ArcGIS StoryMaps
Helping to tell your stories

Paul Reich
Soil and Plant Science Division
Main Topics

- Story Map Development & Best Practices
- How Story Maps are used by SPSD
- Example Story Maps
- Scientific review and English edit
- Learning more
What is a Story Map?

- Online multimedia interactive stories
- Creators use ESRI ArcGIS Online environment
- Maps
- Text
- Photos
- Audio and video
- Embed web content
Story Map Development & Best Practices

- ArcGIS StoryMaps vs Classic ESRI Story Maps
- Content preparation
- Design development
- Web map preparation
- Design choices
ArcGIS StoryMaps vs Classic Story Maps

• ESRI Story Maps is now known as Classic Story Maps
• ArcGIS StoryMaps is the new version
• New version offers a more streamlined modern interface and design options
Classic Story Maps

• ESRI Story Maps was the original Story Map builder interface (2010)
• Templates for different types of stories
  • Journal
  • Cascade
  • Series
  • Shortlist
  • Swipe & Spyglass
  • Map Tour
• The classic builders will be available to create new stories until July 2024
ArcGIS StoryMaps

- ArcGIS StoryMaps is the new version of the StoryMaps builder
- New versions of all the most popular classic templates and features
- Streamlined interface allows you to combine different styles in one story
- Express maps feature
- New collaboration features: Shared update groups
- Better support for viewing on mobile devices
New Collaboration Feature

In ArcGIS Online, **shared update groups** can be created to give others permission to edit your content.

Members of that group become co-authors since you have granted them permission to edit your story. Co-authors can edit and publish shared stories.

Organization administrators can create groups that allow members to update items that are shared with the group.

More info: 
Know your audience
Internal or external
Technical or nontechnical
Content Preparation & Storyboarding

Story Map Elements
- Text
- Map
- Images
- Audio/Video
- Web content

Decide where your content elements fit in your story
Content Preparation

Content Elements
• Text
• Map (ArcGIS Online or Express Map)
• Images (jpg, gif, png, bmp)
• Audio/Video (video links)
• Web content for embedding

Organize your content before starting your Story Map
Try initial layout using PowerPoint
Developing Your Story

REVISE

DESIGN

REVIEW

DEVELOP
Web Map Preparation

- ArcGIS Online web map
Web Map Preparation – Express map

Create map within the StoryMap interface

Good for:
- Small locator map
- To highlight important areas
- To show a route or sequence of events
Design Choices

• Know your audience
• Evaluate and organize your content
  • Text
  • Photos
  • Audio/Video
  • Map
• Choose the best template to tell your story
  • Journal
  • Cascade
  • Series
  • Shortlist
  • Map Tour
  • Swipe
StoryMap Templates: Journal

Sidecar docked panel layout

Similar to the classic Journal

Large media panel on one side and a narrative panel on the other

The media changes to match the narrative as readers scroll through each section in the sidecar

The sidecar can include text, images, video
StoryMap Templates: Cascade

- The basic layout of a story in ArcGIS StoryMaps is a scrolling narrative, just like Cascade.

- Floating text and full-screen media create an immersive experience.

Slideshow is like Cascade but navigation for a slideshow is horizontal rather than vertical.
StoryMap Templates: Series

- Add a series of stories, ArcGIS apps, and other web content
- Configure with tabbed or bulleted layouts of the classic Series template

Organize useful sets of related content
StoryMap Templates: Shortlist

• Share a large set of places (up to 100) with your audience.
• Recently, the explorer map tour was added to ArcGIS StoryMaps

Flexible exploration of map and photo content
StoryMap Templates: Map Tour

- Create a guided tour
- Emphasis on images
- Can include text and video

Sequentially order images and locations
StoryMap Templates: Swipe

- Use Swipe to compare two maps
- Before-and-after view of aerial imagery
- Show change over time

Encourages interaction and engagement
Visual Identity Guidance

FPAC guidance on Agency logo usage

SPSD guidance on NCSS logo usage
Adding Logo to a Story Map

ArcGIS StoryMaps

- Customize
  - Logo
    - NCSS
    - National Cooperative Soil Survey
  - Remove
  - Logo link
    - /ps/portal/nrcs/main/soils/survey/partnership/ncss/

Classic Story Maps

- SETTINGS
  - Layout options
    - Esri logo
    - My logo
    - No logo
  - Image:
    - Upload a logo
  - Link:
    - https://www.nrcs.usda.gov/wps/portal/nrcs/site/national/
  - Tagline:
    - Soil and Plant Science Division
  - Link:
    - https://www.nrcs.usda.gov/wps/portal/nr/
  - Facebook
  - Twitter
  - Share

- APPLY
- CANCEL
Soil and Plant Science Division Stories

Communicating with Story Maps

- Project introduction
- Success stories
- Organize web content
- Presentation platform
Highlight Success Stories

Collaborating to Advance Ecological Sites in Hawaii

(Back row from left): Curtis Talbot, Kendra Moseley, Michael Constantinides, Carolyn Wong; (front row from left): Jacky Vega, Amy Koch and Mike Kolman. (David Clausnitzer not pictured)
Customer Focused Web Access

Get Involved with Locally Led Conservation Efforts

For LWG meeting information, including the location, date, and contact person, select the conservation district on the map in the main display window (right). The pop-up display provides the meeting details.

The locally led conservation effort is the foundation of the Natural Resources Conservation Service’s conservation program delivery process. Through local input, such as the Local Work Group (LWG), the Natural Resources Conservation Service (NRCS) gathers recommendations on local natural resource priorities. These discussions will help direct the United States Department of Agriculture (USDA) conservation activities and programs that will coordinate with other Federal, State, and Tribal and local conservation programs. This will help provide a coordinated effort to address conservation concerns specific to a local area.

Convened by the local Soil and Water Conservation District (SWCD) and NRCS, the LWG responsibilities include:
- Identifying the greatest conservation needs in the conservation district;
- Prioritizing the conservation needs that can be addressed by USDA programs;
Example Story Maps

Understanding Dynamic Soil Properties

Dynamic soil properties (DSPs) are soil properties that change with natural and anthropogenic disturbances and stressors including agricultural and wildland management. DSPs are indicators of soil function and soil change. Information about how soils change due to management and how those changes impact soil functions are crucial to sustainable soil management on all kinds of lands.

Project Location: Sierra Nevada de Santa Marta, Colombia
Northern most extent of the Andes mountain range near the coast of the Caribbean Sea.

Urban Soil Survey

The U.S. Department of Agriculture’s (USDA) Natural Resources Conservation Service (NRCS) is the lead Federal agency for mapping and interpreting our nation’s soils, including urban areas. NRCS actively produces and maintains soil maps and reliable information on soil properties, ratings, and interpretations. NRCS soil survey information is available online at no cost.

NRCS leads the National Cooperative Soil Survey, a nationwide partnership of Federal, regional, State, and local agencies and private entities. This partnership works to improve our nation’s agricultural productivity and environmental quality.

nrcs.usda.gov/
SPSD Internal Review Process

Internal reviews are intended to assess documents for

- 1) sound science
- 2) novel contribution to understanding
- 3) support for agency and division missions
SPSD Internal Review Process

• English edit
  • Submit the Story Map and Review Certificate form to supervisor for review and signature
  • Submit the story map link, a text file, and Review Certificate form to: NSSC-Editors@usda.gov
  • Include captions, headings, and text contained in the secondary navigation panels
  • The editors will help you with the review process
  • National leadership will review the document as part of the review process
SPSD Internal Review Process

• **Scientific review**
  
  • After English edit email the Review Certificate form to John Andreoni
  
  • Submit the form including the link to the Story Map in the “Posting Location” field
  
  • Be sure to follow the naming convention of the form
  
  • Expect 7 working days for the review
  
  • See SPSD Internal Review SharePoint for the Review Certificate form and detailed guidance
Learn more about StoryMaps

**Learning Plan**

**ArcGIS StoryMaps Fundamentals**

- **Creating Story Maps with ArcGIS**
  - Instructor-led, 1 Day (8 hrs), $700
- **Meet the New ArcGIS StoryMaps**
  - Training seminar, 1 hr, Free
- **Get Started with ArcGIS StoryMaps**
  - Tutorial, 30 minutes, Free
- **Getting Started with ArcGIS StoryMaps**
  - Story Map, Free
- **The Anatomy of a Story**
  - Story Map, Free
- **Moving to the New ArcGIS StoryMaps**
  - Story Map, Free
Learn more about StoryMaps

• ESRI’s ArcGIS StoryMap resources
Learn more about StoryMaps

- ArcGIS StoryMaps

ArcGIS StoryMaps

24 videos • 7,308 views • Last updated on Oct 29, 2020

Esri Story Maps let you combine authoritative maps with narrative text, images, and multimedia content. They make it easy to harness the power of maps and geography to tell your story. This playlist will help you get started and inspired to make your own story maps.

1. Esri - Smithsonian StoryMaps Webinar
   1:55:08
   ArcGIS

2. StoryMaps Live: September 2020 with Miriam Olivares, Lauren Kim, Emily Marlon, Yale University
   1:01:33
   ArcGIS

3. StoryMaps Live: July 2020 featuring John Nerge, Chanté Mitchell, Chris Ranck, Brooklyn Park, Minnesota
   1:00:48
   ArcGIS

   1:02:17
   ArcGIS

5. StoryMaps Live: April 2020 Featuring Kathy Carroll
   57:15
   ArcGIS

   53:23
   ArcGIS
Learn more about StoryMaps

- ESRI StoryMaps team & GeoNet

StoryMaps Weekly Waypoint
The latest ArcGIS StoryMaps enhancements, resources, featured stories, and social buzz

GeoNet, The Esri Community
A global community of Esri users where you can find solutions, share ideas, and collaborate to solve problems with GIS
StoryMaps – Featured Online Resources

Getting Started with StoryMaps

ArcGIS StoryMaps: https://storymaps.arcgis.com/
ArcGIS StoryMaps Fundamentals: https://www.esri.com/training/catalog/5e14de4036e7e15d09b53af9/arcgis-storymaps-fundamentals/
StoryMaps Weekly Waypoint: https://storymaps.arcgis.com/collections/2b88c1b7d9ea4b8d8e6fd3eb77c3f97?item=1
ArcGIS YouTube: https://www.youtube.com/playlist?list=PLGZUzt4E4O2LrVMrFl5-lmqFWJlpsH
Moving to ArcGIS StoryMaps: https://storymaps.arcgis.com/stories/472a6d5d582b40b58a5a6af2c30a4573

SPSD Story Map Examples

Hawaii ESDs: https://arcg.is/1Pyqq4
Cacao for Peace: http://arcg.is/0qLguj
Soil Resources of Arkansas: https://nrsc.maps.arcgis.com/apps/Cascade/index.html?appid=0acb22ab6ec44c008c9ed3a7e84888
NCSS: http://bit.ly/2AMoF7T
Dynamic Soil Properties: https://arcg.is/1r8GG9
Soil Survey Offices on Campus: http://arcg.is/1G4HDC
Urban Soil Survey: https://arcg.is/0Wnu1
NRCS Texas Dashboard: https://nrsc.maps.arcgis.com/apps/MapSeries/index.html?appid=e0c4eae1669e456fb368051804b6bc86

Agency Guidance

NCSS Logo guidance: https://www.nrcs.usda.gov/wps/portal/nrcs/detail/soils/survey/partnership/ncss/?cid=nrcseprd1334251
SPSD Internal Review: https://usdagcc.sharepoint.com:/f:/sites/nrcs_ssra/ssd/Shared%20Documents/SPSD%20Internal%20Review?csf=1&web=1&e=UwexAU
Non-Discrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA’s TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at How to File a Program Discrimination Complaint and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.