

Transform your Organization with ArcGIS Online

Phase 1 – Build the foundation

1. Understand what ArcGIS Online is.
 - a. A new tool to enable you to expand your GIS in new ways
 - b. Transformational:
 - i. Enables you to make your maps and data available and accessible so that anyone can access it, anywhere
 - ii. Enable non-GIS users to create their own useful maps
 - iii. Empower GIS users to share maps in new ways
 - iv. Collaborate between internal and/or external users
2. Configure your ArcGIS Online organization
 - a. Edit Settings
 - i. General
 - ii. Home Page
 - iii. Gallery Page
 - iv. Map
 - v. Groups
 - vi. Security
 - b. Define Basemaps for your organization
 - c. Create Groups that align with your organization's structure and the way it works
 - d. Customize application templates
3. Build your GIS data catalog (make GIS data available and accessible)
 - a. Register services (for multiple purposes)
 - b. Create hosted services where needed
 - c. Participate in the Esri Community topographic basemap program

Phase 2 – Transform your organization

4. Enable and encourage self-service mapping
 - a. Add non-GIS users into your organization
 - b. Provide access to Esri Maps for Office
 - c. Hold regular "training" sessions for non-GIS users to bring their data in order to create useful maps and apps
5. Expose GIS data by multiple methods (empowering GIS users)
 - a. Define and create useful information products (focused web maps and apps)
 - b. Embedded web maps on appropriate web pages (inventory your existing internal/external websites)
 - c. Share via social media (Facebook, Twitter)
 - d. Storymaps
 - e. Map Gallery
 - f. Mobile devices (smartphone, tablet, PCs, Mac)

ArcGIS Online Resources

Product page: <http://www.esri.com/software/arcgis/arcgisonline>

Online Help: <http://resources.arcgis.com/en/help/arcgisonline/>

Blog: <http://blogs.esri.com/esri/arcgis/category/arcgis-online/>

Selected blog articles:

- [Create a great home page for your organization](#) June 20, 2012
- [Improving your organization's home page graphics](#) September 27, 2012
- [Keep your ArcGIS Online organization organized with visual cues](#) January 6, 2013
- [Getting Started with Story Map Templates](#) October 25, 2012
- [An intelligent web map checklist](#) April 16, 2012
- [Designing web map pop-ups](#) August 13, 2012
- [Adding color to your pop-ups](#) September 25, 2012
- [Using URL parameters in pop-ups](#) October 4, 2012
- [Tips for displaying photos in pop-ups](#) April 26, 2012
- [Adding Flickr photos to ArcGIS Online web maps](#) July 3, 2012

Storytelling with Maps: <http://storymaps.esri.com/home/>

What's new in ArcGIS Online

- Blog: <http://blogs.esri.com/esri/arcgis/2012/12/12/whats-new-in-arcgis-online-december-2012/>
December 2012
- Online Help:
http://resources.arcgis.com/en/help/arcgisonline/#/What_s_new/010q00000006000000/
- Esri Maps for Office: <http://www.esri.com/software/esri-maps-for-office>