



# Telling your story with **Story Maps**

Visual Storytelling for Environmental Non-profits  
The Wilson Center  
September 30, 2015



What is a

**Story?**

An account of events

A way to clarify complex phenomena

A way to communicate



What is a  
**Map?**

A representation of the world

A way to reveal patterns

A way to communicate



**Story**



**Map**



# Story Map

## What are Story Maps?

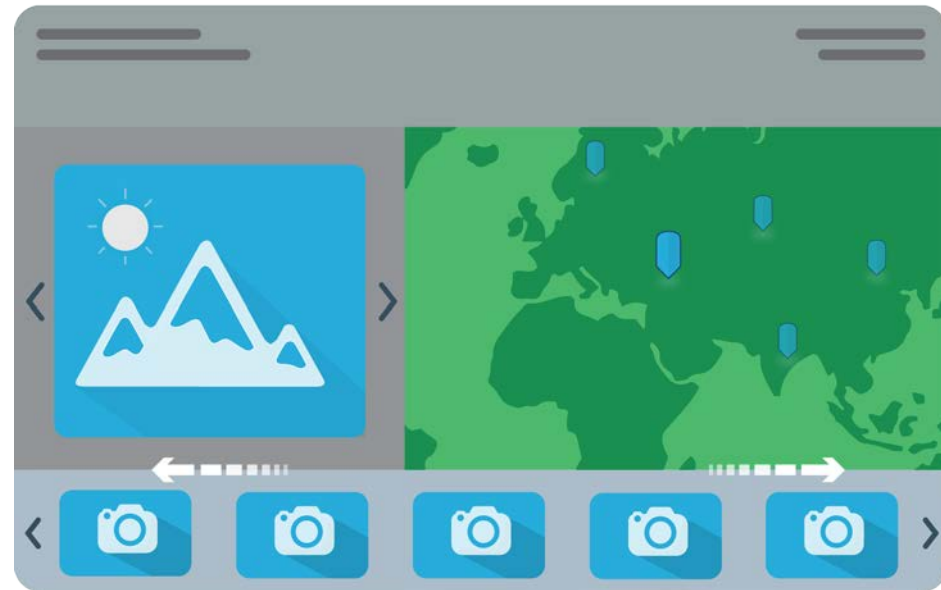
**Story Maps** are simple web apps that combine interactive maps,



**Story Maps** are simple web apps that combine interactive maps, multimedia content,



**Story Maps** are simple web apps that combine interactive maps, multimedia content, and user experiences

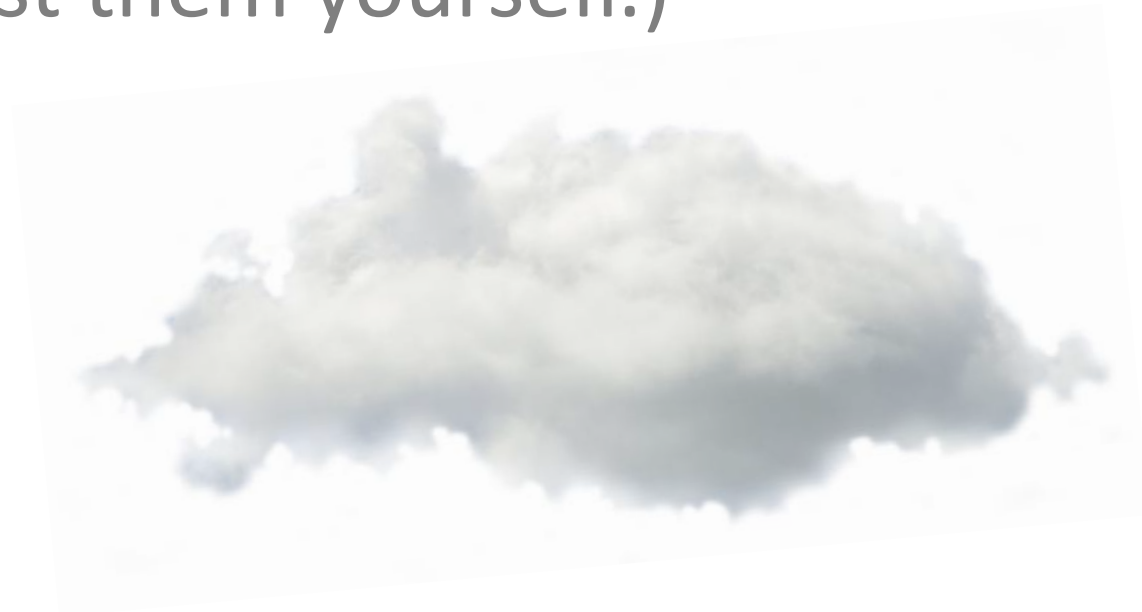




**Story Maps** are simple web apps that combine interactive maps, multimedia content, and user experiences to tell stories about the world.



Most **Story Maps** are hosted by Esri in the cloud. (But you can opt to host them yourself.)



Most **Story Maps** incorporate builder functions that enable you to build a sophisticated story with no GIS or web development skills.



Most **Story Maps** work equally well on PCs, laptops, tablets, and smartphones.



**Story Maps** are open source.  
You're free to download and  
customize them.

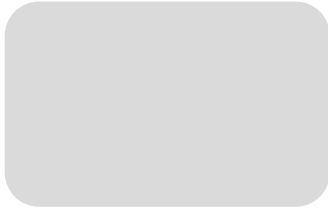


**Story Maps** include an array of apps that provide different ways of interacting with maps.

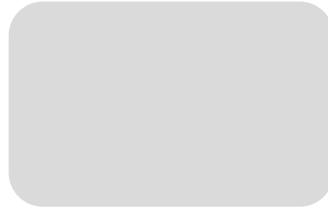


# Using Maps to Tell Many Kinds of Stories

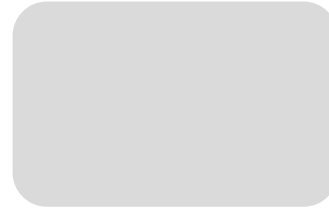
Sequential  
Narrative



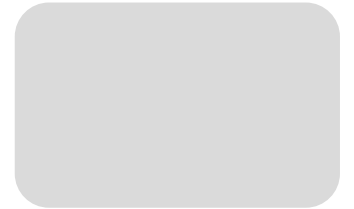
List of  
Items



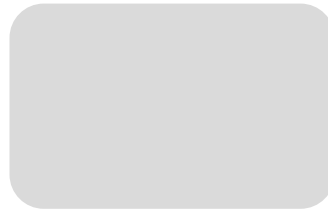
Comparing  
Two Maps



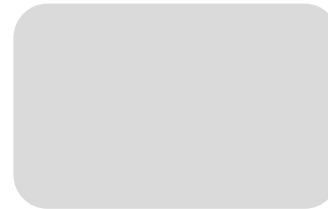
Comparing  
Related Maps



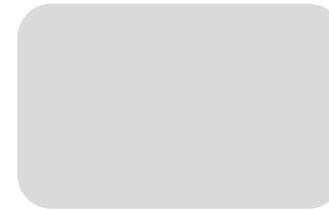
Journal-  
style  
narrative



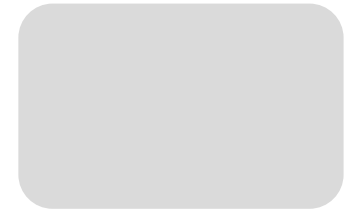
Ranked List  
of Places



Comparing  
Two Maps



Custom  
projects



Displaying a  
single map



Curated List  
of POIs



Comparing  
Related Maps



Timeline



# A Variety of Story Map Apps

**Story Map  
Tour**  
Sequential  
Narrative



**Story Map  
Playlist**  
List of  
Items



**Story Map  
Swipe**  
Comparing  
Two Maps



**Story Map  
Side  
Accordion**  
Comparing  
Related Maps



**Story Map  
Journal**  
Journal-  
style  
narrative



**Story Map  
Countdown**  
Ranked List  
of Places



**Story Map  
Spyglass**  
Comparing  
Two Maps



**Custom story  
maps**  
Custom  
projects



**Story Map  
Basic**  
Displaying a  
single map



**Story Map  
Shortlist**  
Curated List  
of POIs



**Story Map  
Tabbed**  
Comparing  
Related Maps

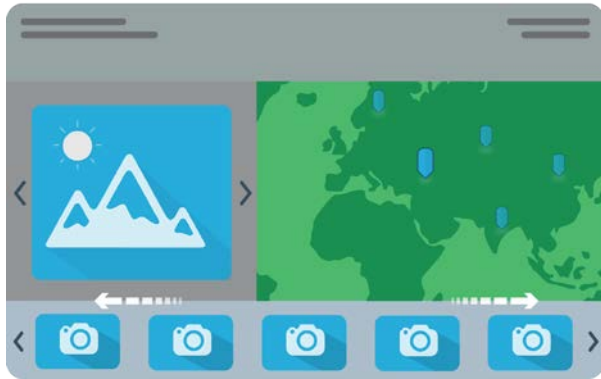


**More to  
come!**





# Sequential Narratives



## Story Map Tour

- Presenting a sequence of geotagged photos or videos and brief text



## Story Map Journal

- A rich multimedia narrative accommodating longer text

# Comparing Two Maps



## Story Map Swipe

- Squeegee back and forth between two maps



## Story Map Spyglass

- Use a spyglass tool to peer through one map into another

# Comparing Several Maps



## Story Map Tabbed

- Access related thematic maps via a series of tabs



## Story Map Side Accordion

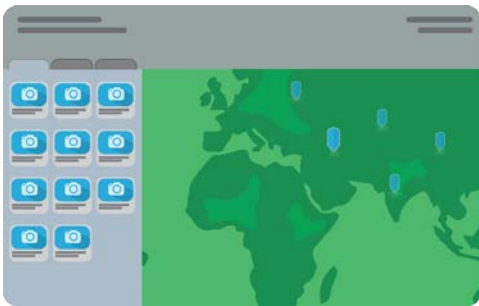
- View related thematic maps via an interactive side panel



## Story Map Bulleted

- View related thematic maps via a series of numbered bullets

# Displaying a Set of Points of Interest



## Story Map Shortlist

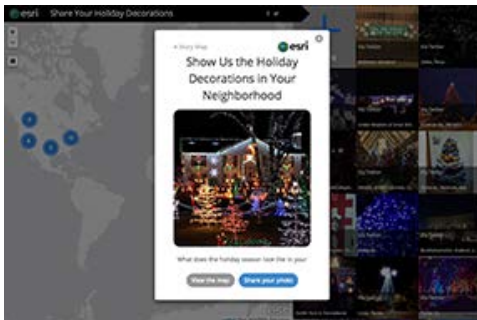
- Gallery of thumbnails sorted by theme

# Coming in Early 2016:



## Story Map Cascade

- Full-screen scroll



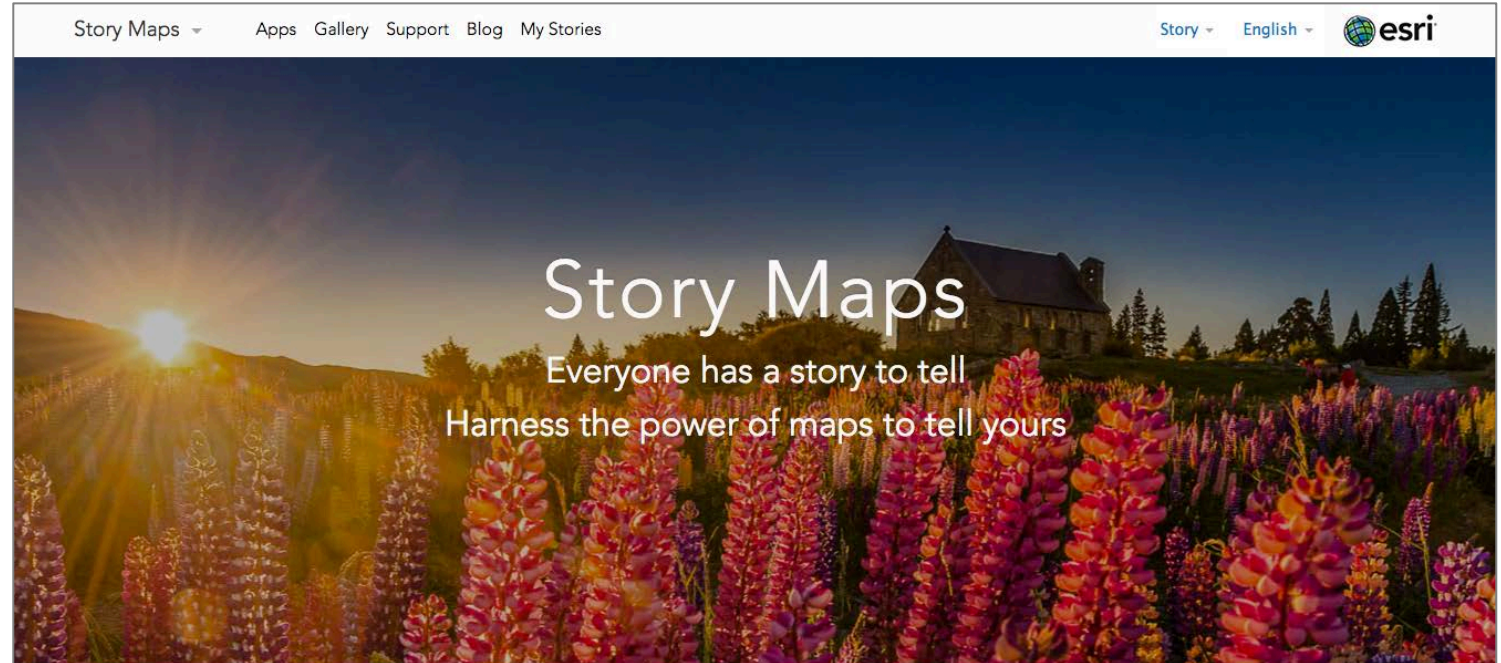
## Story Map Crowdsourcing

- Easy configuration of crowdsourcing and citizen science projects

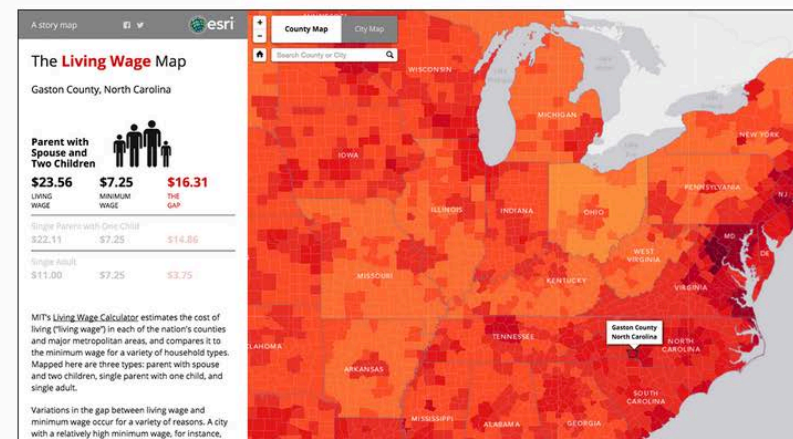
# Home Page

[storymaps.arcgis.com](https://storymaps.arcgis.com)

- Gallery of recent and cool story maps
- App list with links to descriptions, tutorials
- “My Stories” for managing stories and content



Engage and Inspire Your Audience



Story Map of the Month

[The Living Wage Map](#)

Custom design by Esri

## A sampling of organizations using story maps

- The Atlantic
- Amnesty International
- Bureau of Land Management
- Chicago Tribune
- EPA
- Forbes
- National Audubon Society
- National Parks Conservation Association
- National Park Service
- NOAA
- National Trust for Historic Preservation
- Smithsonian Institution
- Stanford University
- The Nature Conservancy
- USAID
- U.S. Senate
- The White House
- Wildlife Conservation Society
- World Resources Institute
- Multiple local governments, state agencies

## Some Story Map URLs

- Story Map Tour: [Stellar Sea Lion Haul-Out Sites in Oregon](#)
- Story Map Journal: [Welcome to the Anthropocene](#)
- Story Map Swipe: [75 Years of Landscape Change at Powder Mill Nature Reserve](#)
- Story Map Spyglass: [New York City 1836 and Today](#)
- Story Map Tabbed: [Exploring America's Natural Landscape](#)
- Story Map Shortlist: [For the Love of the Land](#)
- Story Map Cascade: [A River Reborn](#)