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FEATURED

Cohoes fire seeks to build digital community

By Record staff newsroom@troyrecord.com @Troyrecord on Twitter
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Members of the Cohoes Fire Department pose in October 2016 with family members while wearing pink T-shirts sold as part of Uniformed Firefighters of Cohoes Local 2562's annual Passionately Pink campaign against breast cancer.

Photo provided/File

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COHOES, N.Y. — The Uniformed Fire Fighters of Cohoes (IAFF-Local 2562) recently announced it is devoting resources to expand its social media presence and will be amplifying its voice on various social media platforms.

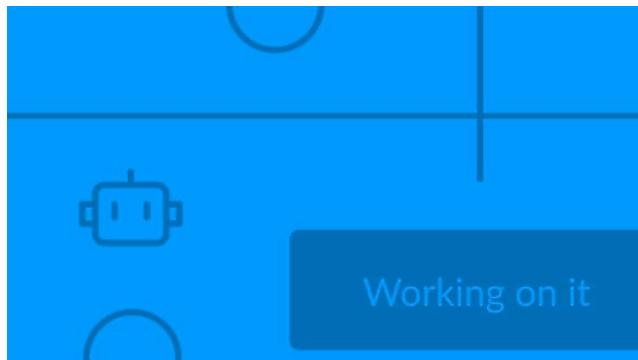
The Union's Twitter handle is @CohoesFire.

One may also Like them on Facebook at <https://www.facebook.com/cohoesfire>

Additionally, the union maintains a website, www.cohoesfire.com to manage various pieces of content.

"In 2020, Cohoes firefighters responded to 3,555 calls for help - that's an emergency every two hours and 24 minutes. Those fire and medical alarms crisscross the city from our Islands to our growing downtown, to the numerous playgrounds and parks, to our neighborhoods on the Hill, where we've made rescues at the Cohoes falls," Rob Wattsman, a six-year veteran of the Department and its current union president, said.

"Members of the public often express concerns about public safety while we are responding to calls. Our social media presence is another avenue of direct communications between our members and the people we serve, including residents, visitors and business owners," Wattsman added on the vital ability to expand communications to the public.



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