Planning your Personal Watershed StoryMap

Thinking through the foundational elements of your Personal Watershed story is essential for success. Use this worksheet as a tool to identify some key story components ***before*** you dive into the ArcGIS StoryMaps builder.

1. **What and Why?**

   What is the purpose of your Personal Watershed story?

2. **What are the key takeaways for your readers?**

   What do you want your readers to know after finishing the story?

3. **Does your story have a call to action?**

   What do you want someone to do, think, or feel after they've finished reading your story?

4. **What information do you want to include?**

   What might be useful for telling this story (photos, videos, maps, infographics, etc.)?

5. **What data supports your story?**

   What data/information could help explain the importance of your watershed?

Converted to a Google Doc and modified from original at:
https://www.esri.com/content/dam/esrisites/en-us/arcgis/products/storymaps-2019/Planning%20your%20next%20story%20map.docx