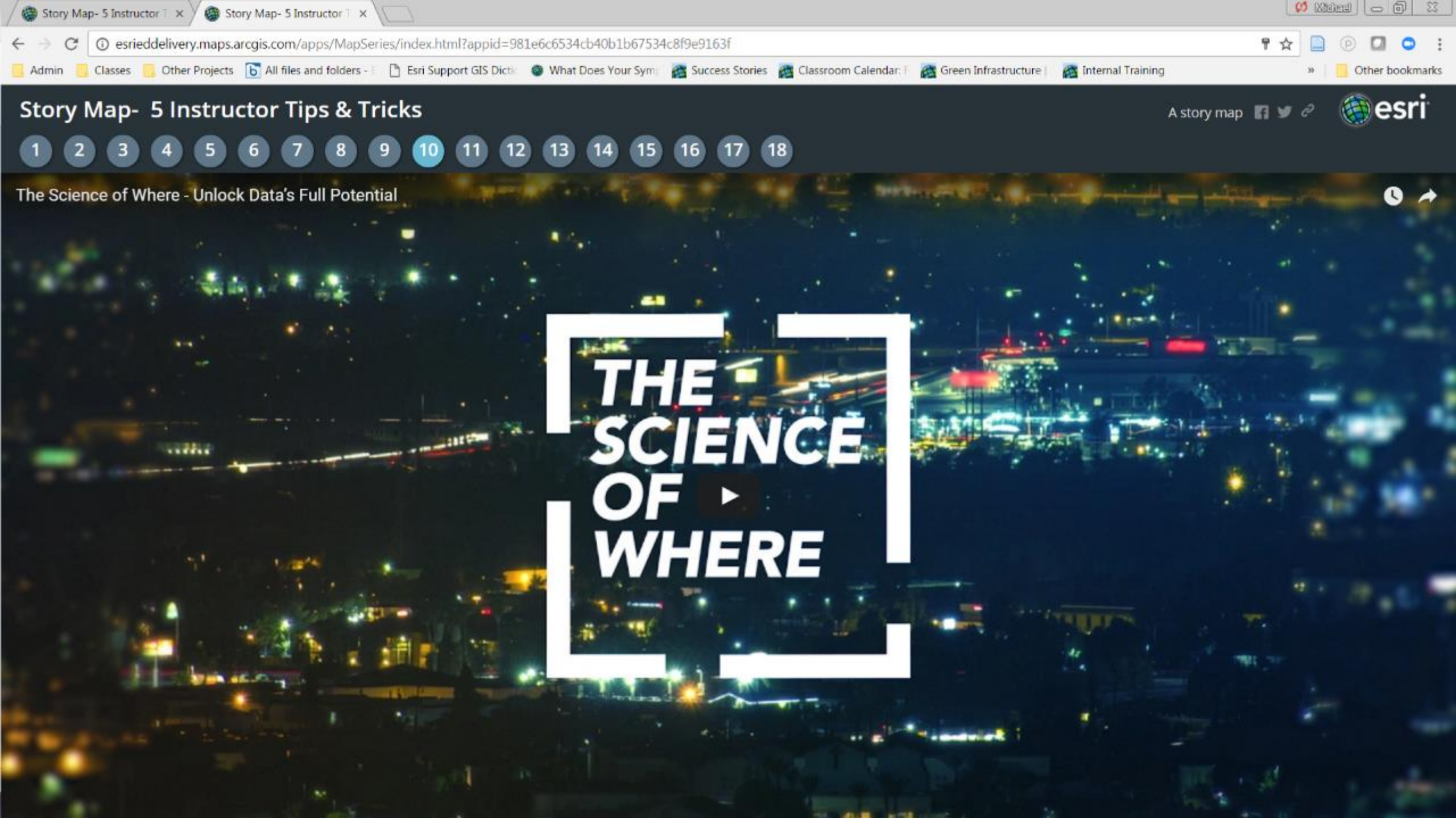
- 863 - 979
- 800 - 863
- 622- 799
- 0 - 621



Go Beyond Photos

Map Tour – Beyond Photos

- Other things you can embed:
  - Photo slideshows
  - Videos
  - Google Street View
  - Websites
  - 3D scenes
  - PowerPoint
- Use Video option
- Pull URL out of embed codes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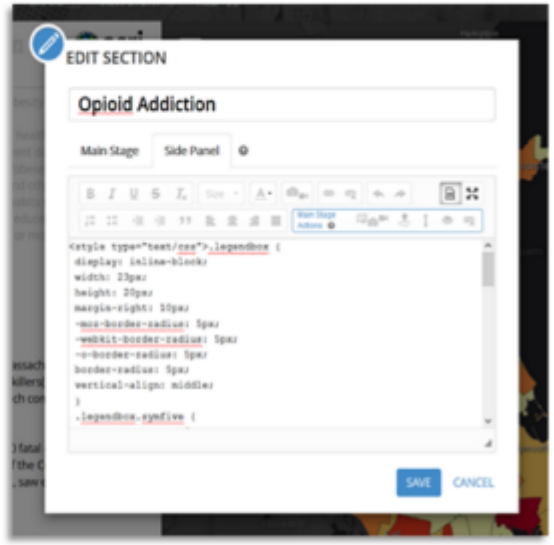
esrieddelivery.maps.arcgis.com/apps/MapSeries/index.html?appid=981e6c6534cb40b1b67534c8f9e9163f
Admin
Classes
Other Projects
All files and folders -
Esri Support GIS Dicti
What Does Your Sym
Success Stories
Classroom Calendar
Green Infrastructure
Internal Training
Other bookmarks
Story Map- 5 Instructor Tips & Tricks
A story map
esri
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18
The Science of Where - Unlock Data's Full Potential
THE SCIENCE OF WHERE

Customize with HTML

Use HTML to construct a legend

- For Story Map journal template
- Use source button when adding new map section
- Additional HTML customization for other templates:
- Map Tour
  - Use HTML to adjust colors, font size, etc. in the header text
  - Add custom formatting to image titles and captions for a richer experience



Story Map- 5 Instructor Tips & Tricks

A story map

A story map Edit ×

Opioid Story Map

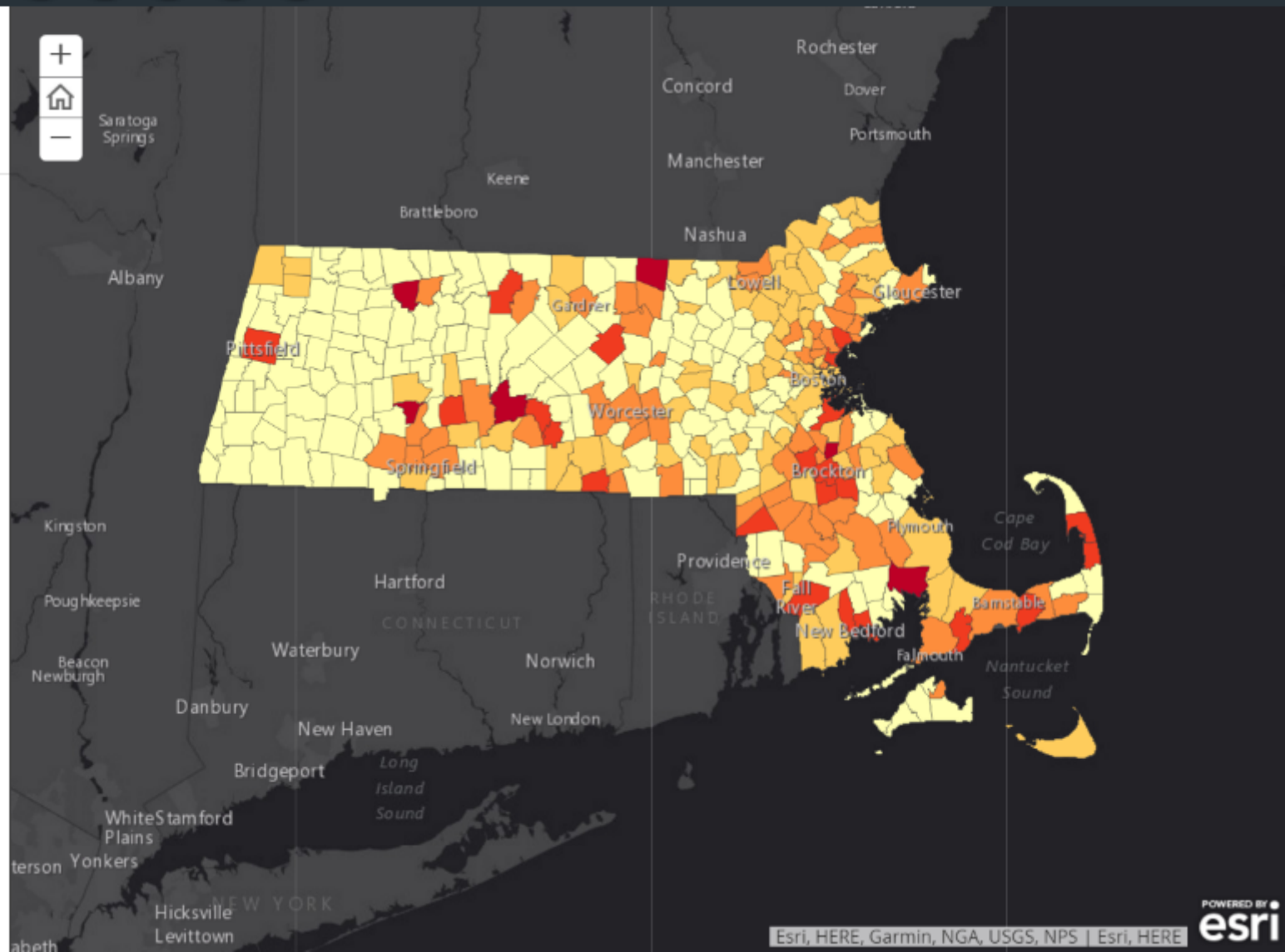
No issues detected ×

incidence of fatal overdoses per 10,000 people in each community in the Commonwealth.

Legend

- Well above average
- Above average
- Somewhat above average
- Average
- Somewhat below average

A number of communities in Massachusetts had over 10 fatal overdoses during 2014. Overdoses have been trending upward in much of the Commonwealth over the past few years but some communities, like Haverhill, saw extreme increases - 300% from 8 fatal overdoses in 2013 to 24 in 2014.



Story Map- 5 Instructor Tips & Tricks

Share

Subscriber

Content

Using Living Atlas subscriber content in public maps and apps

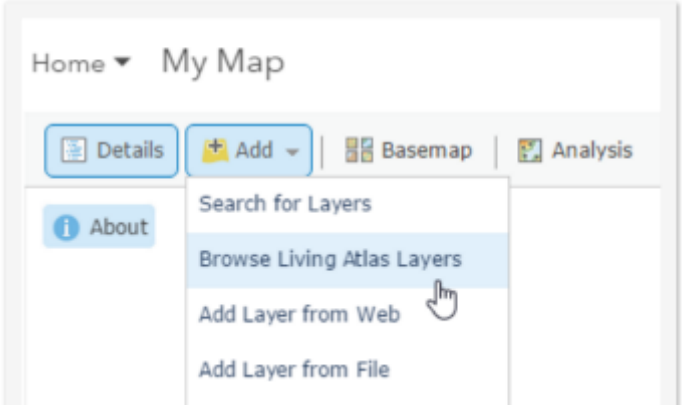
by Bern Szukalski on March 14, 2017

Share 6 Tweet 42 Share 53

The Living Atlas of the World is a collection of thousands of maps, data, imagery, tools, and apps produced by Esri and its partners, as well as ArcGIS users worldwide. It is a curated subset of ArcGIS Online items contributed and maintained by Esri, and the ArcGIS community.

Using Esri Living Atlas subscriber content

When you author a map, one of the places you can search for layers is the Living Atlas. Click Add, then choose Browse Living Atlas Layers.



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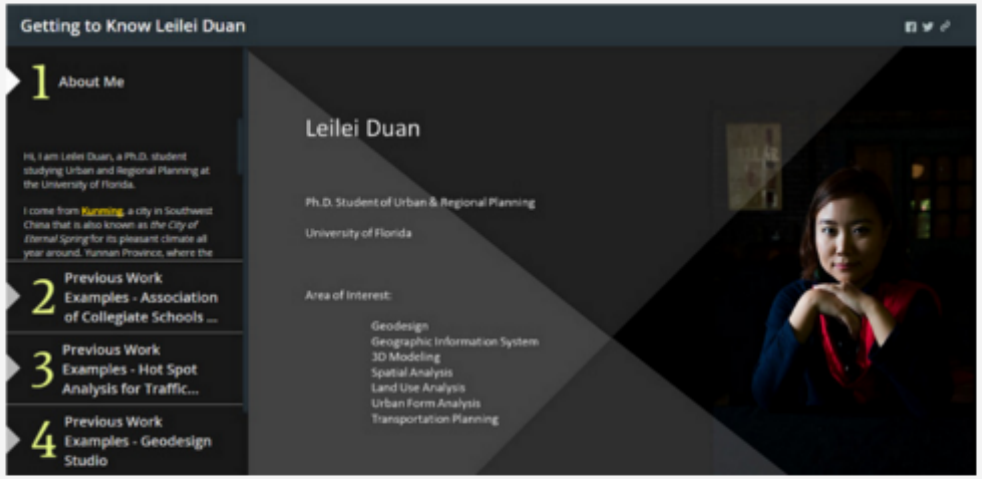
ArcGIS Enterprise (76)
ArcGIS Online (1398)
ArcGIS Pro (206)
Developer (648)
Editing (190)

Think Outside the Box

You can introduce yourself using a Story Map as an interactive resume. This example from Leilei Duan uses a Story Map Series (with the side accordion layout), providing a compelling way for prospective employers to not only learn more about Leilei, but also see her GIS work through interactive maps.



Promoting and marketing events

You're staging an event, and want to attract and entice attendees. A Story Map delivers an opportunity to not only reach your audience, but also delivers an interactive way to explore event venues or attractions. As a bonus, the story map can be embedded directly into the event website.

This Story Map Tour highlights events that celebrate National Community Planning Month.

Local Government (451)
Location Analytics (468)
National Government (244)
Oceans & Maritime (179)
Public Safety (198)
State Government (244)
Telecommunications (114)
Transportation (124)
Water Utilities (324)

Recent Posts

An Introduction to Environmental Screening
Launch a Story Map at a specific place
Launch a Story Map Series at a specific entry
Launch a Story Map Journal at a specific section
Launch a Story Map Tour at a specific tour stop

Resources

- Blog
- FAQs
- GeoNet Forum
- GitHub
- Developers' Co
- Support

Story Map Basics

Learn the fundamentals of storytelling with maps.

- Learn How to Make a Story Map
- The Five Principles of Effective Storytelling
- Story Maps Videos
- The ArcGIS Book: Tell Your Story Using A Map

Story Maps FAQs

Have a question about Esri Story Maps? Start by perusing our FAQ page.

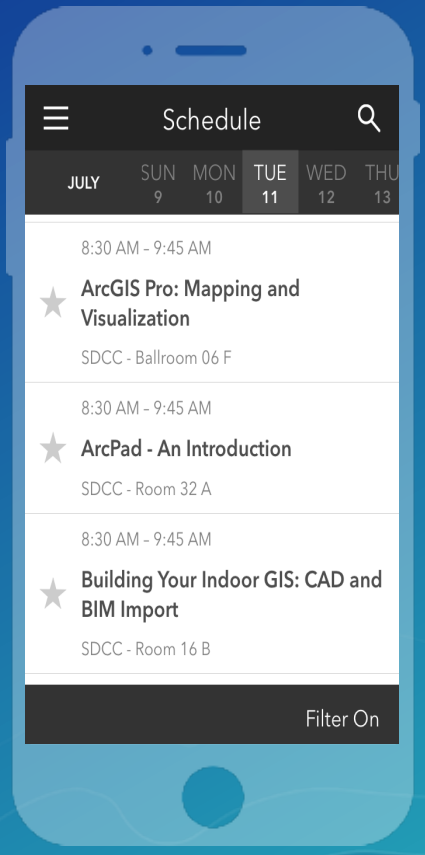
- Frequently Asked Questions

The Story Maps Community

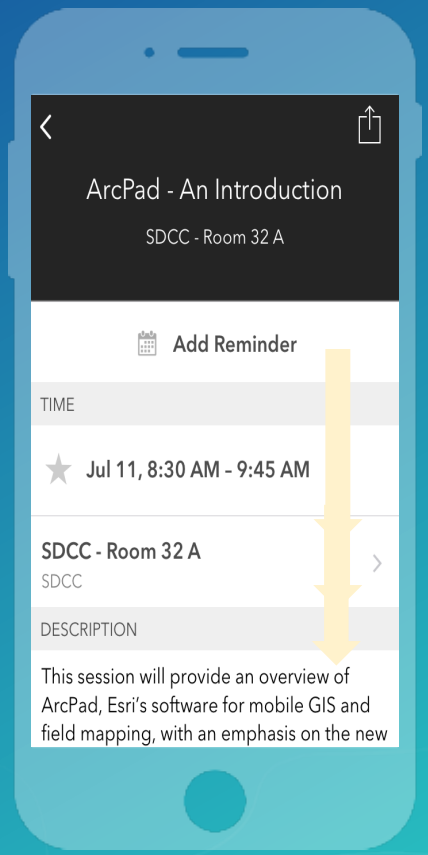
Please Take Our Survey on the **Esri Events App!**

Download the Esri Events app and find your event

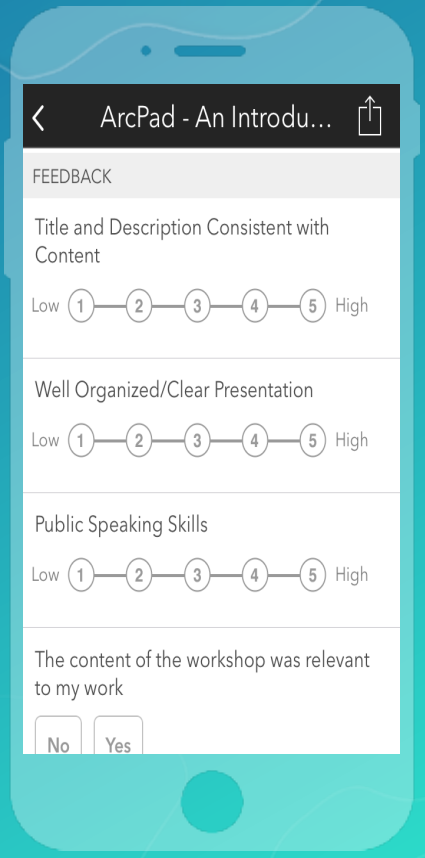
Select the session you attended



Scroll down to find the survey



Complete Answers and Select "Submit"



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OF
WHERE