

Exercise: Story Map Tour

CCIM Chapter Training Webinars | August/September 2016

In this tutorial you will create a Story Map Tour.

You'll have about 30 minutes for this exercise.

FEEL FREE TO USE YOUR OWN CONTENT INSTEAD OF WHAT WE SHOW HERE.

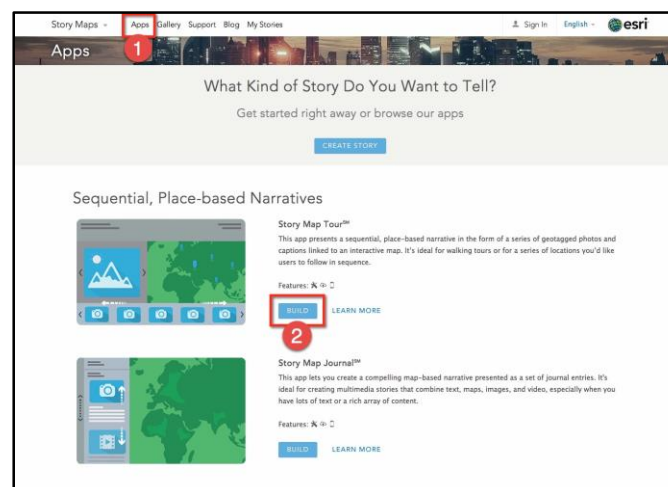
Launch the Story Map Tour Builder

Go to <http://storymaps.arcgis.com>

1. At the top of the page, click **Apps**.
2. Find *Story Map Tour* in the list of apps and click **Build**.
3. **Sign in** to your ArcGIS account, if prompted.

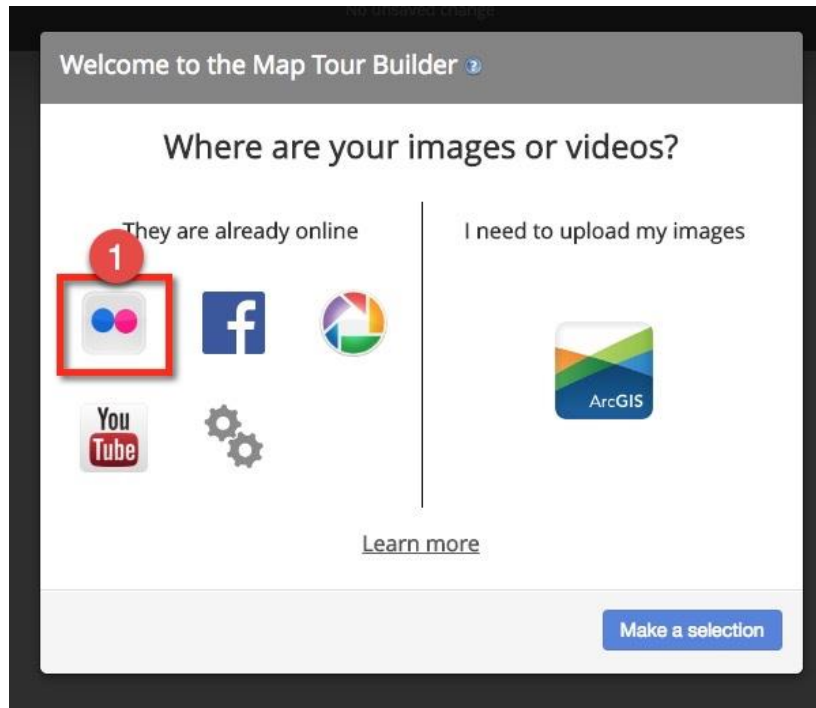
Alternatively, you can click 'Learn More' to go to the Story Map Tour page:

<http://storymaps.arcgis.com/en/app-list/map-tour/>



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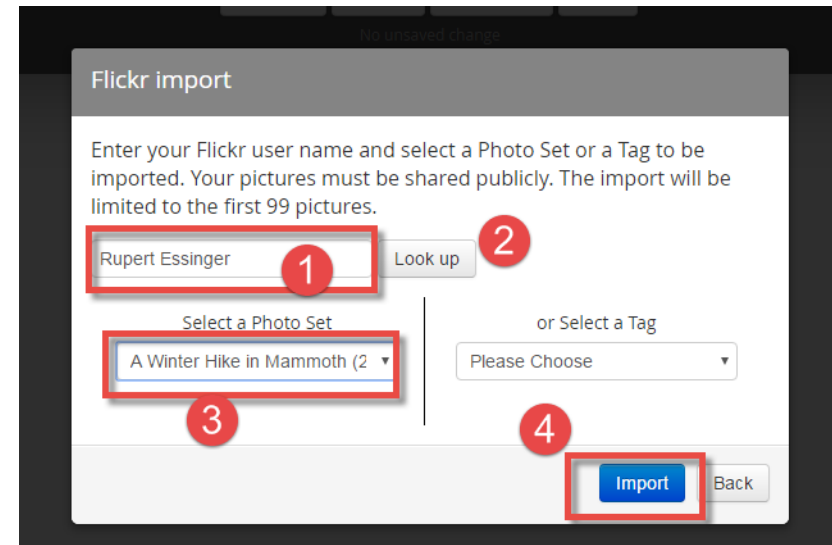
Build your Map Tour – Point to your Photos



The Map Tour Builder supports several popular photo services, or you can upload your photos.

For this Map Tour, you'll use photos on Flickr:

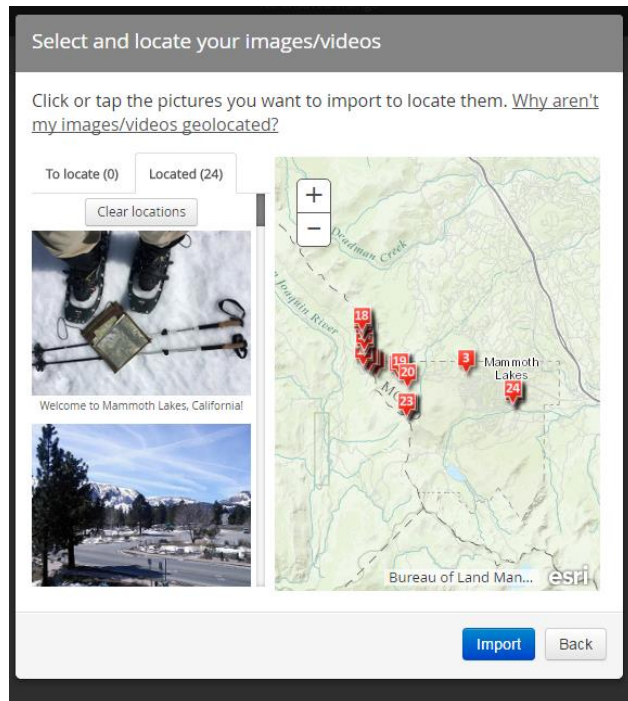
1. Click **Flickr**.



1. Enter "Rupert Essinger" (or use your own account if you already have pictures in Flickr)
2. Click **Look up**.
3. Select the "A Winter Hike in Mammoth" photo set (Flickr album).
4. Click **Import**

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Build your Story Map Tour – Locate Your Tour Points



These photos were taken with a GPS-enabled camera (e.g., an iPhone), so they have location information already, which the Story Map Tour will use automatically. If any of the pictures did not have locations stored with them, this dialog will let you locate them before importing them.

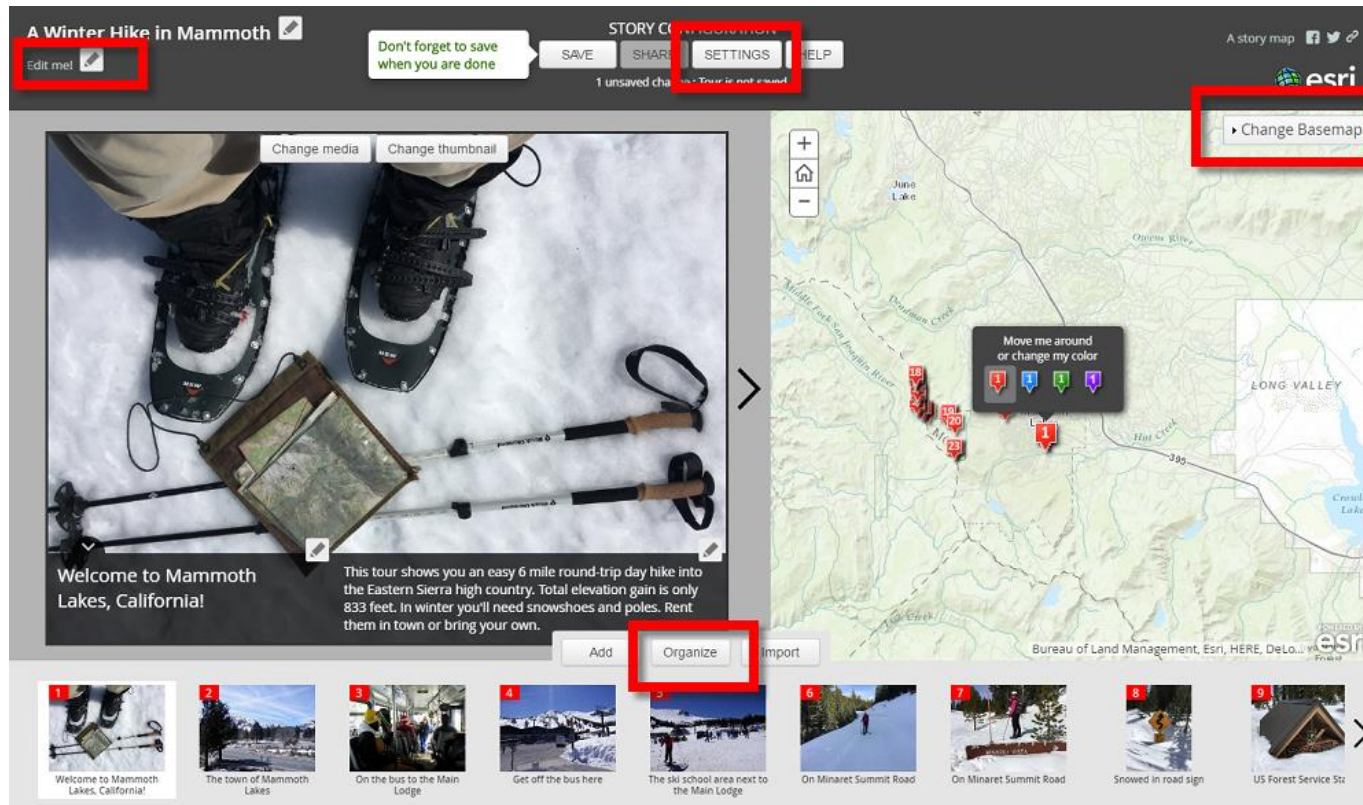
Press Import.

The photos appear in your tour. In Flickr, these photos were given names and captions, so that text is automatically used in your tour. The order in which the photos were added into Flickr (or their current order in the album if they were reordered manually in Flickr) is also reflected automatically in the order in which they appear in your tour.

You can now edit the tour point names, captions, locations and change the order now if you want.

There are several things you can choose to do next (in any order).

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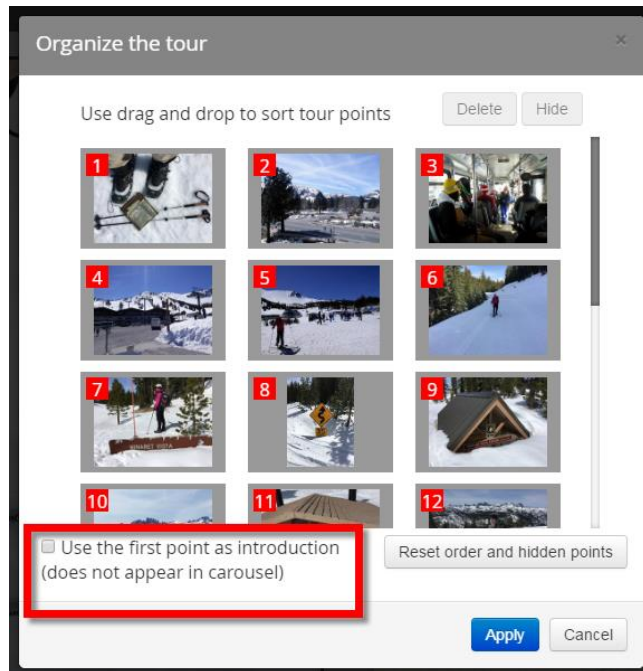
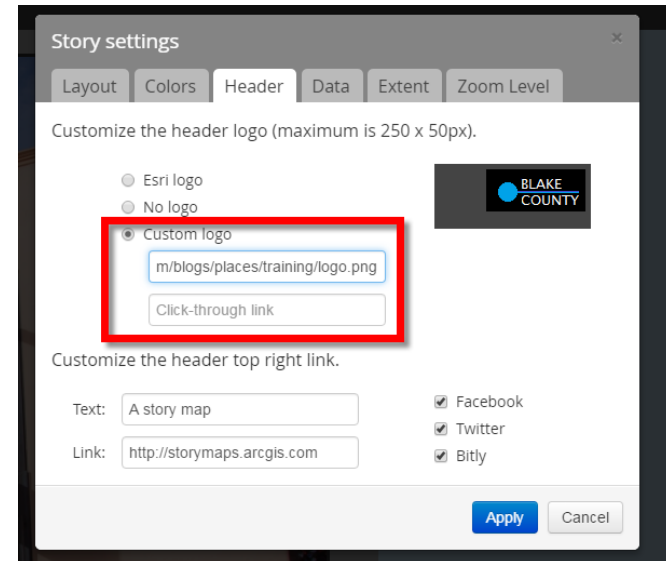
1. Add your own logo into the header to give your map tour your own branding. Click Settings and choose the Header tab. In the Story Map Tour the logo graphic is referenced via a URL and can be a png or jpg file (max size is 250 pixels by 50 pixels). Here's a made-up logo graphic we created that you can use:

<http://downloads.esri.com/blogs/places/training/logo.png> (filename is logo.png)

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When you specify your own custom logo graphic, you should also specify a click-through URL link. That's the URL that your readers will be taken to if they click on your logo, e.g. the URL of your company's home page.

2. Change the color scheme used in your tour, such as the header color. Click Settings and choose the Colors tab. For example, you could match the corporate identity color scheme used by your organization.



3. Use the Organize button if you want to make the first picture be an intro picture, which won't be shown on your map as a point. It's a cool way to set the scene with a great image and introductory text, without that image and text being linked to a point on your map. Check the box at the bottom of the Organize dialog.

5. Tweak the map extent (Extent tab)

6. Enter a subtitle

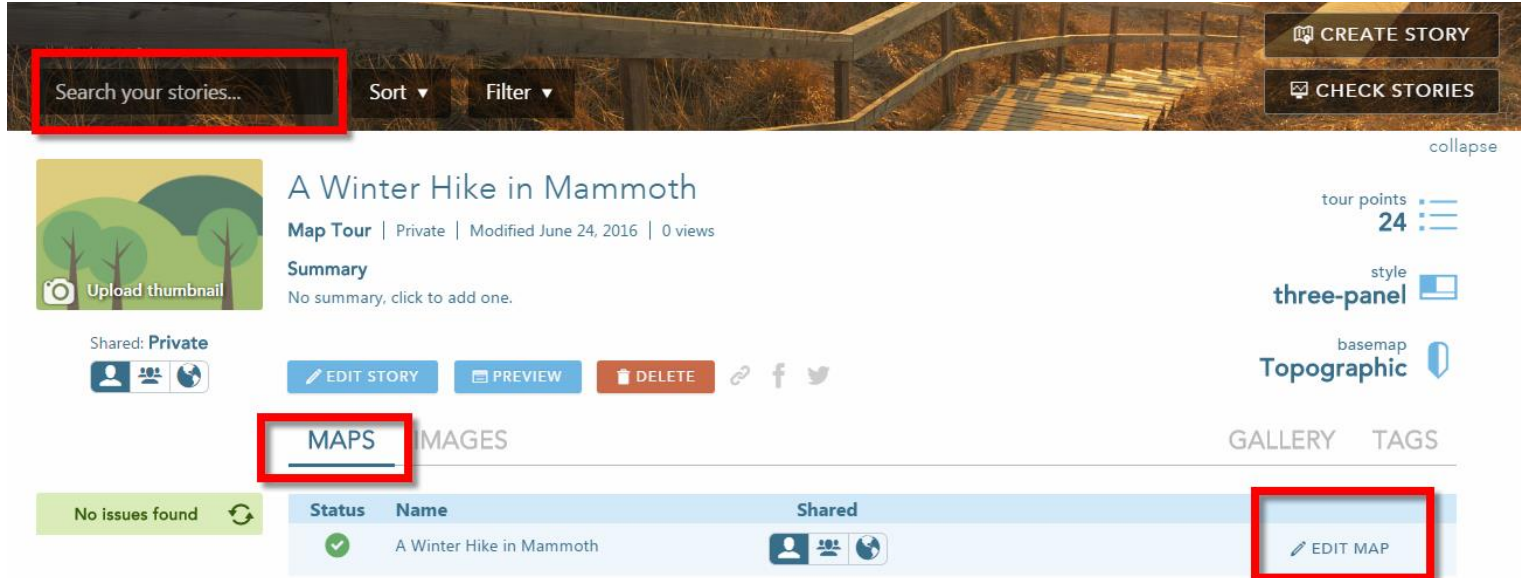
7. Change the Basemap. Choose Imagery With Labels (if you like)

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Then save your tour. You can share it with your intended audience. Click the Share button at the top of the Story Map Tour Builder.

Optionally, you can add additional data into the web map used in your Map Tour. In this case, the route of the hike is available as feature layer created by uploading GPS trace data into ArcGIS Online and making a feature service.

Edit the web map used in your map tour to add this additional layer. You can do this in ArcGIS Online or via the My Stories section of the Story Maps website. In My Stories, find your story, expand it to see its contents, click the Maps tab, and click Edit Map.



Search your stories... Sort Filter CREATE STORY CHECK STORIES

A Winter Hike in Mammoth
Map Tour | Private | Modified June 24, 2016 | 0 views

Summary
No summary, click to add one.

Shared: Private

EDIT STORY PREVIEW DELETE

tour points 24
style three-panel
basemap Topographic

MAPS IMAGES GALLERY TAGS

No issues found

Status	Name	Shared
✓	A Winter Hike in Mammoth	EDIT MAP

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In the web map, click Add > Search for Layers, set 'In' to ArcGIS Online, and search for 'winter hike in mammoth route'. This is the feature service of the route:

Alternatively, if you wish, you can download that shapefile as a zip file from:

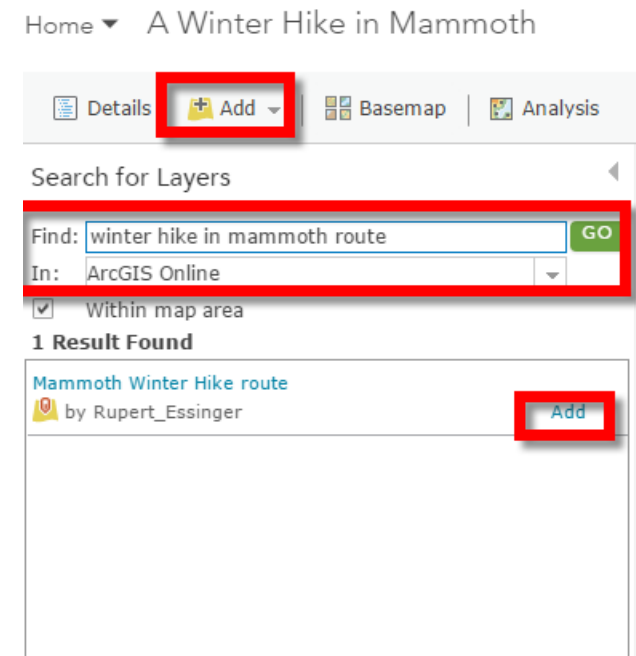
http://downloads.esri.com/blogs/places/training/mammoth_route.zip

Then upload it into your web map using Add > Add Layer From File. For example if you are using a free ArcGIS Public Account instead of an ArcGIS Subscription (and therefore can't publish your own feature services), you can still upload file-based data into a web map. GPX files from a GPS-enabled device can also be uploaded directly into a web map as line features, as can CSV files representing point features).

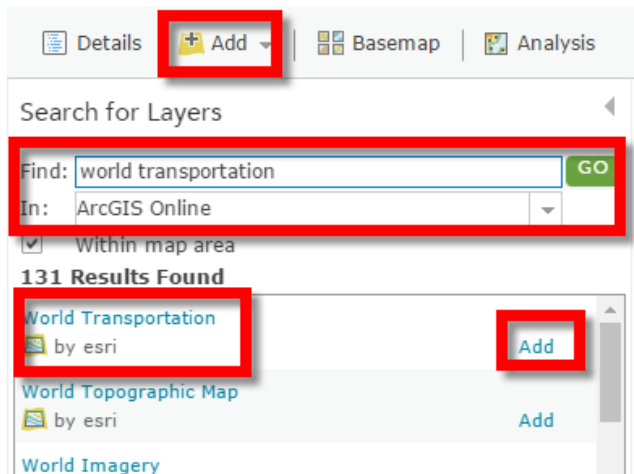
Symbolize the route layer in the web map.

You are using the Imagery with Labels basemap, which by default doesn't show roads and street name labels.

However you can easily add those in by adding the 'World Transportation' layer from ArcGIS Online to your map. Choose Add > Search For Layers and search that layer in ArcGIS Online:



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Save the map.

You are done!

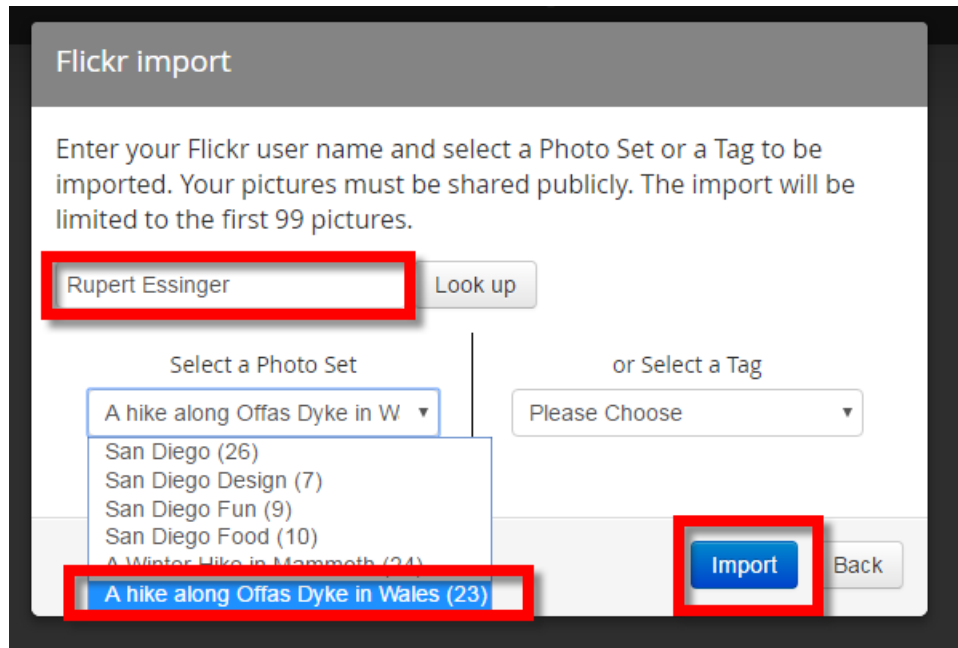
You'll see the updated map appear when you view your map tour. After adding additional content to your map, you don't need to open your tour in the Map Tour Builder again: those changes will appear automatically because the tour simply displays that map.

Note: when you edit a web map that is used in a map tour, be careful not to delete the layer you'll see in that web map called 'Map Tour layer': that's the layer that the Map Tour Builder creates and manages in your web map to store the points in your tour.

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Optional: Make another Story Map Tour using Flickr photos that don't have locations stored with them

If you want to try a different set of photos from Flickr, including some that don't have locations stored in Flickr, enter the 'Rupert Essinger' account name and choose the album called 'A Hike Along Offa's Dyke in Wales'. This set of photos will also introduce you to an interesting and historic part of the United Kingdom!



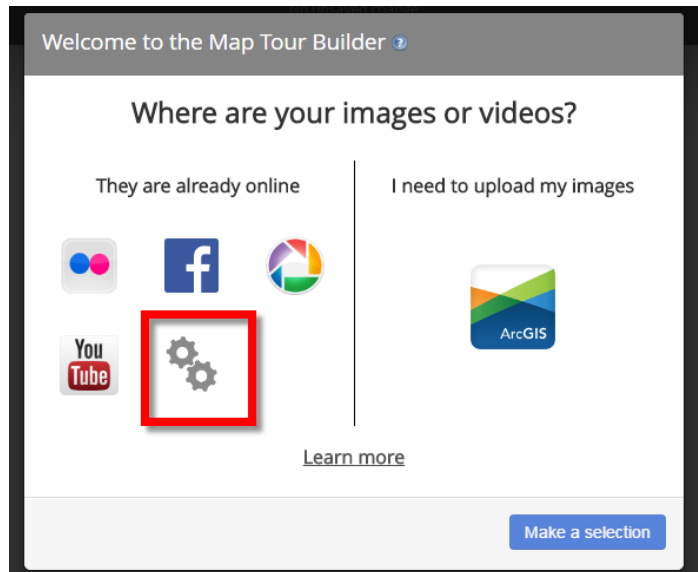
The screenshot shows the 'Flickr import' interface. At the top, it says 'Flickr import'. Below that, instructions state: 'Enter your Flickr user name and select a Photo Set or a Tag to be imported. Your pictures must be shared publicly. The import will be limited to the first 99 pictures.' There are two input fields: 'Rupert Essinger' (highlighted with a red box) and a 'Look up' button. Below these are two dropdown menus: 'Select a Photo Set' and 'or Select a Tag'. The 'Select a Photo Set' dropdown is open, showing a list of photo sets: 'A hike along Offas Dyke in W' (highlighted with a red box), 'San Diego (26)', 'San Diego Design (7)', 'San Diego Fun (9)', 'San Diego Food (10)', and 'A Winter Hike in Mammoth (24)'. The 'or Select a Tag' dropdown is set to 'Please Choose'. At the bottom right, there is an 'Import' button (highlighted with a red box) and a 'Back' button.

When you import that set of photos, you'll be able to specify the locations for those photos that don't have locations stored in Flickr.

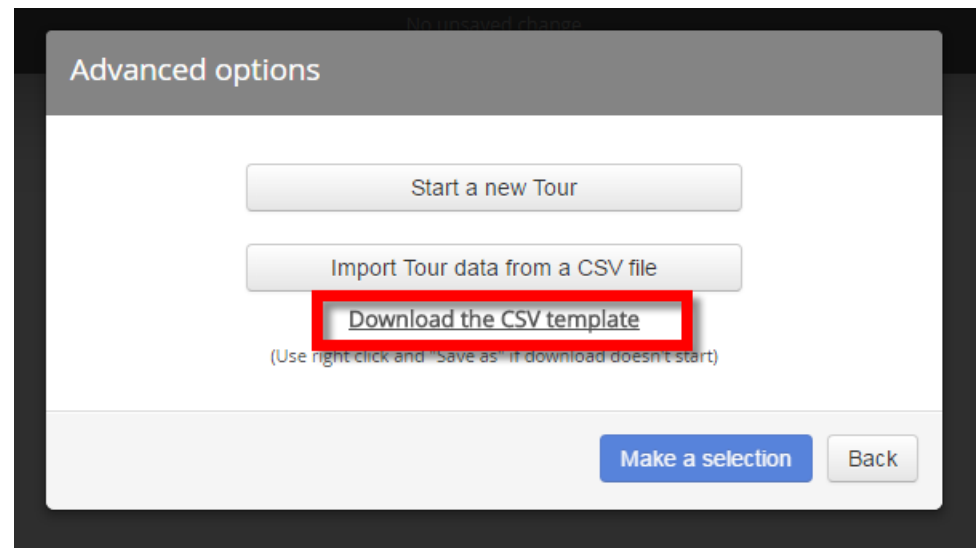
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Optional Advanced Workflow: Make a Story Map Tour using existing point dataset

This workflow demonstrates an advanced workflow that enables you to use existing point data to define a Story Map Tour. This is useful if you have existing GIS features or spreadsheets of places that you want to use in a map tour. Your existing data can be used to define a map tour. This workflow enables you to automate the creation of map tours and build them from existing datasets.



In the Story Map Tour Builder, you can download a data template as a spreadsheet. This template shows you the set of fields that the Story Map Tour uses for point locations. You'll find this under the Advanced Options:



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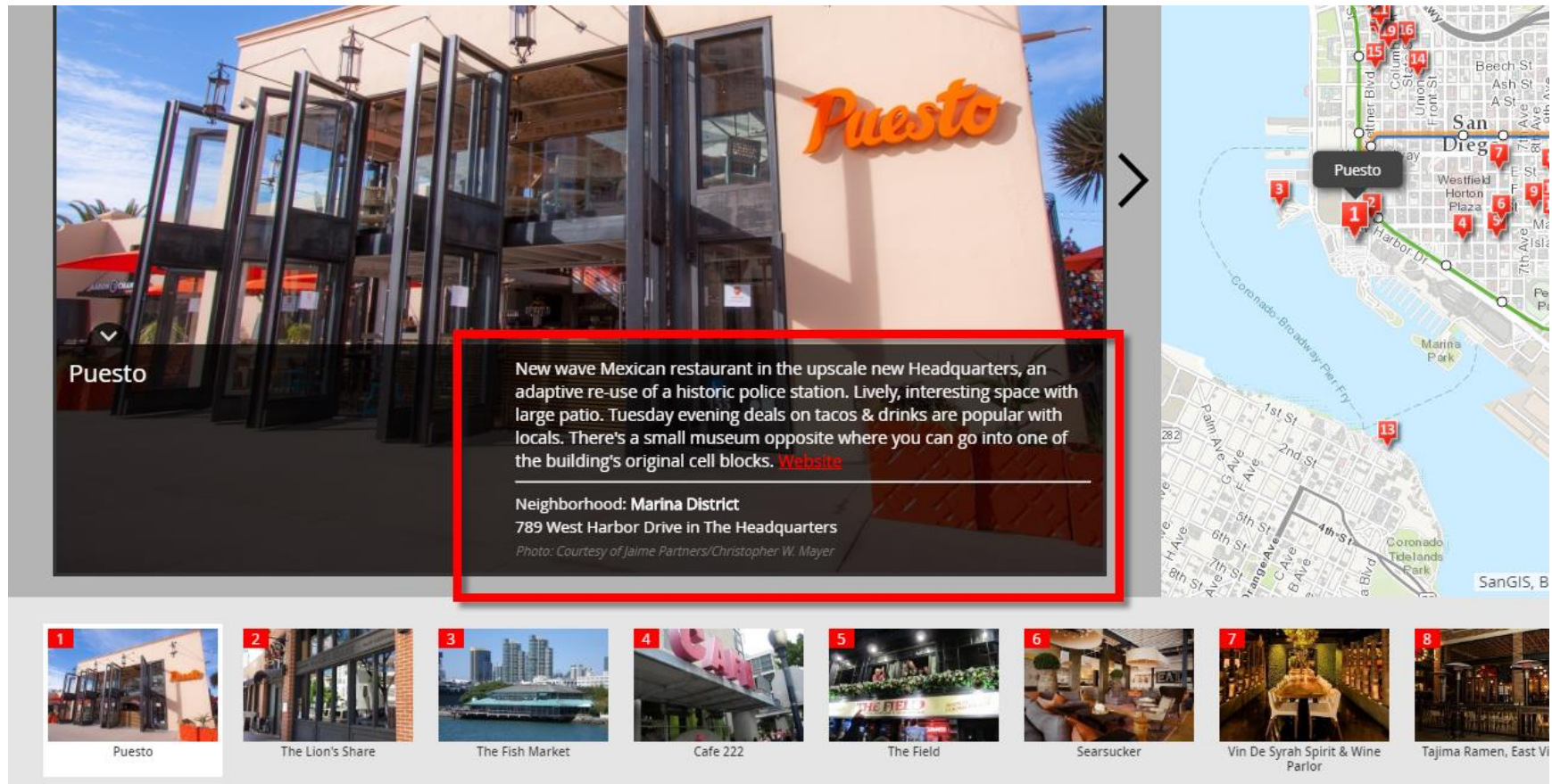
Any point data layer that contains those fields can be added to a web map, and then you can share that web map in ArcGIS Online and create an app from it, choosing the Story Map Tour as the app that you use to publish your map. For example if you have existing GIS point data that you want to use in a Story Map Tour, you can add the expected set of fields to that data and use it to power a map tour. Pictures are referenced directly via URLs. Lat and Long fields don't need to be added if your point data is already a point layer, such as point shapefile layer or feature service.

This same workflow also enables you to define the content of a map tour entirely in an Excel spreadsheet and then import that spreadsheet into the Story Map Tour Builder. This is the workflow that we used to create the [San Diego Places To Eat Map Tour](#).

You can find that map tour on the "Soak Up San Diego" web page which contains a set of story maps about the User Conference and San Diego: <http://www.esri.com/events/user-conference/activities/soakup-sandiego>

This map tour makes use of HTML tags in the captions to format the text:

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In the Story Map Tour Builder you can enter HTML tags directly into the captions as you edit them. However for more complex HTML tag formatting, like we use in the Places To Eat tour, you may want to automate how the caption text is defined, in order to avoid having to enter lots of HTML formatting manually. Using an Excel spreadsheet you can use the ability to concatenate text from different fields together in order to automatically generate the Description field. In this part of the tutorial you'll import a ready made spreadsheet to see the end result of this.

StoryMap Training: Map Tour

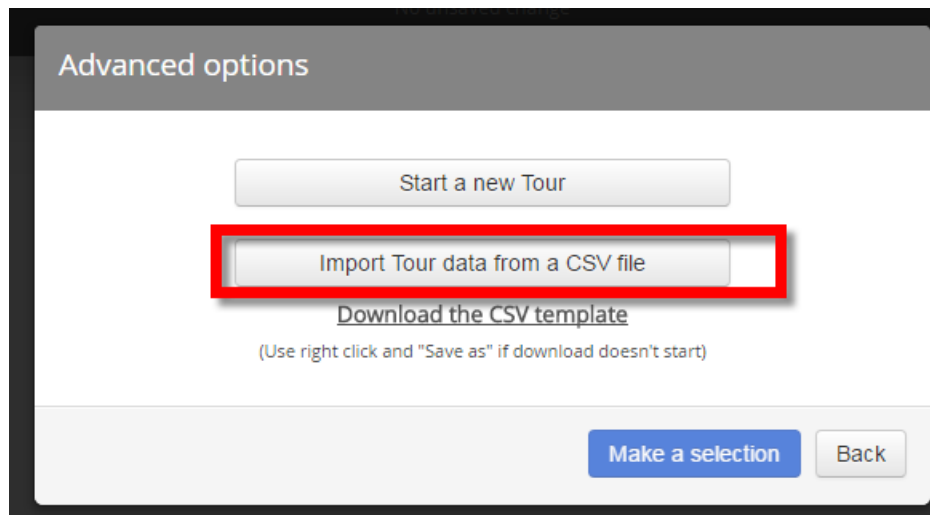
Assuming you have Excel on your machine, open this spreadsheet and save it locally to see the file we used to define the 'Places To Eat in San Diego' map tour:

<http://downloads.esri.com/blogs/places/training/locations.xlsx>

After saving this file, open it in Excel then export it to a CSV file using File > Save As.

If you don't have Excel on your machine you can open the CSV (Comma Separated/Delimited file) that we created by exporting the spreadsheet from Excel. Save this file locally:

<http://downloads.esri.com/blogs/places/training/locations.csv>
(filename is locations.csv)



Start the Story Map Tour Builder again. Choose the Advanced options dialog, and in that dialog, import the CSV file to create your tour. You can now continue to edit this map tour, save it, etc.

That's it.

Thanks for trying out the Story Map Tour.