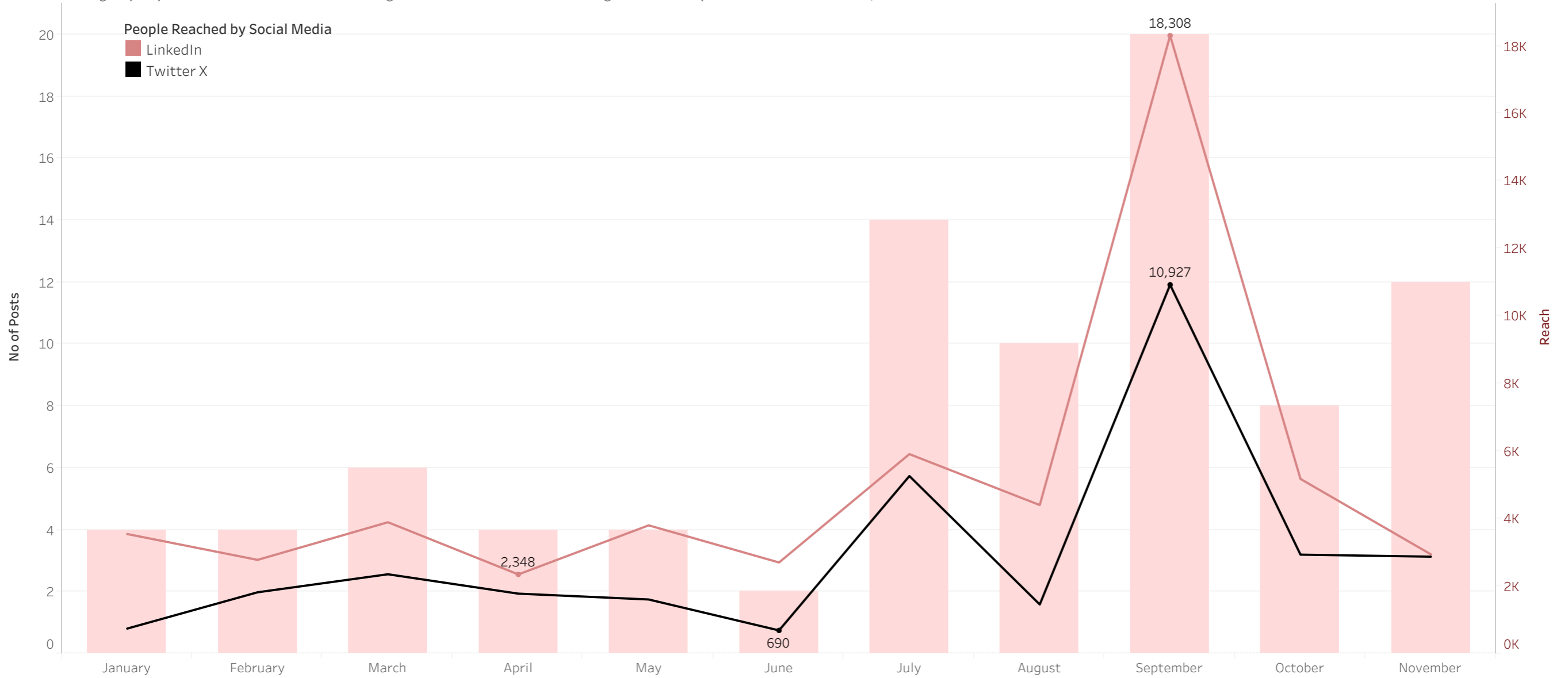


MIMU's Support to Flood Preparedness and Response (Social Media)

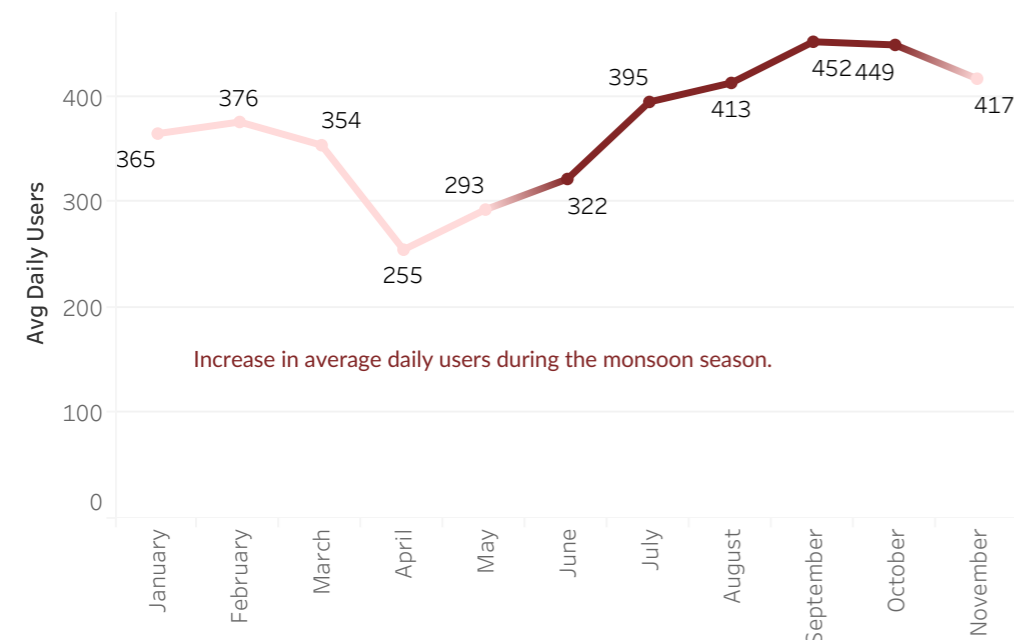
Jun - Nov 2024

Since late June 2024, heavy monsoon rains and overflowing rivers have flooded large areas of Myanmar. It grew worse in September and October when remnants of Typhoon Yagi caused severe flooding and landslides, affecting over 1 million people in 70 townships. Throughout this challenging period, MIMU's dedicated monsoon flooding page, launched in June, provided important information management support, sharing MIMU-produced satellite-based flood maps, informational resources from health clusters and other partners, and technical tools such as MIMU Pcodes to help communities prepare and respond.

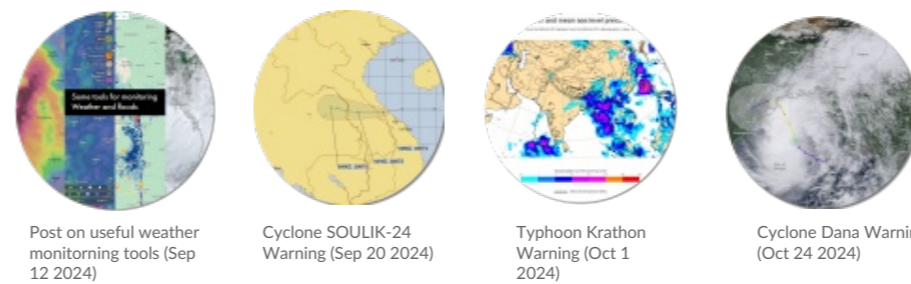
These emergency maps and resources were released through MIMU website and shared through social media platforms such as Twitter/X, and LinkedIn.



As a more responsive and engaging platform, MIMU's Viber channel was used to quickly share latest updates and warnings.



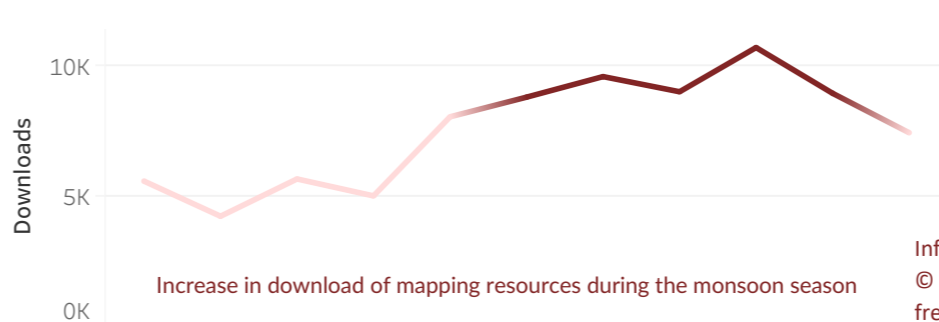
Rainy southwest monsoon (mid-May to late October)



Social Media was effectively used to not only share flood maps but also useful flood monitoring tools and weather warnings.

57,773

reached on Twitter/X and LinkedIn from Jun - Oct 2024



Because of these efforts, MIMU's emergency resources received more usage in this period, especially the mapping resources.