

**Times of India**  
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**Kochi ; Social Media**  
**to the Resue**

**Social media  
to the rescue**

TIMES NEWS NETWORK

**Kochi:** The inundation was sudden and frightening for many. People who were fast asleep were woken up by police at night and moved out to relief camps.

By midnight, SOS messages started flooding phones of all relatives, friends and officials as people had woken up to realize that the roads were either flooded or gone and water was there right on their doorsteps.

As water began to seep into more areas, social media played key role in spreading information.

Officials with district administration said that they had received 3,200 requests for help from the on-line portal (Kerala Rescue) as well as through WhatsApp and Facebook since Wednesday.

The collector's official Facebook page Collector Ernakulam was flooded with requests for help and officials immediately alerted those involved in rescue operations.

The number of requests will likely go up as more areas are getting inundated. "We are getting numerous requests stating a lot of families are stranded and are in dire straits. We are trying our best to rehabilitate them. The increased water level and the heavy inflow is proving to be the biggest obstacle but we are reaching out to all through all the available means," said an official with district administration.

"Social media allowed emergency response crew to immediately connect with people and smoothly facilitate rescue operations. Had it not been for the social media the reach would have been difficult," said an official with disaster management authority.