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**PPUA 5264 Energy Democracy and Climate Resilience**  
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**Making Story Maps Using Knight Lab**

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**KnightLab StoryMap Info**

- KnightLab StoryMap site: <https://storymap.knightlab.com/>
- KnightLab Support Forum:  
<https://knightlab.zendesk.com/hc/en-us/sections/202556646-StoryMapIS>
- NULab video on StoryMap: <https://youtu.be/X33ud7RYZFg>

KnightLab StoryMap is a user-friendly, web-browser mapping tool that allows users to choose a map and place markers across the map. Each marker can present images, texts, videos, and audio clips. The goal, then, is to tell a story with these markers and guide your audience through a journey.

For this class, think about how you can use these markers to craft a virtual tour of some topic, process, or sequence of events related to issues in energy democracy and climate resilience, and how you can guide your audience through that story.

**Questions to Consider**

- What story am I trying to tell? What is the main point(s) I want to convey?
- How can I best tell this story/give a tour of a location? How can I integrate a balance of text, images, and other media forms?
- What is the best StoryMap template I can use to convey my information?
- Who is my audience? What kinds of information does that audience need?

**Story Map Examples**

- Green New Deal Proposals:  
<https://uploads.knightlab.com/storymapjs/e98b185c4896061b24ce96b4587c438b/gnd-proposals/index.html>  
*Alain Boyle, Graham Leggat, Larissa Morikawa, and Yanni Pappas*
- Boston Parks and Playgrounds: Community Scan:  
<https://uploads.knightlab.com/storymapjs/519665db8eee0565cdfe065cd5953daf/science-of-play-community-scan-6-10-19/index.html>
- Wind Energy StoryMap  
<https://uploads.knightlab.com/storymapjs/a2210a61aaa14bececb7e2248e2c14f3/wind-energy-story-map/index.html>



### Demo StoryMap

- Commonwealth: A Offshore Wind Hub:  
<https://uploads.knightlab.com/storymapjs/04b543282ffa4d46b4852120b1f0a4ce/masscec-wind-energy-hub/index.html>

### Data preparation for StoryMap

DITI suggests that you take a moment to plan out your data collection for your StoryMap before building the map in KnightLab. You can use our [DITI StoryMap Template spreadsheet](#) to get a head start on the planning process and keep your data organized. Be sure to **make a copy** of the spreadsheet template. **Do not edit the template directly.**

When you are ready to add your data, you can copy and paste from your spreadsheet. Please see the handout on using the DITI StoryMap Template spreadsheet.

### Using StoryMap:

1. Create your Map
  - a. Go to <https://storymap.knightlab.com/>
  - b. Click “Make a StoryMap”
  - c. After creating an account or signing in, click “New Map” and name your project
2. Title Page
  - a. The title page will display all the map markers
  - b. The Text box on the bottom-right is where you put the project description
  - c. Add Media for the page in the “Media” box (Image, caption, credit)
3. Add Slides (Map Markers)
  - a. Click the “Add Slide” button in the left-hand column
  - b. Add a Location
    - i. StoryMap uses Google Maps to locate addresses
    - ii. Type the address or coordinates into the search bar in center of page
    - iii. If you can’t find the location, you can drag and drop map marker to specific location
  - c. Add description and media (same as the Title Page)
4. Add Media and Images in Text
  - a. To add additional media to a slide, you can use basic HTML
  - b. Click the `</>` button (turn on HTML)
  - c. Get a URL of your image. Wikimedia Commons is a great source of images. Make sure to use the embed file code--don’t forget to cite!
  - d. Use the HTML `` tag to insert the image.
  - e. Check the “Preview” to see the image
5. To add a link in a caption or credit
  - a. Use the HTML `<a href="URL">text</a>`
  - b. Fill in the link you want to use between the quotation marks, and replace the word



"text" with the text you want to be linked.

6. Customize
  - a. The "Options" button in the top left allows you to change the design of your map
  - b. "Background Options" in the bottom right of the text box allows you to customize the color of the background

### Frequently Asked Questions:

1. *How do I change my text color in KnightLab StoryMaps?*
  - a. To change the text color in KnightLab StoryMaps you'll need to use the <span> tag in HTML.
  - b. Click the HTML button (</>) in the editor. Then add the tag; for example: <span style="color:red"> **YOUR TEXT HERE** </span>  
Note: you must open and close the tags appropriately for the code to work.
  - c. Be sure to wrap the <span> tag around **the entire text** you wish to be in a different color.
  - d. Experiment with different colors! Try it on your own by changing the color from "red" to "purple".
2. *How do I add "alt" (alternative) text to my images for accessibility purposes (i.e., screen readers and other assistive technologies)?*
  - a. You can add alt text with HTML code, using the <img src = "IMAGE LINK" alt = "IMAGE DESCRIPTION" > tag to make the image accessible for screenreaders.
    - i. Note: typically, the <img> tag is associated with a specific image. However, the software for StoryMap separates the slide image from the caption. Be aware of this as you make accessibility-related improvements to your StoryMap.
  - b. Alternatively, **you can do longer-form, more detailed image descriptions within the caption section** of the image slide. This may be the best approach considering software limitations.