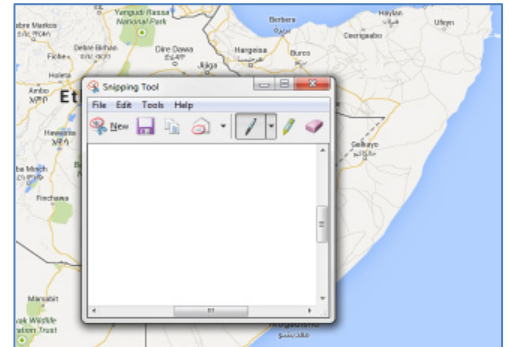WASH Cluster
Water Sanitation Hygiene

BRIEFING SHEET

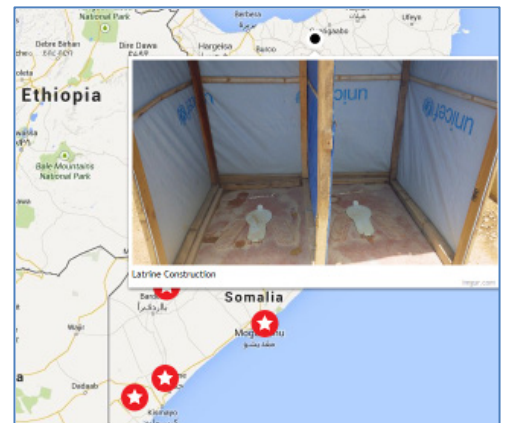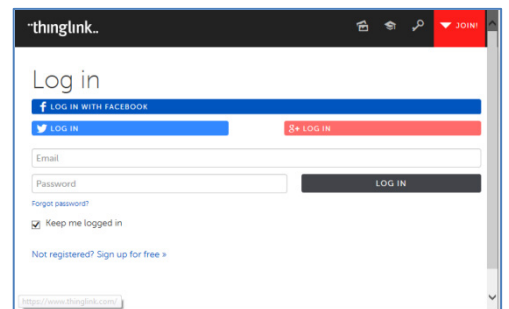# Using interactive images to disseminate information during emergencies

There are numerous ways to visualise and disseminate information to partners during emergencies. One potential method, for non-GIS experts, is to use interactive images to tell a story. A free tool to do this is ThingLink (https://www.thinglink.com/). ThingLink is an online platform for creating interactive images for web and social channels but it has potential to be used as an emergency response tool.

Using ThingLink to create an interactive MAP

1. Open Google Maps and zoom to area of interest (e.g. country or region).
2. Use the snipping tool [start/snipping tool] (or print screen and crop) to extract the area of interest.
3. Save this image. This is essentially the map that you will add interactive information to.
4. Open an account on ThingLink.
5. Upload the map (drag and drop).
6. Add content to the map, links to assessments, partner project locations and videos via You Tube etc.
7. If you want to add images, create an account on a photo sharing platform such as Imgur.com and then you can use the (direct) link created for the image to add to ThingLink.
8. When you have all the content on the image, save it.
9. Share the image to Cluster partners either via the Link given or by embedding it in a website.
10. See example of fictional map with links to assessments and photos here
http://www.thinglink.com/scene/542655578380435457

ThingLink can also be used to tell a story or illustrate best practice in the construction of WASH facilities. For an interesting example see MSF's interactive guide to a cholera treatment centre - http://www.thinglink.com/scene/530054712460836864

ThingLink images can be shared via email and are visualised well on phones. Download the ThingLink App to enable automatic upload of images from the field to a map.