

Supplement 1

On September 14, 2018, Twitter’s website (<https://twitter.com/search-home?lang=en>) was searched for “ecig smoke alarm”, “ecig fire alarm”, “vape smoke alarm”, “vape fire alarm”, “juul smoke alarm”, and “juul fire alarm”. We reviewed the most recent tweets sent (“Latest” tab). Recent tweets (sent within the past 30 days) that described a smoke detector alarming due to e-cigarette use are included below in Table 1. Tweets that included inappropriate language were excluded.

Table 1. Public tweets describing e-cigarette use causing a smoke alarm to sound.

Tweet	Date Sent	Search Terms
“Just set off the school fire alarm with juul”	September 10, 2018	juul fire alarm
“Mitchell just set the smoke alarm off with his vape”	September 7, 2018	vape smoke alarm
“When your roommate sets of the fire alarm with her vape”	September 3, 2018	vape fire alarm
“only a little over a week I’ve been here and someone already managed to set the fire alarm off with a vape lol”	September 2, 2018	vape fire alarm
“on the night before my first college classes, we have a tornado warning AND somebody decided to vape so hard that the fire alarm went off and the entire building had to evacuate out into severe thunderstorm weather. Wish me luck tomorrow!!”	August 26, 2018	vape fire alarm
“Dylan just set off our fire alarm with his vape”	August 24, 2018	vape fire alarm
“My vape keeps setting the fire alarm off.”	August 20, 2018	Vape fire alarm
“My buddy set my fire alarm off with his vape. How’s your day going?”	August 18, 2018	vape fire alarm
“My vape just set off the smoke alarm, I am so proud.”	August 26, 2018	vape smoke alarm