



# Telling your story with **Story Maps**

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NetHope Webinar  
March 10, 2015

# What are Story Maps?

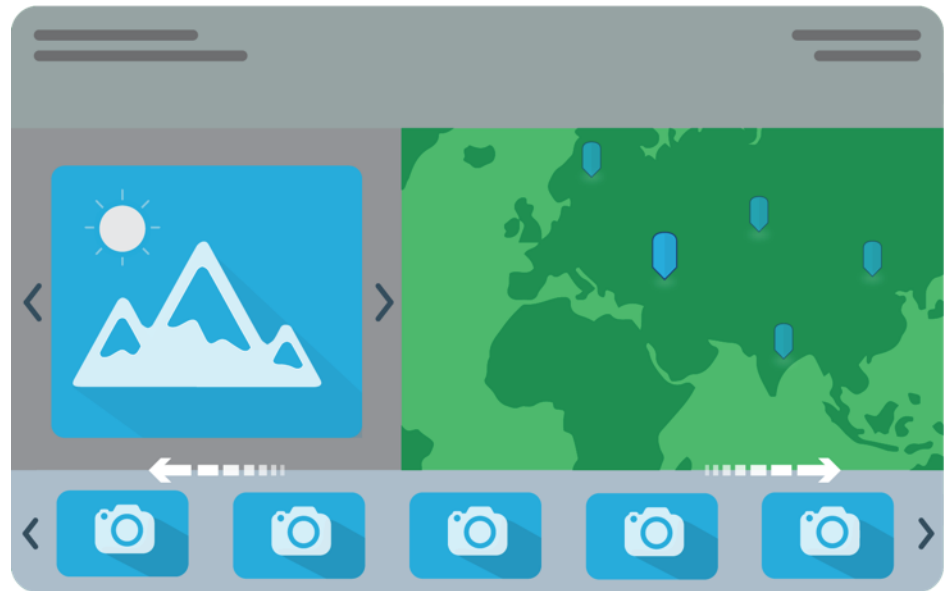
**Story Maps** are simple web apps that combine interactive maps,



**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.



Most **Story Maps** are hosted by Esri in the cloud. (But you can opt to host them yourself.)



Most **Story Maps** incorporate builder functions that enable you to build a sophisticated story with no GIS or web development skills.



Most **Story Maps** work equally well on PCs, laptops, tablets, and smartphones.





Most **Story Maps** incorporate builder functions that enable you to build a sophisticated story with no GIS or web development skills.

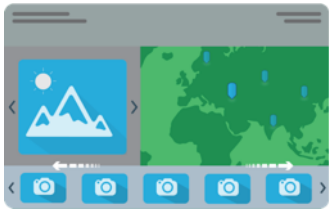


**Story Maps** include an array of apps that provide different ways of interacting with maps.



# A Variety of Story Map Apps

Story Map Tour



Sequential Narrative

Story Map Playlist



List of Items

Story Map Swipe



Comparing Two Maps

Story Map Side Accordion



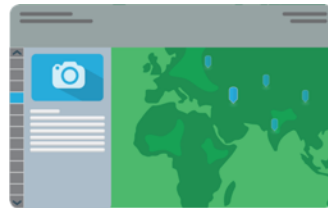
Comparing Related Maps

Story Map Journal



Journal-style narrative

Story Map Countdown



Ranked List of Places

Story Map Spyglass



Comparing Two Maps

Custom story maps



Custom projects

Story Map Basic



Displaying a single map

Story Map Shortlist



Curated List of POIs

Story Map Tabbed



Comparing Related Maps

More to  
come!

## We'll focus on...**Sequential Narratives**



### **Story Map Tour**

- Presenting a sequence of geotagged photos or videos and brief text

• HOSTED • BUILDER FUNCTION • RESPONSIVE



### **Story Map Journal**

- A rich multimedia narrative accommodating longer text

• HOSTED • BUILDER FUNCTION • RESPONSIVE

# Sequential Narratives



## Story Map Tour

- Presenting a sequence of geotagged photos or videos and brief text

- HOSTED
- BUILDER FUNCTION
- RESPONSIVE

- Less text
- Emphasis on photos, videos
- Good for travelogues, walking tours

# Story Map Tour

## Waterfalls of Havasu Canyon, Arizona

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

Make every effort to visit Havasu Cascade Canyon and see for yourself five outstanding waterfalls, with dozens of travertine terraces between them, in a very picturesque landscape.



Starting point at the canyon's rim, called the Hilltop

This hike took place in April, 2014.



Starting point at the canyon's rim, called the Hilltop



We are going where? Down there?



First view from the Hilltop



First steps down. Last steps up.



A look back at the trail head on the Hilltop



Horses and mules carry a lot of cargo



Horses going uphill



A place to rest

# Story Map Tour

## Lewis and Clark's Scientific Discoveries: Animals

This map displays the animal species that were discovered by Lewis and Clark on their epic journey of 1804-1806.

Lewis and Clark National Historic Trail



**Plains Horned Lizard; Texas Horned Lizard**

**Plains Horned Lizard; Texas Horned Lizard**

Scientific name: *Phrynosoma cornutum*. A "horned lizard" was among the specimens sent to President Jefferson from St. Louis just before Lewis left to join Clark to start the Expedition. Due to the unusual body and short legs, horned lizards have been mistaken for amphibians, hence the nickname "horned toad." Photo credit: Diana-Terry Hibbitts

1 Plains Horned Lizard; Texas Horned Lizard	2 Eastern Woodrat	3 Northern Raccoon	4 Channel Catfish	5 Least Tern	6 Bull Snake; Say's Pine Snake	7 Blue Catfish	8 Mule Deer	9 Black-tailed Prairie Dog	10 Prairie Sharp-tailed Grouse
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# Story Map Tour



Geography Bee: A Global Gallery of Pollinators



## *Exaerete frontalis*, Guayana

Big, Big, Big. In all its black-winged metallic glory...this species is larger than any bee north of Mexico, we trekked 2 days into the jungles of Guyana to find it. This species, and the genus as a whole, is a nest parasite on other equally large canopy dwelling Orchid Bees.

A story map





# Story Map Tour

**Geography Bee: A Global Gallery of Pollinators**

**esri**

A story map

***Ceratina smaragdula*, Hawaii**

A Beautiful Invasive. *Ceratina smaragdula*, male, captured on Hawaii, Oahu, March 2012. This Asian species has invaded the Hawaiian Islands where it thrives in sea of introduced garden plants found at lower elevations on the islands.

Esri, HERE, DeLorme | Esri, DeLorme, NGA, USGS **esri**

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# Sequential Narratives

- “Main stage” features maps, images, video, web pages
- Side panel with text, photos, videos
- Ideal for text-based narratives, presenting GIS results



## Story Map Journal

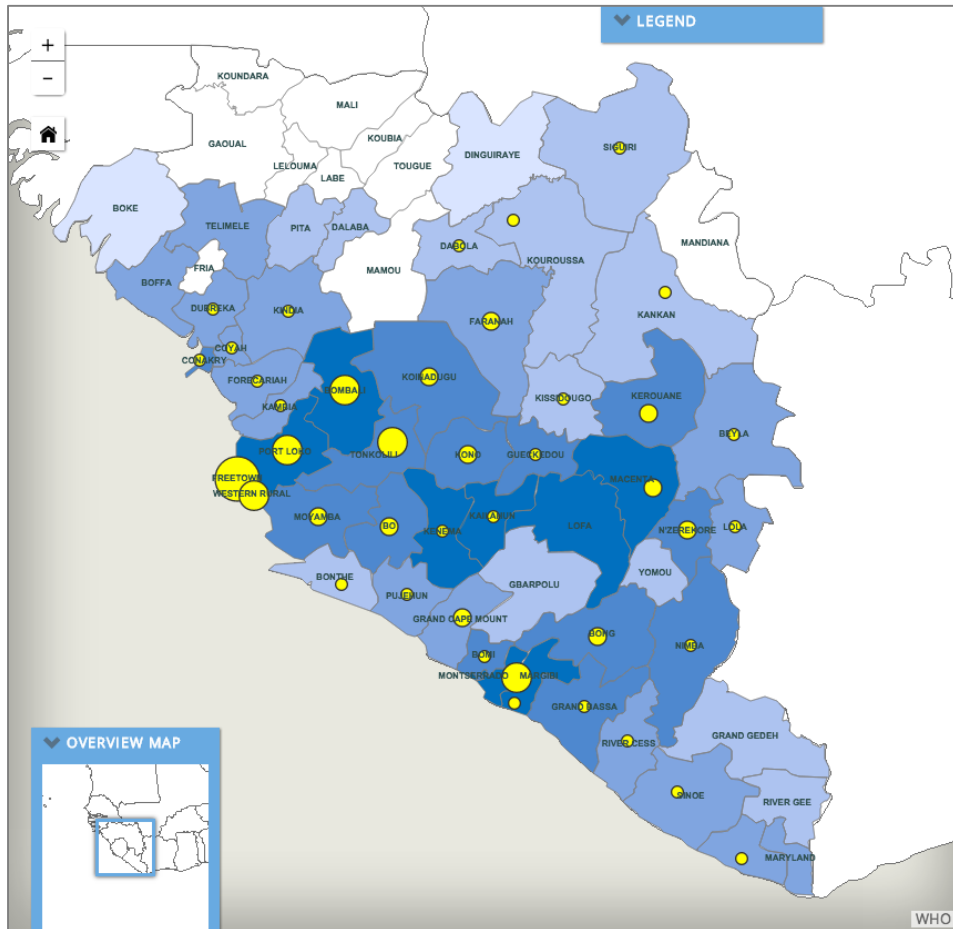
- A rich multimedia narrative accommodating longer text

• HOSTED

• BUILDER FUNCTION

• RESPONSIVE

# Story Map Journal



26 NOVEMBER 2014

## COUNTRIES WITH WIDESPREAD AND INTENSE TRANSMISSION

A total of 15 901 confirmed, probable, and suspected cases of EVD and 5674 deaths have been reported up to the end of 23 November 2014 by the Ministries of Health of Guinea and Sierra Leone, and 22 November by the Ministry of Health of Liberia (table 1). The data are reported through WHO country offices.

Table 1: Confirmed, probable, and suspected cases in Guinea, Liberia, and Sierra Leone

Country	Case definition	Cumulative cases	Cases in past 21 days	Cumulative deaths <sup>1</sup>
Guinea	Confirmed	1850	374	1050
	Probable	210	*	210
	Suspected	74	*	0
	<b>Total</b>	<b>2134</b>	<b>374</b>	<b>1260</b>
Liberia <sup>2</sup>	Confirmed	2727	319**	±
	Probable	1754	*	±
	Suspected	2687	*	±
	<b>Total</b>	<b>7168</b>	<b>319**</b>	<b>3016</b>
Sierra Leone	Confirmed	5441	1339	1189
	Probable	79	*	174
	Suspected	1079	*	35
	<b>Total</b>	<b>6599</b>	<b>1339</b>	<b>1398</b>
<b>Total</b>		<b>15 901</b>	<b>2032</b>	<b>5674</b>

Data are based on official information reported by ministries of health, through WHO country offices. These numbers are subject to change due to ongoing reclassification, retrospective investigation and availability of laboratory results. \*Not reported due to the high proportion of probable and suspected cases that are reclassified. \*\*Data available for past 20 days only. †Data not available. ‡Data missing for 23 November.

Map Disclaimer

## GUINEA

A total of 148 new confirmed cases were reported nationally during the week to 23 November (figure 1), compared with 81 cases the week before. The south-eastern districts of Macenta (26 new confirmed cases), N'Zerekore (29 new confirmed cases), and Kerouane (8 new confirmed cases) accounted for 43% of all new cases reported in the country during the past week (figure 4). However, the district at the outbreak's epicentre, Gueckedou, which neighbours Macenta, reported only 2 new confirmed cases

# Story Map Journal



A stor...     Edit 

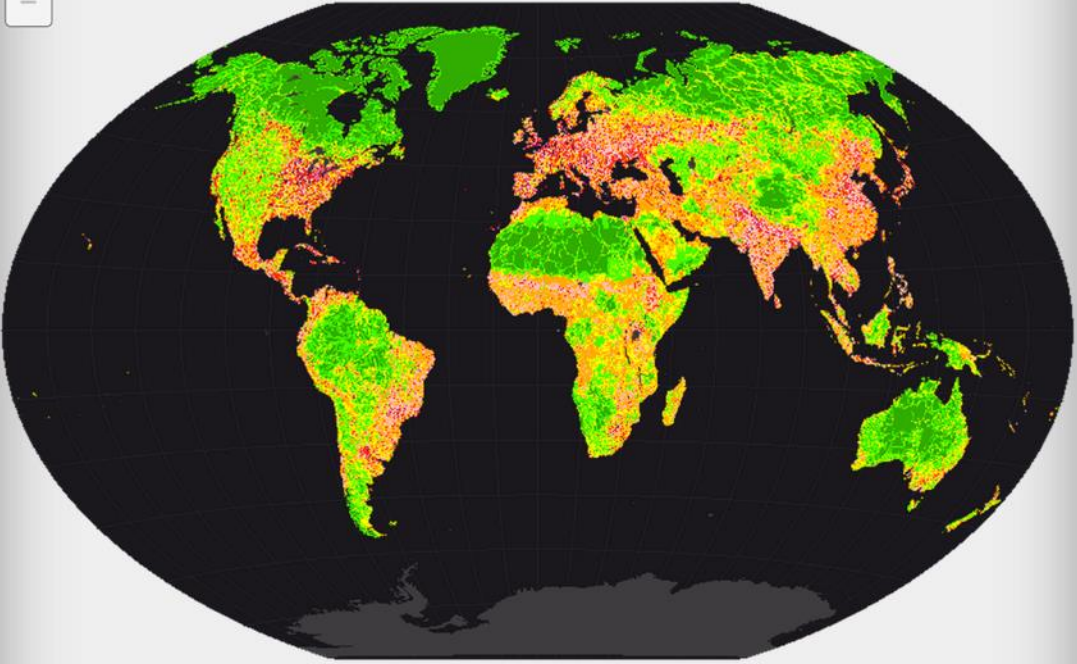
## We are Living in The Age of Humans

Earth is changing rapidly, and an increasing number of scientists say that humans have become the dominant force driving these changes. While the term has no formal definition, many agree that we are now living in an age shaped by human activity: the Anthropocene.

Evidence for the Anthropocene ranges from worldwide population booms to the expansive transformation of the landscape. But solutions are cropping up at the local level that could help create a more resilient global








# Story Map Journal



A world map showing human impact on land surface. The map uses a color scale from green (minimal impact) to red and purple (high impact). High impact areas are concentrated in Europe, North America, and parts of Asia and Africa. The map is displayed on a dark background.

LEGEND

A stor...     Edit 

## We are Living in The Age of Humans


# 75%

of Earth's land surface outside of ice sheets is managed by humans.

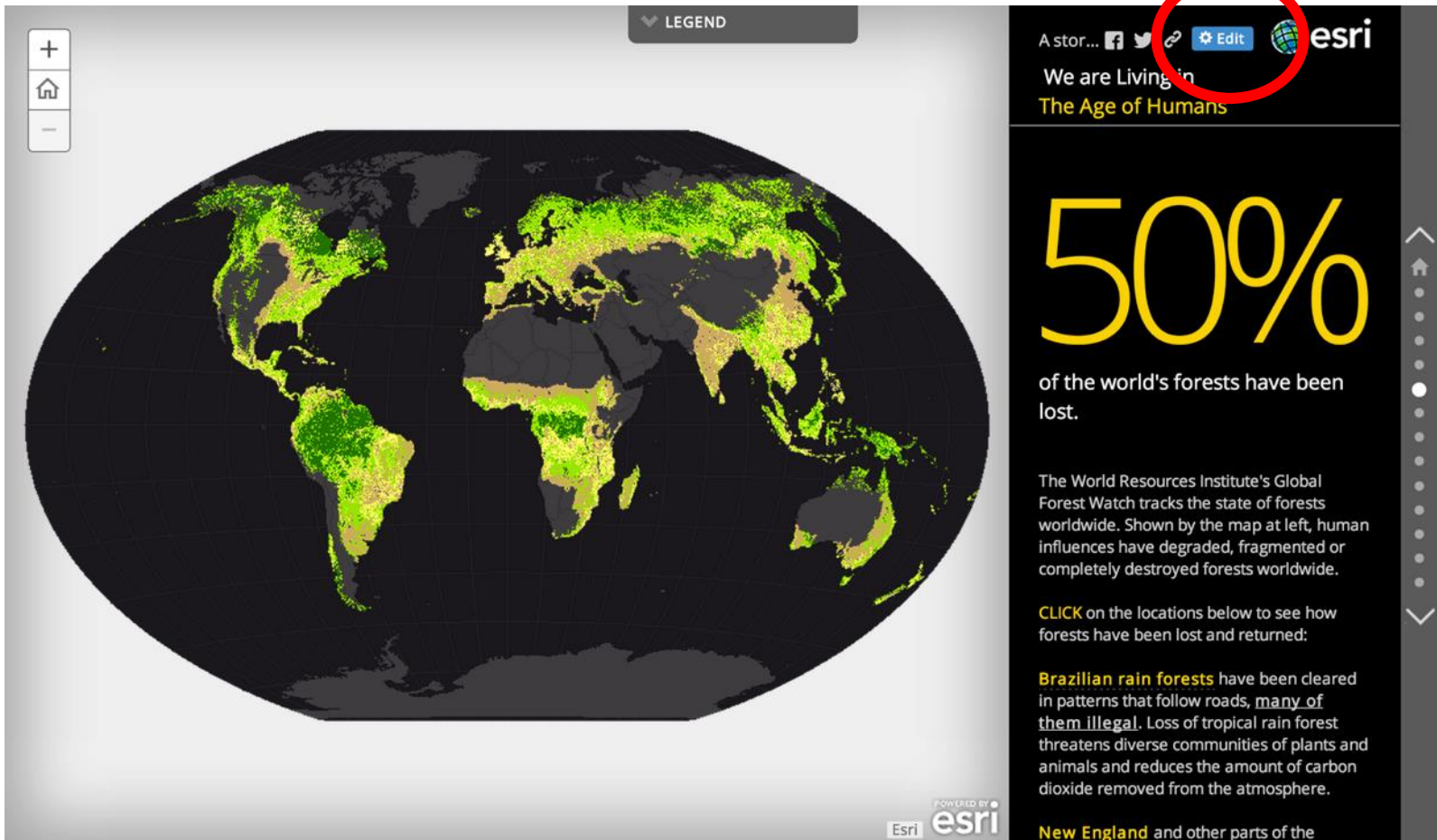
The map at left, developed by the Wildlife Conservation Society, reflects patterns of roads, urban concentrations, agriculture and other factors to show the extent of human modification of the landscape. Green represents minimal human impact; orange, red and purple reflect a high degree of human activity.

**CLICK** on the locations below to see examples of highly managed landscapes:

**The Netherlands** is home to this geometric array of fields and villages called the Zuiderzeewerken, an expanse of reclaimed land created by dikes and drainage systems.






Esri | WCS/CIESIN 

# Story Map Journal Builder function



The image shows a screenshot of an Esri Story Map Journal interface. On the left, there is a world map with green and yellow areas indicating forest loss. The map is titled "We are Living in The Age of Humans". The right side of the interface features a text panel with a large yellow "50%" and the text "of the world's forests have been lost." Below this, there is a paragraph of text explaining that the World Resources Institute's Global Forest Watch tracks the state of forests worldwide. The text panel also includes a "CLICK" instruction and a link to "Brazilian rain forests". The interface includes a legend, a home button, and a zoom control. The Esri logo is visible in the bottom right corner.

LEGEND

A stor...      esri

We are Living in  
The Age of Humans

50%


of the world's forests have been lost.

The World Resources Institute's Global Forest Watch tracks the state of forests worldwide. Shown by the map at left, human influences have degraded, fragmented or completely destroyed forests worldwide.

CLICK on the locations below to see how forests have been lost and returned:

**Brazilian rain forests** have been cleared in patterns that follow roads, many of them illegal. Loss of tropical rain forest threatens diverse communities of plants and animals and reduces the amount of carbon dioxide removed from the atmosphere.

**New England** and other parts of the

POWERED BY  
Esri  esri

# Story Map Journal Builder function

The screenshot displays the Map Journal Builder interface. At the top, the title "Map Journal Builder" is followed by navigation options: "SETTINGS", "SHARE", "VIEW LIVE", and "HELP". A "SAVE" button is visible in the top right corner, with a status message "No pending change Application is shared publicly".

The main content area is split into two panels. The left panel features a world map with a color-coded overlay representing human impact on the land surface. The colors range from green (minimal impact) to orange, red, and purple (high impact). A "LEGEND" tab is positioned above the map. On the left side of the map, there are three vertical buttons: a plus sign (+), a home icon, and a minus sign (-).

The right panel is a story map titled "We are Living in The Age of Humans". It includes social media sharing icons for Facebook, Twitter, and LinkedIn, along with the Esri logo. A large yellow "75%" is prominently displayed, followed by the text "of Earth's land surface outside of ice sheets is managed by humans." Below this, a paragraph explains that the map, developed by the Wildlife Conservation Society, shows patterns of roads, urban concentrations, agriculture, and other factors. It notes that green represents minimal human impact, while orange, red, and purple indicate a high degree of human activity.

At the bottom of the right panel, there are two buttons: "ADD SECTION" and "ORGANIZE". The bottom of the interface features the Esri logo and the text "POWERED BY esri" and "Esri | WCS/CIESIN".

# Story Map Journal Builder function

The screenshot displays the Map Journal Builder interface. At the top, the title "Map Journal Builder" is visible, along with navigation options: "SETTINGS", "SHARE", "VIEW LIVE", and "HELP". A status bar on the right indicates "No pending change" and "Application is shared publicly" with a "SAVE" button. The main workspace shows a globe with a map overlay and a text panel on the right with the heading "75% Earth's land surface outside of sheets is managed by humans." and a paragraph of text. A dialog box titled "EDIT SECTION" is open in the foreground, featuring a pencil icon. The dialog has two tabs: "Main Stage" and "Side Panel". Under "CONTENT:", there are radio buttons for "Map", "Image", "Video", and "Web page", with "Map" selected. Below this, there are configuration options for "Web map" (a dropdown menu showing "Anthropocene Current web map"), "Location" (radio buttons for "Web map default" and "Custom configuration"), "Content" (radio buttons for "Web map default" and "Custom configuration"), "Popup" (radio buttons for "Web map default" and "Custom configuration"), and "Extras" (checkboxes for "Overview Map" and "Legend", with "Legend" checked). At the bottom of the dialog are "SAVE" and "CANCEL" buttons. The background interface includes a sidebar with a home icon and a bottom navigation bar with "ADD SECTION" and "ORGANIZE" buttons. Logos for Esri and WCS/CIESIN are visible at the bottom.



# Story Map Journal Builder function

The screenshot displays the Map Journal Builder interface. At the top, the title "Map Journal Builder" is visible, along with navigation options: "SETTINGS", "SHARE", "VIEW LIVE", and "HELP". A status bar on the right indicates "No pending change" and "Application is shared publicly" with a "SAVE" button. The main workspace shows a globe on the left and a story map on the right. The story map includes a large "75%" graphic and text about human land management. A white "EDIT SECTION" dialog box is open in the center, featuring a rich text editor with various formatting tools (bold, italic, underline, strikethrough, text color, size, link, unlink, list, indent, quote, table) and a "Main Stage Actions" button. The text in the editor reads: "The map at left, developed by the Wildlife Conservation Society, reflects patterns of roads, urban concentrations, agriculture and other factors to show the extent of human modification of the landscape. Green represents minimal human impact; orange, red and purple reflect a high degree of human activity. CLICK on the locations below to see examples of highly managed landscapes: The Netherlands is home to this geometric array of fields and villages called the Zuiderzeewerken, an expanse of reclaimed land created by diking and draining portions of the Zuiderzee, a shallow inlet of the North Sea. British Columbia, Canada has been transformed by intensive clear-cut logging. Vast woodland tracts in western Canada and the United States have become...". At the bottom of the dialog are "SAVE" and "CANCEL" buttons. The background story map text includes "75% Earth's land surface outside of sheets is managed by humans." and "map at left, developed by the Wildlife Conservation Society, reflects patterns of roads, urban concentrations, agriculture and other factors to show the extent of human modification of the landscape. Green represents minimal human impact; orange, red and purple reflect a high degree of human activity."

# Story Map Journal Builder function

Map Journal Builder SETTINGS SHARE VIEW LIVE HELP No pending change Application is shared publicly SAVE

LEGEND

ORGANIZE

Drag and drop sections to organize your content.

Title	Publication date	Status
We are Living in The Age of Humans (The home section cannot be moved)		
Mapping the Scope of Human Influence	10 07 2014 - 01:22 PM	Published
7.25 billion people inhabit the Earth	10 07 2014 - 05:00 PM	Published
Humans influence nearly every corner of the Earth	10 07 2014 - 05:03 PM	Published
Food production consumes vast tracts of land	10 07 2014 - 05:04 PM	Published

Display sections in reverse order

EXPORT CONTENT APPLY CANCEL

Story map esri

We are Living in the Age of Humans

75%

Earth's land surface outside of sheets is managed by humans.

map at left, developed by the Wildlife Conservation Society, reflects patterns of urban concentrations, agriculture and other factors to show the extent of human modification of the landscape. Green represents minimal human impact; orange, red and purple reflect a high degree of human activity.

CLICK on the icons below to see examples of highly managed landscapes; ADD SECTION ORGANIZE

Esri | WCS/CIESIN

# Story Map Journal Builder function

The screenshot displays the Map Journal Builder interface. At the top, the title "Map Journal Builder" is followed by navigation links: "SETTINGS", "SHARE", "VIEW LIVE", and "HELP". On the right, a status bar indicates "No pending change" and "Application is shared publicly" with a "SAVE" button. The main workspace shows a globe with a heatmap overlay. A "SETTINGS" dialog box is open, featuring a gear icon and a checkmark. It has tabs for "Layout", "Layout options", "Theme", "Fonts", and "Header". The "Layout" tab is selected, showing two options: "Side Panel" and "Floating Panel".

**SETTINGS**

Layout    Layout options    Theme    Fonts    Header

**Side Panel**  
A layout for a text intensive story that excels at combining your photos, videos, and maps in a clear focused message.

**Floating Panel**  
A layout that puts your cartography in focus while allowing a transparent short form text panel to help tell the story.

APPLY    CANCEL

Background text on the right: "75% Earth's land surface outside of the sheets is managed by humans." "The map at left, developed by the Wildlife Conservation Society, reflects patterns of roads, urban concentrations, agriculture and other factors to show the extent of human modification of the landscape. Green represents minimal human impact; orange, red and purple reflect a high degree of human activity."

Footer: "Esri | WCS/CIESIN" and "POWERED BY esri".

# Story Map Journal Builder function

The screenshot displays the Map Journal Builder interface. At the top, the title "Map Journal Builder" is visible, along with navigation options: "SETTINGS", "SHARE", "VIEW LIVE", and "HELP". A status bar on the right indicates "No pending change" and "Application is shared publicly" with a "SAVE" button. The main workspace shows a map of North and South America with a color-coded overlay representing human activity. A "SETTINGS" dialog box is open in the foreground, featuring tabs for "Layout", "Layout options", "Theme", "Fonts", and "Header". The "Layout" tab is active, showing options for "Left" and "Right" panel placement, and "Small", "Medium", and "Large" size selections. Two preview boxes illustrate the layout: one labeled "Main Stage" and "Side Panel", and another showing "70%" and "30%" width allocations. Below these, there is a checkbox for "Display sharing links at the bottom of each section" with a descriptive text block. At the bottom of the dialog are "APPLY" and "CANCEL" buttons. The background map shows a large "75%" figure and text about land surface management by humans. The Esri logo and "POWERED BY esri" are visible at the bottom right.

# Story Map Journal Builder function

The screenshot displays the Map Journal Builder interface. At the top, the title "Map Journal Builder" is visible, along with navigation options: "SETTINGS", "SHARE", "VIEW LIVE", and "HELP". A status bar on the right indicates "No pending change" and "Application is shared publicly" with a "SAVE" button. The main workspace shows a map of the Americas with a color-coded overlay representing human activity. A "SETTINGS" dialog box is open, featuring tabs for "Layout", "Layout options", "Theme", "Fonts", and "Header". The "Theme" tab is active, showing six theme preview cards. The bottom-left card is selected, indicated by a blue checkmark icon. At the bottom of the dialog are "APPLY" and "CANCEL" buttons. The background content includes a large "75%" statistic and text about human impact on land surface, along with social media icons and the Esri logo.


# Storymaps.arcgis.com

Story Maps ▾ APPS GALLERY COLLECTIONS SUPPORT BLOG English ▾

## Use Story Maps to Inform and Inspire Your Audience

Story maps combine interactive maps and multimedia content into elegant user experiences. They make it easy for you to harness the power of maps to tell your stories.

[WHAT'S A STORY MAP?](#) [FOLLOW US](#)



## Featured Story Maps

Get ideas for your own story maps from these examples created by a growing community of authors. View more story maps in our [Gallery](#).



Animal Planet: Ice Cold Gold Episode Journal - Prelude



Mountains of Fire: A 3D Tour of the World's Most Active



A Nation of Drones



Snow Journal - Boston 2015



Glen Canyon: The Place No One Knew



Explore a Tapestry of World Ecosystems



Presidential Colleges



Celebrating a World of Cheese



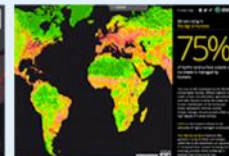
Map Journal 20150107



Lewis and Clark's Scientific Discoveries: Animals



The Death and Rebirth of the Mall



The Age of Humans

## What You'll Need

An **ArcGIS Online account**—public or organization

Esri's non-profit program offers these at deep discounts



**Thank You**