303(d) Success Story StoryMap Guidelines

NEIWPCC is supporting the development of stories highlighting Clean Water Act 303(d) Program successes. This document provides guidance on how to translate a Total Maximum Daily Load (TMDL) success story into an ArcGIS StoryMap. Learn more about the project.

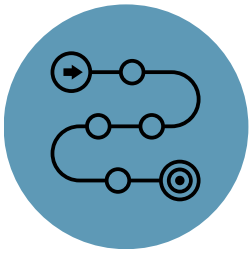
WHY STORYMAPS?

ArcGIS StoryMaps is a web-based application for sharing stories in a visual, interactive manner. They can be used to break down complex topics, such as TMDLs, into bite-sized sections supported by multimedia. StoryMaps present an opportunity to showcase the work of the 303(d) program in a highly visual way. This could include a map to orient viewers, graphs and charts displaying water quality data to support the story, and photos and videos featuring, for example, the value of the waterbody, the people involved, and the improvements made.

BEFORE DIVING IN

Define the Audience

Know the intended audience for the StoryMap and use this information to tailor the story and hook the reader in. Most web content should be written at an 8th grade reading level.



Determine the Story

Write the story out and decide the key messages you want to convey before drafting the actual StoryMap. Outline supporting visuals, such as photos, videos and charts, you need – and where they fit.

Use Clear Language

Avoid water quality lingo and acronyms, like TMDLs, that are not common knowledge. Include definitions as appropriate and use clear and simple language.

Format Tips

Use bookmarks, or story navigation, to link to the main sections of your story. Switch up the block styles used for visual interest but also consider using a consistent format for similar sections, such as definitions.

CREATING
the StoryMap

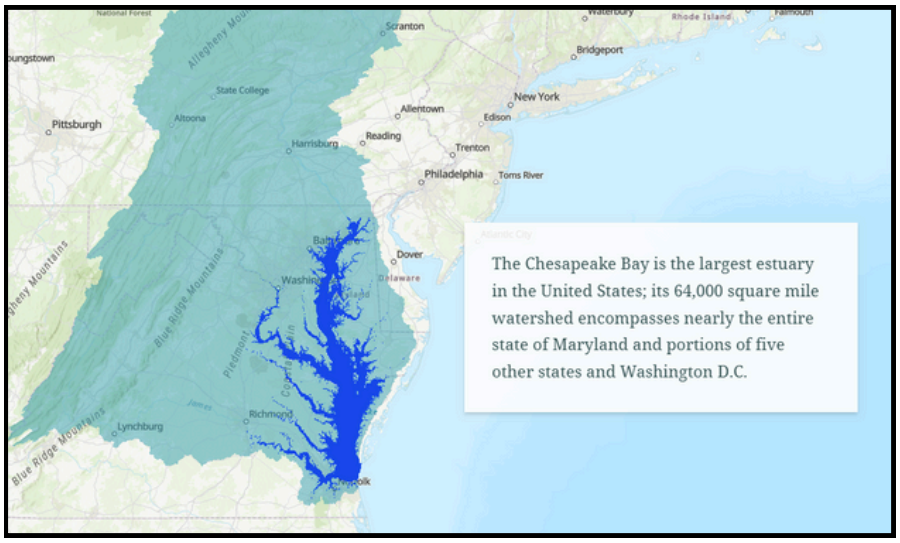
1. Title Frame

Pick a strong title and image (or short video) that will grab the viewers attention and give them a taste of the story.

The eye-catching, high-quality image shows an urban coastal environment to set the stage for the story.

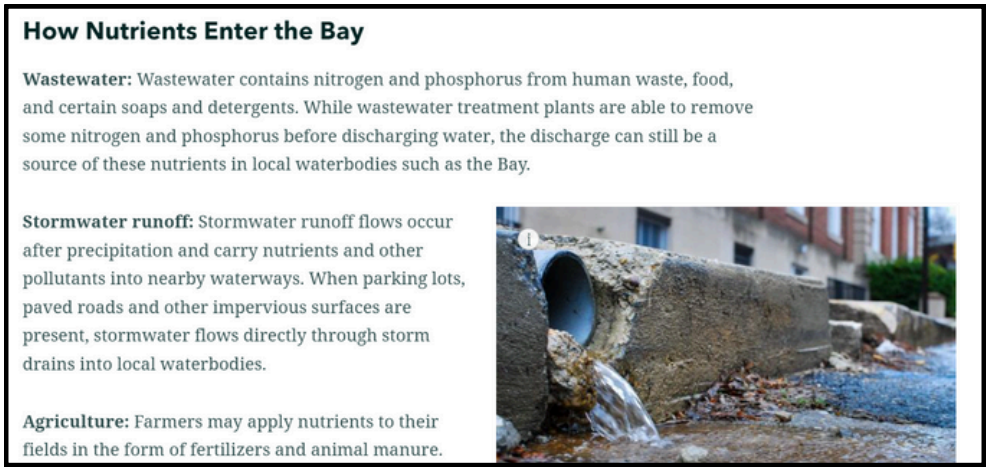
2. Introduction

Orient the viewer to the story with a watershed map and information about the waterbody.

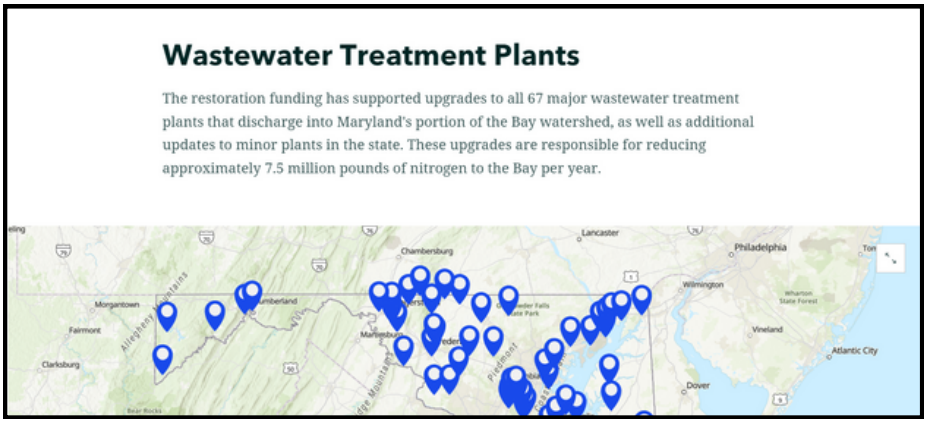


3. Summarize the Issue

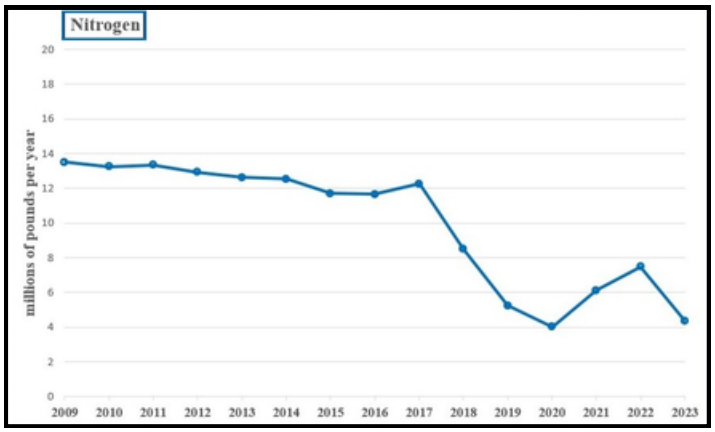
Explain what the water quality impairment is and any ecological and/or economic impacts to the area.



4. The Solution(s)
Detail how water quality challenges were addressed and who was involved.



5. Call Out Specific Success
Support the story by showing improvements with graphs and charts, significant milestones, or include before and after photos.



6. What's Ahead
Include information about what is next for this waterbody, and how readers can learn more or support water quality improvements.

7. List References and Partners
Give credit to collaborators and sources, and consider including a list of related resources.

Resources

- Getting started with ArcGIS StoryMaps
- ArcGIS StoryMap resources page
- Nine steps to great storytelling
- Add a swipe block tutorial

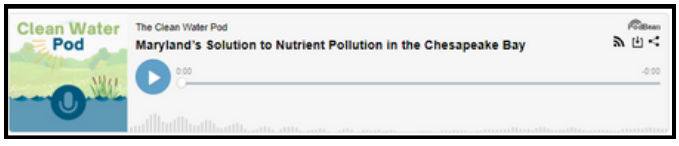
BLOCKS WE LOVE
for 303(d) Success Stories

Map Tour
Take readers on a tour of the watershed by exploring locations central to your story with descriptive text and media.

Timeline
Illustrate success milestones and events chronologically.

Swipe
Bring local transformation to life by comparing two maps or images with an interactive slider.

Audio
Upload an audio clip or link to one on the web. Whether an interview, podcast or sounds from the location, audio can be a powerful element in a StoryMap.



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