



ArcGIS Hub: Best Practices for Site Creation and Content Management

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Overview of ArcGIS Hub

We Believe

Communities are better when they work together...

... *Engaging & Mobilizing Community Members*



ArcGIS Hub is a cloud-based engagement platform that helps you work more effectively with your community.

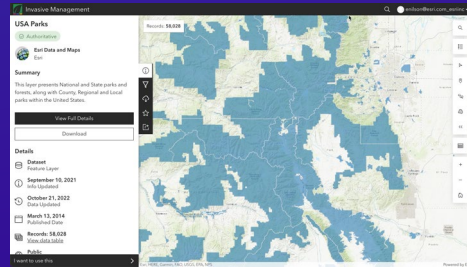


ArcGIS Hub

Basic

Premium

Open Data, SDI



Share Data & Apps

Engagement Tools



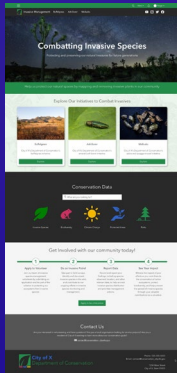
Collect Feedback, Data

Initiatives, Teams



Deeper Collaboration

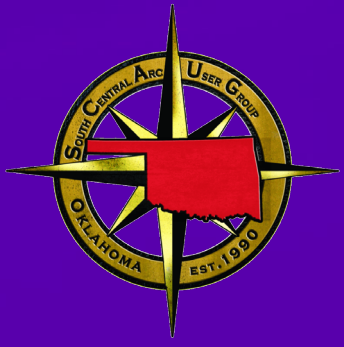
Hub Sites



Inform & Educate



	Basic Included with ArcGIS Online subscription	Premium Additional annual fee
Open data (data galleries, views, filtering, downloads, & APIs)	✓	✓
Sites and pages for data discovery and community engagement	✓	✓
Anonymous community member access (sites and data can be accessed without requiring sign in)	✓	✓
Data driven visualization (charts, summary stats)	✓	✓
Integration with ArcGIS Online (apps, story maps, web maps, etc.)	✓	✓
Integration of content and feeds from social media (Facebook, Twitter, YouTube, and Vimeo)	✓	✓
Initiative templates for common issues (Performance Management, Grow your Local Economy, and more)	✓	✓
Initiative team management (internal staff and external community members)		✓
Initiative template builder for reusing and sharing initiative content		✓
Community identities for constituent participation (the premium license includes 100 community identities to get you started, with an option to purchase more)		✓
Events management system (event creation, calendar, and community registration)		✓
Community member access to premium demographic data and infographic reports		✓
ArcGIS QuickCapture project access for all community members, with or without identity		✓
Performance tracking dashboards		✓
5 licenses of Esri Community Analyst for internal use and constituent advisement		✓



Site Creation and Branding

Planning your Hub site

Things to consider before getting started



Intended Audience

Who will be regularly using the Hub?



Goals

What is the purpose of the Hub?

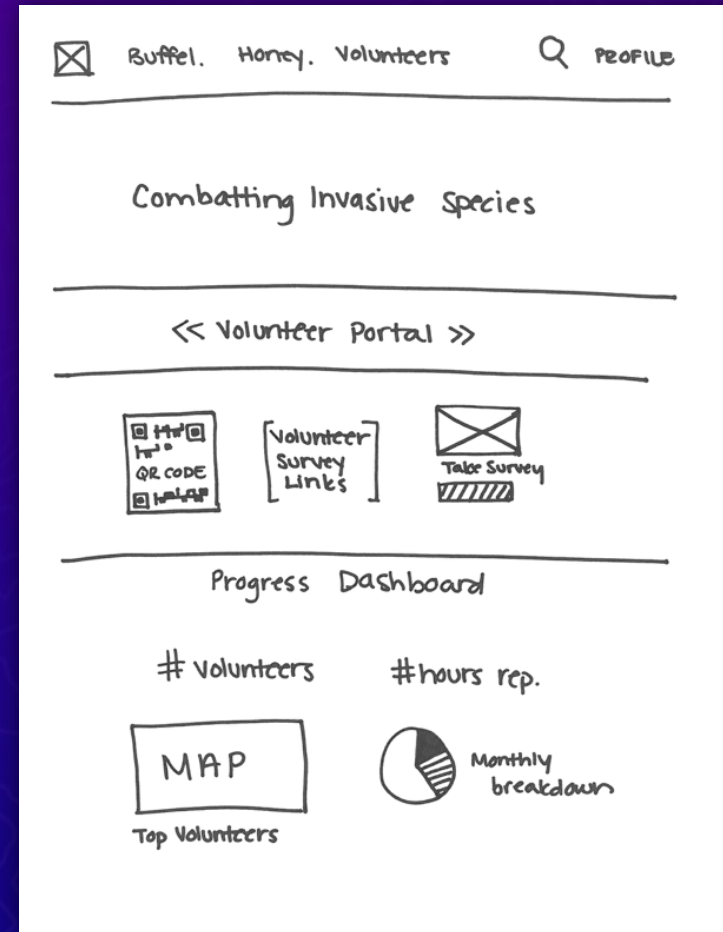
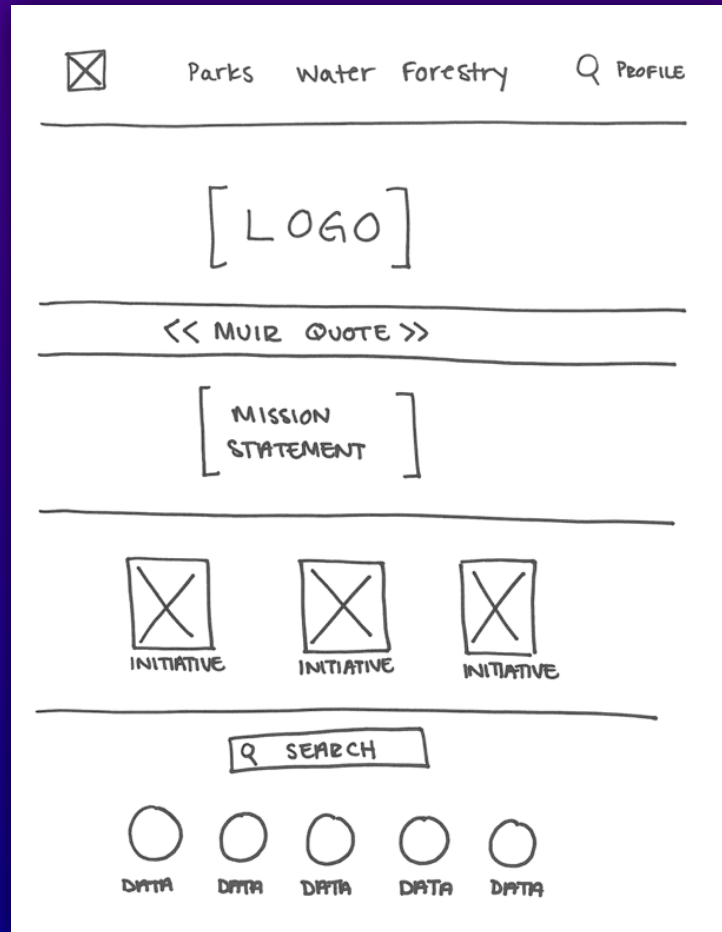


Resources

What resources do you have for managing the Hub?

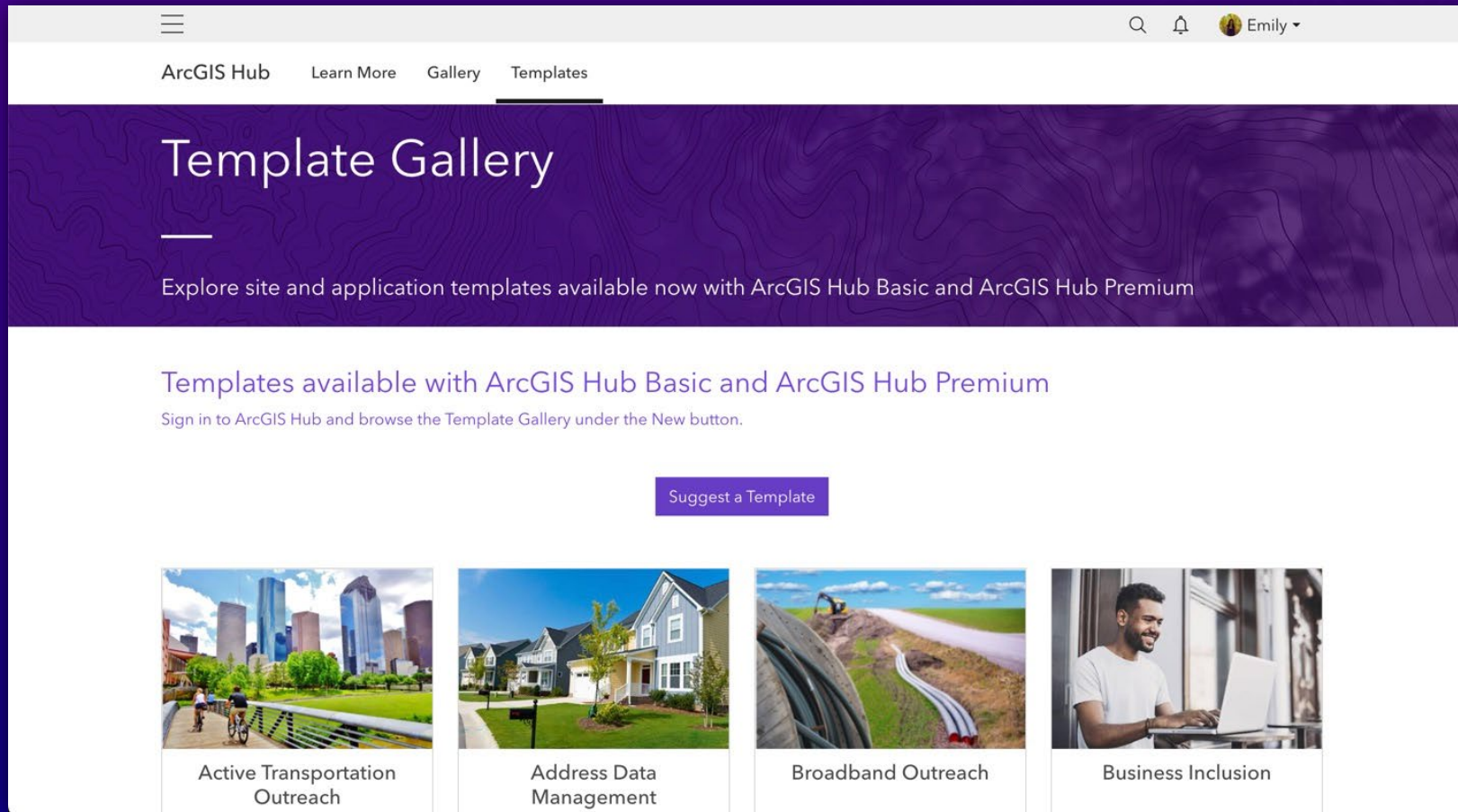
Draw it out!

Sketch your ideas on paper before getting into Hub



Or get started quickly with a template

Hub has over 40 templates to pick from



The screenshot shows the ArcGIS Hub website's Template Gallery. The page features a navigation bar with 'ArcGIS Hub', 'Learn More', 'Gallery', and 'Templates' (the active page). A search icon, a notification bell, and a user profile for 'Emily' are in the top right. The main heading is 'Template Gallery' with a sub-heading 'Explore site and application templates available now with ArcGIS Hub Basic and ArcGIS Hub Premium'. Below this, a section titled 'Templates available with ArcGIS Hub Basic and ArcGIS Hub Premium' includes a note to sign in and a 'Suggest a Template' button. Four template cards are displayed: 'Active Transportation Outreach' (city skyline), 'Address Data Management' (residential houses), 'Broadband Outreach' (cable infrastructure), and 'Business Inclusion' (person at a laptop).

ArcGIS Hub Learn More Gallery **Templates** Search Notification Emily





Template Gallery

Explore site and application templates available now with ArcGIS Hub Basic and ArcGIS Hub Premium

Templates available with ArcGIS Hub Basic and ArcGIS Hub Premium

Sign in to ArcGIS Hub and browse the Template Gallery under the New button.

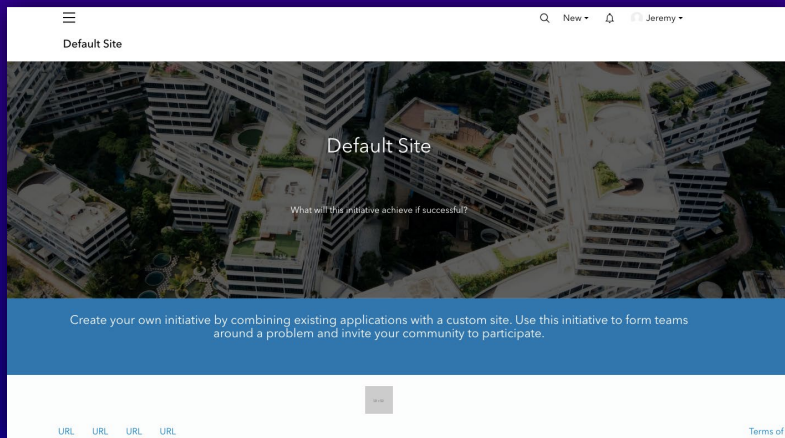
[Suggest a Template](#)

- 
Active Transportation Outreach
- 
Address Data Management
- 
Broadband Outreach
- 
Business Inclusion

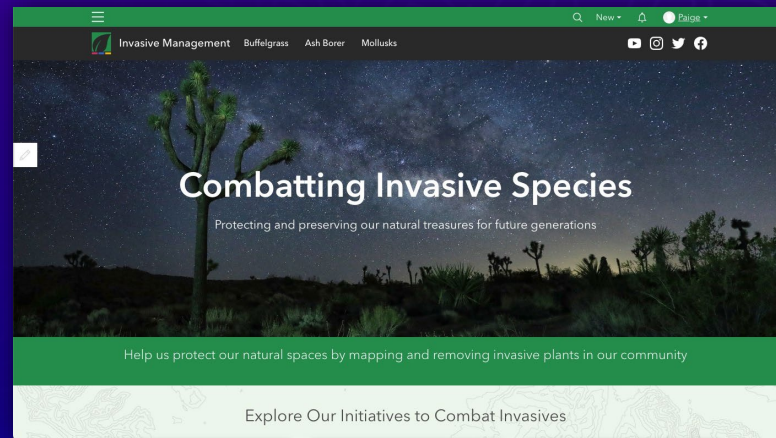
Set a theme

Creating a visually appealing experience

- Inherits shared organization theme set in Online
- Can be completely overwritten using the Hub theme builder
- Customize base & heading fonts



Default (Calcite) Theme



Custom Theme

A screenshot of the Theme Customizer interface. The title is '< Customize' and the subtitle is 'Theme'. The interface lists several customization options, each with a text input field and a color swatch:

- Global Nav Background Color: #258d4b (green swatch)
- Global Nav Text Color: #ffffff (white swatch)
- Header Background Color: #292929 (black swatch)
- Header Text Color: #ffffff (white swatch)
- Body Background Color: #ffffff (white swatch)
- Body Text Color: #292929 (black swatch)
- Body Link Color: #292929 (black swatch)

Configure side panel

Customize based on content family

Content Side Panel

Choose default side panel behavior on explore views based on item [content family](#).

Expanded



- Apps
- Maps
- Datasets
- Documents
- Surveys

Collapsed



- Apps
- Maps
- Datasets
- Documents
- Surveys

The screenshot displays the 'Invasive Management' application interface. The top header shows the title 'Invasive Management' and a user profile 'Emily'. The main content area is divided into a left side panel and a right map area. The side panel is titled 'USA Parks' and includes a filter for 'Authoritative' data, the provider 'Esri Data and Maps', and a 'Summary' section describing the layer. Below the summary are buttons for 'View Full Details' and 'Download'. A 'Details' section lists metadata such as 'Dataset: Feature Layer', 'Info Updated: September 10, 2021', 'Data Updated: October 21, 2022', and 'Published Date: March 13, 2014'. It also shows 'Records: 58,028' and a 'View data table' link. At the bottom of the side panel, there is a 'Public' status and a 'I want to use this' button. The map area shows a topographic map of a region in Colorado, with various parks and geographical features labeled. A search bar and navigation controls are visible on the right side of the map. The bottom of the interface includes a footer with 'Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS' and 'Powered by Esri'.

Embedded apps directly within Hub

Users can interact with content without leaving site

Embedded Apps



Displays applications under your site's header when linked to directly.

Embedded Links



Displays content registered as a Document Link within your Hub Site.

Invasive Management

Microsoft Word - City of X Conservation Planning 2023.docx

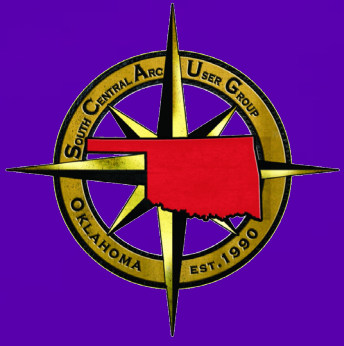
1 / 2 | 84%

City of X
Department of Conservation

Conservation Planning 2023

The City of X's 2023 Conservation Plan sets a bold and visionary path towards protecting and enhancing the city's natural resources. Recognizing the ecological significance of its unique Southwestern environment, the city is committed to prioritizing conservation efforts and engaging the community in sustainable practices. One key focus of the plan is the management of invasive species, which pose a significant threat to the region's biodiversity and ecological balance.

As part of the plan, the City of X aims to actively involve volunteers in invasive species management. Recognizing the power of community engagement, the city seeks to harness the

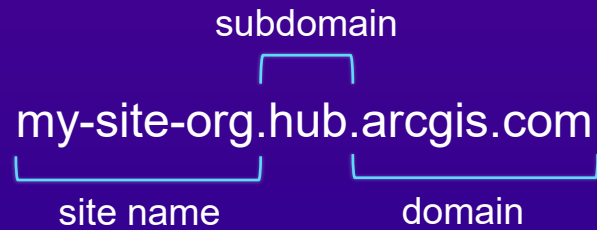


Managing Domains

Site Domains

An overview

- All sites are published with a default domain:



- Site name can be modified
- Subdomain can be set to *hub* or *opendata*
- Custom domain can also be provided

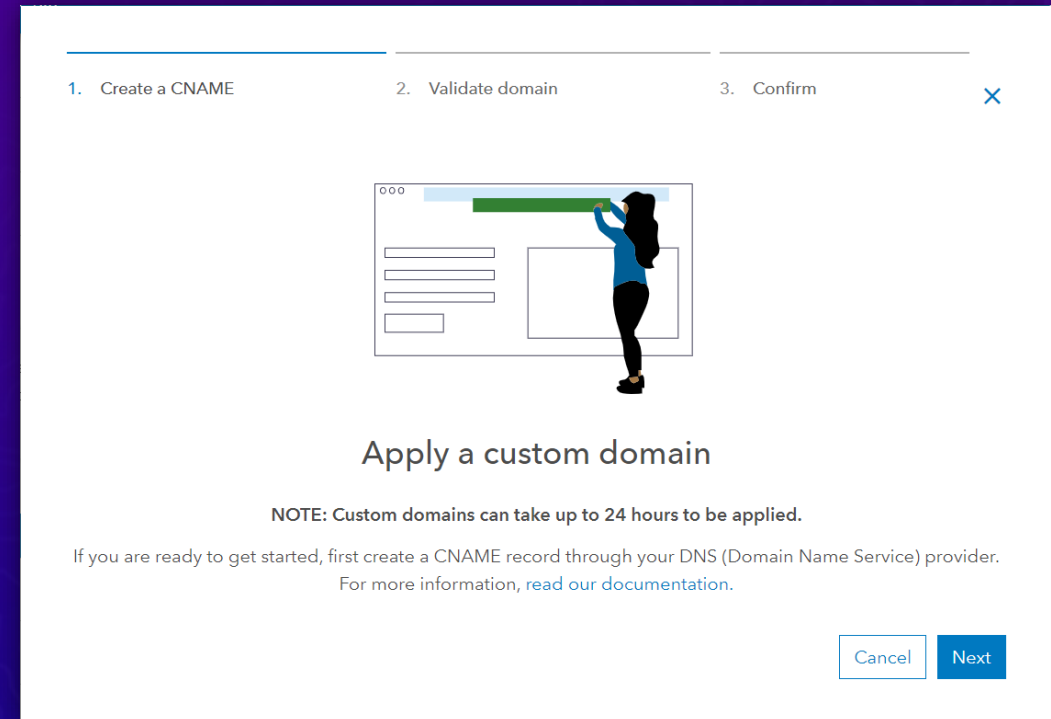
The screenshot shows the "Domain Settings" dialog box with the following fields and options:

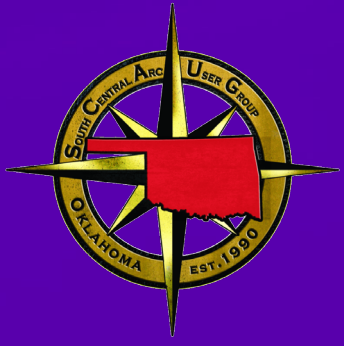
- Domain Settings** (header)
- Default URL Preview**: `https://my-site-org.hub.arcgis.com`
- Subdomain**: `hub.arcgis.com` (dropdown menu)
- Site URL**: `my-site`
- Custom Domain** (link)
- Domain Redirects** (dropdown menu)
- Buttons**: Cancel and Save

Working with custom domains

Considerations

- Must have CNAME set to `hub.arcgis.com`
- Security certificate is issued by Hub
 - *Can take up to 24 hours*
- Site's default URL remains accessible



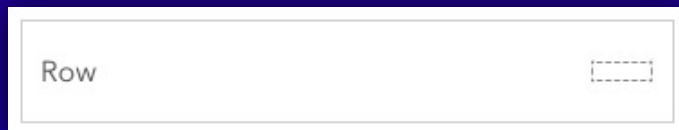
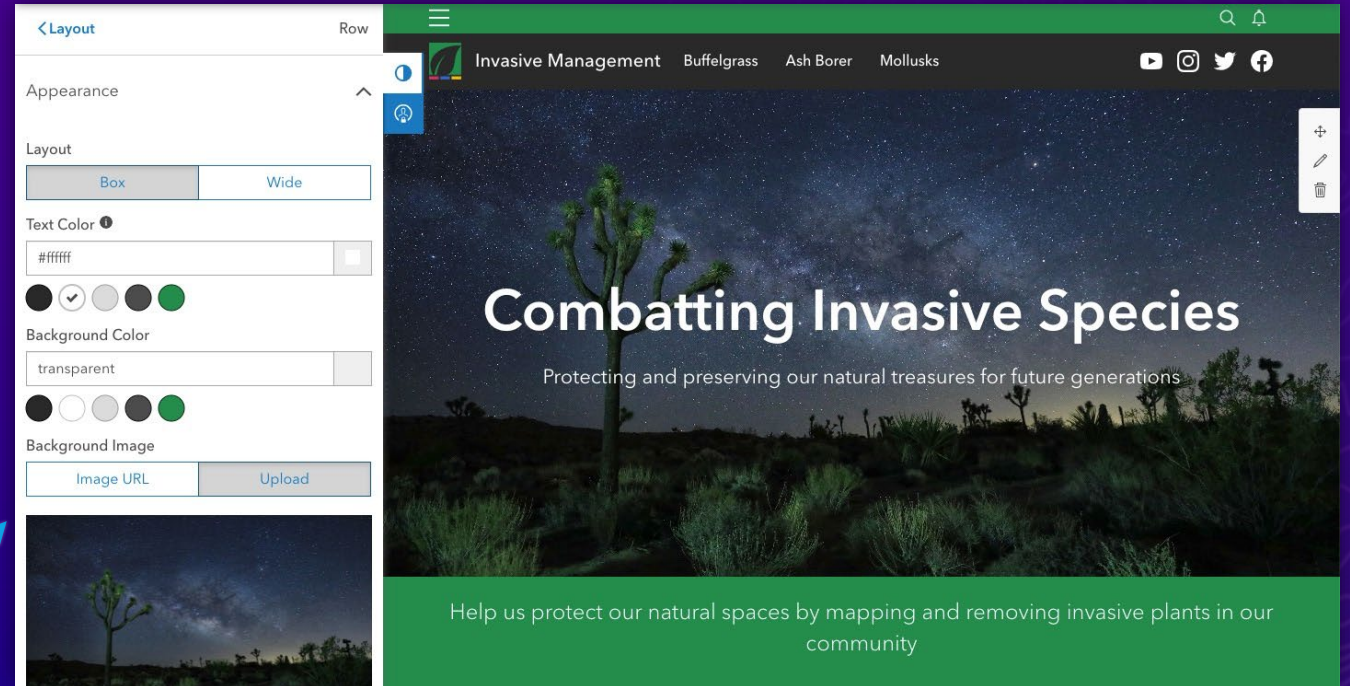


Layout Editing

Use the row card

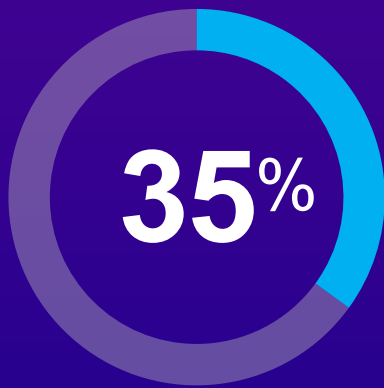
Best way to group content

- Building blocks of your Hub site
- Every card nests inside a row card
- Add images and background colors to row cards
- Reduces risk for accidental deletion of content
- Limit visibility to specific groups



Mobile responsiveness is critical

Hub is mobile-friendly out of the box, but some cards have mobile-specific options



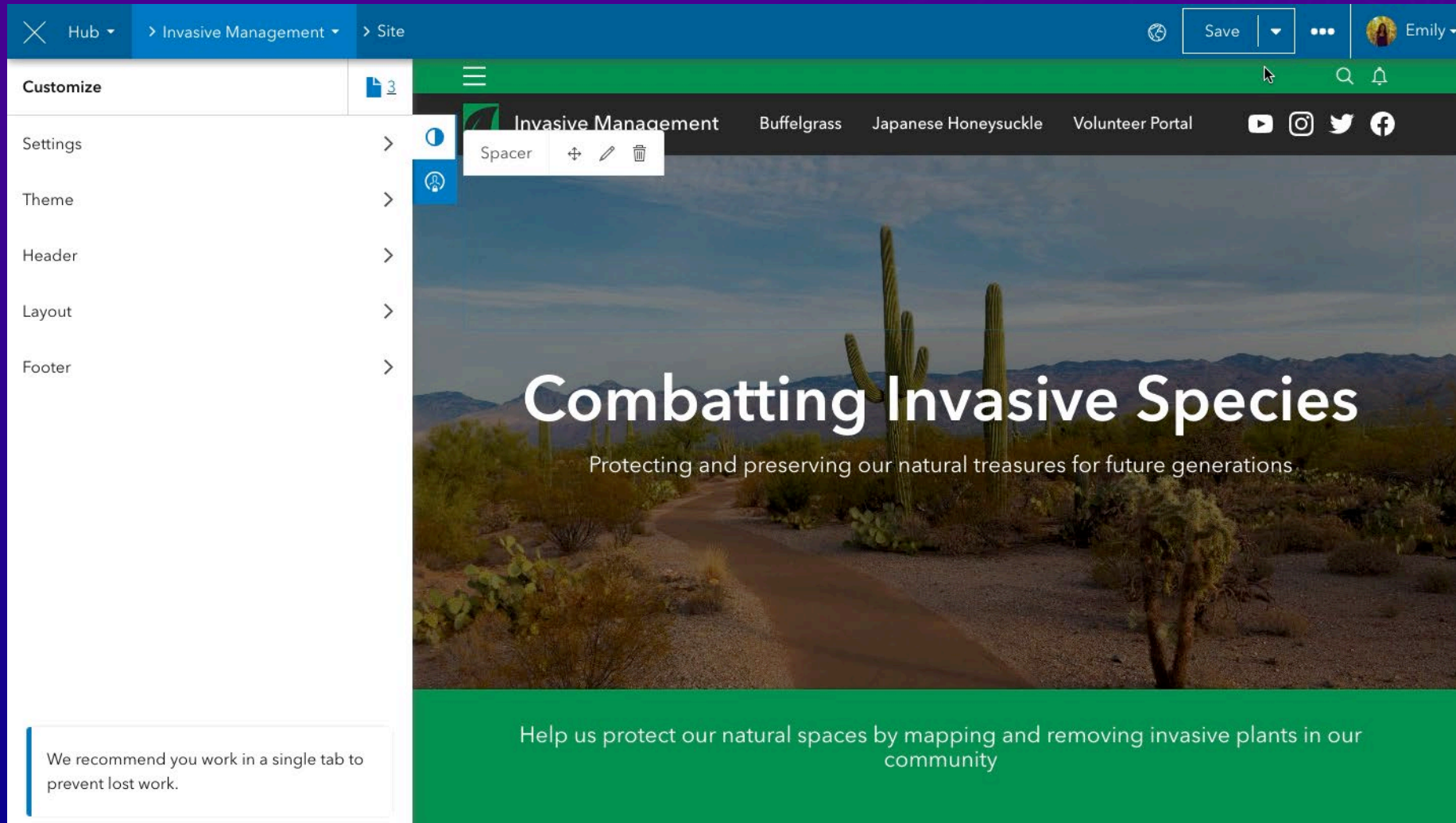
Hub site visitors on mobile or tablet
Within the past year

This screenshot shows the 'Layout' editor for a map card. At the top, there are tabs for 'Default' and 'Mobile', with 'Mobile' selected and highlighted by a purple box. The card title is 'Cenchrus Ciliaris L. North America Occurrence Map'. Below the title, there is a 'Hide On Mobile' toggle switch, which is currently turned off. A purple box highlights this toggle. At the bottom of the card, there is a text box containing the message: 'Default map will not display on smaller screens if a mobile map is selected.' This text box is also highlighted with a purple box.

This screenshot shows the 'Layout' editor for a 'Spacer' card. The 'Height' is set to 20 px. A 'Hide On Mobile' toggle switch is turned on, highlighted with a purple box. Below the card, the main content area shows two cards: 'City of X Department of Conservation' and 'Buffelgrass'. The 'City of X Department of Conservation' card includes a photo of a desert landscape with saguaros and a path, and a description: 'An ArcGIS Hub demo site used to highlight volunteer management for invasive species management.' The 'Buffelgrass' card includes a photo of buffelgrass and a description: 'City of X's Department of Conservation's buffelgrass initiative.'

Mobile responsiveness is critical

Preview your Hub site on different devices



The image shows a mobile-responsive website preview within a design tool interface. The top navigation bar is blue and contains the breadcrumb "Hub > Invasive Management > Site", a "Save" button, and a user profile for "Emily". A left-hand "Customize" sidebar lists options: Settings, Theme, Header, Layout, and Footer. The main content area features a green header with the title "Invasive Management" and links for "Buffelgrass", "Japanese Honeysuckle", and "Volunteer Portal". Below this is a dark navigation bar with a "Spacer" widget and social media icons. The main body has a background image of a desert landscape with saguaros and a dirt path. The main heading is "Combating Invasive Species" with the subtitle "Protecting and preserving our natural treasures for future generations". A green footer contains the text "Help us protect our natural spaces by mapping and removing invasive plants in our community". A note at the bottom left of the design tool says "We recommend you work in a single tab to prevent lost work."

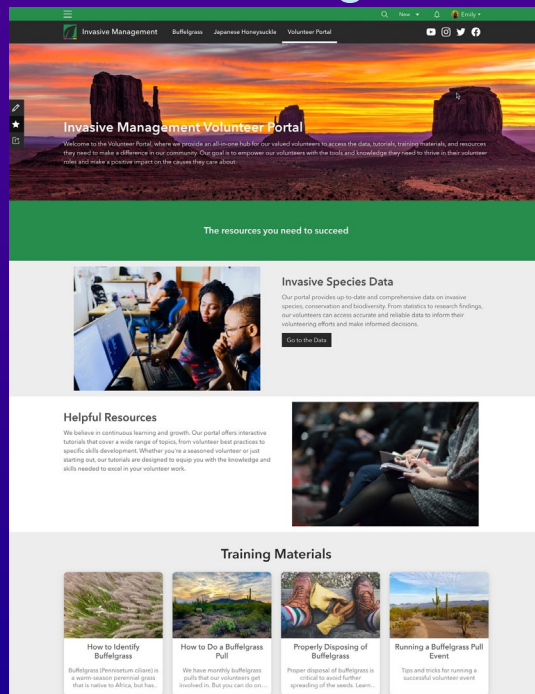
General layout editing tips

Things to keep in mind

- Work on single tab and communicate with teammates when editing a site
- Use out-of-the-box tools as much as possible before resorting to custom solutions
- Preview untested changes on a clone of the site or page before publishing
- Hub releases updates weekly – if something suddenly looks off, check the Changelog to see if there are any applicable updates mentioned

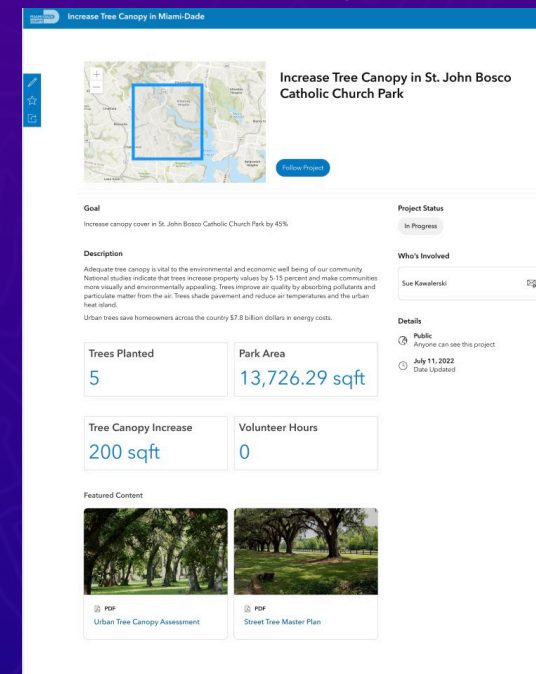
When to use a page versus a project?

Hub Page

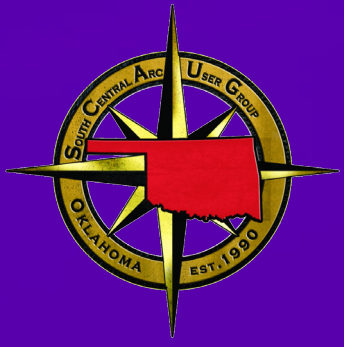


- Fully customizable layout
- Flexible, branded
- Show content and overall goals

Hub Project



- Easy & fast form-based set-up
- Built in timeline
- Location-based

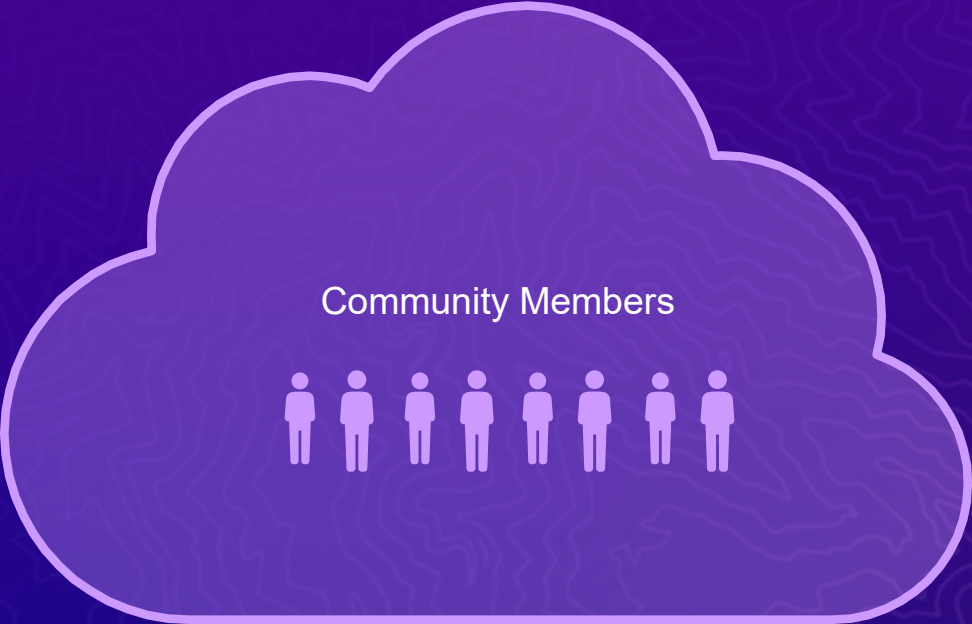


Managing Users and Privileges

ArcGIS Hub Premium enables a community organization

Employee Organization

Community Organization



Connected

ArcGIS Online Organization Account

ArcGIS Online Community Account

Use the default roles

- Default roles are great, you don't have to change anything!
 - Most functionality based on the **Publisher** role
- You can create custom roles, but do so with care
- Hub functionality is tied to specific permissions
 - And new Hub features are tied to default roles and their associated permissions

Groups within Hub



Content Group

Group can access items shared to initiative site's content library

[View Group](#)



Core Team Group

Enables core team to edit initiative's site

[Edit Group](#)



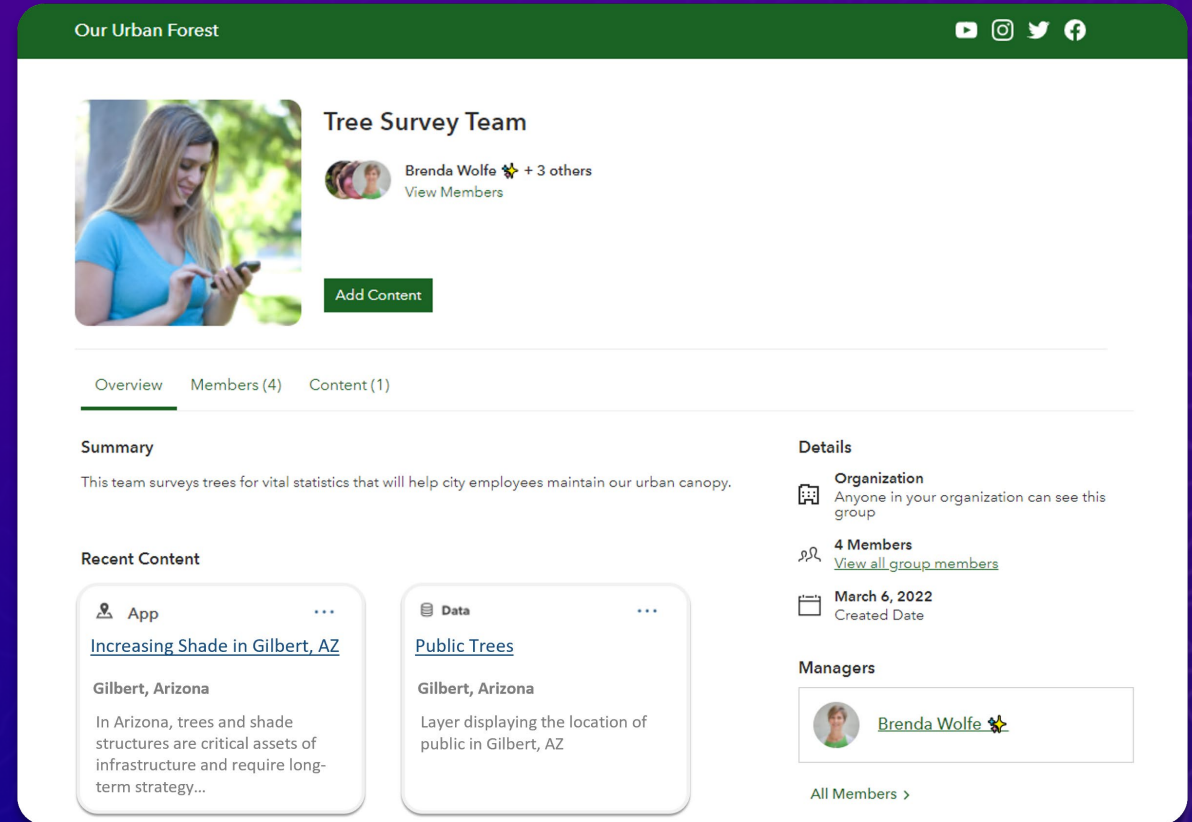
Followers Group

Enables your initiative's core team members to share items with followers

[View Group](#)

Sharing content with teammates

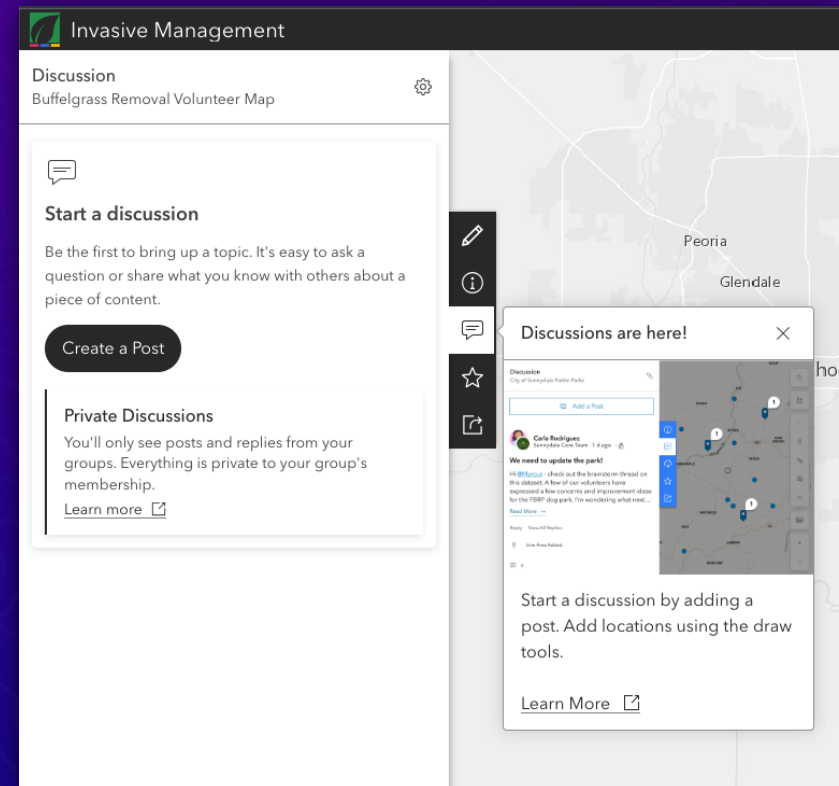
- Use a team card on a site or page to link directly to a team's profile
- Customize team's visibility via its settings
 - Team card respects the visibility of the team
- Team members can upload new content or share existing maps, apps, data via profile



Coordinate using Team Discussions

Move the conversation forward with @ mentioning and location-based discussions

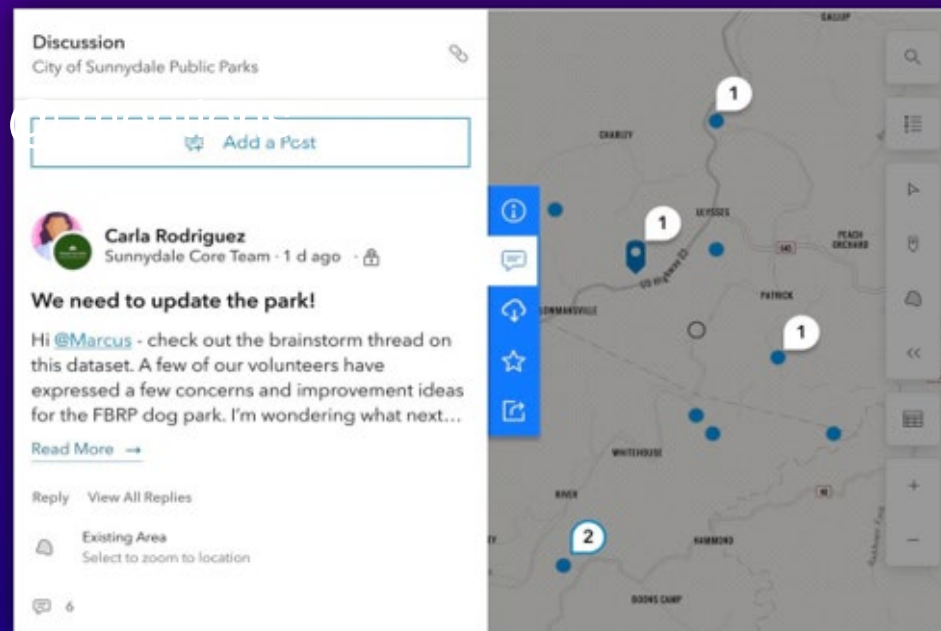
- You can begin a discussion on any type of content with team members
- Group managers can decide whether the team members can participate in discussions
- Item owners and/or site managers can allow or restrict discussions

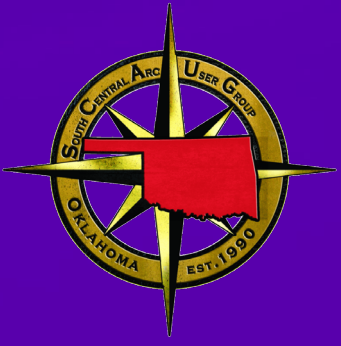


Coordinate using Team Discussions

Move the conversation forward with @ mentioning and location-based discussions

- Supports posts, replies, reactions
- Geographically aware
- Moderation tools

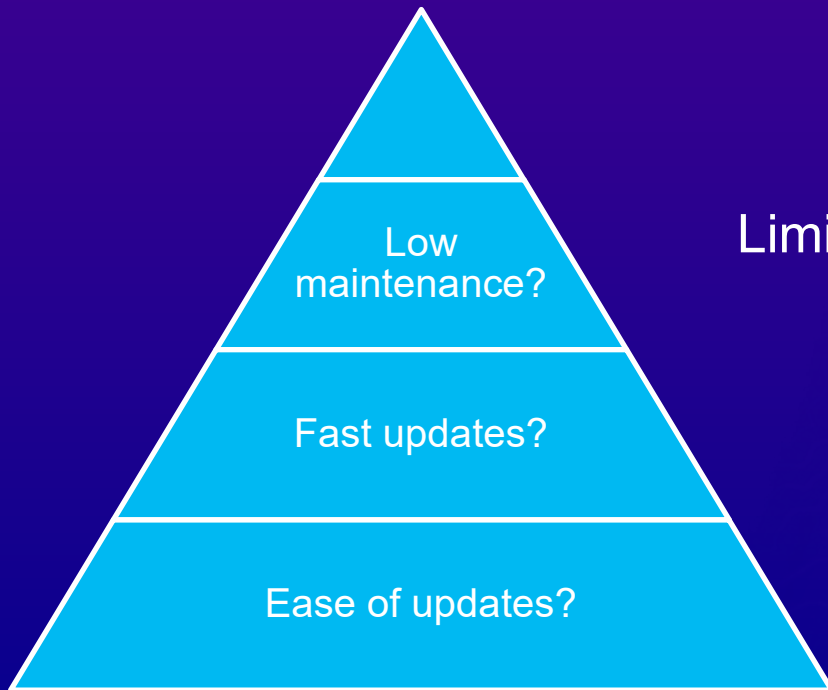




Effective Content Management

Communicate and publish your plan

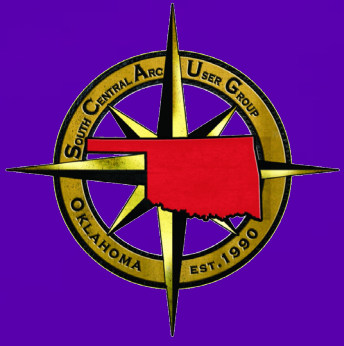
- Review ArcGIS Online and ArcGIS Hub web help for best practices
- Identify your management priorities
- Document and socialize your workflow



Limit and manage groups and content in ArcGIS Online

One layer per item, script updates

Use a metadata profile, limit multi-layer services

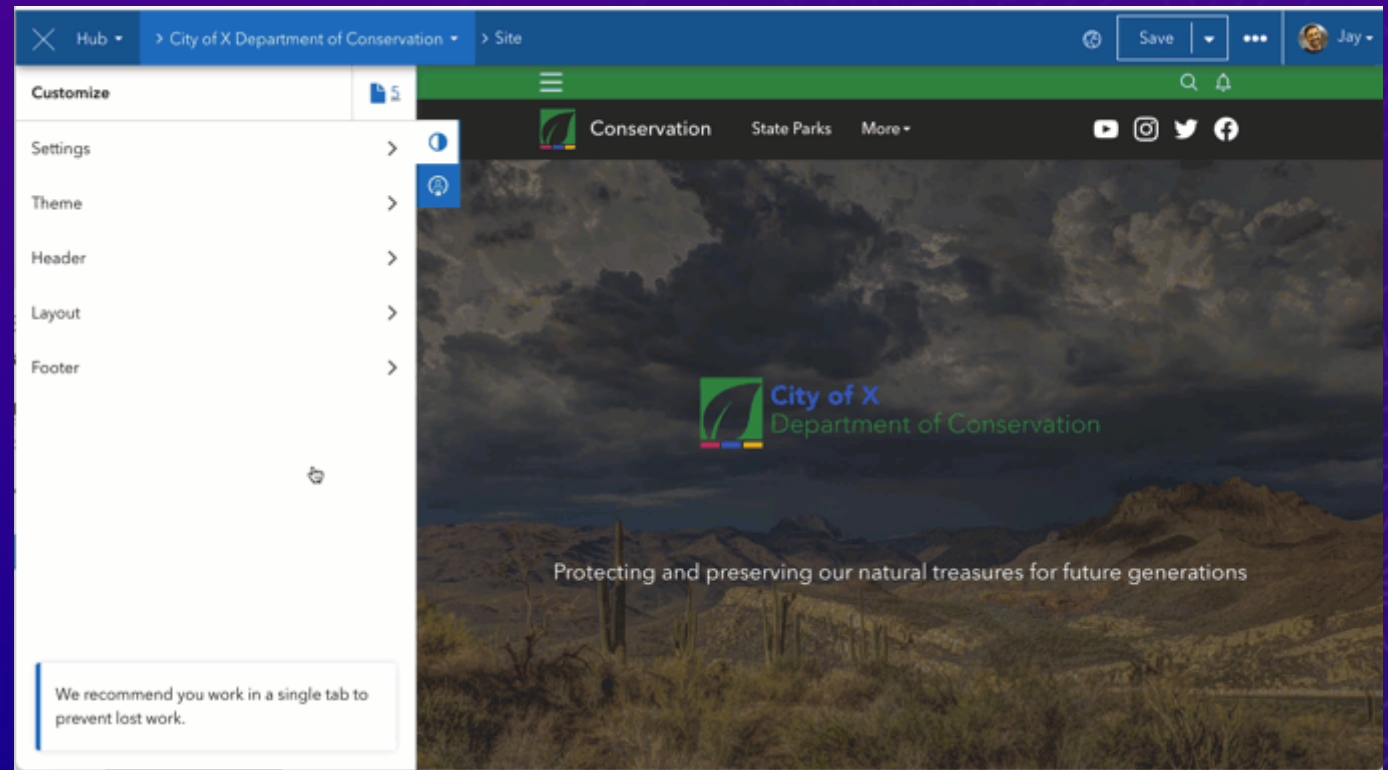


Hub Administration

Managing community members

Manage followers in Hub site-by-site

- We recommend managing community members on a site-by-site basis
 - Provides context of how they arrived to your organization
 - This is inclusive of all followers, whether they have an account in your community organization or in their own ArcGIS Online organization
 - Taking action: message your community



Managing community members

Manage all community members in ArcGIS Online

- View and manage all community members in your community organization in ArcGIS Online
 - Sign in using a community administrator account
 - You can manage privileges, visibility, and licenses

1 - 20 of 25

<input type="checkbox"/>	Member	Credits remaining	Last login	User type	Role
<input type="checkbox"/>	JS Jeremy Schneider prod_pre_a_hub...	No limit	Jun 25, 2023	Creator	i Administrator ⌵ ⋮
<input type="checkbox"/>	CJ Cory Johnson cory_pacx	500 of 500	Jun 2, 2023	Creator	i Publisher ⌵ ⋮
<input type="checkbox"/>	AR A Ross aross@esri.com	500 of 500	Mar 15, 2022	Creator	⋮
<input type="checkbox"/>	CG Carey Gibson careygibson_env...	500 of 500	Aug 19, 2021	Creator	⋮
<input type="checkbox"/>	HG1 Hub Gmail 1 arcgishubuser1	500 of 500	Jul 22, 2021	Creator	⋮
<input type="checkbox"/>	VP Vincent Pascucci vpascucciprod_p...	500 of 500	Jun 3, 2021	Creator	⋮
<input type="checkbox"/>	NC Niya Clark nparks_prod_pre...	500 of 500	Apr 26, 2021	Creator	⋮
<input type="checkbox"/>	SM Sam Mayer hubhunter.sam_...	500 of 500	Sep 3, 2020	Creator	⋮

- Edit email address
- Manage add-on licenses
- Manage user type
- Manage items
- Transfer content
- Manage credits
- View groups
- View profile
- Reset password
- Enable Esri Access
- Disable member account
- Delete member

Tips for Hub + ArcGIS Online Administration

- If something can be done in Hub AND ArcGIS Online, do it in Hub!
 - Renaming or deleting sites/pages
 - Adding users to site groups (Core Team, Supporting teams, etc.)
- Be aware of the 512 group limit per user in ArcGIS Online
- Hub.py can be used for automating certain tasks or bulk operations



Hub.py example templates



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