
EXPRESSING WILDLIFE DATA THROUGH STORYMAPPING

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OUTLINE

- What is storymapping?
- How can story maps help us disseminate information?
- Making a story map
 - ArcGIS Online StoryMaps vs. StoryMaps.com
 - Basic types of maps
 - Other StoryMaps features
 - Beyond StoryMaps

WHAT ARE STORY MAPS?

- Combines interactive maps + supplemental, multimedia content and information
- Optimized for broad distribution, social engagement
- Relatively user-friendly compared to other mapping software/services



Image copyright 2018 Tennessee Geographic Alliance.

SHARING INFORMATION THROUGH STORY M

- StoryMaps service used by a wide array of federal, state, and independent organizations
- Data expression through maps can be coupled with explanations and imagery
- Ability to present information both as a linear “story,” and as a more interactive, user-driven experience

With unprecedented resolution, we can now identify the places that matter most for sustaining our nation's biodiversity.

Areas important for preventing extinction occur across our nation, from the rivers of the southeast, to the intermountain west, to the coast of California.

Map shows biodiversity data and protected areas (Gap 1 and Gap 2)



- Ability to present information both as a linear “story,” and as a more interactive, user-driven experience

Grizzly Bear Conservation

Grizzly bears are a species that are found in many parts of the United States.

Listed as “threatened” under the Endangered Species Act, long-term conservation efforts have allowed them to expand their range into parts of Montana and Idaho.



Photo: Uryadnikov Sergey



Jackson Urban Wildlife Project

Explore urban wildlife in the Jackson, Mississippi Metropolitan area

Mississippi State University Extension | Urban Wildlife Information Network

April 26, 2022

<https://tinyurl.com/Jackson-Urban-Wildlife-Project>

ARCGIS STORYMAPS VS. STORYMAPS.COM

[ArcGIS StoryMaps](https://www.esri.com/storymaps)



- Tied to an ArcGIS online account
- Free version and Creator version (base \$550/year); [discount for NGOs available](#)
- Has the capability to utilize advanced maps/features created by the user
- Not all content (building) blocks are available for the free version

esri.com/storymaps

[StoryMaps.com](https://www.storymaps.com)

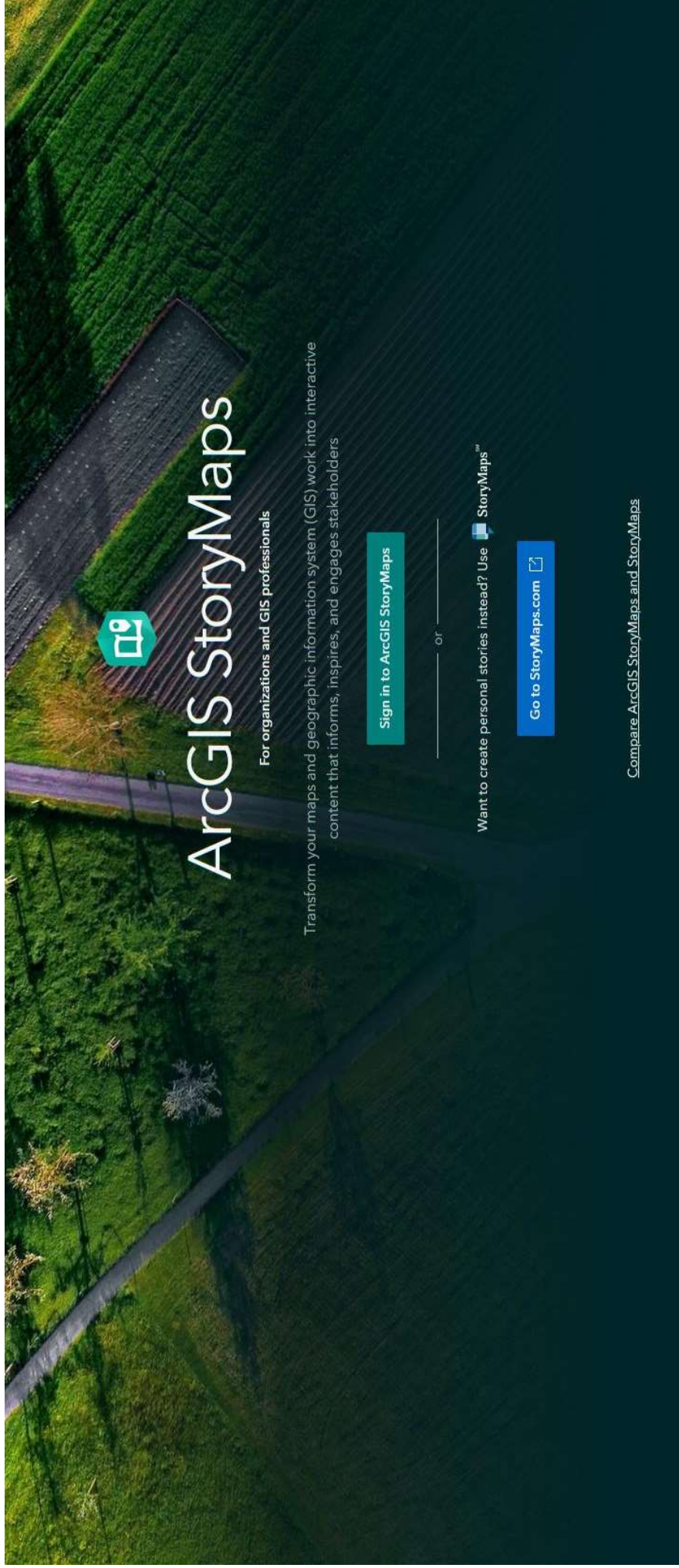



- An Esri product, but hosted on a domain
- Free version and Premium version (\$10/month)
- User can only create simple maps; maps can be utilized, but cannot be (Esri library)
- All content blocks are available for free version

LET'S MAKE A STORY MAP!

[HTTPS://STORYMAPS.ARCGIS.COM/STORIES](https://storymaps.arcgis.com/stories)

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The image shows the ArcGIS StoryMaps landing page. The background is a dark, aerial view of a landscape with a road and fields. The ArcGIS logo is in the top left. The main heading 'ArcGIS StoryMaps' is in large white text. Below it, a subtitle reads 'For organizations and GIS professionals'. A paragraph describes the platform: 'Transform your maps and geographic information system (GIS) work into interactive content that informs, inspires, and engages stakeholders'. There are two buttons: 'Sign in to ArcGIS StoryMaps' and 'Go to StoryMaps.com'. A link to 'Compare ArcGIS StoryMaps and StoryMaps' is at the bottom right.




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](#) 

[Compare ArcGIS StoryMaps and StoryMaps](#)

MORE RESOURCES

- Video tutorial series:
<https://www.youtube.com/playlist?list=PLXpHG2ApmOtZIBA67XDE5pDV3ky>
- P3988 - A Guide for Disseminating Urban Wildlife Data with ArcGIS StoryMaps for Urban Wildlife Information Network Partners:
<http://extension.msstate.edu/publications/guide-for-disseminating-wildlife-data-arcgis-storymaps-for-urban-wildlife>

TRAININGS AND OTHER RESOURCES

<https://www.gri.msstate.edu/GEO/>



<https://www.esri.com/training/>

