

# United States Department of the Interior

## BUREAU OF LAND MANAGEMENT

Montana State Office

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[www.blm.gov/mt](http://www.blm.gov/mt)

In Reply Refer To:

1120 (912) P

October 18, 2012

EMAIL TRANSMISSION – 10/19/12

Instruction Memorandum No. MT-2013-011

Expires: 9/30/14

To: All Montana/Dakotas Employees

From: State Director

Subject: Web Content

**Program Area:** All program areas

**Purpose:** It has never been more important that our web pages reflect the professionalism and knowledge of the Montana/Dakotas organization. To be effective, our website must be user friendly, and web content frequently refreshed, free of errors, and plainly written. Effective immediately, the responsibility for maintaining and improving web content through the Bureau's Communique (CQ) software is shared among the Office of Communications (OC), State Office Divisions, and the four District Offices. This IM builds upon guidance issued in [IM No. MT-2008-040](#).

**Policy/Action:** This IM provides guidance on working with the new Montana/Dakotas web staff who are now responsible for web maintenance in their respective organizations, and reaffirms the requirement that all NEPA documents and related reports, decisions, scoping notices, etc. are reviewed by either a District or State Office public affairs specialist or writer/editor, and approved by a line manager, before they are submitted for posting/printing. Those organizations with more than one person with CQ access should coordinate workload. Web staff, for which a list can be found at [http://web.mt.blm.gov/staff/Websters/SD/ooc/webstaff\\_10\\_12.htm](http://web.mt.blm.gov/staff/Websters/SD/ooc/webstaff_10_12.htm), are responsible for arranging coverage of duties in their absence.

Identified web staff have completed CQ training offered by the Washington Office and until November 9, 2012, OC staff will work with them to develop and practice their skills in CQ. Testing pages for each team member were created in CQ for this purpose.

As requests are received for web posts, OC staff will forward the requests to the appropriate district/division web staff to allow them to practice posting on their testing page. On November 10, 2012, web staff will begin directly posting live pages.

To expedite posting live, web staff should work with their respective public affairs specialists (view list at <http://www.blm.gov/mt/st/en/info/newsroom.html>) before posting content within CQ. OC staff (MT-912) will review that new content for return or approval, and then push the final content live within CQ. Web staff should continuously work with their organizations to keep web content refreshed.

**Timeframe:** Ongoing

**Budget Impact:** Minimal

**Background:** The internet has become our most effective means of communicating with the public. The Montana/Dakotas web site provides an opportunity to reach our interested publics worldwide, and offer both general and specific information about a variety of Montana/Dakota programs, the latest BLM news, and NEPA documents for public review and comment. Our content must be useful, timely, and accurate. It's been proven that we only have one chance; if people don't find what they are searching for, they will seek it from other sources and never return to our site. Working as a team, we can showcase our organization and keep the public coming back for more.

Our State and District Office public affairs specialists have the requisite writing and editing skills to help you finalize your documents. This editing step should be the last in your internal review process, after all specialists and managers have commented. After that step is completed, please work with your web staff to post the content. As always, if local web staff is not available, please contact a public affairs specialist at the State Office to assist you.

**Manual/Handbook Sections Affected:** None

**Coordination:** Montana/Dakotas Office of Communications and Washington Office Public Affairs

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Signed by:  
Jamie E. Connell  
State Director

Authenticated by:  
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