Managing and Collaborating with Your Community

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2021 ESRI USER CONFERENCE

ArcGIS Hub

Organizing people, data, and tools

ArcGIS Hub Team

Katie Thompson
Product Engineer

Jay Dev
Product Engineer

Marissa Defratti
Product Engineer

Overview

- Introduction to ArcGIS Hub
- Concepts of Collaboration
- Elements of Engagement
- Passive followers and sign-ups
- One-time engagement using surveys
- Active collaboration through supporting teams
- More resources

What is ArcGIS Hub?

- Extend your ArcGIS organization by sharing data and apps through sites, and invite others to share their own feedback and data through the community organization

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ArcGIS Hub Basic

- Included with ArcGIS Online
- Custom site creation
- Data & content sharing

Employee Organization

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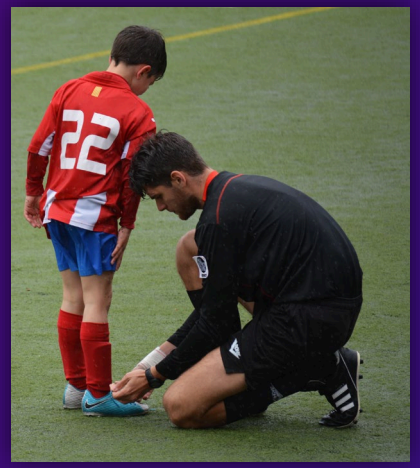
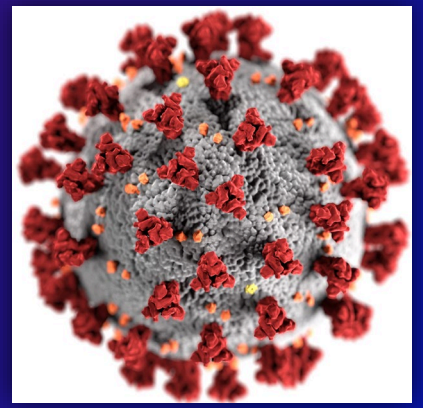
ArcGIS Hub Basic	ArcGIS Hub Premium
• Included with ArcGIS Online • Custom site creation • Data & content sharing	• All Basic capabilities • “Community” ArcGIS Online organization + accounts • Event capabilities • Custom site and app templates

A website in ArcGIS Hub that includes ArcGIS content

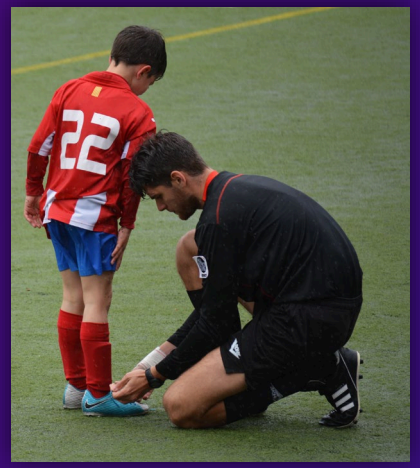
An ArcGIS Online organization

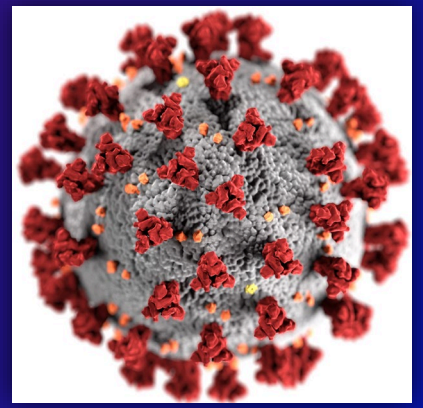
Collaboration





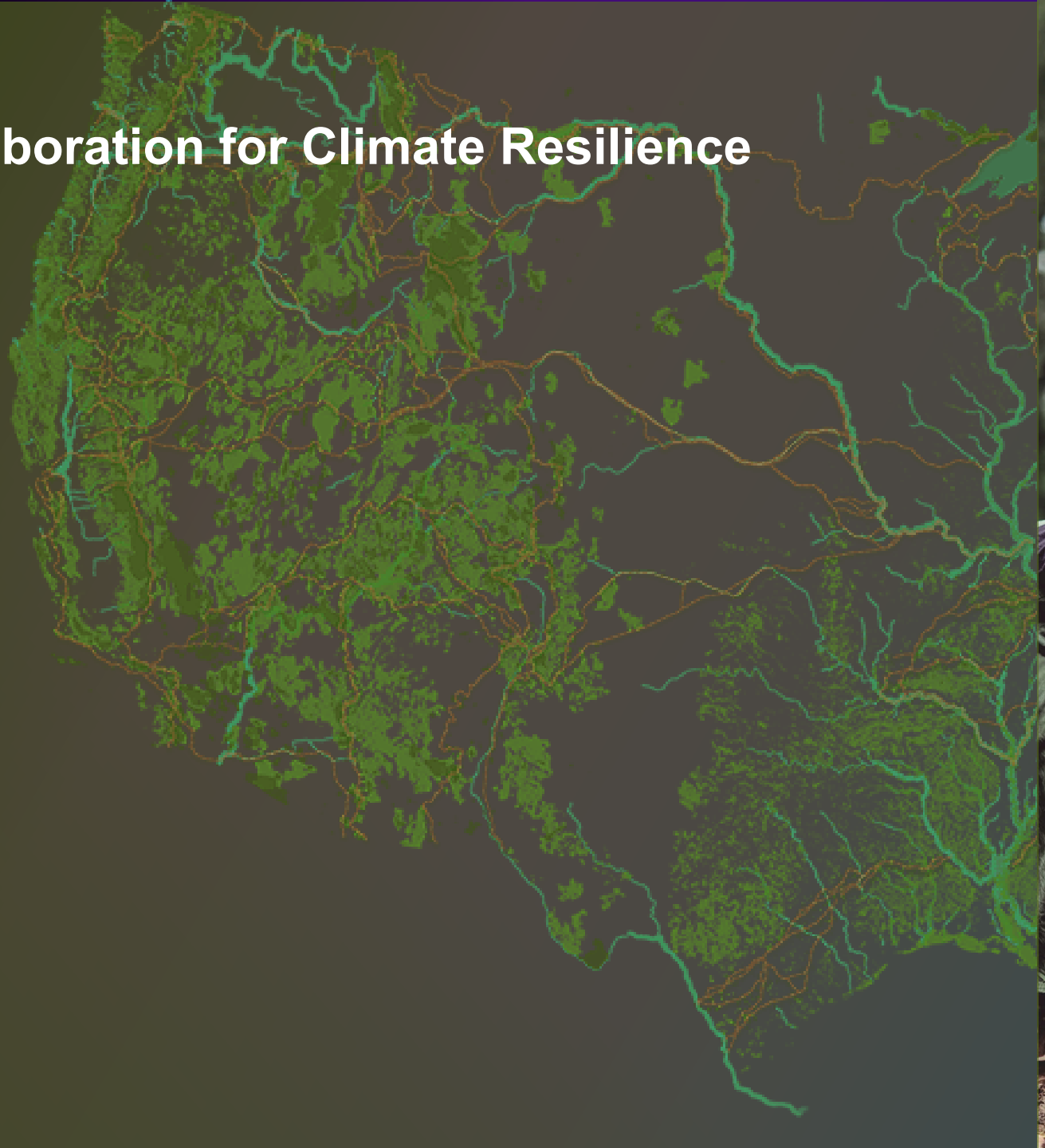
Collaboration





	Short-Term	Long-Term	Closed
Time Period	< 1 month	> 1 month	Custom
Feedback Flow	Quick	Rolling basis	Satisfactory response rate
Level of effort	High	Frequent	Targeted
Volunteer or Partners	Single-use	Recurring	Collaborative Project

Collaboration for Climate Resilience



Collaboration for Climate Resilience

- *Climate Resilient City by 2030* initiative
  - Engage with residents, local organizations, and other groups

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  - Create shade to mitigate urban heat islands
  - Remove CO2
  - Alleviate runoff
  - Beautify streets

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  - Social capital
- Coordinated through ArcGIS Hub
  - Collaboratively share tree data
  - Transparently communicate progress
  - Portal for public outreach

Elements of Engagement

Jay Dev and Katie Thompson

ArcGIS Hub Engagement Features

Build a network of followers

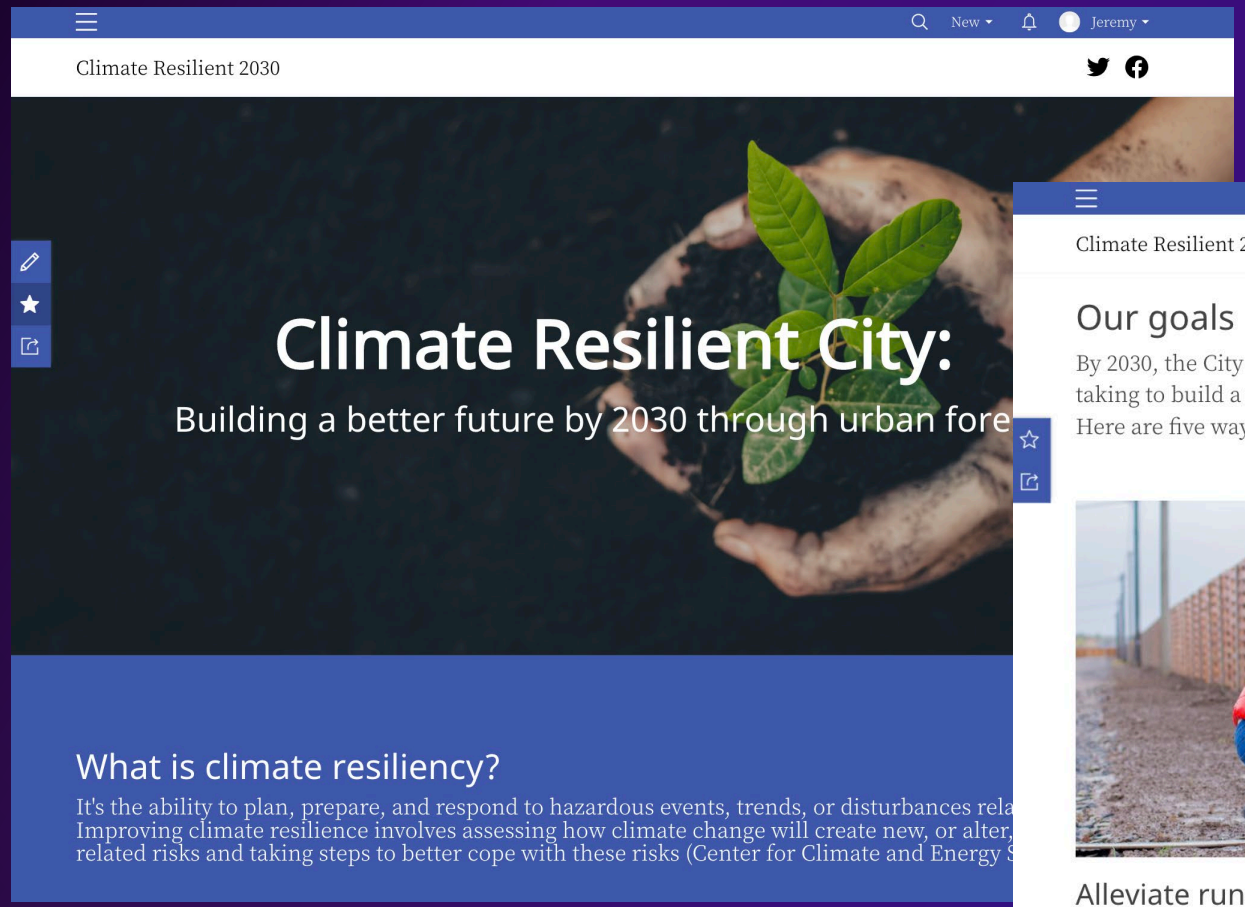
Share content and messages

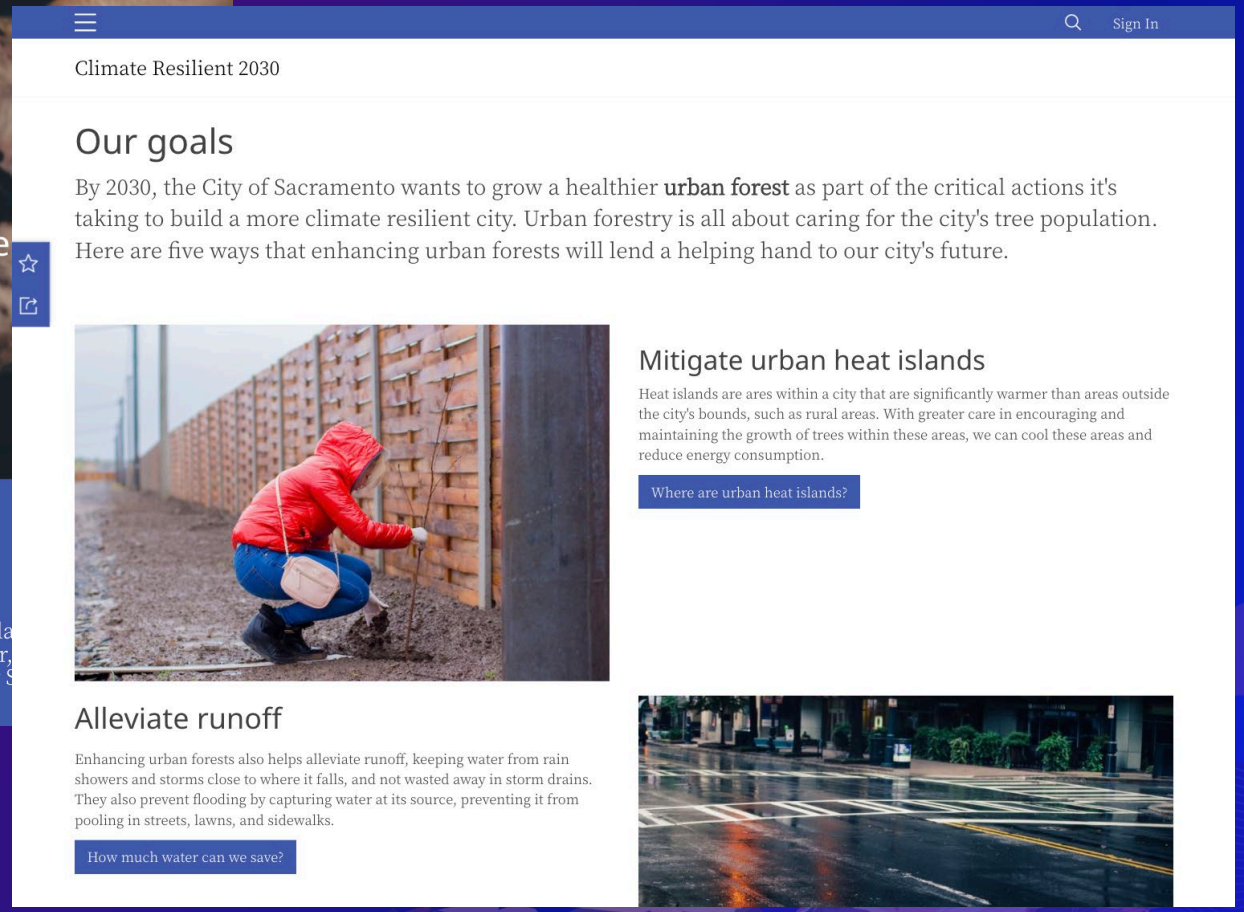
Host online and in-person events

Generate feedback

Collaborate on teams

Create a Hub initiative for a climate resilient city





Building a network of followers

Katie Thompson

What can followers do?

They do not have access to your ArcGIS Online organization.

Can only access the content you share with them.

Create and share

Leverage open data to using the community's ArcGIS Online apps and tools.

Follow

Show support for multiple initiatives by following as many initiatives as they like

Sign up

Get added to an event's attendees list and receive content and messages before, during, and after an event.

View

View content privately shared surveys, maps, and data

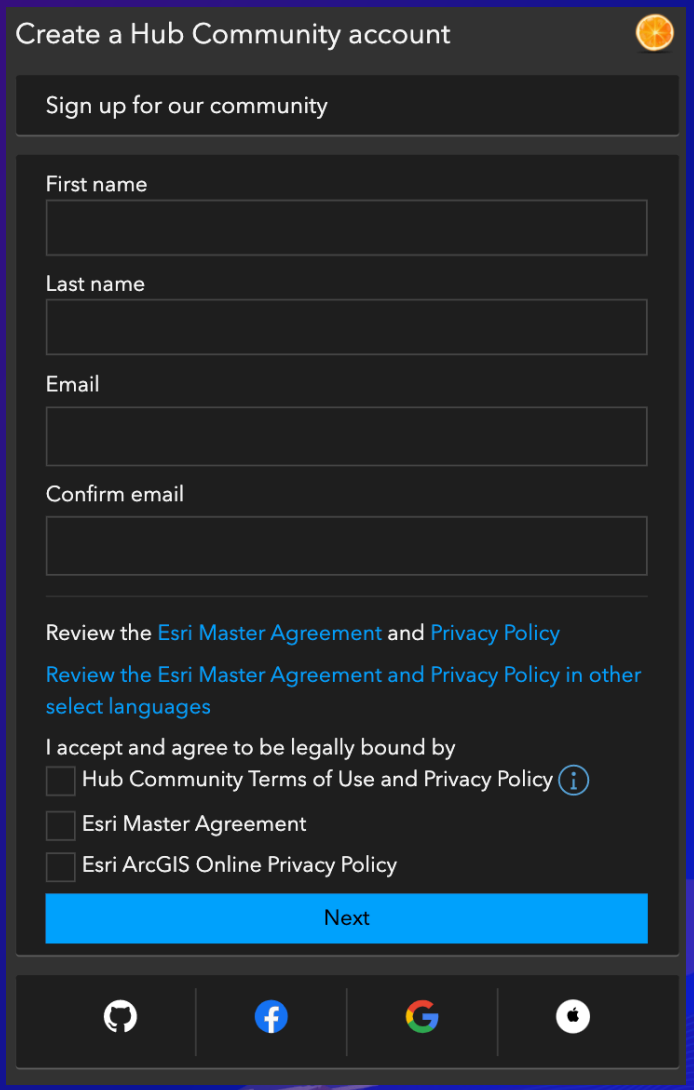
Receive

Receive emails from the initiative's core team

Community account sign-up prompt

Appears when people click a Follow button, Sign Up button or Sign In on the site's global navigation bar

- Supported social sign-in options (GitHub, Facebook, Gmail, AppleID)
- SAML/SSO
- Custom terms and conditions and welcome message
- Uses the logo set in your primary ArcGIS Online organization



Sign-up prompt configuration settings

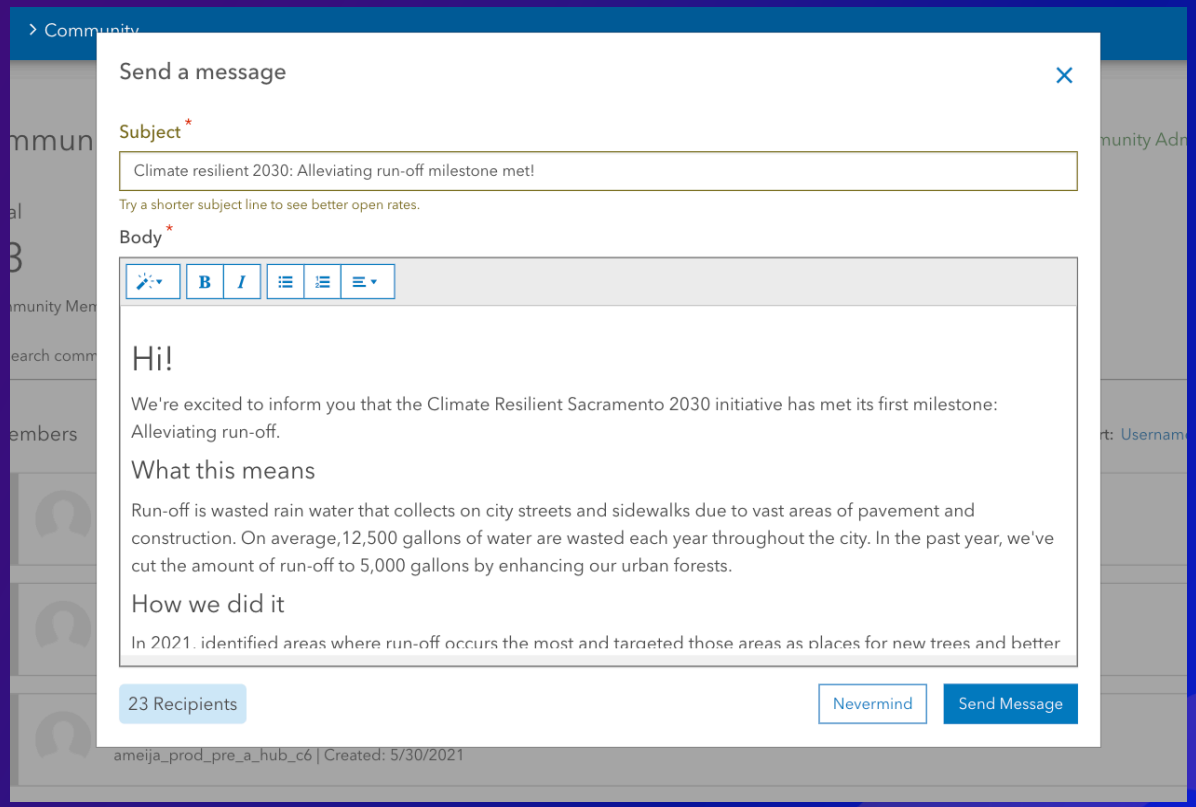
Must have a community administrator account

- **Hub settings**
  - Enable all social sign-in options, community contact, and custom terms and welcome message

- **Community ArcGIS Online organization**
  - Choose individual social sign-in options, configure logo, add SAML/SSO support

Engaging with followers

- Designate an outreach facilitator
- Coordinate with communications and PR teams
- Welcome new followers
- Define a regular cadence for subscription-based updates

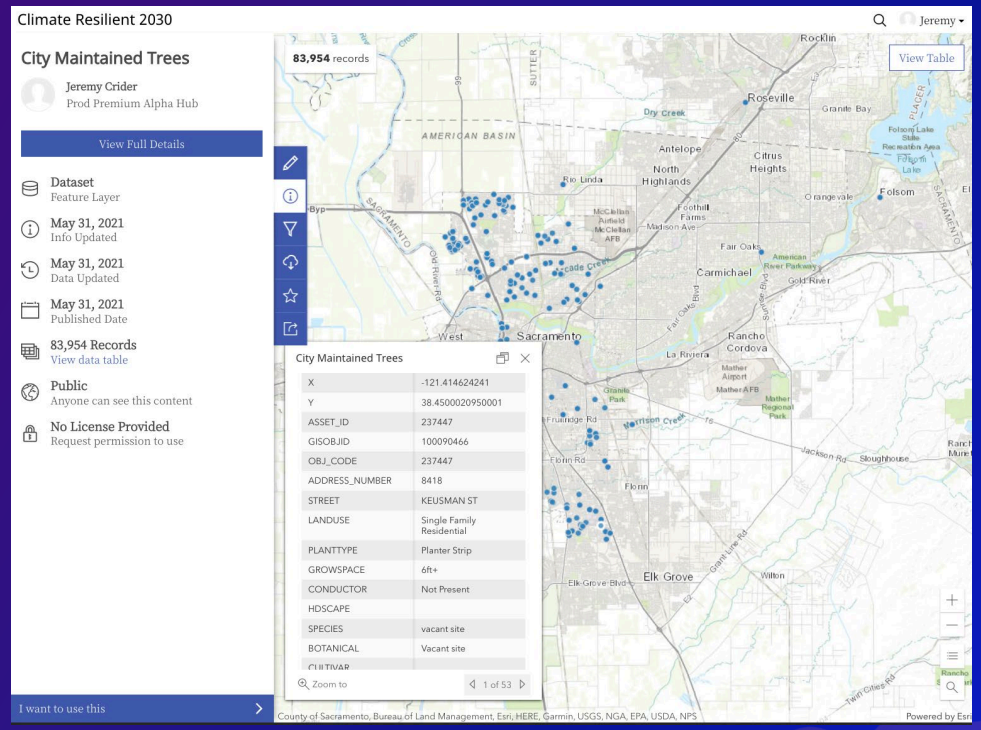


Creating opportunities for active collaboration

Jay Dev and Katie Thompson

Active collaboration in ArcGIS Hub

- **Can edit/review/upload content (data, documents, stories, maps, etc.)**
- **Identify and onboard new collaborators**
  - Set up community accounts for known collaborators
  - Find new collaborators and gauge interest and availability through follow-up survey

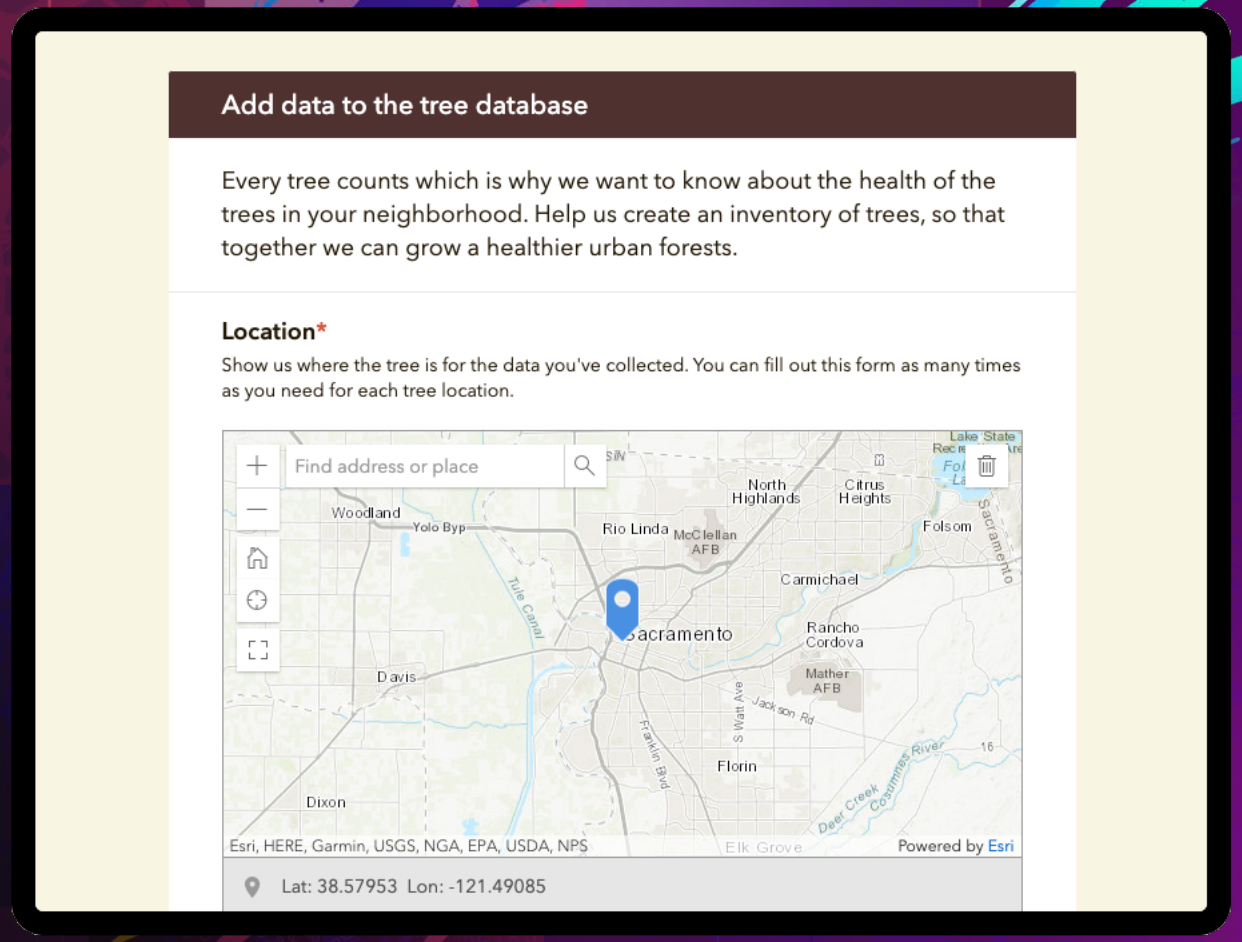


DEMO: Sharing microdata privately with Environmental Advisory Council

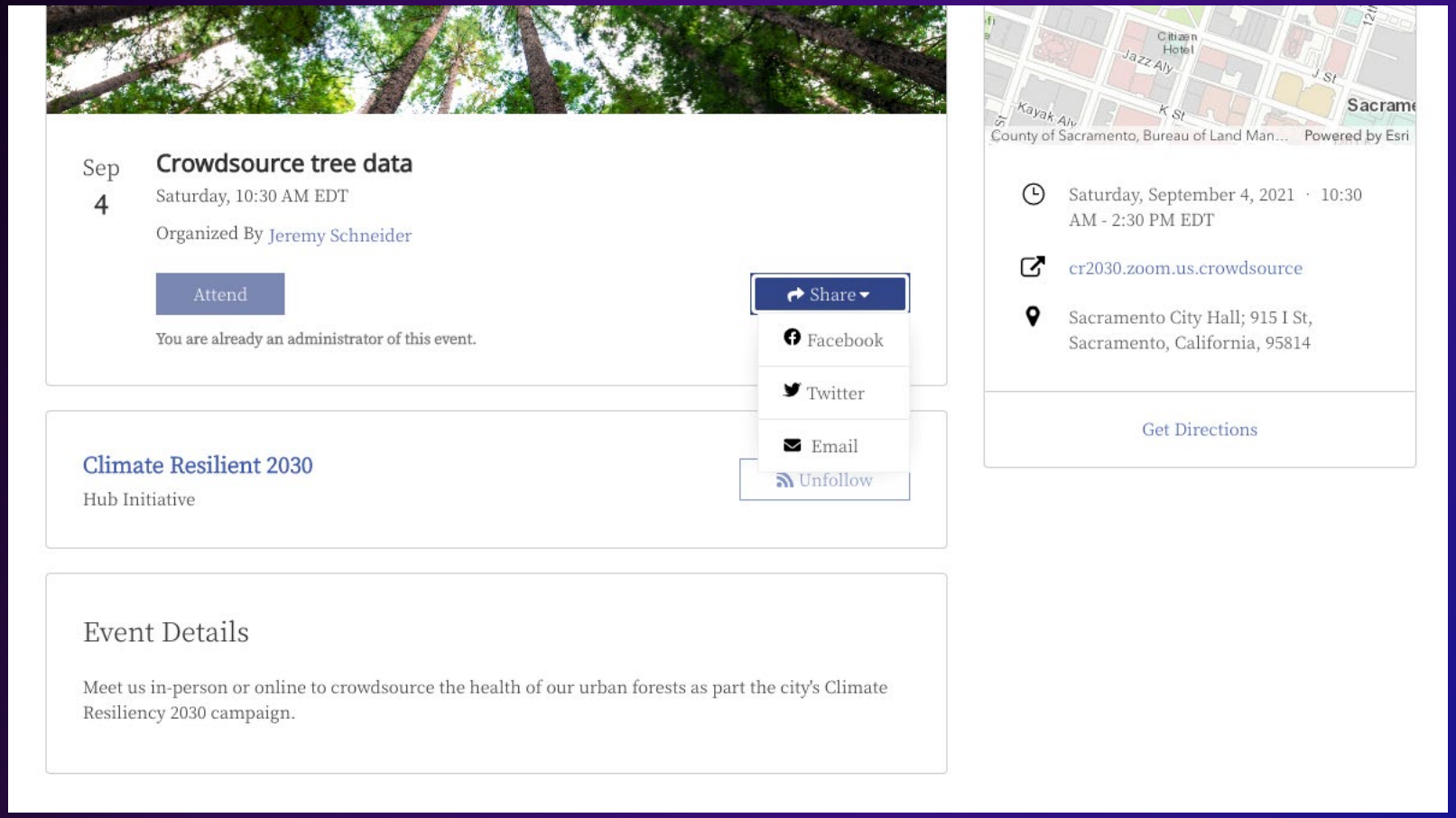
One-time Engagement

Surveys in Hub

- Target surveys by sharing selectively with specific groups of community members
- Follow-up with named users
- Easily allow respondents with accounts to update or correct their submissions



Collecting Targeted Feedback with Hub

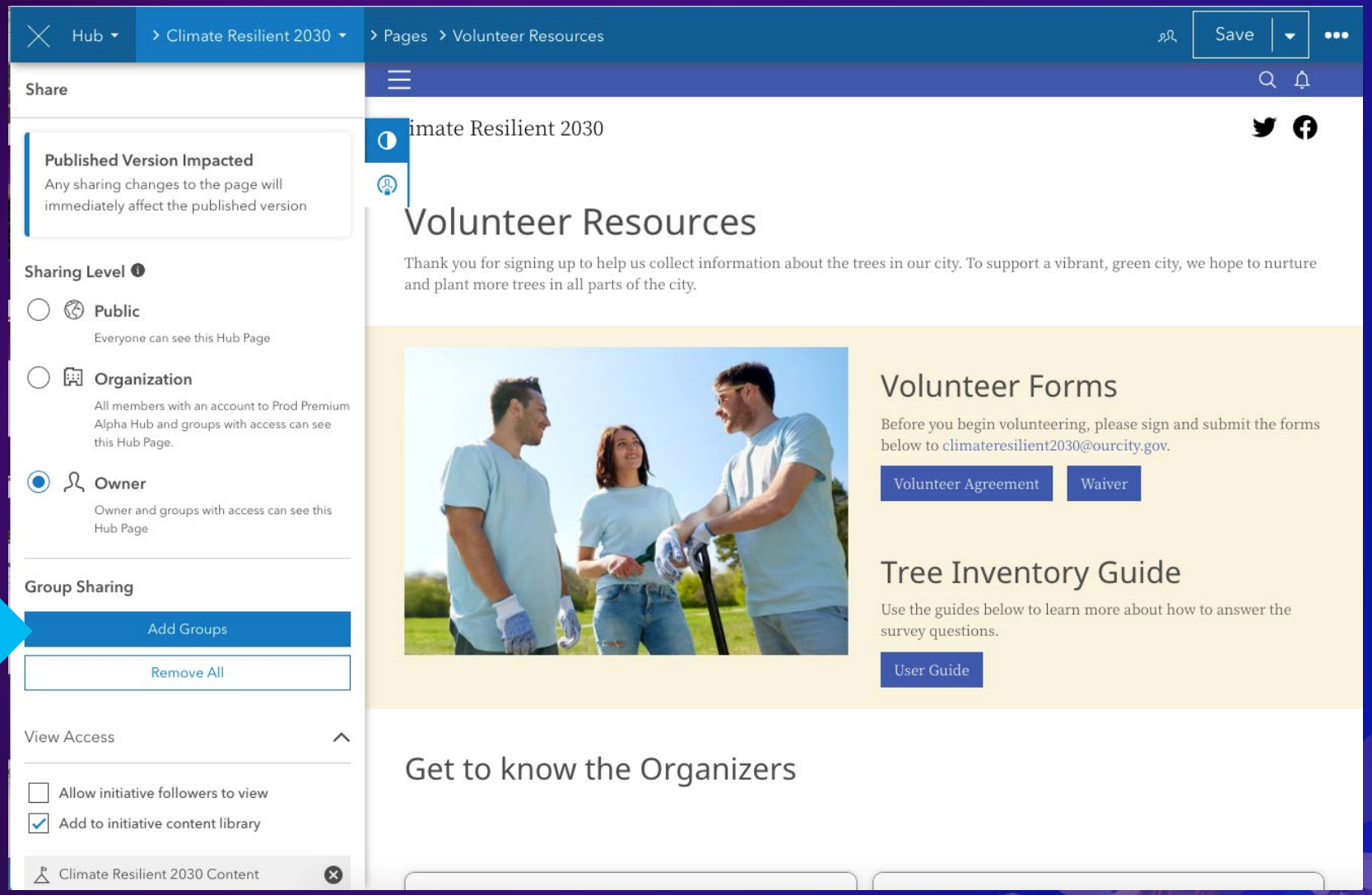

Sep
4
Crowdsource tree data
Saturday, 10:30 AM EDT
Organized By Jeremy Schneider
Attend
Share
Facebook
Twitter
Email
Unfollow
You are already an administrator of this event.
Climate Resilient 2030
Hub Initiative
Event Details
Meet us in-person or online to crowdsource the health of our urban forests as part the city's Climate Resiliency 2030 campaign.
Citizen Hotel
Jazz Aly
J St
K St
Kayak Aly
County of Sacramento, Bureau of Land Man...
Powered by Esri
Saturday, September 4, 2021 · 10:30 AM - 2:30 PM EDT
cr2030.zoom.us.crowdsource
Sacramento City Hall; 915 I St, Sacramento, California, 95814
Get Directions

Hub Events

Hub Events

- Community members can register to attend and receive updates on the event
- Manage and promote attendees to more active, long-term groups in your initiative
- Share private content with attendees

Sharing Event Resources



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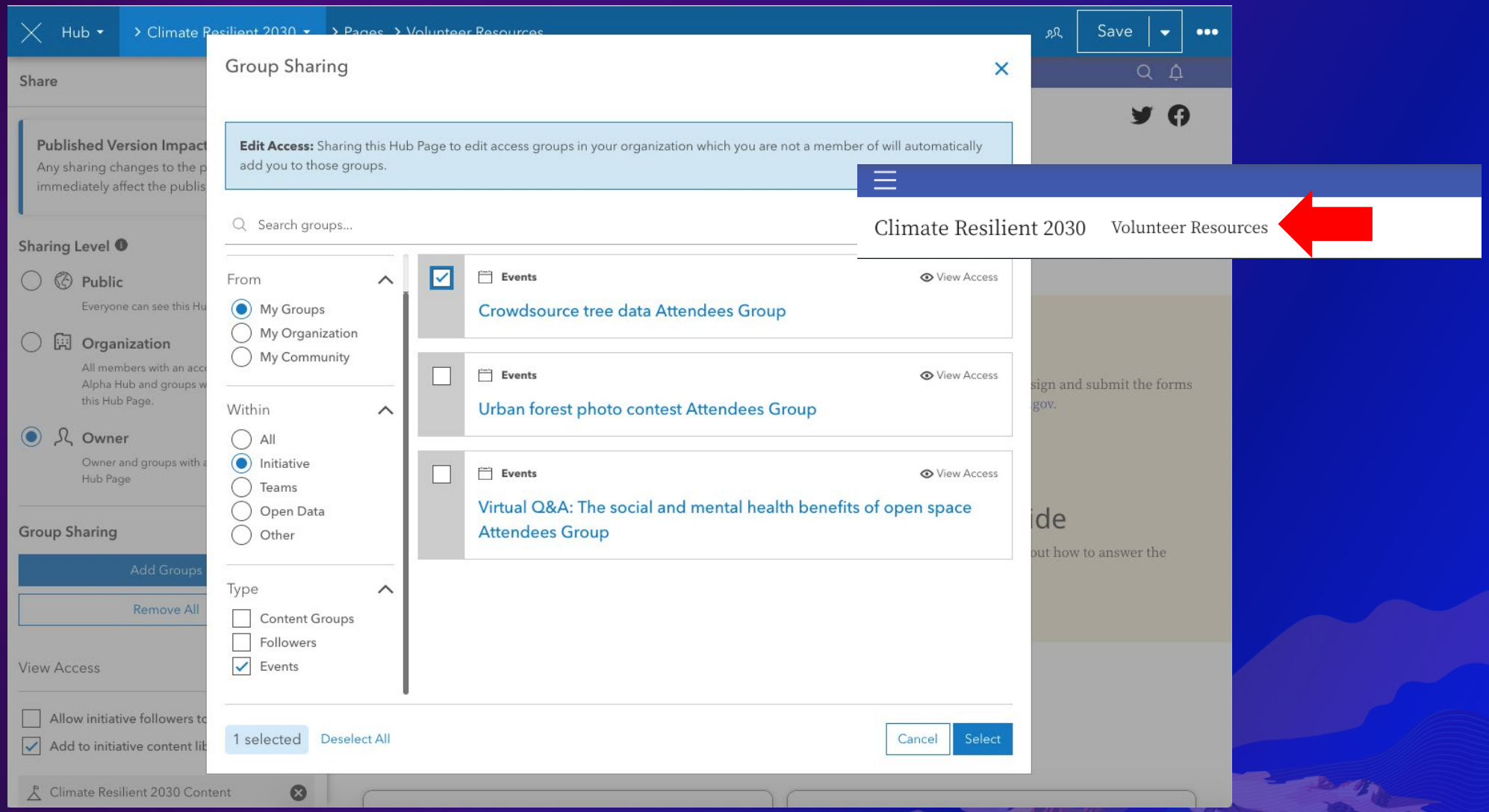
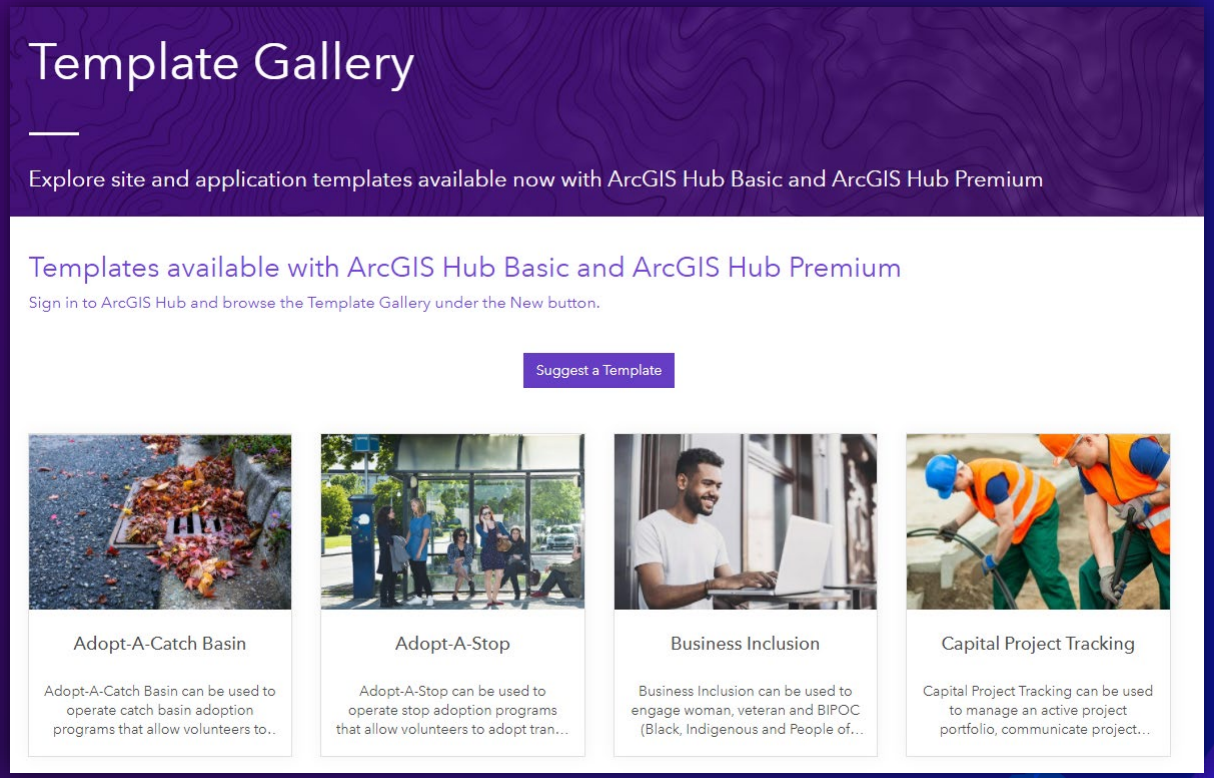


Summary

- ArcGIS Hub is for engaging and collaborating with people
- Social media and Followers
- Surveys and events
- Core and Supporting Teams

More Resources

- **ArcGIS Hub Gallery - https://hub.arcgis.com/pages/gallery**



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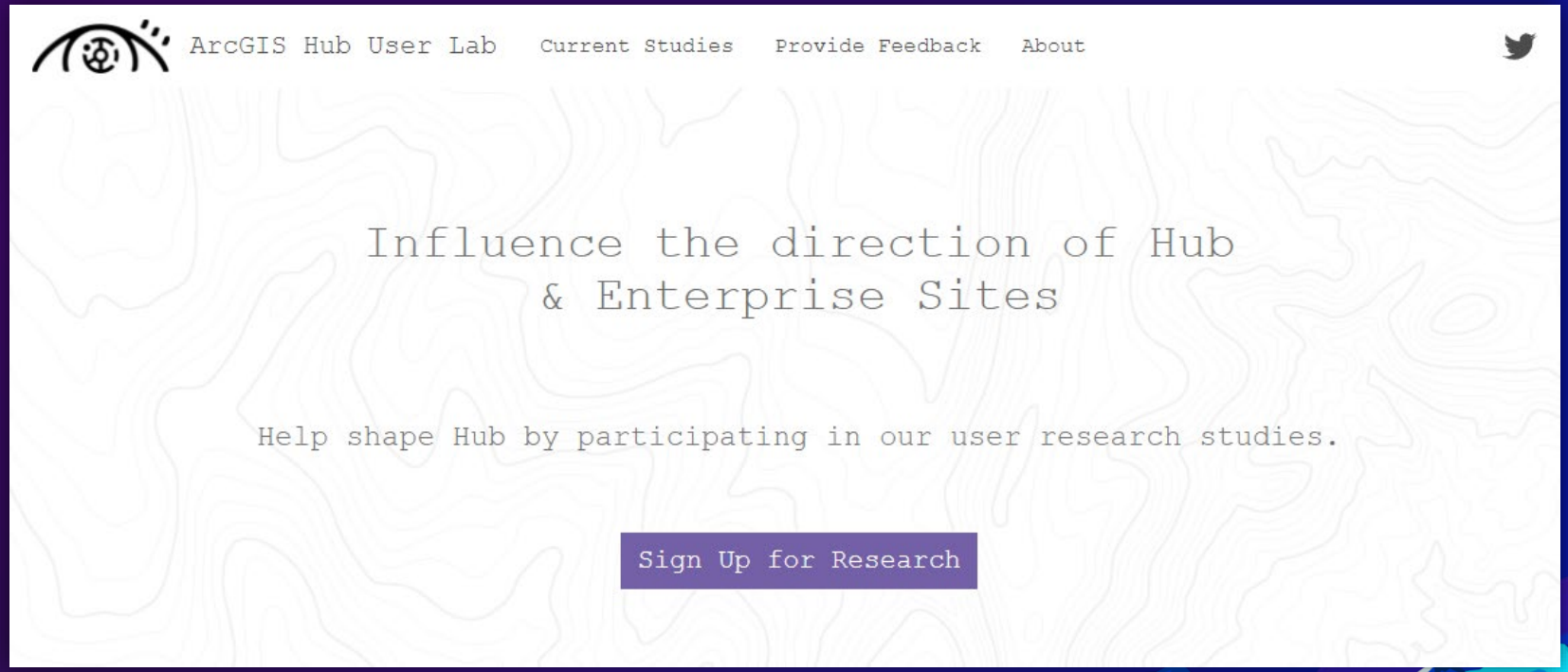

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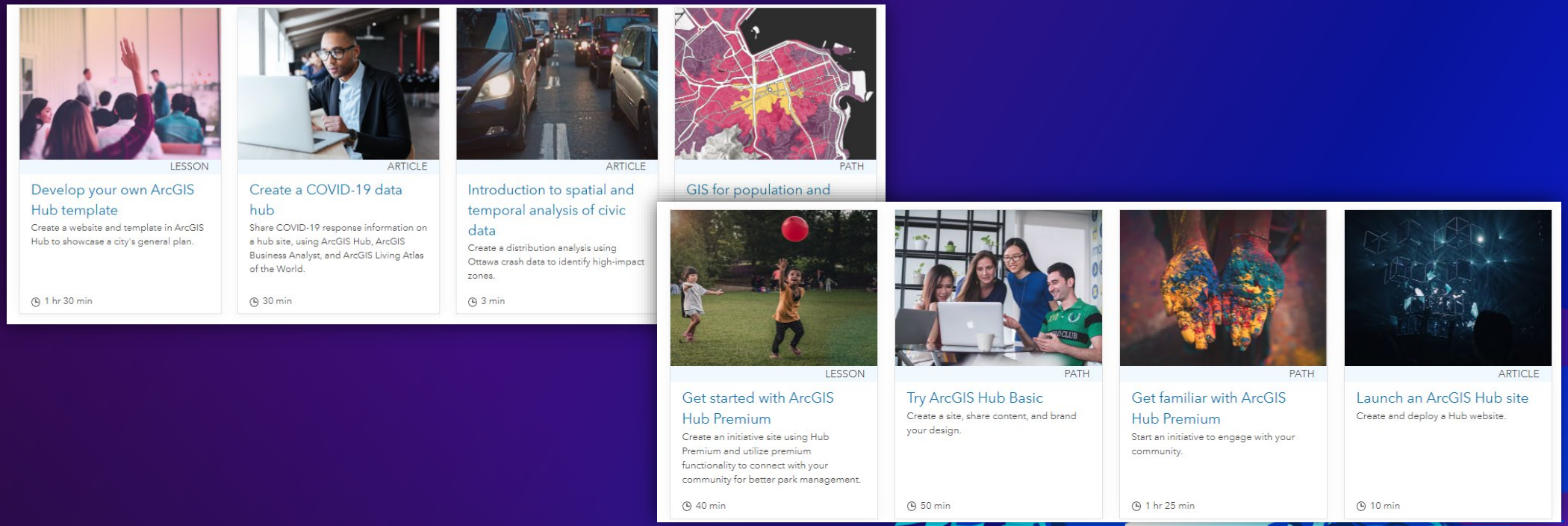

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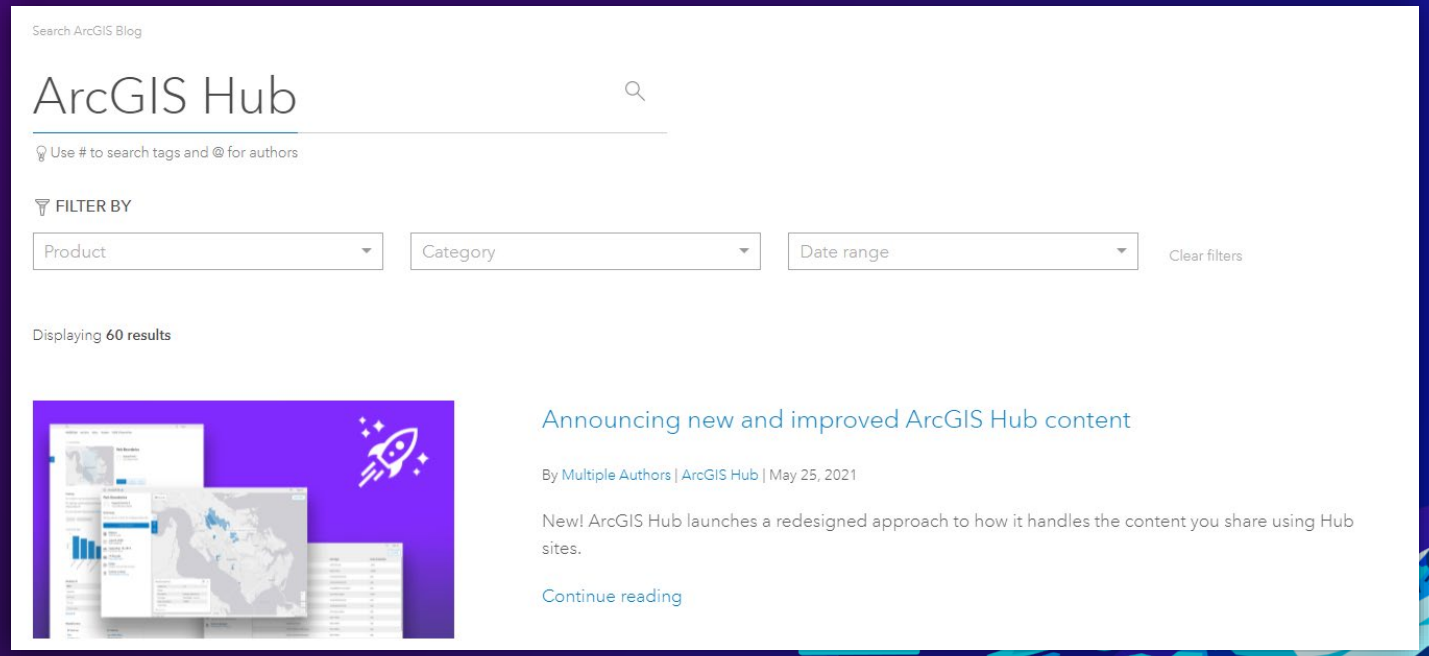

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Thank you!

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