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


Selected blog articles:

- [Create a great home page for your organization](http://blogs.esri.com/esri/arcgis/2012/06/20/create-a-great-home-page-for-your-organization/) June 20, 2012
- [Improving your organization’s home page graphics](http://blogs.esri.com/esri/arcgis/2012/09/27/improving-your-organizations-home-page-graphics/) September 27, 2012
- [Keep your ArcGIS Online organization organized with visual cues](http://blogs.esri.com/esri/arcgis/2013/01/06/keep-your-arcgis-online-organization-organized-with-visual-cues/) January 6, 2013
- [An intelligent web map checklist](http://blogs.esri.com/esri/arcgis/2012/04/16/an-intelligent-web-map-checklist/) April 16, 2012
- [Designing web map pop-ups](http://blogs.esri.com/esri/arcgis/2012/08/13/designing-web-map-pop-ups/) August 13, 2012
- [Adding Flickr photos to ArcGIS Online web maps](http://blogs.esri.com/esri/arcgis/2012/07/03/adding-flickr-photos-to-arcgis-online-web-maps/) July 3, 2012


**What’s new in ArcGIS Online**

- Online Help:  