

NEW JERSEY DEPARTMENT OF COMMUNITY AFFAIRS  
DIVISION OF FIRE SAFETY  
OFFICE OF THE STATE FIRE MARSHAL



# SECURITY ALERT

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SECURITY ALERT 16-2

## Fire Department Websites/Social Media (U//FOUO)

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Most fire departments in the state host a website and many have Twitter, Facebook and other social media accounts.

While it is certainly understandable that fire departments need to use this type of media to share information with their residents and supporters, we need to be mindful of what is posted. From a homeland security prospective, fire departments should not post anything that may provide information on your department's apparatus, specialized services, membership strengths or weaknesses, etc.

With respect to "real time" social media announcements or tweets that broadcast that your fire department is actively engaged in an incident should be avoided. This type of information can lead to someone watching and waiting for you to announce that your department is unavailable and give them an opportunity to try to overwhelm the community through the starting of other fires or reporting of false alarms.

In addition, you may want to refrain from providing pictures of officers or members and limit contact information to a fire department business number and generic email address. The smaller our footprint the less likely our department or members are prone to be exploited.

Lastly, your department or members may receive emails of posts that are concerning or just seem strange. Make sure that this is reported to local law enforcement. You should learn who your municipal counter terrorism coordinator is and set up a system to report these and other suspicious activities that your members may observe on or off duty.

Please report all suspicious activity to local law enforcement and the State Fusion Center, [tips@njohsp.gov](mailto:tips@njohsp.gov), 1-866-4-SAFE-NJ or 2-1-1 and ensure a (SAR) Suspicious Activity Report is generated. In addition, please report all incidents to the **Division of Fire Safety Intelligence Office at 609-292-4109.**

**PLEASE POST IMMEDIATELY (U//FOUO)**