



FOR IMMEDIATE RELEASE:

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OFFICE OF EMERGENCY MANAGEMENT LAUNCHES OFFICIAL FACEBOOK PAGE TO PROMOTE EMERGENCY PREPAREDNESS

OEM Facebook page has potential to reach more than two million New Yorkers

New York City Office of Emergency Management (OEM) Commissioner Joseph F. Bruno today joined Facebook Chief Privacy Officer Christopher Kelly to launch the agency's official Facebook page. The new page will link OEM with Facebook's two million users in New York City.

"More than half of the participants in our annual preparedness poll reported that they use Facebook to keep informed about events in New York City," said Commissioner Bruno. "If Facebook is where New Yorkers are looking for information, OEM needs to be there with answers."

The page features preparedness information, community event listings, volunteer opportunities and OEM's new Ready New York video. In addition to the new Facebook page, OEM also recently began using Youtube and Twitter to share information with New Yorkers. And, last month, Notify NYC, the City's public notification system went citywide after a year long pilot phase in four community districts. Finally, OEM has expanded its email alerts, tips of the week, and CorpNet messages, to deliver preparedness tips and emergency information directly to subscribers' inboxes.

"OEM's use of technology to serve the citizens of New York City is an excellent example for other cities and emergency management organizations to follow," said Chris Kelly, Chief Privacy Officer and Head of Global Public Policy, Facebook. "We're very pleased that Facebook can play a role in keeping New Yorkers informed and safe."

- Find OEM on Facebook at : www.facebook.com/nycemergencymanagement
- Find OEM on Twitter at www.twitter.com/nycoem
- Find OEM on You Tube by searching: "Ready New York"
- Sign up for Notify NYC at www.nyc.gov/notifynyc
- Sign up for OEM email alerts at www.nyc.gov/oem

The Office of Emergency Management plans and prepares for emergencies, educates the public about preparedness, coordinates emergency response and recovery, and collects and disseminates emergency information. One of OEM's most successful outreach programs is Ready New York, the City's educational campaign to encourage New York City residents to prepare for emergencies.

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