

Changemakers: Building your Personal Brand for Sustainable Employment (ACNA 5000)

Introduction to ESRI StoryMap

Activity Outline:

ArcGIS StoryMaps is a story authoring web-based application that allows you to share your maps in the context of narrative text and other multimedia content. These instructions will guide you through setting up a free account and getting started on creating your own StoryMap.

Optional Reading:

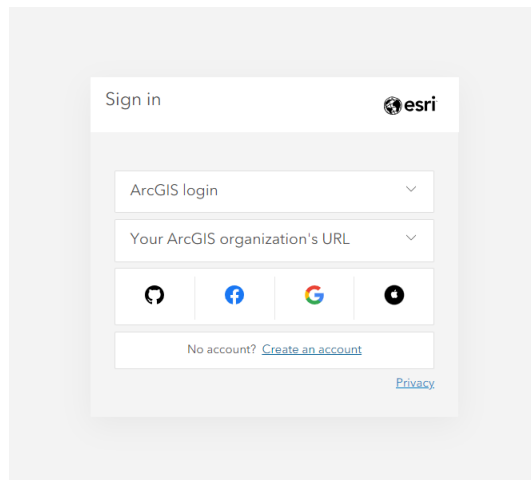
1. Examples of other StoryMaps: <https://doc.arcgis.com/en/arcgis-storymaps/gallery/>

Instructions: How to create a ArcGIS online account

- 1) Click on <https://www.esri.com/en-us/arcgis/products/arcgis-storymaps/overview>



- 2) Click on Create an Account



Sign in 

ArcGIS login 

Your ArcGIS organization's URL 

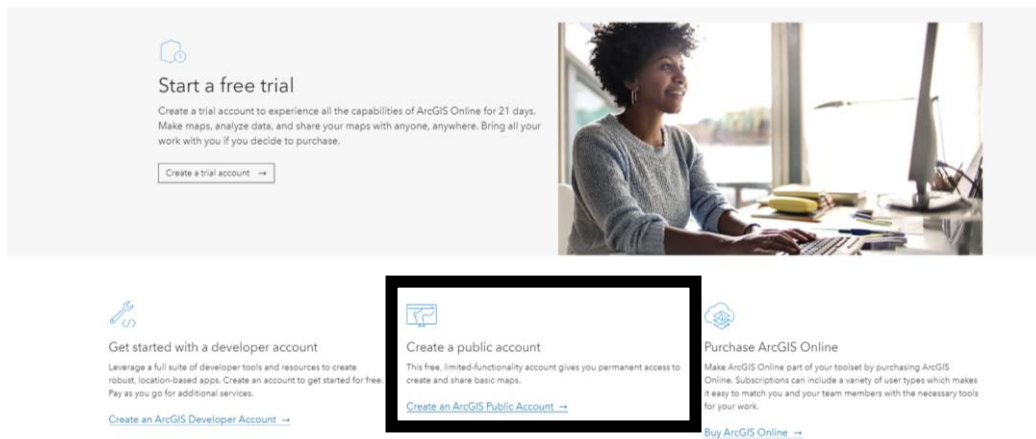





No account? [Create an account](#)

[Privacy](#)

3) Scroll down and click on 'Create a Public Account'



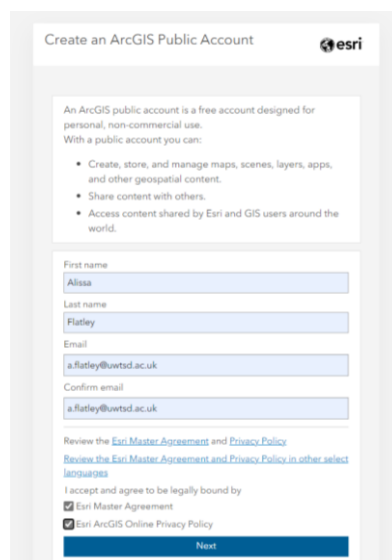
Start a free trial
Create a trial account to experience all the capabilities of ArcGIS Online for 21 days. Make maps, analyze data, and share your maps with anyone, anywhere. Bring all your work with you if you decide to purchase.
[Create a trial account](#) →

Get started with a developer account
Leverage a full suite of developer tools and resources to create robust, location-based apps. Create an account to get started for free. Pay as you go for additional services.
[Create an ArcGIS Developer Account](#) →

Create a public account
This free, limited-functionality account gives you permanent access to create and share basic maps.
[Create an ArcGIS Public Account](#) →

Purchase ArcGIS Online
Make ArcGIS Online part of your toolset by purchasing ArcGIS Online. Subscriptions can include a variety of user types which makes it easy to match you and your team members with the necessary tools for your work.
[Buy ArcGIS Online](#) →

4) Fill in your details



Create an ArcGIS Public Account 

An ArcGIS public account is a free account designed for personal, non-commercial use. With a public account you can:

- Create, store, and manage maps, scenes, layers, apps, and other geospatial content.
- Share content with others.
- Access content shared by Esri and GIS users around the world.

First name
Alissa

Last name
Flatley

Email
a.flatley@uwtsd.ac.uk

Confirm email
a.flatley@uwtsd.ac.uk

Review the [Esri Master Agreement](#) and [Privacy Policy](#).
[Review the Esri Master Agreement and Privacy Policy in other select languages](#)

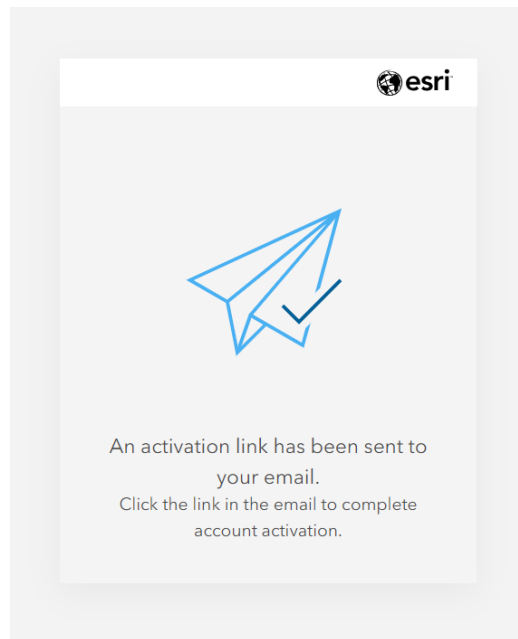
I accept and agree to be legally bound by

☒ Esri Master Agreement

☒ Esri ArcGIS Online Privacy Policy

[Next](#)

5) You will receive an email. You will need to activate your account

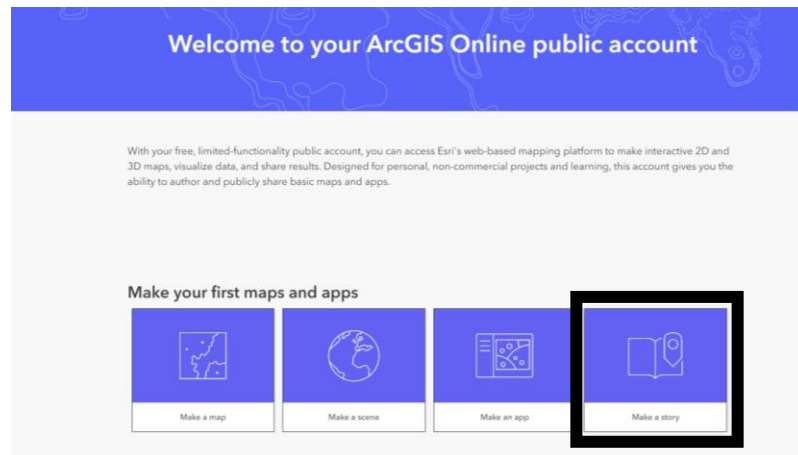


6) Once you have activated your account you will need to Set up your ArcGIS Public account (which is a mini profile).

This image shows the "Set up your ArcGIS Public Account" form. The title "Set up your ArcGIS Public Account" and the Esri logo are at the top. The form contains the following fields and instructions:

- Username:** A text input field.
- The username must:**
 - Be between 6 and 128 characters in length
 - Not include special characters other than . (dot), _ (underscore), @ (at sign), and - (hyphen)
 - Not include a . (dot), - (hyphen), _ (underscore) or @ (at sign) as the first or last character of the username
 - Not include spaces
- Password:** A text input field.
- Retype password:** A text input field.
- Security question:** A dropdown menu with "Select one" and a downward arrow.
- Answer:** A text input field.
- Create account:** A blue button at the bottom.

7) Once you have a username, you will be able to click on 'Make a Story'.



Once you have activated your account, familiarise yourself with the process of making an ArcGIS StoryMap. You can view examples of StoryMaps here: [ArcGIS StoryMaps Gallery | Examples from the StoryMaps community](#)

Activity: Using the link above, find some examples of StoryMaps with an Environmental focus. Have a think about what makes them engaging. What sections work well? What types of information have they included on their page.

Next, start to think about your own StoryMap for your chosen Environmental Topic. What sorts of information or data could you include. Does your topic have anything of interest you could map? Next, follow the tutorial to make your own story:

[Getting started with ArcGIS StoryMaps](#)