

ArcGIS StoryMaps as a Visualization Tool

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“ArcGIS StoryMaps is a story authoring web-based application that allows you to share your maps in the context of narrative text and other multimedia content.”



ArcGIS StoryMaps

Overview

Resources




ArcGIS StoryMaps


For organizations and GIS professionals

Transform your maps and geographic information system (GIS) work into interactive content that informs, inspires, and engages stakeholders

[Sign in to ArcGIS StoryMaps](#)

or

Want to create personal stories instead? Use  StoryMaps™

[Go to StoryMaps.com](#) 

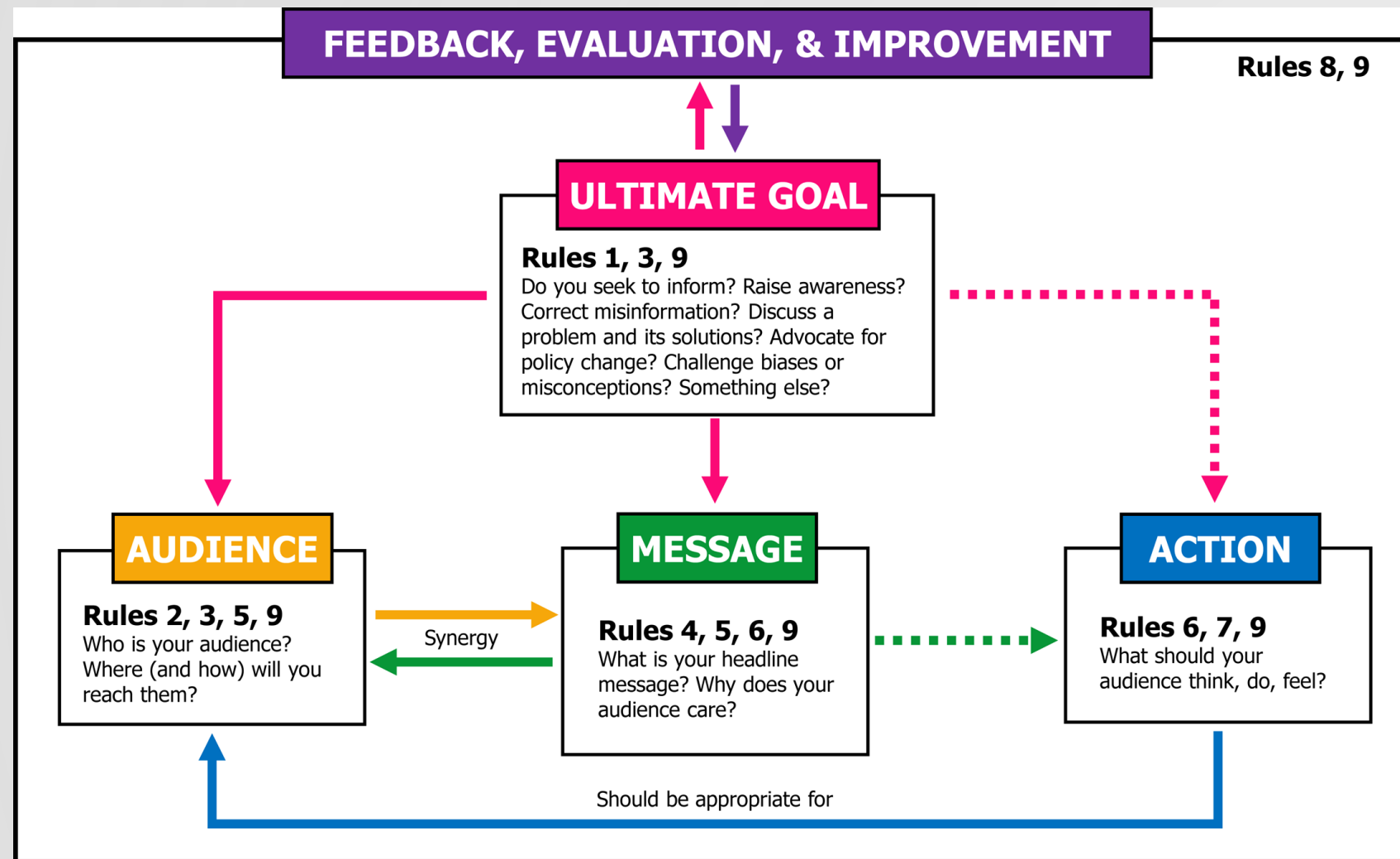
Why StoryMap?



- Intuitive platform is simple to use
- Product is easy to share
- Allows for mixture of visuals (images, videos, maps, etc.)
- Not science specific – connect across disciplines
- Encourages thoughtful storytelling



Telling Your Story



1. Define your goals
2. Know your audience
3. Pick a medium that suits your goals
4. Clear headline
5. Beware of jargon
6. Why should they care?
7. How should they react?
8. Feedback, evaluate, improve
9. Consider equity, diversity, and inclusion

Borowiec BG (2023) Ten simple rules for scientists engaging in science communication. PLoS Comput Biol 19(7): e1011251.
<https://doi.org/10.1371/journal.pcbi.1011251>





The Yolo Bypass Fish Monitoring Program

Sampling fish, food, and water quality in the Yolo Bypass since 1998.

April 4, 2024

[Key Findings](#) [The Yolo Bypass](#) [The Program](#) [Outreach](#) [References](#)

The California Department of Water Resources (DWR), with support from the Interagency Ecological Program (IEP), has operated the Yolo Bypass Fish Monitoring Program (YBFMP) since 1998. The program collects baseline data on hydrology, water quality, lower trophic organisms, and juvenile and adult fish. The YBFMP provides critical information regarding the significance of seasonal floodplain habitat to native fishes.

Example StoryMap: YBFMP

- Goals:
 - Improve outreach and engagement
 - Connect with general audience
 - Concise, high-level overview of the program

A river reborn

...

A river reborn

Salmon return to Washington's Elwha River after the removal of two century-old dams

By Esri's StoryMaps team



Example StoryMap: A river reborn

- Goal:
 - Document return of salmon after major dam removal

Getting started

- Outline your story goals
- Determine account type
- Access online resources



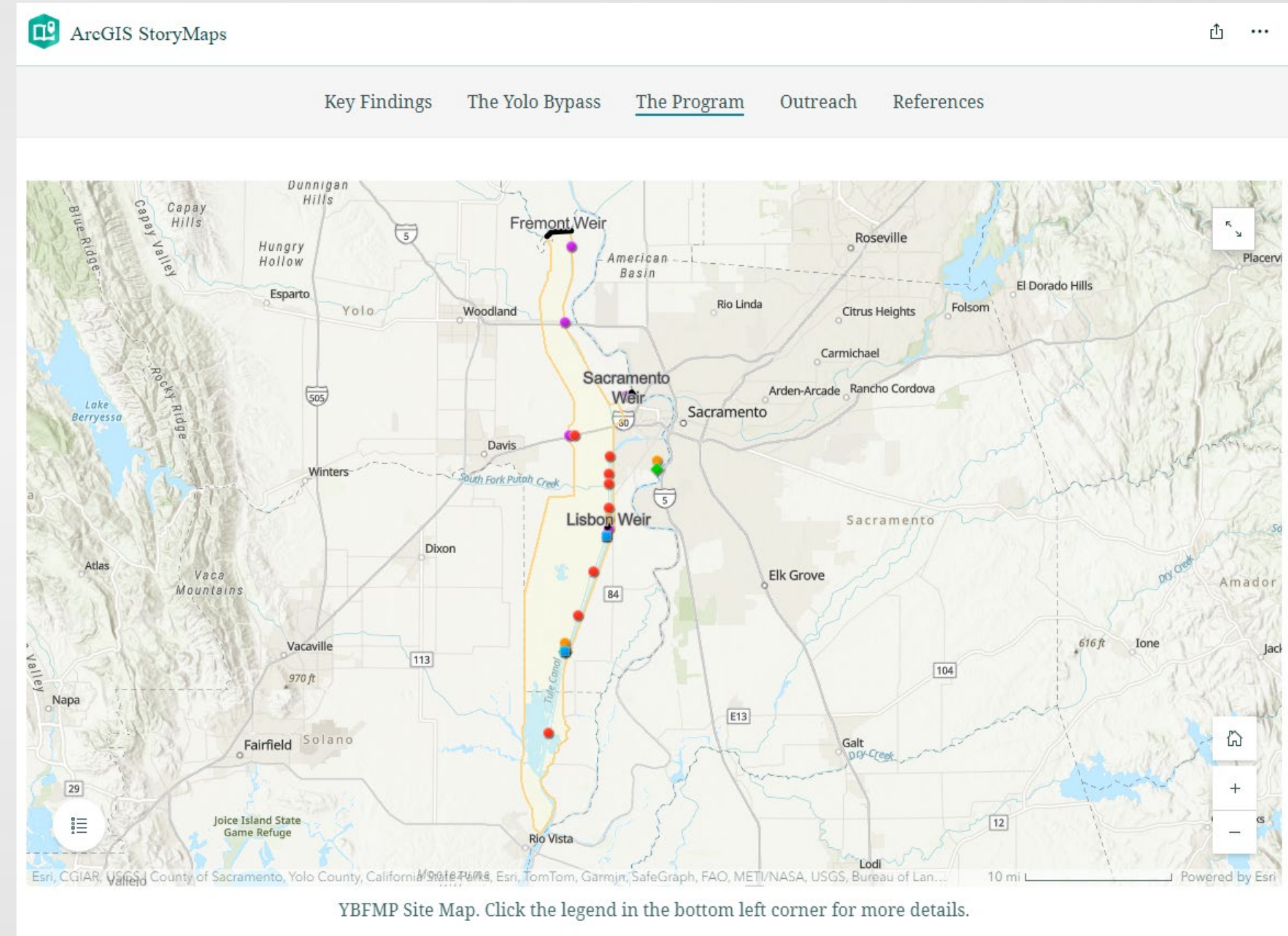
CALIFORNIA DEPARTMENT OF
WATER RESOURCES

The screenshot shows the Esri ArcGIS StoryMaps documentation page. The top navigation bar includes "esri", "Products", "Industries", "Support & Services", "Stories", and "About". The main header is "Documentation" with sub-tabs for "Topics" and "Tutorials". The main title is "Get to know ArcGIS StoryMaps" with the subtitle "Try place-based story telling with ArcGIS StoryMaps." Below this is a vertical list of five tutorial steps, each with a thumbnail, title, description, duration, and type (Article or Tutorial).

- New story**
Getting started with ArcGIS StoryMaps
Make beautiful, informative, multimedia narratives in ten basic steps.
15 min
Article
English Only
- Plan and outline your story map**
The first step to crafting a compelling story map is taking time to prepare and map out your ideas.
15 min
Article
English Only
- Get started with ArcGIS StoryMaps**
Build a story map about a scientific expedition to a Guatemalan volcano.
30 min
Tutorial
- What is an express map and why should you use one?**
Most story maps happen somewhere, here's how to add simple locator and distribution maps to your narratives.
5 min
Article
English Only
- Enrich your story maps with embedded web content**
Your guide to understanding the what, why, when, and how of ArcGIS StoryMaps' embed block.
5 min
Article
English Only

Integrating Maps

- Use “express maps” to quickly design interactive maps
- Or use your existing ArcGIS web maps to enhance your story



Thank you!

Resources/Links

- Getting started:
 - <https://doc.arcgis.com/en/arcgis-storymaps/get-started/author-and-publish-your-first-story.htm>
- Video tutorials:
 - <https://learn.arcgis.com/en/paths/getting-to-know-the-new-storymaps/>
- YBFMP StoryMap:
 - <https://storymaps.arcgis.com/stories/a90f3b32b0b24f44a3fbc488f1e53bc3>
- A river reborn StoryMap:
 - <https://storymaps.arcgis.com/stories/7369881210aa4403bea959676273dadb>

