

ON APRIL 3, A SHOOTER OPENED FIRE AT YOUTUBE HQ NC4[®] Reported Quickly and Accurately

One April 3, a shooter opened fire at the YouTube headquarters in San Bruno, CA injuring 3 people.

NC4 Signal recorded the first result of an active tweet at 12:57pm PT, **11 minutes after the first 911 calls.**

● NC4 Risk Center issued a Security – Shooting incident at 1:09pm PT, **23 minutes after the first 911 calls.** Both were before news agencies started reporting the shooting.

NC4 Signal recorded **457,747 tweets** and retweets in the 2 hours following the shooting that contained “YouTube” and NC4 Risk Center issued **9 Security - Shooting Reports** detailing the shooting and impacts.



NC4 Signal™ and NC4 Risk Center™ Provide the Accurate, Timely, Open Source Intelligence and Alerts When You Need them Most

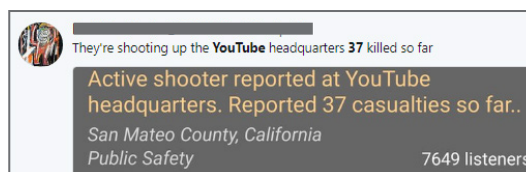
Where were you at lunchtime on April 3, 2018? At the YouTube headquarters in San Bruno, California, an active shooter walked across the courtyard and began firing at employees, before taking her own life. At 12:57pm, **within 11 minutes of the first 911 call, NC4 Signal™** was reporting on the situation via the Active Shooter Twitter topics thread, even before news agencies began reporting.

Active shooter at YouTube HQ. Heard shots and saw people running while at my desk. Now barricaded inside a room with coworkers.

12:57 PM - 3 Apr 2018

What if these had been your employees? Would you have had the correct information to respond quickly, to take control of the situation, to navigate the chaos and keep your employees safe?

During the early stages of this terrible incident, misleading information abounded online regarding the number of victims, including numerous tweets citing erroneous figures and data.



Our team, with their experience and due diligence, identified discrepancies in the information and began reporting the **accurate** information before anyone else. **At 1:09pm PT, NC4 Risk Center™ issued a Security - Shooting incident** after San Bruno Police reported police activity in the area of 901 Cherry Street and a local media station indicated there was a possible active shooter situation.

Summary of Event Details and Timeline

- The YouTube headquarters complex has 554,000 square feet of office space and holds as many as 2,800 employees
- The shooter opened fire with a 9mm caliber semi-automatic pistol as she approached an outdoor patio
- 3 people were injured before the shooter took her own life
- The first 911 call reporting a shooting was made at 12:46pm PT
- First responders began arriving at the scene at 12:48pm PT
- The first post was found on **NC4 Signal** via the Active Shooter Twitter topic thread at 12:57pm PT, **within 11 minutes of first 911 call**
- **NC4 Risk Center** issued a Security-Shooting incident at **1:09pm PT**
- NC4 upgraded the incident to a Severe incident at 1:36pm PT
- NC4 issued a total of **9 Security - Shooting Reports**
- There were **457,747 tweets and retweets** in the 2 hours following the shooting that contained “YouTube”

NC4 Risk Center
 Cherry Ave & Bayhill Dr - Police confirm active shooter incident at YouTube HQ. Unknown injuries.

Category
Security

Type
Shooting

Severity
Severe

City
San Bruno

State/Province
CA

Country
United States

Description
 Police are responding to reports of a shooting at YouTube's headquarters on Cherry Ave, near Bayhill Dr. Details regarding the number of injuries or the suspect were not immediately available; however, police are describing it as an active shooter situation. Police are in the process of clearing the building, and several

NC4 Risk Center alert VERIFIES the shooting at 1:09pm PT.

In total, NC4 issued **nine Security - Shooting reports** between 1:09pm and 12:36am. There were **457,747 tweets**

and retweets in the two hours following the shooting that contained "YouTube", including many eyewitness accounts and

confirmations of safety from employees.

Despite being in situations where we expect to feel safe — in school, at work — sadly, people feel constantly at risk. These times require the most informed response and greatest confidence in our leaders. We are right there with you through any crisis.

Safely evacuated; didn't see or hear anything except the building alarm and then sirens.

Shooting reported at YouTube HQ
 The city of San Bruno received multiple 911 calls from YouTube headquarters, with callers reporting shots fired, San Bruno City Manager Connie Jackson tells CNN. [cnn.com](#)

Hi everyone, I'm safe and already away from YouTube's San Bruno offices. Thanks for all your... [REDACTED]

2:52 PM - 3 Apr 2018 from San Bruno, CA

Posts from employees confirming their safety captured on NC4 Signal.

More About NC4

NC4® delivers safety and security solutions for both business and government organizations. NC4 revolutionizes how organizations and communities collect, manage, share and disseminate information to reduce cyber threats, fight crime, mitigate risks and manage incidents. NC4 also provides cyber threat sharing solutions both through secure collaboration services and recently (via Soltra Edge®), through automated, structured, and standardized (STIX/TAXII) mechanisms.

NC4 solutions are used by private sector companies involved in financial services, high-tech, insurance, manufacturing, aerospace and defense, oil and gas, pharmaceuticals and healthcare, as well as other industries. In the public sector, NC4 solutions are used by federal, state and local agencies in homeland security, emergency management and law enforcement disciplines.

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