



United States Department of the Interior



BUREAU OF LAND MANAGEMENT
Montana State Office
5001 Southgate Drive
Billings, Montana 59101-4669
www.blm.gov/mt

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EMAIL TRANSMISSION –10/31/14
Instruction Memorandum No. MT-2015-008
Expires: 9/30/18

To: All Montana/Dakotas Employees
From: Chief of Communications
Subject: Web Content

Program Area: All program areas

Purpose: This Instruction Memorandum (IM) provides general guidance in maintaining web content managed by the Bureau of Land Management (BLM)-Montana/Dakotas. It also includes direction regarding compliance with the Section 508 Amendment to the Rehabilitation Act of 1973. This guidance supersedes IM 2013-011, Change 1, Web Content.

Policy/Action: Effective web pages must be user friendly, refreshed as frequently as staff time allows, free of errors, and written using plain language. The Montana/Dakotas Web Team is responsible for maintaining and improving web content in their respective organizations through the BLM's current content management system, Communique (CQ). The Office of Communications (OC), State Office Divisions, and all four District Offices have identified staff to assist with this important task and more are always encouraged to consider maintaining their specific program's web pages.

Web content, including NEPA documents and related reports, decisions, scoping notices, etc., is reviewed first by the program lead for content control and then by either a District or OC public affairs specialist for quality control before posting by Web staff. (view lists at http://web.mt.blm.gov/staff/Websters/SD/CommInternalWeb/Internal_Website/Staff%20Directory/StaffDirectory.html and http://web.mt.blm.gov/staff/Websters/SD/CommInternalWeb/Internal_Website/WebStaff/webstaff_10_12.htm) OC staff will conduct final review of content for return or approval, and then push the final content live within CQ.

Compliance with Section 508 is the author's responsibility, and documents should be made compliant prior to sending forward for posting. Some documents, like PowerPoint slide presentations, complex word documents and videos, are sometimes difficult to make compliant and, effective immediately, will not be approved for posting unless the author has formatted the

files for 508 compliance. All BLM MT/DKs employees should consider 508 compliance before indicating to the public that a document will be made available on the external website. More information on 508 compliance can be viewed at <http://web.mt.blm.gov/staff/Websters/SD/CommInternalWeb/index2.html> under “Communications, More, Web & Social Media.”

Workloads within the organizations should be coordinated among the organization’s Web staff, with supervisor concurrence. Web staff should arrange coverage of duties in their absence.

Timeframe: Effective upon issuance.

Budget Impact: The purchase of Adobe Acrobat Professional and Photoshop software are recommended for those working in CQ. Individual license costs are \$220 and \$600 respectively, or the Adobe Creative Suite may be purchased for \$700. Setting up a shared workstation with the necessary software could save on license fees.

Background: In October 2012, maintenance of the Montana/Dakotas website was formally decentralized, which greatly expanded our maintenance capacity and minimized exposure to downtime.

The internet has become our most effective means of communicating with the public. The Montana/Dakotas web site, which in 2014 has had more than 2 million hits, provides an opportunity to reach our interested publics worldwide, and offers both general and specific information about a variety of Montana/Dakota programs, activities, and news.

Manual/Handbook Sections Affected: There are no BLM handbooks or manuals affected by this IM.

Coordination: This IM has been coordinated with the Montana/Dakotas Web Team and District Public Affairs Specialists.

Contact: If you have any questions regarding this IM, please contact the Office of Communications at (406) 896-5011.

Signed by:
Melodie A. Lloyd
Chief

Authenticated by:
Ann Boucher (MT912)