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**StoryMap Manual**

Two great training resources that ESRI provides:

1. [Getting Started with ArcGIS StoryMaps](https://www.esri.com/training/catalog/5d49a2cb04e5cb3ac549b8a7/getting-started-with-arcgis-storymaps/)
2. [The Anatomy of a Story](https://www.esri.com/training/catalog/5d49a2df04e5cb3ac549b8be/the-anatomy-of-a-story/)
3. *Create a new StoryMap:*
4. Go to the **ArcGIS StoryMaps** website: <https://storymaps.arcgis.com/stories>
5. **Sign in** to your account with your ESRI account information.
6. Click on the + next to **New story**. This will give you four options for the type of StoryMap:
	1. Start from scratch
	2. Sidecar
		1. Best for a series of maps, images, or videos that includes block text.
	3. Guided map tour
		1. Best for an itinerary or to highlight a few key locations. This is map focused.
	4. Explorer map tour
		1. Best for a narrative that goes with a map.
7. Choose which will be best for your application. This will open the new StoryMap.

*B. Begin and Customize the StoryMap:*

1. You can preview the StoryMap without publishing it by selecting the **Preview** button on the top ribbon next to Publish.
	1. You can select to view the StoryMap as it would be on a phone, tablet, or desktop.
	2. This is helpful to go back to once the story is complete to ensure that the StoryMap looks good across a variety of platforms.
2. Begin by adding the **title**.
3. An **introduction/subtitle** can also be optionally added. This is best if it is only a line or two long. It can be longer, but it is not as readable.
	1. The name of the user will automatically be added below this, as well as the creation date.
4. This is called the “Cover” and is what will appear when the StoryMap is first opened.
	1. To change the design of this part, select **Design** on the top navigation bar.
5. There are three different options for the **Cover layout**.
	1. “Full” will add an image behind the title and introduction text. This will fill the screen so that the user has to scroll down to the next section.
		1. Best for a main topic page that includes a compelling image, which says a lot about the topic.
	2. “Side-by-side” will have an image on half the screen with the title and introduction on the other half. The image can be on either the left or the right side of the screen. This will also fill the screen so that the user has to scroll down to the next section.
		1. Best for a subtopic page, which also should include a compelling image.
	3. “Minimal” is the default layout. This will have the title and introduction above the type of StoryMap chosen above.
		1. Best for sub-subtopic page, as this layout goes right into the StoryMap type.
6. **Navigation** is based on any headings included in the text of the StoryMap. It will include a section above the StoryMap type that has those headings linked to the section within the StoryMap.
7. **Credits** adds a footer section at the very bottom of the StoryMap. It begins with an optional heading and description. The name of the content can be added next to the attribution. Multiples of the content and attribution can be included.
8. The **Theme** will change the background color and the text font, which contribute to the tone of the StoryMap.
	1. “Summit” is the default white background with white text.
	2. “Obsidian” is a dark theme that is the reverse of Summit.
	3. “Ridgeline” is a subdued green background with an informal font for the text.
	4. “Mesa” is a light sepia background and a refined font for the text.
	5. “Tidal” is a dark blue background with white text in a similar font to Ridgeline.
	6. “Slate” is a pale gray background with a formal font and a dark navigation banner at the top.
9. A **logo** can be uploaded as well. This is a feature only available with a subscription account.

*C. Adding Components to the StoryMap:*

You will see the type of StoryMap you have chosen below the space for the title and introduction.

1. Where it says, **Continue your story,** click on this to add:
	1. BASIC - Text, Button, Separator
	2. MEDIA - Map, Image, Video, Audio, Embed, Swipe
	3. IMMERSIVE - Slideshow, Sidecar, Map Tour
		1. See below for detailed descriptions of these.
2. **Text**
	1. The color can be changed with the palate icon.
	2. Selected words can be hyperlinked with the link icon.
	3. Selecting paragraph will provide a drop-down list for the type of text. This changed the size and formatting of the text.
		1. Heading, subheading, paragraph, large paragraph, bulleted list, numbered list, quote
3. **Button**
	1. Provides a link to another site.
	2. The text of the button can be modified.
	3. The color or other attributes of the button cannot be changed. These will be according the theme that is chosen.
4. **Separator**
	1. A visible line. This cannot be customized.
5. **Media** (Map, Image, Video, Audio)
	1. These can be uploaded or linked to something on the web.
6. **Swipe**
	1. A caption can be added below.
	2. The options on the top can be used to adjust the size of this component.
	3. The outward facing arrows on the top right will enlarge the component to be full screen.
	4. The media in this component will be cropped to fit the landscape format.
7. **Slideshow**
	1. This is exactly like a Sidecar, but only has floating panels.
	2. The panel only includes a title and paragraph.
	3. The background color can be changed if you do not wish to add media.
8. Add the above options can be **rearranged** except for the text. Hover your mouse over the component until six dots appear. Click and drag the section to move it.
	1. Plan accordingly for the text. The only way to rearrange text sections is to delete them and recreate them.
* *Using the Sidecar Type:*
1. Select **Add media**.
	1. This will allow you to include a map from that was created using your ArcGIS account, or a New express map (see *Creating a new express map* below).
	2. An image or video that is downloaded to your device can alternatively be uploaded.
	3. A link to an image or video on the web can also be pasted and that media will appear on the StoryMap.
2. Multiple forms of media can be included. Click the blue and white + in the bottom right corner to **add a slide** of media. Scrolling down the page will allow you to view the next slide.
	1. The media can be edited by clicking the three dots in the box at the top center of the image. This will allow you to **replace or delete** the media.
	2. To modify an **image**, click the gear to the left of those three dots.
		1. Because the size of the imagemust fit the space in the sidecar layout, you can choose what part of the image to focus on by moving the white dot that appears on the image with the **Fill option**.
		2. Using the **Fit option**, the image will maintain the original dimensions, with a customizable background color that will fill the empty space.
3. You may choose to add a series of related media to best include with the story that is being told. These are edited using the bottom banner:
	1. The slides can be **rearranged** by clicking and dragging them.
	2. By clicking the dots on the lower right corner on the bottom of the slide, there are options to **delete, duplicate,** or **hide** a slide.
	3. By clicking the two squares in between the slides, you can choose how fast the slides **fade** from one to the next.
		1. The options are fade or slow fade.
4. By clicking the gray gear in the bottom left corner, you can **change the layout** of the sidecar.
	1. The options are docked or floating panel for the text that is next to the media.
	2. **Docked panel** is better for lengthier text and will stay to the side of the media. If minimal text is there, the background color will remain.
		1. The arrows between the space for the text and the media will allow you to choose which side the text is on and how much space is provided for the text.
	3. **Floating panel** is better for a shorter description or caption. This will float above the media, which now fills the screen as opposed to staying to the side.
		1. This option will stretch the media to fill the screen if the image is not landscape.
		2. The appearance of the panel can be changed by selecting the **palate** image at the top of the panel.
			1. The color options include a white panel behind the text, or dark or light text right over the image.
			2. The horizontal position changes where the panel appears over the picture.
			3. The size changes the width of the panel.
* *Creating a New Express Map:*

These are best for a customized and interactive map experience.

1. The **express maps overview** on the bottom to the right of panel on the left provides a good guide to getting started with creating these custom maps.
2. Begin by configuring the **options** for the map. These can be found by selecting the gear icon on the top right of the banner to the left.
	1. **Map navigation** will allow the user to pan and zoom on the map.
	2. The **search** feature will show a tool that the user can use to find a specific location on the map.
	3. **Current location** will display the user’s geographic location on the map.
	4. Particularly on smaller screens, the **grouping nearby points** will allow the user to click a symbol that the zooms in on individual points in there is a cluster.
	5. The **basemap** provides the color and text format for the map. The country and states borders and names are shown for all options except for the imagery map.
3. To customize the map and add point of interest, use the **drawing tools** at the top. These are all location based.
	1. By selecting the drop-down menu for each and hovering over a tool, you can see a preview of how it is used.
	2. To add a **point**, first select the type of point, and then click right on the map to add it.
		1. To have the location be more precise, zoom in on the map before adding the point.
	3. To add a **line,** possibly for an itinerary or to link points of interest, you can choose the first option or a free hand line.
		1. Each can be moved and restructured after they are placed.
	4. A **shape** can be added to highlight a region or other location.
		1. Several shapes are available. Otherwise, a freehand polygon can be drawn.
		2. Click once to begin the shape.
		3. Double click to complete the shape.
		4. Each point can be moved after placement to change the shape.
	5. **Text** can be added to the map.
		1. The placement and size of the text box will not change as the map is panned or zoomed.
		2. The color of the text box can be changed.
	6. An **arrow** can be added.
		1. It’s color and whether it is comprised of a solid or dashed line can be changed.
		2. Click once to begin and end the arrow.
4. The left of the upper panel will allow to to **undo or redo** edits to the map.
5. By changing the **type of cursor**, you can select a region of the map, which will allow you to simultaneously move or delete all the added drawings that are selected.
6. Each of the drawn features, except for the text and arrows, will create a new **layer** that can be further described in the left side panel.
	1. Click on the feature on the map or the sideways square to the left of the gear to add **additional information i**ncluding a name, photo, and description.
	2. Highlighting the text in the description will allow you to format it or add a **hyperlink**.
	3. The **style** of the shapes and lines will allow the color to be customized.
		1. For the points, the style will change not only the color, but also the size and symbol. An **image** can be uploaded to act as the point.
* *Using the Map Tour Type:*
1. The layout can be a guided or explorer map.
2. The **guided map** is map focused or media focused. Choose whichever you would like to highlight for this portion of the StoryMap.
3. The **explorer map** is arranged as a grid or list of media next to the map.
	1. These can be changed with the gear icon in the bottom left.
4. You can choose a series of images or videos that the user can scroll through. The map in the background will move to be centered on the location as the page is scrolled.
	1. A title and description can be added for each, as well as a location.
	2. Additional slides can be added with the blue + in the bottom right.
	3. The order of each slide can be modified by clicking and dragging the slides at the bottom.
	4. Clicking the three dots on the bottom left of each slide on the bottom will give you the option to hide or delete the slide.
5. Click the gear in the upper right of the map to show **map options**.
	1. The color of the points as well the look of the background map can be modified here.
	2. Each point must be the same color.

*D. Embedding the StoryMaps into the Wordpress Website*

In order to not have another tab open when viewing a StoryMap from the website, insert a **button** in the page. This will take the viewer to the StoryMap site in that same tab.

1. Log into the WordPress admin website.
2. Go to the **Pages** tab on the left.
3. Select the page you would like to embed the StoryMap.
4. Select the black and white + on the left of the page below the existing content.
5. Search for and select **Button**.
	1. Add the text of the button.
	2. The look of the button can be changed with the styles, color settings, and border settings sections on the right.
6. To add a **hyperlink** to the button, select the link icon that appears when the button is selected.
	1. Paste the website you would like the button to go to in the box.
	2. You can select to have this site open in a new tab or not.
7. Select the black and white + next to the button to add another button next to the current one.

Alternatively, you can **embed** the StoryMap into the Wordpress website. This will allow you to view the StoryMap without going to its website or reloading the page. Any links from the StoryMap will open in a new tab.

1. Select the black and white + on the left of the page below the existing content.
2. Choose **Advanced iframe**.
3. In the block settings on the right, paste the URL of the page you would like to embed.
4. There is not much other formatting that can be done without coding.