

Share Your Watershed Story

⇒ **What is a Story Map?**

Story Maps knit together maps with multimedia content, such as narrative text, images, video, audio, and other digital material. They shape the power of maps and geography to tell your watershed and conservation story.

⇒ **Why use a Story Map?**

“...if you’re doing all that wonderful, sophisticated analysis, but you’re not communicating what you’ve been doing, then what’s the point?” –Allen Carroll, ESRI

Story Maps can put action to your maps and watershed plans, allowing the consumers to interact with data, images, audio, and text at ease. A successful story map helps guide watershed planning and informs land owners and the general public.

⇒ **How do you start an ESRI Story Map?**

You must start with one of two ArcGIS Online (AGOL) account options: **Public** or **Organizational**

- Public accounts are free, but limited. You may use layers that are already hosted on an ArcGIS Server or upload zipped files containing all shapefile components. When using a public account, zipped shapefiles may not contain more than 1,000 features.

- Organizational accounts are more flexible and user friendly, but have an annual fee. You must be invited to an organization by the organization’s administrator (they will create an account for you with a **user**, **publisher**, or **administrator** role). Ex. I have a Publisher account with the Agricultural Research Service Organization.

Adding Data to AGOL	
Public account steps	Organizational account steps
<ol style="list-style-type: none">1. In ArcGIS Desktop or Pro, develop a shapefile with <= 1,000 features2. Send the shapefile to a zipped folder. Make sure you zipped ALL the shapefile’s mandatory files: .shp, .shx, .dbf, and any optional files: .cpg, .sbx, .sbn, .prj, .xml3. Log in to your ArcGIS Online account, navigate to ‘My Content’4. + Add Item > From my computer > File: Choose File > select the zipped folder containing your shapefile5. Title and tag it6. Add Item	<ol style="list-style-type: none">1. In ArcGIS Desktop or Pro, File > Sign In... > enter username and password2. Develop shapefiles/feature classes (unlimited features) and symbolize<ul style="list-style-type: none">• ALL shapefiles/feature classes in current map doc will be uploaded!!3. File > Share As > Service... > Publish a service (Next)4. Choose your organization’s service and name your service (watershed name/project name)5. Add information (Item Description is required), check sharing settings6. Analyze, resolve any issues7. Publish (it will be added to ‘My Content’)

Regardless of your account type, anybody can make an ESRI Story Map using any of their templates!
<storymaps.arcgis.com/en/app-list/>