

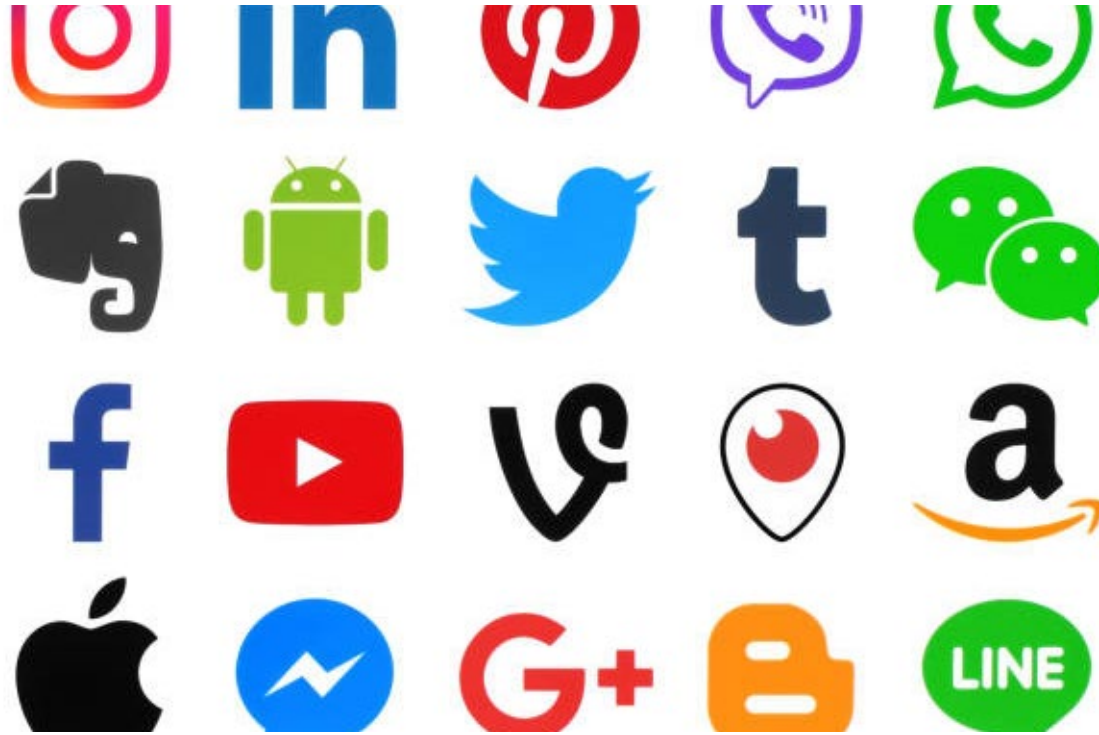
Use of Social Media for Regulatory Outreach

Liz Ulrich
Montana DEQ
May 10, 2022



Social Media Platforms

- Website: deq.mt.gov
- Facebook: [MTDEQ](https://www.facebook.com/MTDEQ)
- Instagram: [@montanadeq](https://www.instagram.com/montanadeq)
- Twitter: [@MTDEQ](https://twitter.com/MTDEQ)
- YouTube: [Montana Department of Environmental Quality](https://www.youtube.com/Montana Department of Environmental Quality)
- LinkedIn: [mtdeg](https://www.linkedin.com/company/mtdeg)



Branding

- Recognition
- Separate Different Branches
- Builds Trust
- Communicates Values
- Establishes Professionalism

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Air Quality Bureau
Montana Department of Environmental Quality
Office: 406-444-9741



How did we do? >>



2014 Brand Standards Guide



Regulatory Outreach

DEQ Montana Department of Environmental Quality
March 18 · 🌐

DEQ is supporting the EPA at the Billings PCE Superfund Site. For updates on the site and to learn more about having your home sampled, join the upcoming Billing City Council meeting.



If you live in or near the Billings PCE Superfund Site, the DEQ and EPA want to hear from you

WATCH FOR UPDATE ON PROJECT AT MONDAY'S CITY COUNCIL MEETING

Billings MT City Government

March 18 · 🌐

The Billings PCE Superfund Site lies beneath 298 residential, 8 condominium, and 179 commercial properties. The Montana DEQ and EPA are in Billings to give an u... See more

2

Like Comment Share

DEQ Montana Department of Environmental Quality
March 31 · 🌐

The Montana Department of Environmental Quality (DEQ) is hosting an open house and providing a presentation for the public to learn more about opencut mining in Montana. In Montana, a permit is required to conduct opencut mining for extracting materials such as sand, gravel, clay, scoria, soil and bentonite.

Press Release - <https://buff.ly/3uCQeYQ>



DEQ to Host Open House on Opencut Mining Regulation in Bozeman on April 7

3

Like Comment Share

DEQ Montana Department of Environmental Quality
April 27 at 5:45 PM · 🌐

Upcoming public meeting about the Idaho Pole Company Superfund Site on April 28 - details below

IDAHO POLE SUPERFUND PUBLIC MEETING **THURSDAY, APRIL 28, 2022 6:00 P.M.**
JOIN ONLINE OR ON THE PHONE

[www.epa.gov/superfund/idaho-pole]
[720-512-1917]
[Toll-Free: (800) 227-8917 ext. 312-6611]



Gallatin County Government

April 27 at 9:16 AM · 🌐

The U.S. Environmental Protection Agency (EPA) and Montana Department of Environmental Quality (DEQ) are hosting a public meeting about the Idaho Pole Company S... See more

Like Comment Share

Air Quality Interested Parties

Did you add the meeting to discuss Air Quality Bureau's proposed statute changes regarding incinerators on your calendar? If you didn't, please do.

Tuesday, April 12, 2022

10:00 - 11:30 a.m.

The proposed statute changes (highlighted in yellow) are linked [HERE](#). This meeting will include a presentation by DEQ staff and an opportunity to discuss the proposed changes with you.

If you have any questions before the meeting, please contact Julie Merkel, jmerkel@mt.gov.

Microsoft Teams meeting

Join on your computer or mobile app

[Click here to join the meeting](#)

Join with a video conferencing device

[291818717@t.plcm.vc](https://teams.microsoft.com/join/291818717@t.plcm.vc)

Video Conference ID: 115 045 320 2

[Alternate VTC instructions](#)

Or call in (audio only)

+1 406-318-5487, 172552466# United States, Billings

Phone Conference ID: 172 552 466#

[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Meeting options](#)

Regulatory Outreach

We want to direct people to our website, this is where the public can find more information about the meeting, rulemaking, etc.



[Home](#) / [Public Participation](#) / [Get Involved](#)

Public Participation & Engagement at DEQ

Many of the statutes and regulations administered by DEQ require that we provide public notice of a proposed action, often accompanied by opportunities for the public to comment, either in writing or verbally at a meeting or hearing. Public participation is essential to our processes and decisions. We have deep connections to the communities we work in and a strong commitment to protecting this place we call home. We understand that it is important to be aware of and feel involved in activities going on in your community.

To make it easier for you to find an opportunity to get involved, notices, comment opportunities, and upcoming meetings associated with all DEQ programs will be shared on the pages below.



Public Meetings
Attend a Meeting with DEQ



Public Comment
Open Public Comment Opportunities



Public Notices
Notices with No Opportunity for Comment



Press Releases
View DEQ Press Releases



Email Updates
Sign Up to Stay Informed



Send Feedback
How are we doing? Let us know!

Communication & Education

We get to **tell** the public about the good work we do.
We get to **educate** the public about what we do.
We get to **engage** the public in a less formal setting.



Montana Department of Environmental Quality
May 4 at 1:29 PM · 🌐

In honor of air quality awareness week, DEQ is giving away a Purple air monitor that monitors air quality wherever you are! Purple air monitors allow you to be a citizen scientist and see localized air quality. For a chance to win, like this post, follow [Montana Department of Environmental Quality](#) and tag your favorite hiking partner in the comments. A winner will be selected at random on Monday, May 9, 2022. [#AQAW2022](#) [#BeAirAwareAndPrepared](#) [#CitizenScience](#) [#AirQuality](#)

Conte... See more

GIVEAWAY
Purple Air Monitor
From DEQ



Montana Department of Environmental Quality
April 19 at 9:29 AM · 🌐

DEQ and the Montana Department of Transportation are in the process of developing a plan to utilize the nearly \$43 million in federal funding for electric vehicle charging infrastructure along interstate and highway corridors. Share your ideas on how to best use the funds by taking a survey. Your responses will help in the development of the plan. <https://www.surveymonkey.com/r/evfunding>



Montana Alternative
Fuel Corridors

EVRA
Electric Vehicle
Corridor Funding

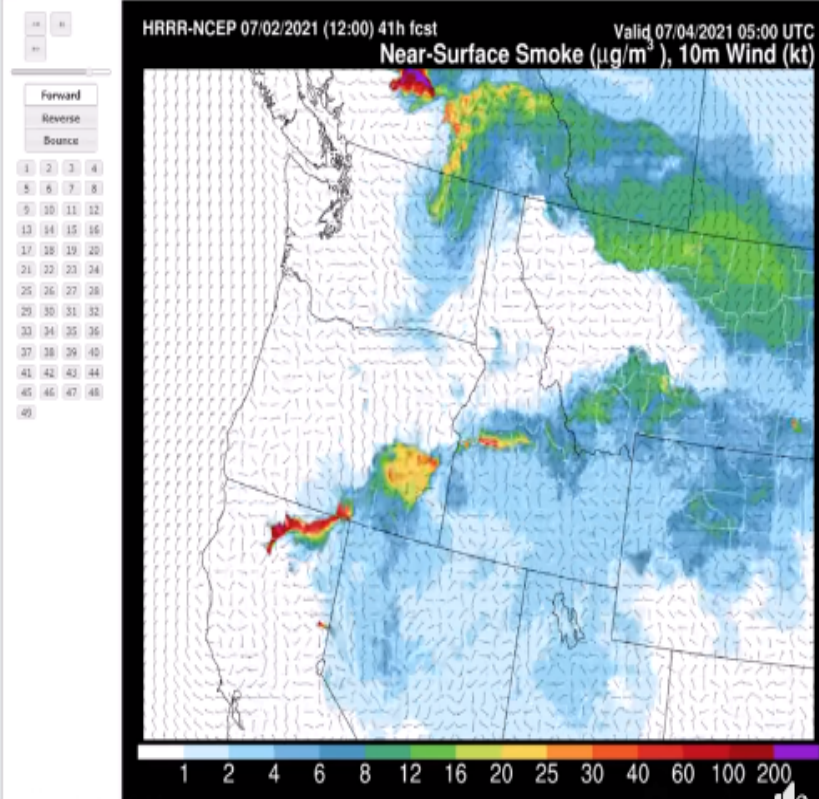
- Existing DCFC Station
- Existing DEQ-funded DCFC Station
- DEQ-Funded DCFC Station



Montana Department of Environmental Quality
May 6 at 1:55 PM · 🌐

Montana receives wildfire smoke from fires burning out-of-state in addition to fires burning in-state. This smoke pattern from last year shows a typical weather system for Montana. As you can see, Montana receives smoke from numerous places including California, Washington and British Columbia. Like our page to make sure you stay up-to-date with air quality impacts from wildfires throughout the summer. [#AQAW2022](#) [#BeAirAwareAndPrepared](#) [#AirQuality](#)

📺 - High-Resolution Rapid Re... See more



The Good Work!

[AQ-FS Video](#)



Montana Department of Environmental Quality

May 2 at 2:19 PM · 🌐

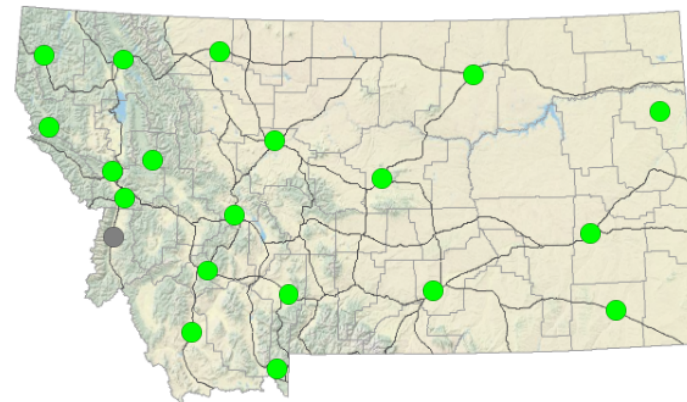
It's National Air Quality Awareness Week! Wildfires, whether prescribed or unplanned, create smoke which may impact air quality. Check out the video below on a recent prescribed burn that shows how DEQ works with forest management agencies to burn safely and minimize air quality impacts. DEQ monitors air quality across the state that you can check anytime at <https://svc.mt.gov/deq/todaysair/>. Thanks to our partners at [Helena-Lewis and Clark National Forest](#) and [Montana Depart...](#) See more



Health Effect Category based on PM2.5 Concentration

Based on the EPA NowCast Averaging Method.

For 12:00 PM MDT to 1:00 PM MDT on 5/10/2022



Health Effects Categories



Explanation of Categories: Breakpoints and Associated Visibility for Particulate Concentrations.

Each dot on the map represents an air monitoring station, click on a dot for station specific data. The color of the dot is determined by the current local air quality and comparison to the health effects category table.

Air Monitoring Stations

- | | |
|---------------------|------------------|
| Billings - Lockwood | Helena |
| Bozeman | Lewistown |
| Broadus | Libby |
| Butte | Malta |
| Cut Bank | Miles City |
| Dillon | Missoula |
| Flathead Valley | Seeley Lake |
| Frenchtown | Sidney |
| Great Falls | Thompson Falls |
| Hamilton | West Yellowstone |

Featured Links:

- [About Today's Air](#)
- [County Air Quality Programs](#)
- [Outdoor Activity Recommendations](#)
- [DPHHS Wildfire Smoke and Your Health](#)
- [Fire Information for Travelers](#)
- [Visibility Guidelines](#)

Takes a TEAM!!

We get a lot of help from our
Communication Team

Encouragement from our
Leadership Team

Liz Ulrich
eulrich2@mt.gov

