Deep Customization of Hub & Enterprise Sites
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Sections

- Hub & Enterprise Sites product statements & architecture
- Taking a look at the end products: Examples
- Curating your Site with the Content Library
- Designing your layout – tips & tricks
- Hub Premium
- Integration
- Resources
ArcGIS Hub is an **easy-to-configure cloud platform** for organizations **to collaborate with their communities** to accomplish information-driven initiatives.
ArcGIS Enterprise Sites is a capability that allows you to create customized websites & webpages to feature content from your portal to non-GIS users.
ArcGIS Hub (Premium)

ArcGIS Hub (Basic)

ArcGIS Online

Enterprise Portal

ArcGIS Enterprise Sites

Sites & Open Data

Sites & Open Data

Initiatives

Community Identities

Events

Followers

Feedback

Teams

Apps

Dashboards

Apps
When to use ArcGIS Hub vs ArcGIS Enterprise Sites

**ArcGIS Hub**

- When you can use ArcGIS Online – no credit burn, unlimited bandwidth downloads, we host the infrastructure
- Hub leads Enterprise Sites in features and functionality
- Hub is optimized for the web – CDN & SEO
- Hub contains 3 sub-systems that Enterprise Sites does not:
  - Custom domain (URL) support with HTTPS certificate generation
  - Expanded download system & caching over the platform*
  - Improved search experience over the platform*
- Hub has additional licensable features for external community engagement

**ArcGIS Enterprise Sites**

- Your IT policy prohibits you from using ArcGIS Online
- You work in a disconnected environment
- You need to control the web server
Examples: What do people use Hub & Enterprise Sites for?
Use Hub to Build Communication Bridges
Use Hub to Build Communication Bridges

Need a system to...
INFORM, ENGAGE, & MONITOR
Use Hub to Build Communication Bridges

INFORM

ENGAGE

MONITOR
What’s possible with Hub in building communication bridges?
External examples
Internal Examples
Examples of sites …

1) Blending and integrating
2) Custom branding
3) Informing, Engaging, Monitoring
Blend in to…

- Your organization’s website or CMS
- Your organization’s central wiki / Sharepoint

Integrating via

- Custom URLs
- Branding guidelines
  - Logos
  - Fonts
  - Colors
  - Layout patterns
Custom branded

- Branded names
  - “GeoHub”
  - “DataHub”
  - “Geoportal”
  - “Open Data”

- Custom Logos
Inform: One-way sharing of data & apps/maps
Engage: Sites can be true Hubs for two-way engagement
Monitor: showing progress toward goals
Basics

*Build something with no plan to get a feel for things*
Making your first Site

- **Creator User Types w. Essential Apps**

- **Privileges required**
  - Create Content
  - Create Group
  - Share to Group
  - View Org Groups
  - View Org Items

- **Nice to have Privileges**
  - Create group with update capabilities *(allow others to edit my site)*
  - (Administrative) Assign users *(Force users into groups instead of invite)*
Finding the app

1. App Launcher
2. Create Menu (Online only)
Overview & making your first site

Sites/Hub Overview is useful for making new Sites/Initiatives and returning to your already created work
Demo time

*First site, getting around the app*
App footprint in Portal / Online

Making a site/initiative

- Item: Hub Site App or Site App
- Group: Site Name Content
- Group: Site Name Core Team
- Group: Site Name Followers

Creating a page

- Item: Hub Initiative
- Item: Hub Page or Site Page

New event

- Group: Event Name Event

Hub Premium Only

Hub Basic & Enterprise Sites
Impact on ArcGIS Online / Portal

- When making a Hub Site, a fully privileged user will create…
  - Hub Site Application / Site Application
  - Hub Initiative (Hub Premium only)
  - Core Team group
  - Content group
  - Followers group (Hub Premium only)

- When adding an event (Hub Premium)…
  - Event group (Hub Premium)

- When adding a page to that Hub Site…
  - Hub Page Item / Site Page Item
Site/Initiative Curation

the "hard part" and the content library
Deciding what you’re building first
Pick something manageable to start

Private data sharing

Public data sharing / Open Data

Specific project

Long running engaging program

Hub for deep two-way engagement

Time investment
ArcGIS for Server

Cloud Storage

Content and Services

Site Content Group

...which shows on your Site/Initiative

External APIs

ArcGIS Online / Hub
“Add Item”

ArcGIS Hub
“Content Library”
Sourcing data from within the platform

• Search your Portals & ArcGIS Online

• Work with departments/business lines on data that you can’t find

• Upload your own
Koop: Sourcing data from outside of the platform

https://koopjs.github.io/

Stateless

Extensible / Open Source

Providers
Koop uses providers to transform data from different sources to GeoJSON. Once data is formatted to GeoJSON it can be cached, queried and transformed to various outputs.

Officially Supported

<table>
<thead>
<tr>
<th>name</th>
<th>version</th>
<th>build status</th>
<th>compatibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>ArcGIS Online</td>
<td>npm v3.14.4</td>
<td>build passing</td>
<td>3.0.0-alpha.29</td>
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<tr>
<td>AWS S3 Select</td>
<td>npm v1.1.0</td>
<td>build passing</td>
<td>3.x</td>
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<td>File GeoJSON</td>
<td>npm v1.0.1</td>
<td>build passing</td>
<td>3.x</td>
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<tr>
<td>Gist</td>
<td>npm v2.0.0</td>
<td>build passing</td>
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<td>3.x</td>
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<td>Google Analytics</td>
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<td>3.x</td>
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<td>Google Fusion Tables</td>
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<td>3.x</td>
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<td>Google Sheets</td>
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<td>3.x</td>
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<td>3.x</td>
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<td>Socrata</td>
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<td>3.x</td>
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<td>Socrata</td>
<td>npm v1.0.4</td>
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<td>2.x</td>
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Experimental

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</tr>
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<tbody>
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<td>npm v0.2.12</td>
<td>NA</td>
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<tr>
<td>CKAN</td>
<td>npm v0.8.9</td>
<td>build passing</td>
<td>2.x</td>
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<td>Decennial Census Data</td>
<td>npm v0.8.5</td>
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<td>OpenStreetMap</td>
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<td>3.x</td>
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<tr>
<td>VRBO</td>
<td>npm v0.8.5</td>
<td>NA</td>
<td>3.x</td>
</tr>
<tr>
<td>Yelp</td>
<td>npm v0.8.5</td>
<td>NA</td>
<td>3.x</td>
</tr>
</tbody>
</table>
http://us-cities.survey.okfn.org
Demo time

*Using the Content Library to curate your site's catalog*
Data house keeping

These steps will benefit more than just your Hub / Enterprise Site
“Great content makes great sites”
Getting data and services ready from desktop

- Humanize your attributes with attribute aliases
### ACS 5 Year Housing Data by Place As of 2013

Showing 1 to 10 of 29,509

<table>
<thead>
<tr>
<th>▼ NAME</th>
<th>▼ B25002EST1</th>
<th>▼ B25002EST2</th>
<th>▼ B25002EST_1</th>
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</thead>
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<td>23</td>
<td>100</td>
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<tr>
<td>Abbeville</td>
<td>1273</td>
<td>1112</td>
<td>87.35</td>
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<tr>
<td>Adamsville</td>
<td>1973</td>
<td>1730</td>
<td>87.68</td>
</tr>
<tr>
<td>Addison</td>
<td>463</td>
<td>406</td>
<td>87.69</td>
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<tr>
<td>Akron</td>
<td>278</td>
<td>172</td>
<td>61.87</td>
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<td>1513</td>
<td>1428</td>
<td>94.38</td>
</tr>
<tr>
<td>Aliceville</td>
<td>1566</td>
<td>1351</td>
<td>86.27</td>
</tr>
</tbody>
</table>

### New ACS 5 Year Housing Data by Place As of 2013

Showing 1 to 10 of 29,509

<table>
<thead>
<tr>
<th>▼ Name of Place</th>
<th>▼ Total: Housing units</th>
<th>▼ Occupied housing units</th>
<th>▼ Occupied housing units as a %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abanda</td>
<td>23</td>
<td>23</td>
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</tr>
<tr>
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Getting data and services ready from desktop

• Humanize your attributes with attribute aliases
• Turn on editor tracking
Getting data and services ready from desktop

- Humanize your attributes with attribute aliases
- Turn on editor tracking
- Enable metadata on your ArcGIS Online Organization / Portal
Items
Configure aspects of your organization related to items.

Comments
- Show and allow comments on items in the organization.

Metadata
- Enable metadata for your organization.
  - Choose the metadata style for your organization. The style controls how the metadata appears and which fields are available for editing.
    - FGDC CSDGM Metadata
    - INSPIRE Metadata Directive
    - ISO 19139 Metadata Implementation Specification GML3.2
    - ISO 19139 Metadata Implementation Specification
    - North American Profile of ISO 19115 2003

Organization Categories
Create a set of categories for this organization's content. You can start with standard categories or create new categories.

[Set up categories]
Getting data and services ready from desktop

- Humanize your attributes with attribute aliases
- Turn on editor tracking
- Enable metadata on your ArcGIS Online Organization / Portal
- Large data – simplify and reduce the number of vertices
Getting data and services ready from desktop

- Humanize your attributes with attribute aliases
- Turn on editor tracking
- Enable metadata on your ArcGIS Online Organization / Portal
- Large data – simplify and reduce the number of vertices
- Server: latest is greatest (Hub & Sites is optimized best for Server 10.5 and greater)
- Service parameters
  - Don’t alter the default maximum number of records returned from server
Getting data and services ready from desktop

- Humanize your attributes with attribute aliases
- Turn on editor tracking
- Enable metadata on your ArcGIS Online Organization / Portal
- Large data – simplify and reduce the number of vertices
- Server: latest is greatest (Hub & Sites is optimized best for Server 10.5 and greater)
- Service parameters
  - Don’t alter the default maximum number of records returned from server
- Organize layers (datasets) into multiple services
  - No more than twenty to a service
Hosted or on premises?

- Where possible, use Hub to run the website experience

- Host data in Enterprise Servers:
  - Systems connected to the system of the record

- Consider syncing data to ArcGIS Online to host:
  - Large datasets
  - Popular datasets
  - Any data you’d like automatically translated into file geodatabase
  - Ask yourself if you’re hoarding credits
Downloading imagery

- Use Experience Builder or Webapp Builder to make an imagery download app
- Feature the apps on your site instead of the raw imagery
- Search “imagery download” on hub.arcgis.com for examples
Open data: determining the right license

https://creativecommons.org/choose/

License Features
- Allow adaptations of your work to be shared?
  - Yes
  - No
  - Yes, as long as others share alike
- Allow commercial uses of your work?
  - Yes
  - No

Selected License
- Attribution 4.0 International

Help others attribute you!
This part is optional, but filling it out will add machine-readable metadata to the suggested HTML.
Adding a license to your data

Have a web page?

This work is licensed under a Creative Commons Attribution 4.0 International License.

Copy this code to let your visitors know!

```html
<a rel="license" href="http://creativecommons.org/licenses/by/4.0/"><img alt="Creative Commons License" style="border-width:0" src="https://i.creativecommons.org/l/by/4.0/88x3"
```

Options:
- Normal Icon
- Compact Icon
The point locations of public (School District of Philadelphia), charter, private and archdiocesan schools in the City of Philadelphia.

Terms of Use
Add any special restrictions, disclaimers, terms and conditions, or limitations on using the item’s content.
Custom licenses also supported
ArcGIS Security Update – HTTPS Only

- **Esri is committed to ensuring your content is secure**
  - TLS 1.2 implemented in 2019
  - HTTPS Only / HSTS to be enforced *September 15, 2020*

- **What does this mean for you?**
  - After 9/15/20 all HTTP requests to ArcGIS Online will be redirected to HTTPS
  - Clients limited to HTTP only will fail (for example scheduled clear-text Python script calls)
  - HTTP only ArcGIS Enterprise deployments may have issues accessing ArcGIS Online services

- **What do you need to do?**
  - Validate your ArcGIS Online org utilizes HTTPS only immediately
  - Launch AGO Security Advisor tool to check your org settings @ Trust.ArcGIS.com
  - If HTTP enabled, use tool to discover HTTP references and change to HTTPS
  - Enforce HTTPS only for your orgs ASAP and validate clients/scripts can use HTTPS
  - Keep an eye out for additional announcements and support guidance pages
Content curation part 2
Bring life to your data
Different web experiences for people with different needs and interests
Four things a great site has

*Adapt as necessary to your needs*

- Inform
- Listen
- Convene
- Monitor
Inform

Concepts
- Communicate goal and measurement
- Educate
- Convey policies
- Share data and facts
- Encourage citizens to follow what matters to them
- Encourage best practices & behavioral changes

Esri solutions
- Hub Site featuring…
- Maps & Scenes
- StoryMaps
- Experience Builder / WAB
- Urban Project
- Configurable Apps
Design more than just the data
allow users to search for themselves
Use analysis to make static data more interesting
Farming for the future

How science, data, and location intelligence support sustainable U.S. agriculture

Esri and U.S. Department of Agriculture

StoryMaps for the WHY
The Changing Patterns of Unemployment and Poverty in Ireland, 2011-2018

This Story Map illustrates changes in Ireland in relation to unemployment and poverty throughout the last decade. The Story Map has been developed to inform efforts in reporting Ireland's status in relation to achieving United Nations (UN) Sustainable Development Goals.

UN countries have adopted a set of 17 goals to end poverty, protect the planet and ensure prosperity for all as part of a new sustainable development agenda. Each goal has specific targets to help achieve the goals set out in the agenda.
Global Navigation
Enables global navigation throughout your entire site. We strongly recommend keeping this turned on.

App Page
Display applications like Story Maps and the Simple viewer in an iframe on the /app/:id route

Document iFrames
Displays PDFs and Document Links inside iframes instead of linking externally.

Data

Beta
Listen

Concepts
• Solicit data with follow-through
• Survey for opinions and ideas
• Create two-way communication
• Direct to workflows that may exist already

Esri solutions
• Survey123
• Crowdsourse reporter
• QuickCapture
• Geoforms
Listen for data…
Listen for opinions…

Vision Zero Safety Satisfaction Survey

How safe do you feel while moving around our community?

How safe do you feel walking?

How safe do you feel riding a bicycle?

How safe do you feel driving?

How safe do you feel using public transportation?

Is there a place where you feel very unsafe?
Locate that place on the map.

Set Location

What is your primary mode of transportation?

Personal vehicle
Surveys to help scheduling...

Fireworks registration

Please let us know if you will be attending and how many people will come along with you.

Your Name*

Number of People Attending*
including yourself

Please input a number greater than 1

Are you bringing any snacks or drinks?
Optional - but feel free to bring food or drinks for sharing with others.

Register for the Fireworks!
Convene

Concepts
- Create events where the community can meet
- Form initiative teams
- Create solutions together

Esri solutions
- Hub events
Hub Events
Schedule & Gather

Easy Scheduling
Attendee registration using community identity
Event Calendars & Embeds
<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
<th>Hours Contributed YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Department Volunteers/Interns</td>
<td>360</td>
<td>9,031.32</td>
</tr>
<tr>
<td>Source: Active Volunteers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group Volunteers YTD</td>
<td>1,671</td>
<td>6,160.18</td>
</tr>
<tr>
<td>Source: Volunteer Events Summary</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Make your engagement a goal
Monitor

Concepts
- Measure KPIs over time
- Share outcomes
- Learn what actions & policies make an impact

Esri solutions
- Operations Dashboard
- Experience Builder
- Page narratives – stats, charts
- Google Analytics (optional integration)
FREE Smoke Alarm Installations

Topeka Fire Department's Smoke Alarm Program is sponsored by the American Red Cross. This program provides free smoke alarm installations for private homes. The smoke alarms are installed by Topeka Firefighters, which also provide education and general safety information. Citizens can apply for a free smoke alarm installation by filling out this form or call 785-368-4000.

Special Assistance in Fire Emergencies (SAFE)

Initiated in 2015, this program is designed to identify and assist the special needs of citizens that would require special assistance during an emergency situation. Citizens with disabilities register for this program by providing Topeka Fire Department with basic information such as name, address, contact information and the type of special assistance that might be needed. Once the information is gathered and processed it is added to the 911 dispatch center database. This information is then relayed to responding TFD personnel in the event of an emergency situation. For more information on the TFD SAFE program, please click here.
De actuele waarneming

Temperatuur
19.5 °C

Fijnstof pm10
11.9

Rel vochtigheid
59

Stikstof NO2
20.9
Google Analytics

Your Snapshot for June

June performance for your website vs. previous month

Users
24.4K • 21.58%

Sessions
32.0K • 19.59%

Bounce Rate
48.46% • 0.54%

Average Session Duration
00:03:20 • 1.95%

How did you acquire your users this month?

Percent of Sessions by Channel

Organic Search
53.2%

Direct
Demo time

*Making apps in the content library*
Layout fundamentals

Putting a bow/homepage on all that work with the Site Editor
You have 5 seconds to capture someone’s attention

- Make it personal
- Let photos speak for you
- Encourage participation
- Keep it simple
The ONE thing you want the community user to do/see is highest on the page.
保林

大樹成蔭需要上百年，摧毀卻可以是一夕間。
讓我們一起守護這片森林，一起乘涼。

-森林災害-

歷年趨勢-按區域分

89~107年-全臺森林災害總計件數
按區域分
Keep up with Our Work

By following this initiative you will get updates about new events, surveys, and tools that you can use to help us achieve our goals.
Tips from a designer: Sketch it
Site Layout Vocabulary

• **Header:**
  - Refers to the very top of the page - contains useful links, sign in, branding, home link

• **Theme:**
  - The default set of colors & fonts used on a site

• **Row Card:**
  - The card that all other cards go into. Contains theme override & display options

• **Cards:**
  - A place-able piece of content on the site’s main layout. There are many types of cards supporting different site design choices

• **Footer:**
  - The bottom of the Site, useful for having extra resource links that are well “below the fold”
A quick lesson in bootstrap & cards

Columns

Sizes

The Grid Sizes

<table>
<thead>
<tr>
<th>.col-xs-$</th>
<th>Extra Small</th>
<th>Phones Less than 768px</th>
</tr>
</thead>
<tbody>
<tr>
<td>.col-sm-$</td>
<td>Small Devices</td>
<td>Tablets 768px and Up</td>
</tr>
<tr>
<td>.col-md-$</td>
<td>Medium Devices</td>
<td>Desktops 992px and Up</td>
</tr>
<tr>
<td>.col-lg-$</td>
<td>Large Devices</td>
<td>Large Desktops 1200px and Up</td>
</tr>
</tbody>
</table>

https://getbootstrap.com/docs/4.0/layout/grid
How the layout system translates to placing cards in rows

The layout system handles moving cards across the bootstrap grid
Demo time

Using the bootstrap grid in Hub
Layout Card Rundown
Tips for when to use each card
Setting a theme for your site

• Find your organization’s brand guidelines

• Avoid dramatic fonts that are hard to read

• Test every page in your site (not just the layout)
  - Dataset / item page
  - Search result page
  - Any page you create / link

• Find the person who’s job this is and consult them
Row Card

- Good for edge-to-edge images with focal point control
  - Note: edge to edge images will look very different depending on the device side

- Can override theme for text & background color

- Wide vs. box
  - Wide: you want a row containing something full-screen-ish (app, map, video)
  - Box: you want a row containing the other cards

- Row Class name
Demo time

*Powerful row style options*
Text card supports the most advanced layout choices

- Offers the ability to visually edit HTML
- For advanced users: code mode “<>”
- Quick bootstrap examples available with Insert button
- Bootstrap tables available
- Find other examples using google
Other useful bootstrap classes

- `hidden-{device size}`

  **Row only shows on mobile:** `hidden-sm hidden-md hidden-lg`
  **Row only shows on desktop:** `hidden-xs`

- `img-responsive`
More resources for custom HTML in bootstrap

http://esri.github.io/calcite-bootstrap/

Google “Bootstrap 3 [the thing you’re trying to do]”
Text Card a11y

Contrast Checking:
https://webaim.org/resources/contrastchecker/
or https://chrome.google.com/webstore/detail/wcag-luminosity-

Chrome lighthouse audits
A plug for the axe extension for Chrome

- Extension for Chrome
- Gives you the ability to audit your Sites & Pages
- Not all of these issues are YOURS to solve...some are esri’s to solve
- Alt text alt text alt text!!
Image Card

- Good for images that aren’t edge to edge & Images alongside other content like text

- URL images – watch the HTTPS

- “Scale Image to Fill” means image-responsive – it will change depending on screen size like edge-to-edge images

- Don’t forget your alt text

- Images keep the sharing level of the site or page they’re attached to
Where to find good images?

- Your organization probably owns some imagery
- Screenshot your own content in ArcGIS
- Unsplash & Pexels does not require attribution
- Using images from Flickr does require attribution (use your footer for this)
- Icons from Noun Project require attribution if you don’t pay
Showing curated content – 6 card choices
(Gallery, Category, Search, Map, Iframe, Application)

- “I have a lot of items I am putting on my site” (more than 10)
  - Combine the Category card and the Search card
  - Push the user to experience all the items in the search interface where they can easily see large lists of item contents
  - You can still use a gallery card to show your favorite “featured content”
  - Please avoid the “yard sale” gallery card! Studies show these are overlooked by users

- “I have a small number of items I want people to see” (less than 10)
  - Use a gallery card

- “I want users visiting this site to experience this one app/map”
  - Use an Iframe/app card on a full width row, maybe on its own page
Demo time

Hiding in plain sight with the gallery card

App / Map / Iframe cards

Category & Search
Extend the Hub: 
Iframing more advanced content

• You are responsible for making your iframed content responsive
  - In Tableau, for example, there’s a setting called “Adaptive Layout” that you need to enable

• Extending sites with custom hosted code - [https://gis.johnscreekga.gov/datahub/finance_exp end_table.html](https://gis.johnscreekga.gov/datahub/finance_end_table.html)
• Summarize attributes of your feature services using bars, pies, scatter plots, or custom charts
Building custom charts with cedar

- Cedar is AMcharts + ArcGIS
  - https://esri.github.io/ember-cli-cedar/#/charts/bar ember js framework wrapper for Cedar

- https://esri.github.io/cedar/ Cedar (javascript)

- AM charts 3 specification for the tasty overrides
  - https://docs.amcharts.com/3/javascriptcharts/AmCharts

- Overrides provide direct access to AM Charts specification
Summary Statistic Card

- Like the chart card except summarizes to a single metric instead of showing a metric by a value

- Supports filtering (which we really need to add to the chart card)

- Want more control? Iframe a one widget Dashboard instead
Media Card

- Embed video from Youtube or Viemo by simply pasting a link
- Options for video controls differ depending on your provider
- Does not support 3rd party files hosted on our own file share (yet)
Social Media Card

• Embed various content from Facebook or Twitter

• The link you paste determines what type of content will be embedded
  - Pasting a post or tweet will always show that post
  - Pasting a profile / timeline will show the latest content
  - Can embed your Facebook events page

• Controls update depending on the type of content you embed
• Useful if you want a jumbotron on your site

• More advanced ways to do it involve using the search & text cards in conjunction

• Banner card

Text card & search card combined offer more customization possibilities
Choosing a header system
Planning your header

- Site headers can integrate multiple sites into one logical site
- Use your header to feature multiple languages
Hub Premium

Identity enabled sharing and engagement
High-Level ArcGIS Hub Premium Architecture and Setup

- **Employee Org**
  - Staff
  - Data, Apps & Content

- **Community Org**
  - Community Members
  - Engagement is Identity-Enabled

Connected
Community identities extend your digital workforce

ArcGIS Hub allows you to extend logins to people outside of your organization

Two ways to get new community users

- Users SIGN UP themselves via...
  - Email
  - Social identity from Google or Facebook
  - Your custom SAML-enabled identity management system

- Users are invited into your community organization
What can community users do?

Receive access to private content
Trusted members can contribute/edit your organization’s data
Attend events & receive email notifications
Follow initiative & receive email notifications
Collaborate on your site / initiative
Help write StoryMaps / Apps
Manage your events for you
Demo time

*Hub Settings & Sign In*

*How Premium affects your sites*
Extra Layout cards in Premium

- Follow button
- Event details
- Event list
Demo time

Managing Events & Followers
Teams: Sharing your site to others
Core and Supporting teams

• **Core Team:**
  - Who can EDIT the site/page
  - Can also edit any content shared to core team

• **Supporting Teams:**
  - Share specific content to specific users
  - Avoids the round trip to ArcGIS Online
Engaging the community

Staff

Communication and feedback

General public


Engaging the community – Think bigger!

**Staff**

**Trusted collaborators:**
On initiative teams; work with staff

**Actively engaged:**
Trained volunteers; on teams

**Actively interested:**
Have account and follow initiatives

**General public:**
Anonymous
Community members can fully participate

- **Staff**
  - On teams; work with staff

- **Trusted collaborators:**
  - On initiative teams; work with staff

- **Actively engaged:**
  - Trained volunteers; on teams

- **Actively interested:**
  - Have account and follow initiatives

- **General public:**
  - Anonymous
Sites/Initiatives organize teams, content, and action

**Staff**
On teams; work with staff

**Trusted collaborators:**
On initiative teams; work with staff

**Actively engaged:**
Trained volunteers; on teams

**Actively interested:**
Have account and follow initiatives

**General public:**
Anonymous
Demo time

Teams
Ready to Use Initiative Templates

- Encourage Project Feedback
- Grow Your Local Economy
- Increase Community Pride
- Performance Management
- Prevent Vector-Borne Disease
- Reduce Homelessness
- Tackle The Opioid Epidemic
- Vision Zero
- Share Open Data
Monitor & Evolve
Google Analytics & Goal Tracking

Use GA to learn what pages, datasets, events, etc. are most popular

Set goals in GA to help emphasize positive outcomes (download a dataset)
Integration & Automation
Automation cases & ideas

- Automate the invitation process to your community org using a survey123, a webhook, and/or some vetting process

- Automate the removal of accounts from your community org that go un-used for a period of time

- Automate the sync of community created content into your primary organization
Evolve or integrate advanced community user vetting process
hub.py / sites.py

https://github.com/esridc/hub-py

Supports both Enterprise & Hub

Introducing ArcGIS Hub Python API for Sites

Announcements
March 06, 2020
Manushi Majumdar

Sites is a website builder included in ArcGIS Hub and Enterprise. It allows you to create engaging and informative sites and pages for sharing open data, connecting with your community, and informing everyone of projects, initiatives, and events. To learn more about Sites, click here.

Hub's Python API (\arcgis\hub) is a Python library that allows automation of several Hub workflows and simplifies the use of the Hub information model. It is built over the ArcGIS API for Python.

\arcgis\hub now equips users with tools needed to work with the sites in your Hub or Enterprise organization. You can create new sites and pages, search for existing sites and pages, as well as edit their layout and clone them, not only within the same organization, but over to different organizations as well. Sounds exciting? Let’s walk through a few examples.

Before you get started, you will need to install the library. Read through the steps to install.
Web components for CMS integration

https://github.com/esridc/hub-components

Embed Hub functionality into your CMS
Resources
Example gallery

https://hub.arcgis.com/pages/gallery
Learn Lessons & Paths available at https://learn.arcgis.com
Hub Overview

ESRI R&D Center

Initiatives

- New: 961 Initiatives
  - 21 New - Last 30 Days

All Content

- Manage: 7,881 Items
  - 153 New - Last 30 Days

Community

- Manage: 10 Individuals
  - 3 New - Last 30 Days

Community Dashboard

3/3/2020 - 3/9/2020

Engagement Summary
Creating accessible web content matters for everyone. If your organization uses ArcGIS Hub to create sites that share data and information related to internal projects or public initiatives, understanding and applying principles of accessible web design supports you in providing the best experience for everyone, whether or not they have a situational, permanent, or temporary disability.

What is accessibility?

From sighted individuals to aging generations, easily accessible, usable content is imperative to providing equal access to people everywhere. This is why many countries around the world are seeking to improve the accessibility of their web content by adhering to the Web Content Accessibility Guidelines (WCAG).
Thank you for watching
We look forward to hearing from you on GeoNet