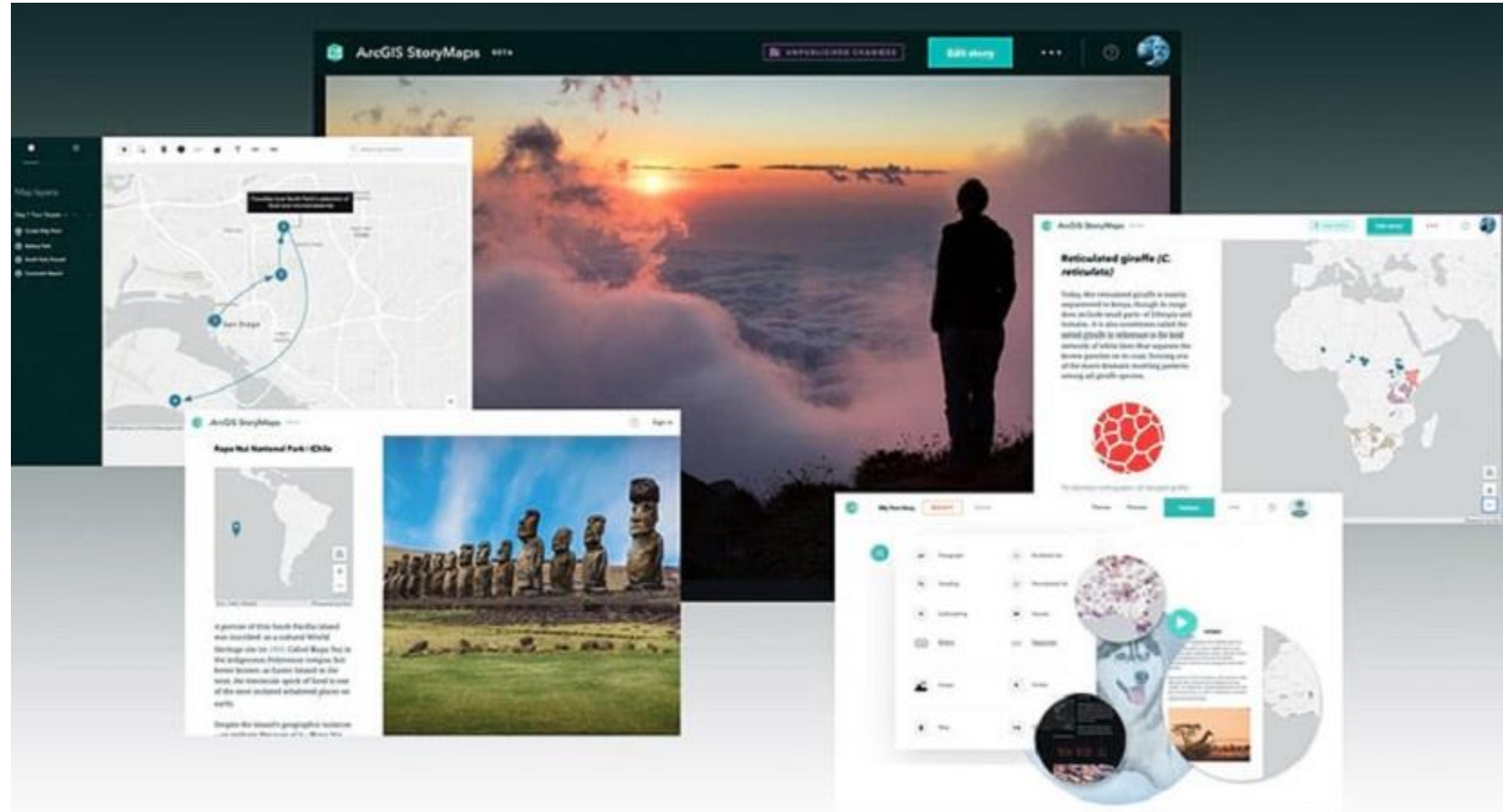




Session Objectives

By the end of the session participants will:

- Become more familiar with **GIS StoryMaps as a communication tool** (what it is and why choose/use it)
- Understand **key steps and considerations, and practical examples and tips** for developing effective StoryMaps
- Get a good sense of the **tools/functions available** in StoryMaps and be able to practise using key ones

Session Overview



Agenda

Intro to StoryMaps

- What is StoryMaps
- Why use/choose StoryMaps
- What can you do with StoryMaps
- StoryMap Examples

Q&A

StoryMapping - key steps and considerations

Q&A

Practical StoryMapping & debrief

Wrap up

What is ArcGIS StoryMaps?

Web-based or digital storytelling tool, created by ESRI

ArcGIS StoryMaps let you combine authoritative maps with text, images, and multimedia content, and make it easy to harness the power of maps and geography to tell your story.

Can be used for a wide variety of purposes - advocacy and outreach, virtual tours, travelogues, delivering public information, and many more

You can use ArcGIS StoryMaps to

- Author stories with the story builder. Stories can include maps, narrative text, lists, images, videos, embedded items, and other media.
- Publish and share your stories.

Video: <https://www.youtube.com/watch?v=HKW8qIWbUiY>

Why use / choose StoryMaps?

A story can effect change, influence opinion, and create awareness—and maps are an integral part of storytelling.

StoryMaps can give your narrative a stronger sense of place, illustrate spatial relationships, and add visual appeal and credibility to your ideas.

Provides a flexible, easy-to-use builder to weave your content together (videos, photos, and more) into a compelling and interactive narrative that's easy to publish and share

Why place-based story-telling so useful/important

- **Story-telling at the core of human communication** - Stories are memorable, compelling and impactful – put people in a receptive state of mind , evoke emotional response
- **Maps and StoryMaps engage both sides of the brain** – right rational and left artistic – creates more engaging and emotionally responsive experience
- **StoryMaps are sticky** – readers spend a lot more time on them – avg 5-6 mins versus 37 seconds on a webpage

Why use / choose StoryMaps?

Pros

- Easily accessible
- Web hosting (by ESRI on the ArcGIS Platform), multiple devices/mobile friendly
- Easy to use – templates, no coding required, configurable
- Interactive elements - Bring stories/ narrative to life
- Polished, professional-looking content
- Better reach – more interesting and appealing
- Overall better engagement
- Easy publishing/un-publishing, sharing, embedding
- Integrated with Google Analytics

Cons & other considerations

- May not support or make sense to use based on certain types of content - supports visual, place-based content
- May not be user friendly depending on the audience e.g. visually impaired?
- Time intensive
Planning story, gathering content, understanding audience
- Learning curve
Capacity and comfort level using technology?

How can StoryMaps be used?

EXAMPLES AND IDEAS:

- Public engagement
- Activism, advocacy
- Briefings and presentations
- Personal narratives
- Online guide, tour
- As an (interactive) Atlas
- Integrated in Dashboards
- Education, Instructions, Tutorials
- Embedding in webpages to add interest
- Crowdsourcing
- Project or business portfolios
- Resumes

Uses of ArcGIS Storymaps:

<https://storymaps.arcgis.com/stories/1b38cf02f39849478d3123dcd9465022>

QUESTIONS?

STORYMAP EXAMPLES

Info-sharing/documenting knowledge

- **Caribbean Local Green-Blue Enterprises -**
<https://storymaps.arcgis.com/stories/0178763ae63d499298d1feecdc7f3323>
- **Toward Climate-resilient fisheries -**
<https://storymaps.arcgis.com/stories/8e379aedce7d4fc09b0ebead3cc7e61c>

Project brief

Scaling up ecosystem restoration for climate resilience

<https://storymaps.arcgis.com/stories/e5c7f97011064896bfa013b1c29cf3b5>

Case study

Rebirth of Ashton Lagoon

<https://storymaps.arcgis.com/stories/d881577d8e20423f9a73454bf0d5713c>

Article / project feature

<https://storymaps.arcgis.com/stories/831592409ca94c21a2aa3172542c9faa>

StoryMapping - Key steps & considerations

Planning and outlining your story

A good storyteller knows that the first step to crafting a compelling story isn't jumping into the builder; it's taking time to prepare and map out your ideas.

Work through foundational questions—who you're making the story for, what you want them to learn, how you can connect with them most effectively

Why?

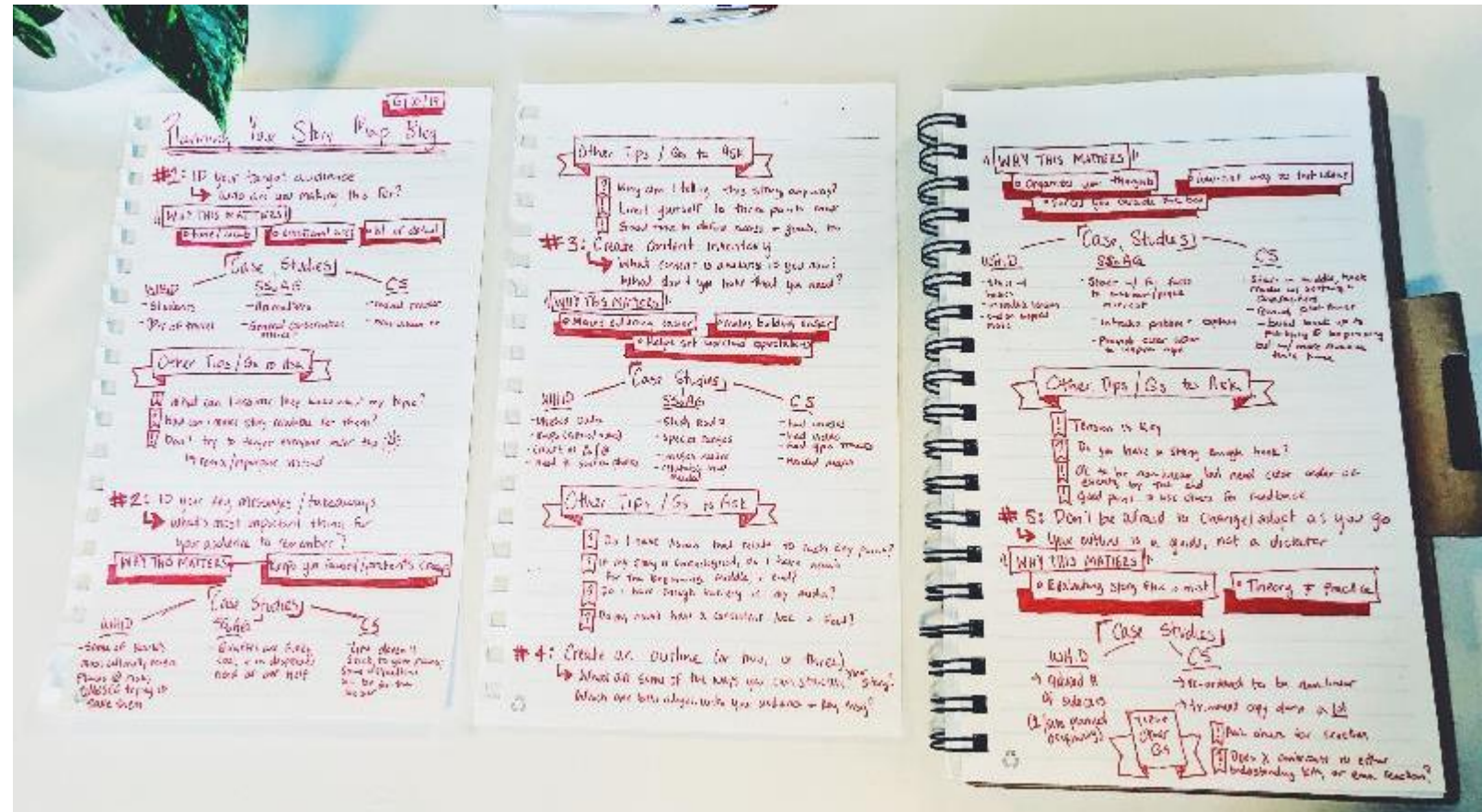
- Saves time later in the creative process
- Increases your likelihood of creating something that's both interesting and memorable.

Key steps & considerations

Pre-production Phase

Major steps in the story crafting process include:

- Identifying your target audience
- Defining your key takeaways
- Creating a content inventory
- Drafting an outline



Key steps & considerations

Identifying your target audience

- **Who, specifically, are you creating this content for?**

The answer to this question will have a significant impact on your story's tone, vocabulary, emotional arc, and level of detail.

Overall concepts might be the same different audiences, but overall delivery would be wildly different

Understanding your audience, then tailoring your story to align with their interests and knowledge is perhaps the most foundational part of creating an effective story.

Keys to success:

- Your target audience should never be “everyone” - unrealistic, should be tailored
- Ask yourself how much knowledge you can reasonably assume your target audience has about your given subject
- Think about how you can make your story relatable – familiar scenario, characters?

Key steps & considerations

Defining key takeaways:

What is the most important message for readers to remember if they only recall one or two things from your story?

- Common pitfall is trying to fit too much into one piece – don't throw every single detail at readers
- Write these key points down for easy reference
- Be strict about keeping those few takeaways at the centre of your work - especially important when creating your outline.

Keys to success:

- Ask why you are making the story in the first place; your motivation will usually be closely linked with what it is you want others to know
- No more than 3 key takeaways – too many competing ideas are draining & confusing
- Define your story's goals and success metrics. Is there something you want readers to do, now that they know your key takeaway?

World Heritage in Danger

The main thing we wanted to convey in this story is that some of the world's most unique natural and cultural places are at risk of disappearing. But, through the work of UNESCO and its partners, there is a process for preventing such irreversible loss.

The Surprising State of Africa's Giraffes

This story's key takeaway was that giraffes—these funky, peculiar, and cool creatures—need conservation intervention more desperately than most realize.

Canine Surprises

If a reader was left with just one thought after reading this, I wanted it to be that life has a way of throwing your well-intentioned plans out the window; but, sometimes, those disruptions bring you to positive outcomes you'd never even considered.

Key steps & considerations

Creating a content inventory

Take stock of what you have and what you'll need to convey key messages to your audience.

- List out all your possible content, data sources, and other potential media will make planning your narrative and managing your workload much easier in the long run.

Keys to success:

- A variety of media is a must for digital storytelling
 - Photos, videos, maps can pull a reader in
 - Make sure you have enough visual assets to speak to each message in your story.
- Aim for diversity in the views your media provides
 - mix of wide shots to set the scene and close-up detail shots that help readers feel like they're part of the setting. Both working together can really transport your audience!
- Ensure visual elements have a consistent look to them, so they naturally feel like they belong to the same story
 - Draw on colours from photos being used to determine aesthetic
 - Use of same/similar colour palettes for graphics and maps

Content Inventory

Key points

- Giraffe numbers rapidly declining
- Potentially even more serious now that there are 4 diff. species
- Groups working to conserve giraffes can use our support
- Giraffes are cool, we should protect their future

Maps

- Overall range (IUCN has this)
 - Divided by species?
 - Change over time? (Need to find historical data...)
- Safari destinations - ideal for express map
 - Need photos & descriptions for pop-ups

Photos - need to source these w/ cc0 license

- Mix of close ups & wide shots to show landscape
- Photo of each distinct species?
- Mix of lone giraffe & group shots
- Can we find any ambient video?

Graphics?

- Chart of species decline over time? (May be unnecessary/data points could be tricky?)
- Distinct mottling pattern for each species? (Link to range maps?)



Key steps & considerations

Draft an outline:

How do you weave all the pieces together to start telling your story?

- Create a story outline - very low-risk way of testing different ideas
- Variety of formats - simple bulleted list, full-blown storyboard, a slide deck etc.
- Countless ways to tell any single story – experiment, move elements around, keep target audience and key messages in mind

Keys to success:

- Make sure your story starts off with a compelling hook
- Keep it by introducing some tension to the narrative arc. Tension is what happens when there is a gap between what is and what could be
- Run your outline by someone who resembles a member of your target audience.

QUESTIONS?

Practical StoryMapping

Make your first story



Start by planning



Craft your narrative



Add your map



Refine the design



Share your story

- **Demo** – run through of StoryMap template
- Practising key steps
 - Starting a storymap / launching the builder
 - Adding narrative and other content – text, photos, video, map (Express map)
 - Publishing and sharing

Reminder and Resources

- Sign up for an ArcGIS public account
Participants can go to the link below. Clicking 'sign in' will allow them option to sign up for an account . <https://storymaps.arcgis.com/>

StoryMap Gallery : <https://doc.arcgis.com/en/arcgis-storymaps/gallery/>

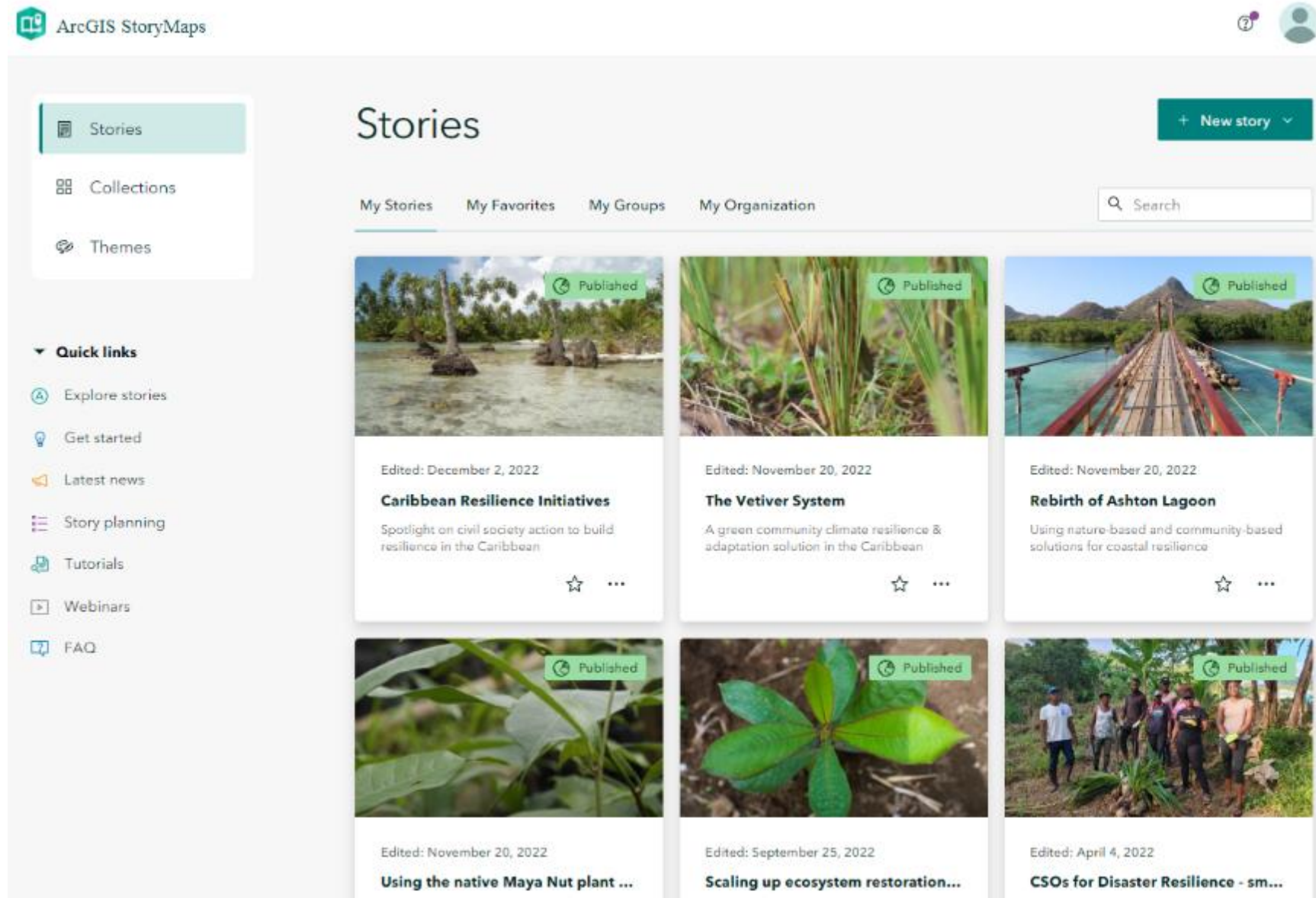
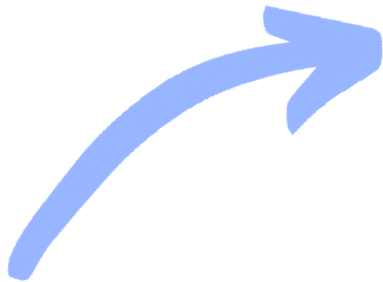
StoryMap Resources: <https://www.esri.com/en-us/arcgis/products/arcgis-storymaps/resources>

Basic guide to getting started:
<https://storymaps.arcgis.com/stories/cea22a609a1d4cccb8d54c650b595bc4>

Anatomy of a StoryMap
<https://storymaps.arcgis.com/stories/a9a3b76c2d3d4b6bb0d822706e31b33c>

Start your story

- Go to storymaps.arcgis.com and sign in.
- Doing so will land you on your very own **My Projects** page. This page is your jumping off point for all of your ArcGIS StoryMaps content
- It will look something like this:



Launch the Story Builder

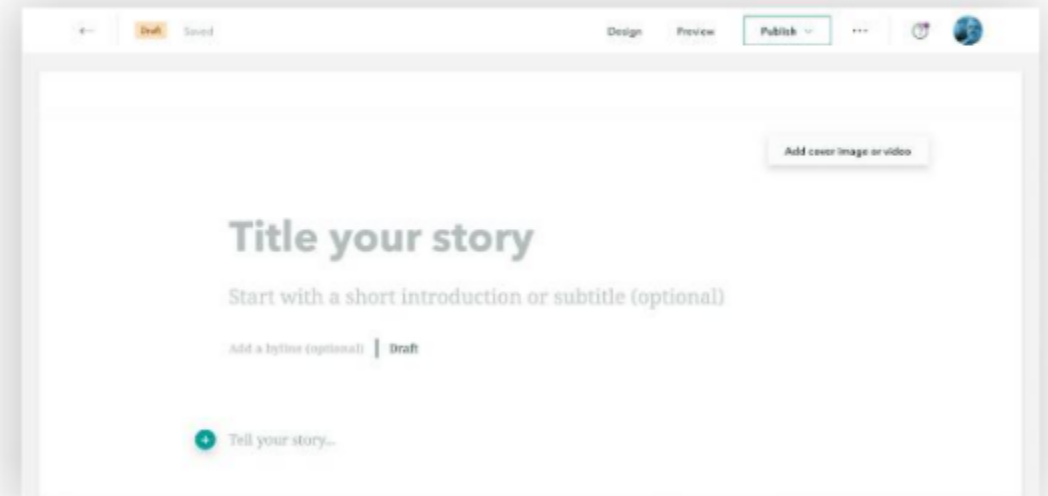
Click on **+ New story** and select **Start from scratch** from the drop-down menu. You'll briefly see this little guy...



Create a cover

Your story's cover, or title page, will appear

Can add title, subtitle, cover photo or video



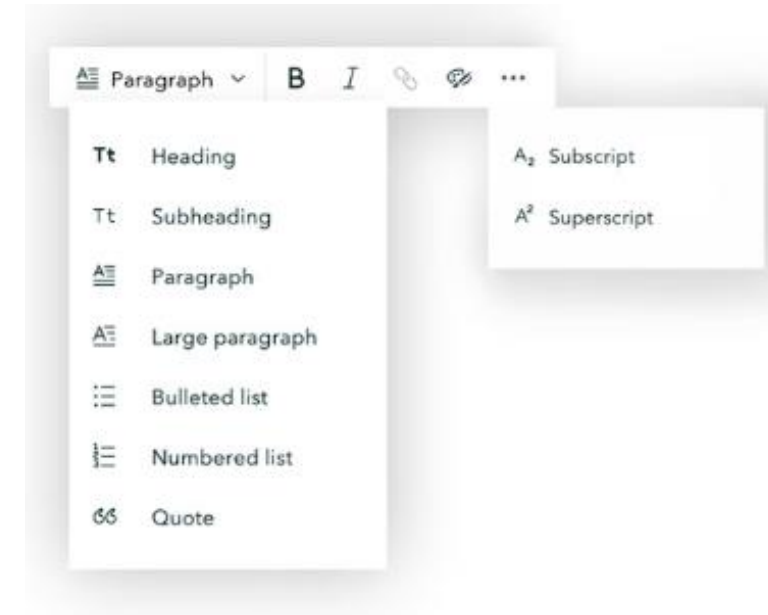
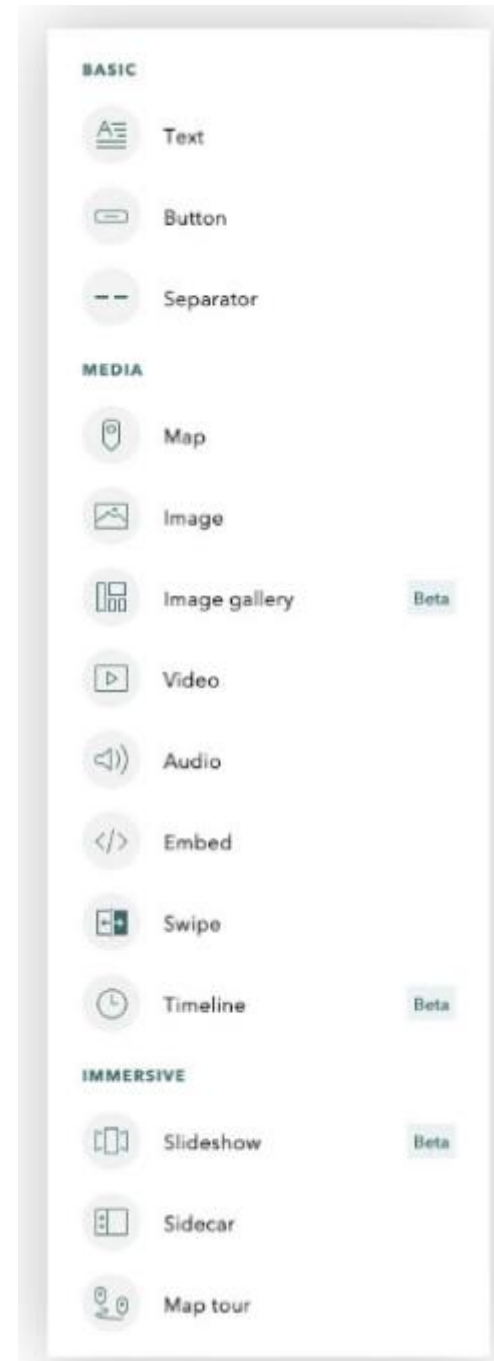
Build Your Narrative

Click the little plus sign below the cover, and you'll see a menu of options.

This menu, which we call the **block palette**, is the heart of the ArcGIS StoryMaps builder. It gives you a cool and powerful set of options—think of them as building blocks—with which you can assemble your story, piece by piece.

The palette is organized by function: basic features, incorporating media, and immersive blocks.

Add text, media, immersive elements



Build Your Narrative

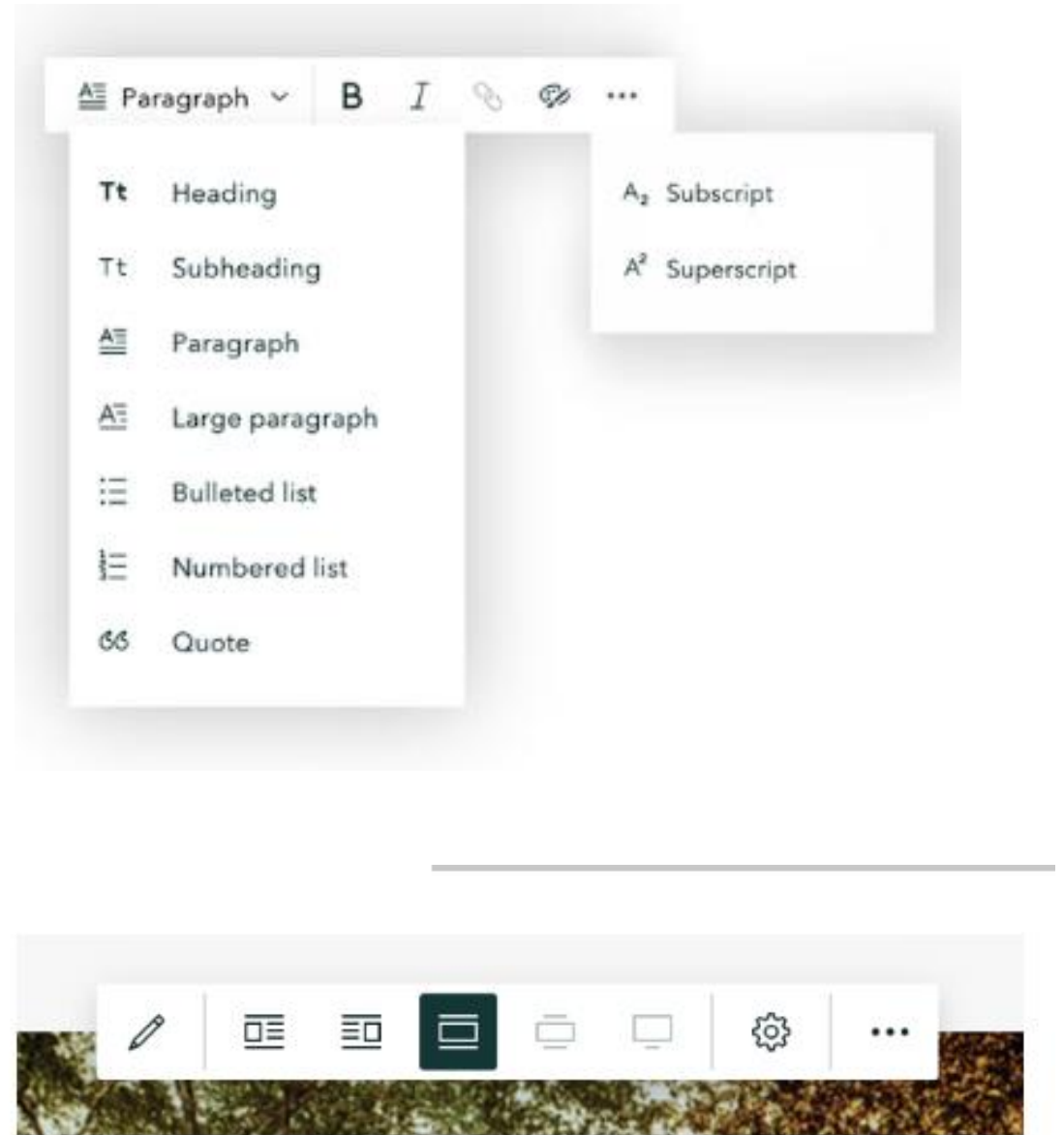
Add text

Open the block palette, pick **Text**

Add an image

- Open the block palette, then pick **Image** from the menu.
- Navigate to find an image you'd like to include and add it to your story. (You can also add a photo by directly linking to it from elsewhere on the web)
- When you hover over the image, you'll see a little set of options in a panel at the top of the image.

Moving stuff around – drag and drop



Build Your Narrative

Make a map

From the block palette, choose **Map**, and you'll quickly see this:

Add a map

+ New express map

My Maps

My Favorites

My Groups

My Organization

Living Atlas

Search



Edited: December 2, 2022

Caribbean Resilience Initiatives-All poi...



Edited: November 25, 2022

Caribbean Resilience Initiatives-All poi...



Edited: November 25, 2022

Caribbean Resilience Initiatives-All poi...



Edited: November 23, 2022

Test 2



Edited: November 23, 2022

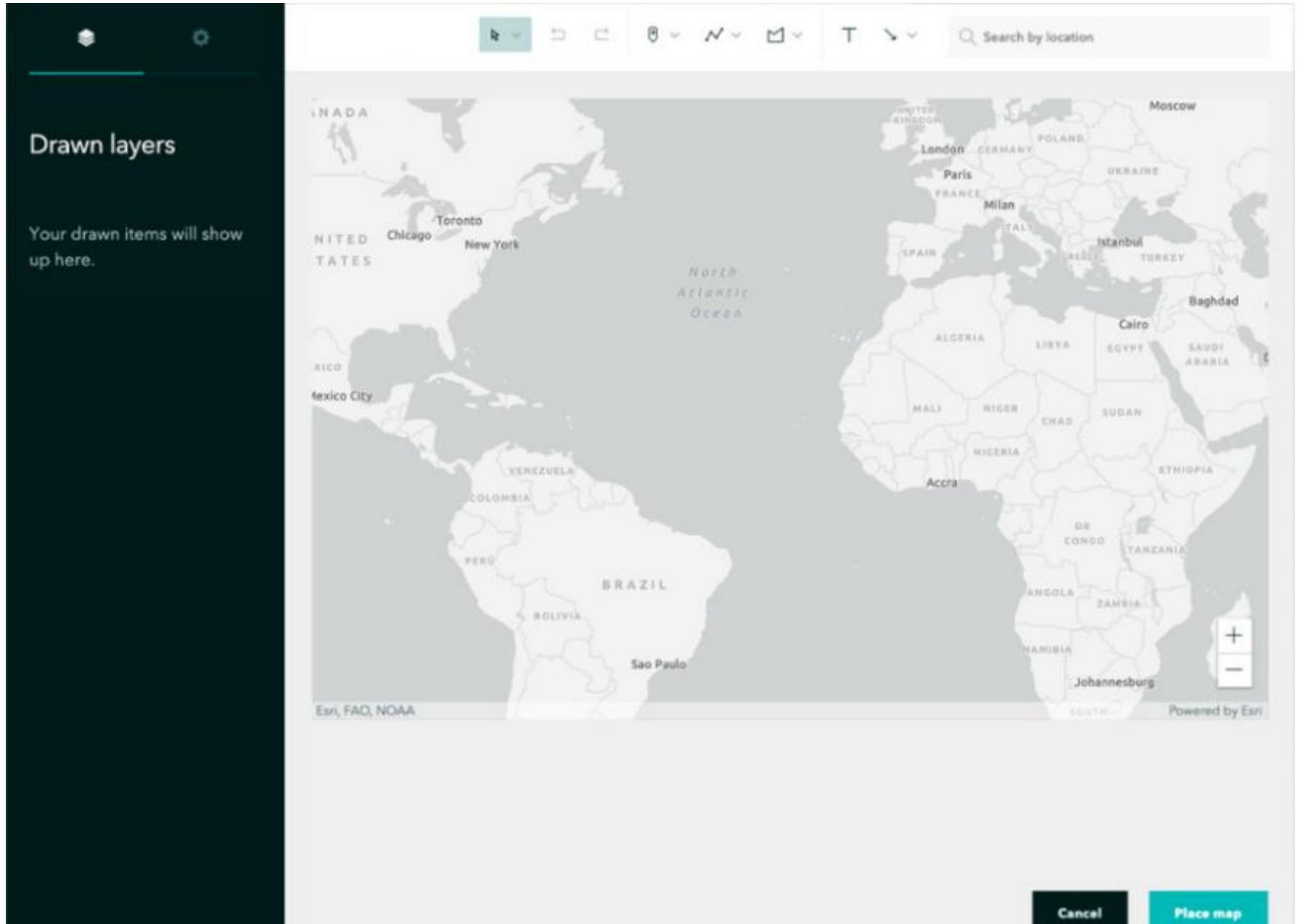
Test map



Edited: November 23, 2022

Regional & Multi-country Initiatives

- Making an express map



Add immersives and other multimedia blocks

The five items approaching the bottom of the block palette—**swipe**, **timeline**, **sidecar**, **slideshow**, and **map tour**—all provide unique multimedia formats. The latter three are considered "immersive" blocks, due to the fact that they occupy the entire browser window as you scroll through them.

Add variety to your story and visual interest

Useful for specific purposes such as making a presentation or guiding readers through a series of points of interest.

