
Story Map Shortlist data template

When you create a Story Map Shortlist, one of the options you have is to use existing point data in a web map as places in your Shortlist.

To create a Story Map Shortlist from a web map, you open the map in ArcGIS Online, choose Create Web App, and select the Story Map Shortlist app from the gallery of apps. If your web map contains one or more point layers, you'll be prompted to choose how you want to proceed. You'll see three options:

- **Import the point data**

This is most flexible option. You can select one or more point layers from the web map to use as places and choose which fields in these layers you want to use in the Shortlist. You can then edit the places in the Shortlist Builder, add new places, organize them into tabs, and assign images to them. The Shortlist Builder creates a copy of your original map, copies your places into that new map in its own format, and manages the places for you as you edit them in the Builder.

The point data you use with the Import option can be in any format and doesn't need to use the Shortlist data template outlined in this readme file. However you can import point data that uses the Shortlist data template. Using the data template simplifies import because the Builder recognizes the fields in the template and populates the Import wizard with those choices automatically, but its use isn't required. If you do use the data template with the import option, you don't need to include the fields referencing images via URLs, because you can easily add images in the Builder.

- **Use the point data 'as is'** *(This option requires the use of the Shortlist data template)*

This option allows you to 'live link' your Shortlist to your web map. Your Shortlist will automatically reflect the current state of the point data in your map and your map's other content, such as its extent, basemap, and supporting layers. You will continue to edit and manage your places in your web map, not in the Shortlist Builder. For example you can use this 'as-is' option to create a Shortlist that displays places managed in your GIS and automatically reflects the current state of that data. To update and manage the places defined in your web map, you can either edit that layer in your web map, or completely replace it with a new, updated layer.

When you use the 'as-is' option Shortlist Builder will let you change the look and behavior of your Shortlist, but won't let you edit the places, organize them into tabs, add images to them, etc. Instead the Shortlist Builder simply displays the places defined in your web map 'as-is'.

The 'as-is' option requires that your point features are in a single layer in your map and have the attribute fields in the data template outlined in this readme file. The images for your points have to be already on the web and referenced via URLs. These URLs have to be included as field values in your data. The options in the Shortlist Builder to upload images for places from your computer, or pick them from Flickr or Google+ accounts, cannot be used with this option.

- **Don't use the point data as places**

With this option the point data in your map will be displayed in your Shortlist but won't be used as places. Instead you'll author your places interactively in the Shortlist Builder. The Shortlist automatically stores the places you author as a layer in its own format in your original map.

Shortlist data template rules

- The Shortlist app requires your places to be stored in a single layer. The tab in which each place will be displayed in is defined by the value of the TAB_NAME field for each record in your layer.
- The Shortlist layer can be any point data source supported in ArcGIS Online, such as a CSV file or shapefile uploaded into the web map, or a hosted feature layer published as a service. *ArcGIS Server feature services (i.e. feature services not published using ArcGIS Online) are not currently supported in the Shortlist beta for the 'as-is' option, but can be used with the Import option.*
- The layer is expected to be the top-most point layer in the drawing order in your web map. If your web map contains multiple point layers, make sure the layer you want to use to define your places is above the others in the drawing order.
- With the 'as-is' option, the Shortlist app doesn't store the name of your layer, the names of the tabs it defines, the number of tabs it defines, etc. Instead it reads those from your web map on-the-fly whenever your Shortlist is launched. For example you can replace the layer in your web map with a new layer with a different name that defines a completely different set of tabs and places, and that content will be displayed as-is in your Shortlist.
- Any other layers in your web map are displayed in your Shortlist as supporting layers. Their symbology is reflected in your Shortlist. If popups have been enabled for these layers these are also accessible in your Shortlist. Be sure to turn popups off for any supporting layers that don't require them. For supporting layers that will have popups, be sure to configure the popups in the ArcGIS Online map viewer so they look good in your Shortlist.
- With the 'as-is' option the extent of your web map will be used by your Shortlist. To change the initial extent that users see when they open your Shortlist, adjust the extent of your web map and save it. If bookmarks are defined in your web map, they will appear in your Shortlist in a menu, called 'Zoom' by default, if you enable that option in **Settings > Map options** in the Builder.
- For the 'as-is' option, your Shortlist layer has to reference a main image and a thumbnail image for each place. Images are referenced by URLs, so they have to be publicly accessible on the web, such as images on any website or web server. Note that the Shortlist does not optimize images referenced via URLs. If you reference images with very large file sizes, this will slow the performance of your Shortlist. Thumbnail size is particularly important because when your Shortlist loads the thumbnails when it first launches and when your users switch tabs. *Be sure to read this FAQ on the Story Maps website about the recommended images sizes:*
<http://storymaps.arcgis.com/en/faq/#question49b>
- The places in your Shortlist are ordered based on their record order in the Shortlist layer. So the first place in your Shortlist will be the first place listed in the attribute table of your Shortlist layer. Note that the order in which the Shortlist finds TAB_NAME values in your layer determines the tab order in your Shortlist. So the TAB_NAME of the first place in your Shortlist also becomes the first tab in your Shortlist. For example, if you want to order your places and tabs alphabetically in your Shortlist, you could sort your layer's records alphabetically first on TAB_NAME and then on the place names. As reordering or sorting the records in a layer to get the exact place and tab order you want may not be easy, we also support an optional NUMBER field which can be used to specify the numeric order in which you want each place to be listed.
- Field names are case-insensitive. *See the next page for the field schema.*

Required fields

NAME - the name of each place.

TAB_NAME - the name of the tab the place will be displayed in. The Shortlist will create a tab for each unique value of this field, in the order in which the values occur in your data. A TAB_NAME field still has to be present and populated even if your Shortlist will only have one tab. If your Shortlist only has one tab, the tab name you include in this field does not appear to your end users. If the value of this field is blank for any place, that place will not be displayed if you create your Shortlist with the 'as-is' authoring option, so you can leave the field blank to temporarily hide a place.

PIC_URL - The full URL of the large image for the place. See the note on the previous page about image size. *(If you using the Import option to author your Shortlist you don't need this field)*

THUMB_URL - The full URL of the thumbnail image for the place. See the note on the previous page about image size. If the THUMB_URL field isn't present the Shortlist will use the PIC_URL for the thumbnail, but this is not recommended unless the PIC_URL images are small: performance will be greatly reduced if you use large images for your thumbnails. *(If you using the Import option to author your Shortlist you don't need this field)*

Optional fields

Although the fields below are optional, you'd normally have at least one or two description fields in a Shortlist to provide information about each place.

SHORT_DESC - This is automatically shown in bold text to serve as a subtitle for the place on the description panel immediately underneath its image. If you don't want this bold text, omit this field. If you include this field it doesn't need to be populated for each place. If included, this field doesn't have to be populated for each place.

DESC1 thru **DESC5** - These are five optional text fields containing one paragraph of description that are displayed in order on the description panel for each place, immediately underneath the SHORT_DESC. You can include some or all of these fields in your Shortlist layer. If included, the fields don't have to be populated for each place. The DESC1 field can alternatively be called DESCRIPTION: use DESCRIPTION if you want to also use your Shortlist layer to generate a [Story Map Tour](#) (the text in DESCRIPTION appears as the caption for each place in a Map Tour).

WEBSITE - The full URL of a website or web page that you want to provide access to for each place via a More Info link after its description text. If this field is not present, or if it is not populated for a particular place, the More Info link is not shown for that place.

NUMBER - If you want the order in which your places appear in your Shortlist to be different than their record order in the layer's attribute table, then include a NUMBER field to define the order you want. *If this field is included it has to be populated with an integer value for each record.* If NUMBER is not present, the record order of the table is used to determine the order of places.

Any additional fields in your layer are ignored when you create a Shortlist using the 'as-is' option. If you use the Import option to create your Shortlist, additional fields in your layer can be added into the description panel for your Shortlist places. Fields can be in any order in your layer. If you want to also use your Shortlist layer to generate a Story Map Tour, you must add a field called ICON_COLOR to your layer, populated with the single letter R, G, B, or P (for Red, Blue, Green or Purple) to specify the Map Tour marker color for each place. Shortlist ignores the ICON_COLOR field if present.

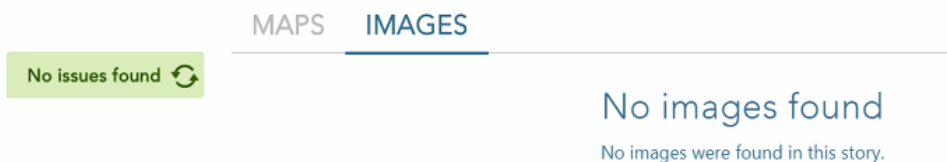
Sample CSV file

- The zip file containing this readme also contains a sample CSV file using the Shortlist data template, along with the Microsoft Excel file used to create it. This file contains all the fields in the schema and sample data, except for the NUMBER field.
- To use your own data in CSV format, edit the Microsoft Excel file and save it as a CSV file. You can drag and drop the CSV file directly into an ArcGIS Online web map, or publish it as a hosted feature layer in ArcGIS Online and then add it to a web map. You can then create a Shortlist from that web map using either the 'as is' or import options.
- Our sample CSV file uses LAT and LONG fields to store the locations of each place in decimal degrees. You could alternatively specify the locations of places using street addresses stored in a field called ADDRESS or up to four fields (ADDRESS, CITY, STATE, ZIP). These street addresses are used to locate your places when you add the CSV file to a web map. For more info on CSV files, see this help topic: <http://doc.arcgis.com/en/arcgis-online/reference/csv-gpx.htm>.

Note that fields specifying the location of the places (either as lat/long coordinates or street addresses) are not required by the Shortlist data template. They are just there in the CSV so the file can be mapped in ArcGIS Online. If you already have point data in your GIS and you are adding the fields in the Shortlist template to that data in order to use it in a Shortlist, you don't need to add those location fields because your existing data is of course already geolocated.

Known issues

- If you use the 'as is' option to create a Shortlist with a hosted feature layer (i.e. a cloud based feature service in ArcGIS Online), and then inspect the story content in the Builder's Share dialog, or in [My Stories](#) on the [Story Maps website](#), it will incorrectly say 'No images found' instead of listing your images. You can ignore this message:



- ArcGIS Server feature services (i.e. features services not published using ArcGIS Online) are currently not supported for the Shortlist layer in the 'as-is' option. When the Builder first appears with this data, you'll see issues if you zoom or switch tabs. Places may appear to display OK if you view the story outside the Builder at first, but there are various issues.
- At beta, the Story Map Shortlist is only present in the ArcGIS Online Configurable App Gallery in English, French, Spanish and German. If you are using ArcGIS Online in a different language, you won't see Shortlist when you create an app from a web map: while Shortlist is in beta you will need to switch to a different language in order to create a Shortlist from a web map.

Questions? Please start at the FAQ page on the Story Maps website: <http://storymaps.arcgis.com/en/faq>