

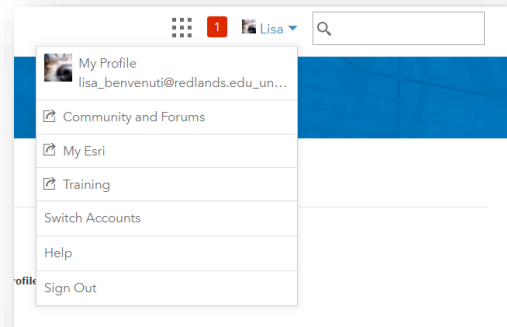
# ArcGIS Online User Best Practices

ArcGIS Online is an easy place to share public data, mobile enabled online maps, apps, and services. AGO is the foundation for serving online maps, data, web-mapping applications, using ArcGIS Collector, and Story Maps.

Use of the University of Redlands ArcGIS Online Enterprise requires a login. Please refer to the Center for Spatial Studies [Logging in to ArcGIS Online with Your UofR Account](http://spatialstudies.redlands.edu/resources/arcgis-online/) (<http://spatialstudies.redlands.edu/resources/arcgis-online/>) page for directions.

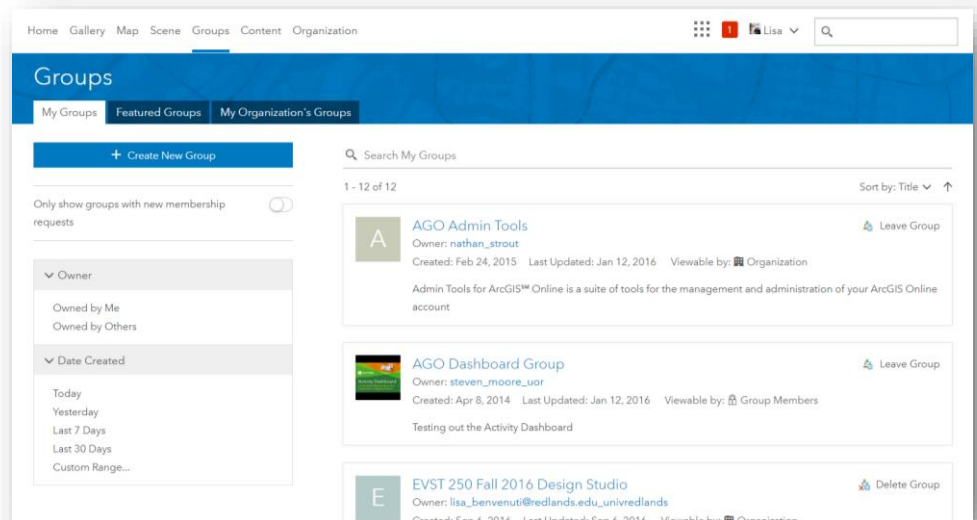
## My Profile

Fill out your profile and verify your name. Include whether you are student, staff or faculty at the University of Redlands and add your department or major. This helps the administrators manage the accounts and other users to find you. It's also good professional practice to develop your online presence.



## Groups

Groups are used to share content and collaborate with others on a project. You may use a group to share a map with your instructor for grading or to share common content that others working on the same project need to access easily. **DO NOT** create a group to organize your own content. You may use folders within your 'My Content' folder to organize your maps and layers by class or by project. When creating a group, use a name that clearly defines what the group is and fill out the summary and tags (for searching). The default is to share the group with 'Everyone (public)'. **Change this setting** to 'People in the organization (URSpatial)'. You can upload a thumbnail to visually indicate what your group is about. The groups tab will show you which groups you belong to. Leaving a group, or even deleting a group, does not delete the content that was shared with the group. The content lives in your 'MyContent'.



# My Content

## Folders

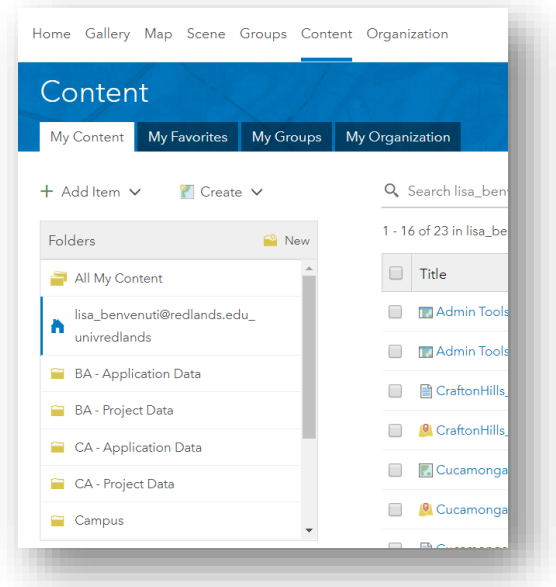
- Use folders to organize your content by project or class
  - Do not create a group to organize your stuff

## My Favorites

Add commonly used or searched-for items to your favorites.

## Maps & Layers

- Good thumbnail
- Brief summary
- Tags
- Usage notes
- Complete description
- Metadata
  - If you intend your data to be public or available for export/download, you must fill out a certain amount of metadata. If you click 'Validate' in the metadata editor, it will give you a list of the required fields.
- Settings
  - Enable editing? - do you want to be able to edit the layer/service in ArcGIS Online?
  - Enable Sync? - do you want to be able to do disconnected editing with synchronization?
  - Allow for export? - do you want others to be able to download a copy of the layer or service?
- Pop Ups
  - Use field aliases
  - Hide fields not needed
  - Insert photos, charts, links



## File Naming

The name you give your feature layer, web map, or application is important. It lets you and others know exactly what it is when they are searching for something. It is what shows in the table of contents in the map you make and publish. Do not call your maps and layers names like "temp\_test3."

- You can use alphanumeric characters and underscores. Do not use special characters such as spaces, hyphens, and brackets.
- Do not start a feature layer, field or table name with an underscore or a number
- Use consistency when capitalizing objects. For example, name objects with all capital letters (FEATURE\_LAYER) or a consistent mixed case (Feature\_Layer).
- Unless your instructor requires a specific naming convention (ex. EVST250\_Lesson1\_Smith), file names should allow you to identify your map or data from the name. Choose a format for naming files and use it consistently. You might consider including some of the following information in your file names:
  - Project name or acronym
  - Location
  - Researcher name/initials
  - Date or date range of experiment
  - Type of data
  - Version number

The first few letters of a feature class name usually describe the extent of the coverage, while the last letters describe the theme of information it contains. For example:

AZ\_faults: the extent is Arizona and it contains fault lines

SanDiego\_cities: the extent is San Diego County, California and it contains cities

US\_states: the extent is the United States and it contains the states

If there are multiple data sets for the same topic, an agency acronym and or date can be appended onto the name. For example:

CA\_Faultlines\_USGS\_2010

You should use industry and known acronyms as much as possible to keep file names short. You should use vague or cryptic acronyms sparingly. No file name should begin with a number and no spaces or characters should be used.

## Tags

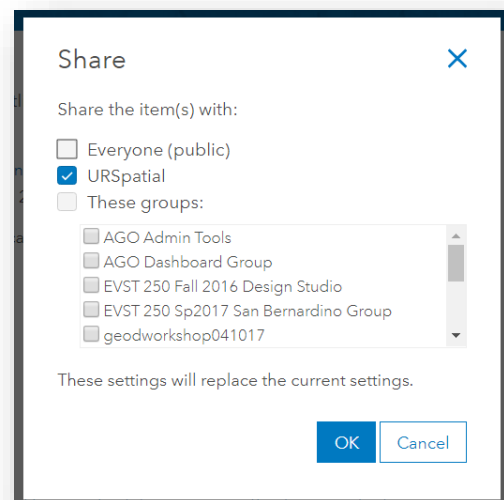
Tags are words or short phrases that describe your item. Tags are important since they determine if your group, map, or layer shows up in the search results when someone enters a keyword that matches one of your tags. Separate tags with commas.

See Tag Tip <https://blogs.esri.com/esri/arcgis/2017/01/30/using-tags/>

## Sharing

Any item in ArcGIS Online may be kept private or shared with your organization or the public. Be very careful about what you share publicly, you are representing yourself and the University. Do not publicly share any item that does not have metadata and:

- Good thumbnail
- Brief summary
- Tags
- Usage notes
- Complete description
- Conforms to fair-use guidelines for embedded media (see <https://owl.english.purdue.edu/owl/resource/731/1/>)



## Metadata

Metadata (data about data) serve as the foundation of trustworthy information, enabling systematic data creation, storage, retrieval, use, modification, retention, and archiving. Specifically, metadata consists of a standardized format and controlled vocabulary that allow for the precise description of data content, location, and value. It is imperative that all of the information, edits and updates associated with the dataset are entered into the metadata. At a minimum, the required elements must be met.

## Story Maps

A story map is not just a presentation. It is a way to demonstrate, with live maps, the research you've done, the analysis process you went through, and the spatial patterns you discovered. Keep it clear and simple as if you are trying to explain your work to someone you have just met. Use section titles and images that are interesting and make people want to learn more. Use a base map and symbology that is clear and easy to understand. Keep your text short and your

maps simple. The Center for Spatial Studies has created a Story Map Guidelines story map to help you make an engaging effective Esri Story Map: <https://storymaps.arcgis.com/stories/230d7eb023714eb991dac61fa118e55a>.

## Credit Usage

Each account comes with 500 free ArcGIS Online credits. You should you anticipate upcoming research projects that could consume large amounts of credits, you may want to budget your credits. Geocoding and data enrichment performed with Community Analyst/Business Analyst uses the same amount of service credits as ArcGIS Online. If you hit your quota and need more credits, email [spatialstudies@redlands.edu](mailto:spatialstudies@redlands.edu)

### What Does Not Require Service Credits?

Most of what you do with ArcGIS Online does not require service credits, for example:

- Accessing the data you store in ArcGIS Online in apps.
- Using ArcGIS Online foundation maps and data (basemaps, Landsat imagery, landscape layers, live traffic, and other live feeds).
- Exporting data stored in ArcGIS Online.
- Performing single address or place search.

### What Requires Service Credits?

You can use service credits in exchange for storage, analytics, demographics and lifestyle maps. Use the chart below for more information.

<b>Storage</b>	
<b>Feature Services Storage (excludes feature attachments)</b>	2.4 credits per 10 MB stored based on hourly calculations of storage per month
<b>Tile and Data Storage (map tiles, feature attachments, scene layer packages, and documents)</b>	1.2 credits per 1 GB stored per month
<b>Analytics</b>	
<b>Geocoding</b>	40 credits per 1,000 geocodes
<b>Simple Routes</b>	0.04 credits per simple route
<b>Optimized Routes</b>	0.5 credits per optimized route
<b>Drive Times (Service Areas)</b>	0.5 credits per drive time
<b>Closest Facilities</b>	0.5 credits per closest facilities route
<b>Multivehicle Routes (VRP)</b>	1 credit per multivehicle route
<b>Spatial Analysis</b>	1 credit per 1,000 features (queried for Find Existing Locations and Derive New Locations analysis tools)
<b>Elevation Analysis</b>	1 credit per 1,000 features
<b>Location/Allocation</b>	0.1 credit per demand point
<b>Demographics &amp; Lifestyle Maps</b>	
<b>Business Search</b>	10 credits per 1,000 records
<b>Demographic Maps and Layers</b>	10 credits per 1,000 map requests (pan, zoom, and identify)
<b>Data Enrichment</b>	10 credits per 1,000 data variables (attributes)
<b>Infographics</b>	10 credits per 1,000 views
<b>Reports</b>	10 credits per report
<b>Other</b>	
<b>Map Generation</b>	1 credit per 10,000 tiles generated

## Housecleaning

Please make sure to periodically clean up your data, maps, groups and applications by going into the "My Content" tab in ArcGIS Online. We are charged credits for storage. If you have something that you want to make sure is not deleted, check the 'Prevent this item from being accidentally deleted' box in the settings and name it something that lets us all know it's a final project or something for a client.

## End User Agreement:

### Account deletion/deactivation

Upon graduation or separation from the University, the user is responsible for exporting or transferring their content, if desired. After graduation, your account status will be changed to 'Extended Use Account'. This will allow you to still access your content for job interviews and demonstrations. You will no longer be able to do geocoding, geoenrichment, network and spatial analysis.

### Terms of Use

Any content hosted is subject to copyright law and acceptable use standards. An Educational Site License allows an institution to use ESRI software throughout the organization for teaching, research, or administrative purposes only. AGO can't be used for personal and/or commercial activities, unless those activities are part of class assignments.

## MyEsri <https://my.esri.com/>

MyEsri gives you access to announcements, reports, publications and help.

### My Profile

<https://my.esri.com/#/profile/info>

- Fill out your profile completely including the organization name (University of Redlands) and address.
- Connect to Your Organization
- Edit Email Settings > Manage Your Mail from Esri - Set your preferences for the type of email you get from Esri. To subscribe to these free publications, check the digital or print (US only) version of the publications you want.

The screenshot displays the 'My Esri' interface. At the top, there's a navigation bar with 'My Esri' and tabs for 'Dashboard', 'My Profile', and 'My Organizations'. The main content area is titled 'Edit Contact Information' and shows the following details:

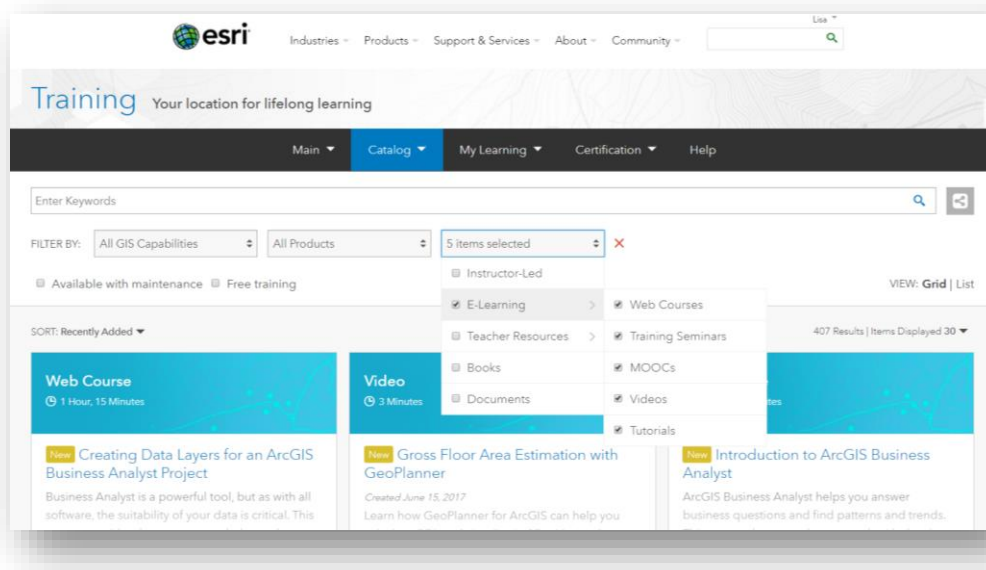
- Username: lisa\_benvenuti@redlands.edu\_univredlands
- Profile Picture: A placeholder box with an 'Update Photo' button.
- First Name: Lisa
- Last Name: Benvenuti
- Phone Number: 909-748-8372
- Phone Extension: 8372
- Organization Name: University of Redlands

A sidebar on the left contains a 'My Profile' menu with options: Profile Overview, Edit Contact Information (selected), Edit Email Settings, Edit Language Setting, Pending Permissions Requests, Connect to Your Organization, and Disconnect from Your Organization.

MyTraining <https://www.esri.com/training/>

Your university ArcGIS Online account gives you access to free online Esri training and tutorials.

<https://www.esri.com/training/catalog/search/>



For any questions or problems with your account please contact the Center for Spatial Studies at [SpatialStudies@redlands.edu](mailto:SpatialStudies@redlands.edu)

- Get Started with ArcGIS Online <https://www.esri.com/training/catalog/57660c48bb54adb30c94540a/get-started-with-arcgis-online/>
- Exploring GIS Maps <https://www.esri.com/training/catalog/57630432851d31e02a43ee86/exploring-gis-maps/>
- Introduction to Using Spatial Analysis in ArcGIS Online <https://www.esri.com/training/catalog/57eb2df4ee85c0f5204be9b5/introduction-to-using-spatial-analysis-in-arcgis-online/>
- Spatial Analysis with ArcGIS Online <https://www.esri.com/training/catalog/57630435851d31e02a43efe4/spatial-analysis-with-arcgis-online/>
- Gain Geographic Insight with ArcGIS Online Analysis Tools <https://www.esri.com/training/catalog/57630435851d31e02a43f04f/gain-geographic-insight-with-arcgis-online-analysis-tools/>
- Using GIS to Solve Problems <https://www.esri.com/training/catalog/57630433851d31e02a43eea1/using-gis-to-solve-problems/>