

10 Surprising and Useful Ways to use Story Maps

The Esri Story Map application lets you combine authoritative maps with text, images, and multimedia content. They make it easy to harness the power of maps and geography to tell your story. Showcasing of campaigns, presentations and delivering public information are just a few ways you can use story maps. While many uses for story maps are obvious, others are not. Here are the 10 things you can do with story maps that you might not have thought of before.

- 1 More Compelling Briefings & Presentations**

When you want to use live maps during a briefing or presentation, a story map is a unique and compelling way to make your point without having to switch back and forth from Microsoft Powerpoint to a map or app. You can also export Powerpoint slides and use them in your story map
- 2 Introduce your Staff**

Use a story map to introduce your staff to your customers or the public. The map can provide background information on staff members and demonstrate the expertise of your company.
- 3 Promote & Market Events**

Attract attendees to your event with a story map that lets potential attendees explore event venues or attractions and can be embedded directly into the event website.
- 4 Showcase Project or Business Activities**

A story map can be used to showcase your business activities or projects whether your organisation is in the public or private sector.
- 5 Interactive Annual Reports**

Annual reports deliver a comprehensive summary of a business or an organisation's activities throughout the preceding year. With story maps, reports can be enhanced with maps and lots of different media.
- 6 Multimedia Teaching Tool**

A story map - especially the Story Map Journal app - is a great choice when you have lots of maps and media. Topics can be organised into sections and viewed sequentially.
- 7 More Engaging Resumé**

You can introduce yourself using a story map as an interactive resumé. It is an especially compelling format for a GIS professional who can include examples of GIS work through interactive maps.
- 8 Effective Public Relations Tool**

Elected officials who need to keep their constituency informed or charitable organisations that are rallying supporters for a cause can both benefit from story maps to effectively reach their audiences.
- 9 Dashboards that Show Current Conditions**

Dashboards provide a heads-up display of information, often including live feeds, to show current events or conditions. Story maps can provide a current overview of a situation.
- 10 Dynamic Atlas**

While a traditional atlas is a collection of maps bound in a book, a story map atlas can use dynamic rather than static maps and provide a framework for enhancing the atlas with rich text and interactive media.

Summary

There are many other ways to use Esri Story Map apps to better meet your presentation, communication, or visualisation needs. Use these suggestions as a springboard for your own creative use of story maps. Visit the Story Maps Gallery (storymaps.arcgis.com) to browse a large collection of examples.