



# Story Maps

*This tutorial is part of an educational series produced by members of the [Big Ten Academic Alliance Geospatial Information Network](#).*



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## Introduction

Story Maps are an application within ArcGIS Online which allows you to integrate web maps with text, images, and other multimedia content.

Story Maps allow you to:

- Put your web maps in context
- Compare web maps and data sets
- Experiment!

# Explore stories



Looking for ideas? You've come to the right place. Discover the latest and greatest content from our storytelling community. See what stories we're loving right now, go behind the scenes with a featured storyteller, or browse top-notch stories on a variety of topics.

## What we're reading



### The great eastern brood

Esri's StoryMaps team

After almost two decades of waiting, billions of periodical cicadas known as Brood X will emerge in the eastern U.S. Get the details.

[Explore the story](#)



### Meet the grizzly bear

Esri's StoryMaps team

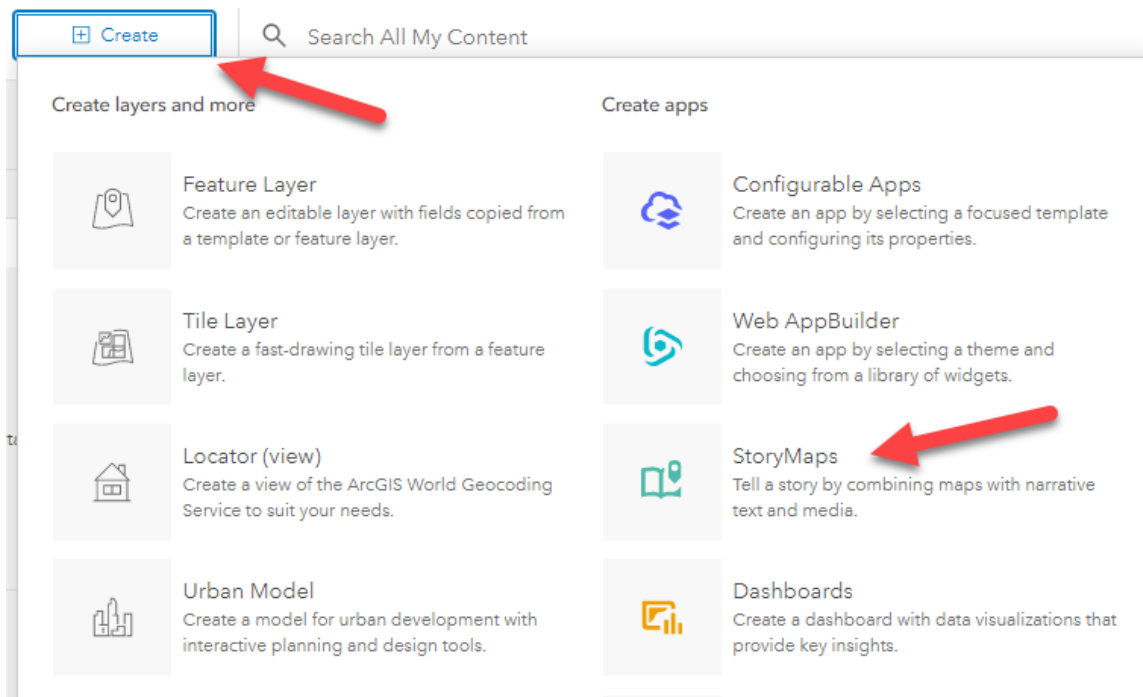
Get to know grizzly bears and where they live in this story made for the youngest readers—complete with audio clips for reading along.

[Explore the story](#)

*[Explore Stories](#)*

## Basics

The first step is to log on to ArcGIS Online, go to your Content section, and click Create then Story Maps.

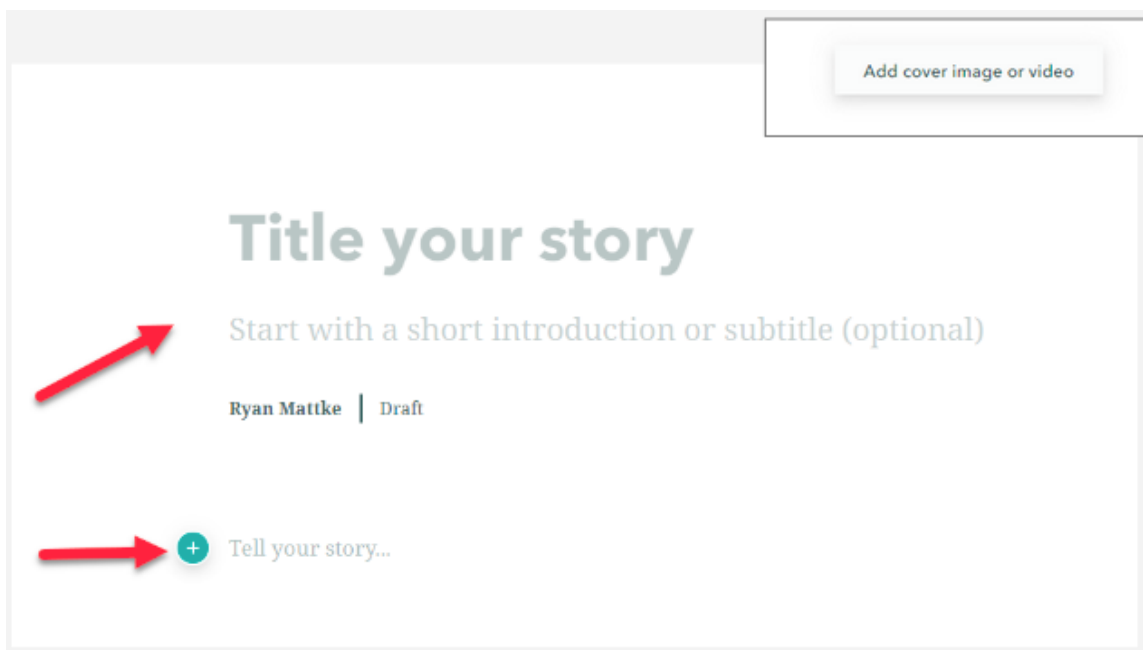


### *Create Story Map*

Give your story a title and a subtitle and/or an introduction.

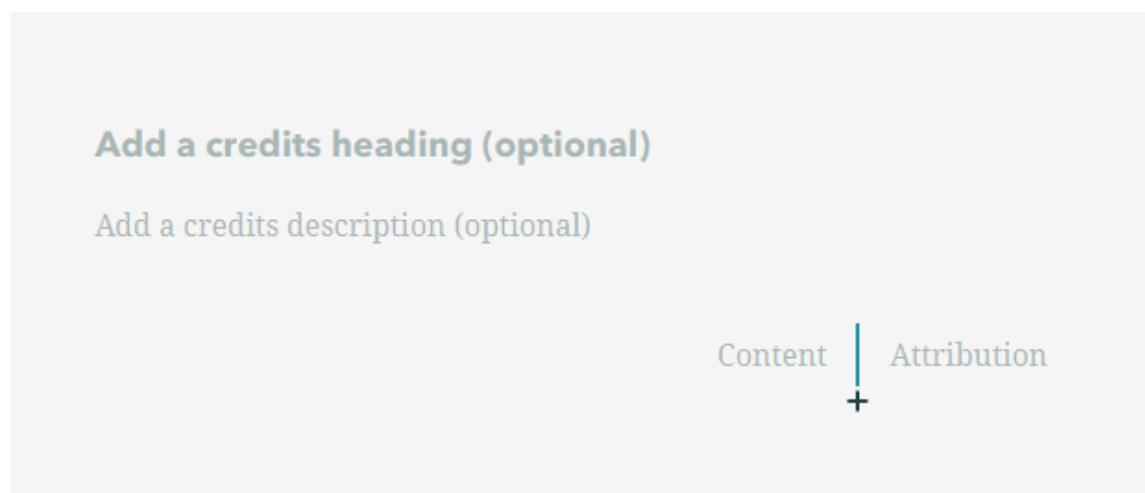
Add cover image or video (upper right).

Click the “+” symbol to add content to the story map.



### *Adding Title and Content*

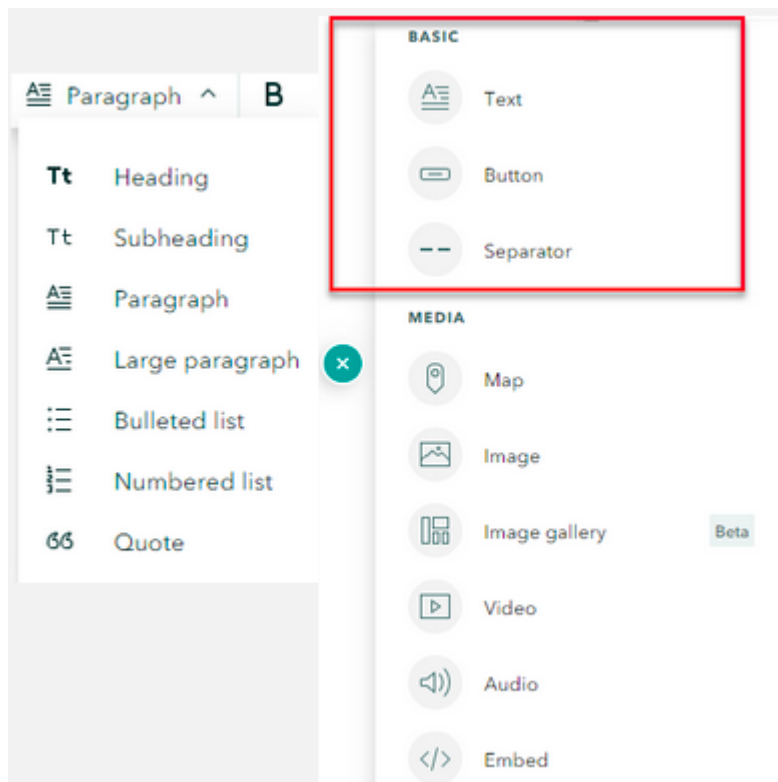
Be sure to take advantage of the options (at the bottom/end of the story map) to add credits and content attribution.



### *Adding Credits*

Basic options for content:

- Text – Options include heading, subheading, paragraph, , large paragraph, bulleted list, numbered list, and quote
- Button – To highlight a link with text
- Separator – Insert a horizontal line

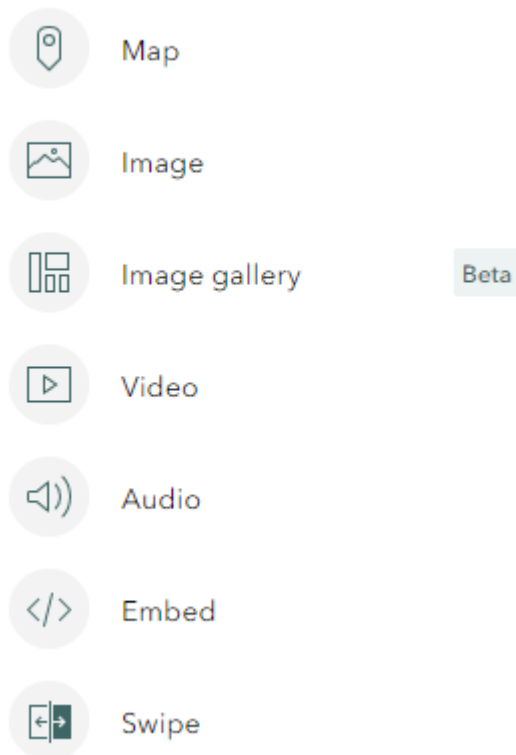


*Content Options*

Media options for content:

- Map – Insert a web map or web app from ArcGIS Online
- Image – Upload or link to a jpg, png, gif, or svg file
- Image Gallery – Insert a gallery of up to 12 images
- Video – Upload or link to video content
- Audio – Upload or link to audio content
- Embed – Embed using iframe code or a web url; this could be a website, or even another story map
- Swipe – Compare two web maps or images

## MEDIA



### *Media Options*

Immersive options for content:

- Slideshow – Full screen, media-focused layout
- Sidecar – Stationary text/media panel with a scrolling narrative panel that can include web maps
- Map tour – Showcase a set of locations

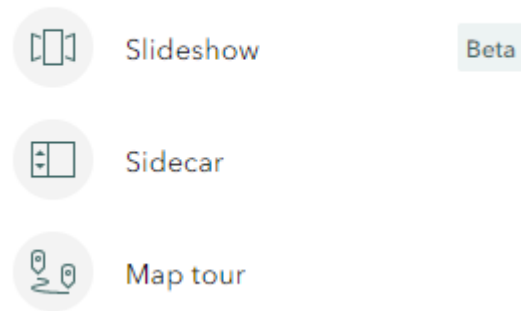
## Intermediate

Once you have the basics down, try something a little more fancy...

Immersive options for content:

- Slideshow – Full screen, media-focused layout
- Sidecar – Stationary text/media panel with a scrolling narrative panel that can include web maps
- Map tour – Showcase a set of locations

## IMMERSIVE

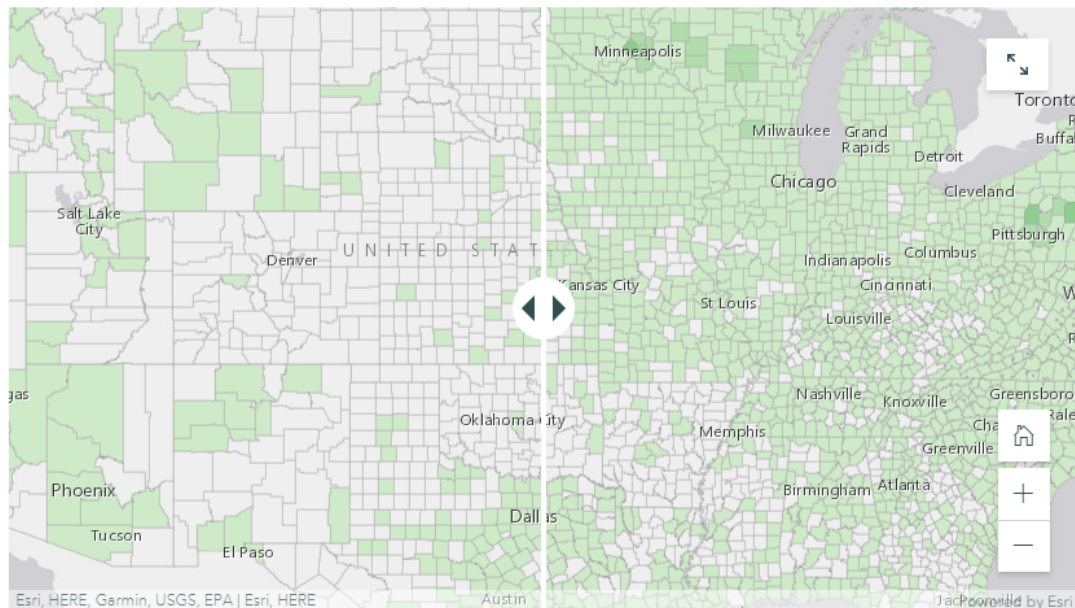


### *Immersive Options*

## Explore

Example Story Map from the Big Ten Academic Alliance Geospatial Data Project

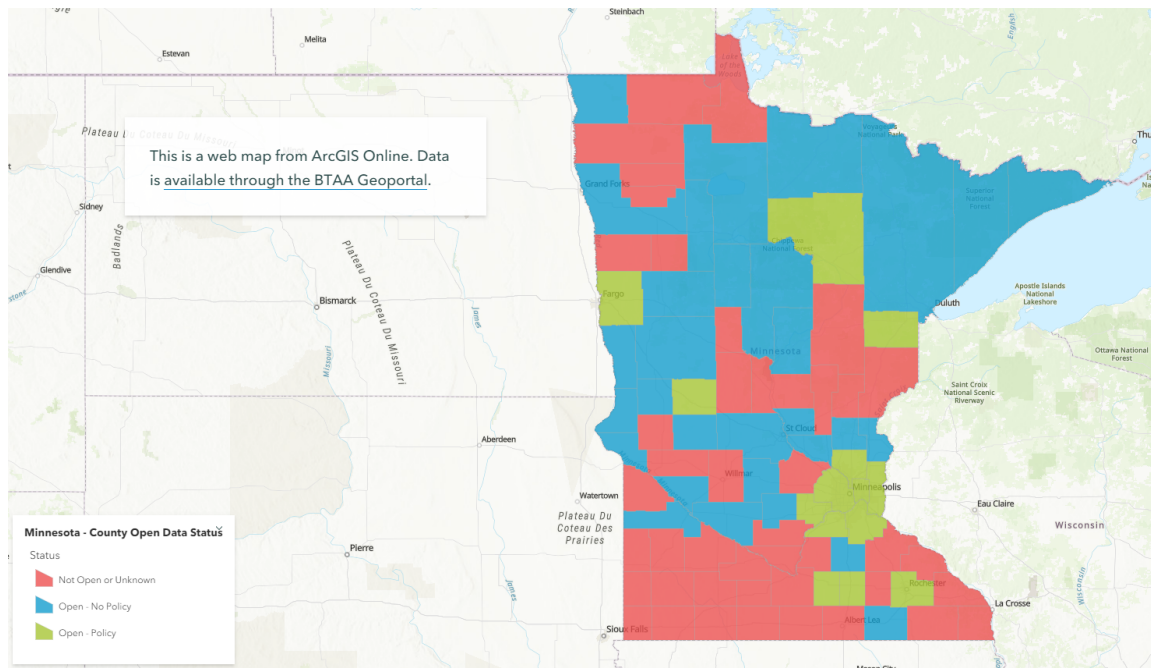
## Compare maps



Lyme Disease Cases (Left: 2000-2007; Right: 2008-2015)

### *Compare Maps*





*Open Data Status*

## Compare images



University of Minnesota - West Bank Campus (1947 vs 1993)

*Compare Images*

## Resources

- [Instruction for Creating Dynamic Digital Narratives](#)

- [Nine steps to great storytelling](#)
- [Five Principles of Effective Storytelling](#)
- [Esri Resources Page](#)
- [Visual storytelling: Bring your narrative to life with an effective mix of photos](#)
- [How to make an awful story map](#)