



# Engaging Communities with Story Maps

## What are Story Maps?

A story map is a web map that combines mapping with text, photos, multimedia and functionality to generate a stand-alone resource. Story maps use geography to communicate ideas, themes, histories, data, events and more in a compelling and powerful way.

## Gathering Information

Certain types of story maps can be used to collect information. A crowdsource story map is populated by community members who upload a photo of a place and describe that place, add a memory, a story, or a wish for the future. Photos are geotagged on a map that can be shared.

## Mapping Community Assets

Story maps can be used to collect and display features or characteristics within a community. Using a mobile application allows for easy data collection and automatically populates points on a map, helping the community identify assets and pinpoint opportunities.

## Sharing Information

Story maps can display information spatially using text, photos and multimedia, creating an interactive narrative that can be shared by copying and pasting a short URL into an email, blog or website, by embedding a map into a website, or by creating an app.

## Story Maps for Community Engagement

Engaging community members in the creation of a story map provides a diversity of insights into the data collected. Story maps give communities and organizations a dynamic tool that can increase public involvement in decision making.

For more information on story maps, visit [storymaps.arcgis.com](http://storymaps.arcgis.com).



## Examples

UNH Extension created a crowdsource story map to gather information and showcase peoples' favorite places in New Hampshire. [See the map.](#)

Through UNH Extension's First Impressions program, volunteers used a mobile data collection app to help map community assets and opportunities in Somersworth New Hampshire. [See the map.](#)

UNH Extension created a map to show community and economic development program impacts in the state of New Hampshire. [See the map.](#)