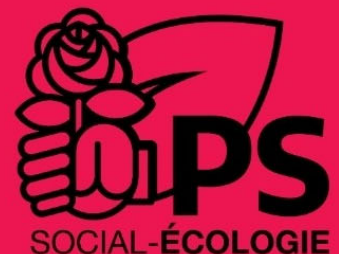


Congress of
Villeurbanne December
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THEMATIC CONTRIBUTION

OCCUPYING THE E-
TERRAIN: FOR A SOCIALIST
PARTY
CONNECTED TO THE 21st
CENTURY



In less than a decade, the Internet's influence has changed the face of communication. The written press has lost its influence, the television offer has been transformed by the blossoming of "infotainment" channels (BFM, CNews and LCI), and the PS no longer has the honors of the 8 pm (where the political voice is very little represented outside the Government and the figures able to create the buzz).

We owe it to ourselves to invest in this field, in a methodical and professional way, following the example of what other training programs in France and abroad have been able to do. Social networks are now one of the main sources of information for the population. In these dark times of a global pandemic, it is becoming essential that federations be able to overcome physical barriers to reach their activists, supporters and voters.

Even if everyone knows that tweets or Facebook posts do not turn into votes at the ballot box, no major party can avoid a strong and structured communication in order to, if not to make people vote, convince them and challenge them.

The Socialist Party bénéficie has a strong local presence, thanks to its 102 federations spread over the national territory and beyond. Each of them can be a relay, or even a creator of contents for the diffusion of our ideas and projects for the country. Here are some proposals to improve our presence in the digital "field".



1. The tools

Internet is everywhere, the exploitation of digital data has become one of the keys to success. We can no longer be satisfied with sending a simple text e-mail. Federations must be able to manage their address book, send dynamic and interactive local newsletters, analyze the opening rate, the "click" rate and unsubscriptions, manage contacts following the recommendations of the CNIL and the RGPD law. All this is not accessible via a simple mailbox. We have to deploy everywhere tools from diffusion and to analyze the collected data (like the NationBuilder solution used by the head office). Activists, sympathizers or simply curious, each category must be able to be identified and targeted in the most appropriate way. These tools must be the same everywhere, and for everyone. The communication must be unified, respecting the graphic codes of the Socialist Party, afin so that the recipients can identifier at a glance the origin and appropriate these codes.

On social networks today, it takes more than a simple text to catch the eye. The flux of users are suites of texts. We need to be able to easily create clear, visually eye-catching content and, as before, unified in its codes so that Internet users can see the identifier as coming from the Socialist Party. On the other hand, the Federations must be able to create content (graphics, videos, podcasts) that can be diffusé and relayed locally and nationally and/or monthly selection).

All of this must be accessible to "grassroots" activists, who are often volunteers and who are, for the most part, not communication professionals. For each federation, communication must be coordinated and the headquarters staff must be able to assist the local relays, afin to facilitate the creation and diffusion of these contents.

2. Training and coordination

These tools require a special training effort. For each federation, a coordinator will have to be trained in their use, a training that he or she can then duplicate to fellow volunteers in his or her federation. This coordinator will be a referent within his or her Federation, and will have a liaison with the head office staff for assistance - via dedicated supports (instant messaging and/or dedicated "support" line).

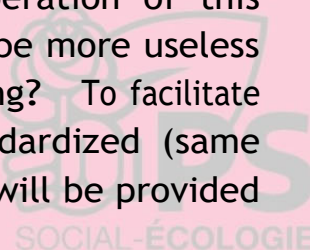
In addition, meetings (visio) will be regularly organized between the permanent staff members. from Party and the coordinators and coordinators, afin to update knowledge, answer questions from one and all, and present actions underway at the national and federal levels. In campaigns, this coordination can be reinforced by setting up "thematic" groups - dedicated to a specific issue spécifique (digital response, creation and diffusion of visuals, live reports of meetings and/or media appearances, etc.).

Thus each federation will be able to propose and diffuser quality content, more able to federate and have a real impact on the debates.

3. The equipment

In some federations, the means are lacking. Cameras, smartphones, computers are the "kit" needed to create content - but all this can quickly become expensive. The Socialist Party will have to help federations to acquire equipment, negotiating discounts through selected retailers and/or organizations, and additional financières endowments should be considered for those federations most in difficultés.

The coordinators will be responsible for the proper use of the equipment, which will remain the property of the acquiring Federation. They will be equally trained in the handling and operation of this equipment, afin to make the best use of it. What could be more useless than a camera sleeping at the bottom of its packaging? To facilitate support and maintenance, the equipment will be standardized (same brand, similar functionality) and simple technical fiches will be provided for users.



4. Deployment

As in any organization, the deployment of these tools must be progressive, and in consultation with the field. There is no point in deploying tools on a national scale that will not be used because potential users do not see the benefit. Also, some federations can play the role of "pilot", afin to evaluate on the ground the relevance of such or such solution, on a voluntary basis. The use that will be made of it and the feedback from activists will validate the deployment of the solution on a national scale. The "pilots" trained in this way will be able, at the regional level, to assist comrades from neighboring federations thanks to the experience thus acquired.

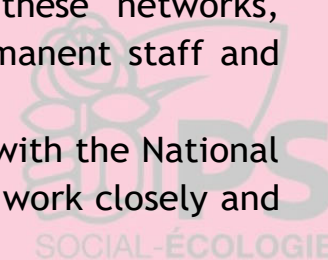
5. e-militant network

Digital activists must be real actors in the field. Retweeting and sharing certainly gives visibility, but it's insuffisant. Everyone must be able to appropriate the content, propose improvements, ideas, post in their own name. To do this, they must be able to use bénéficiar and the privileged channels of diffusion, ascending as well as descending, and be a source of proposals as well as a relay. Enfin "freedom of conscience" must be the rule. We can only share and defend what already convinces us.

For each e-militant, a best practices guide will be diffusé, allowing to know what content to post, when and on which support. (a diffusé content during "prime time" will have more impact than if it is diffusé in the middle of the night). A charter of good conduct will be issued and approved, failure to comply with it may result in exclusion from the group (more diffusion information, removal from the messaging groups ...).

The coordinators will be in charge of animating these networks, exchanging with e-militaries and liaising with the permanent staff and their federation.

The regional representatives must be in direct contact with the National Communications Secretary who, at Headquarters, must work closely and intelligently with communications professionals.



The National Communications Secretary must not only have an appetite for digital technology, but also have digital skills afin to be legitimate in this position. He or she must understand the challenges of good digital and digital communication and master its codes.

A National Communications Secretary is not a spokesperson for the Socialist Party. On the contrary, he or she is the one who accompanies the digital or print communication of the party by promoting tools and practices, identifying e-militants. He or she is neither a creator nor a project manager.

The party's communication staff must come from this filière. A good and loyal activist is not necessarily a good communicator.

A good twitter is not necessarily a good community manager. A good community manager is not necessarily a good DirCom.

And a good DirCom print is not necessarily digitally proficient.

In the same way, DirCom and CDO are two missions totally différentes.

Everyone in his or her position must master the notions of reach, engagement, rebound, monitoring, response, master numerical statistics and have objectives to fulfill and goals to reach afin to increase the size of its communities and optimize its targeting.

We can see it, with well deployed and well used tools, with motivated and regularly animated networks, with contents using the codes of our time and with visibility objectives clearly définis, the influence of digital communication will contribute to give an image of a more modern Socialist Party, more anchored in its time, and closer to today's reality. The screens are the leaflets of our time, let's be present in every pocket.

First signatories :

Stéphane GAUTHIER (Federal Secretary for Communication - Federation of Alpes-Maritimes)

Élodie JAUNEAU (Federal Secretary for Communication - Essonne Federation - Member of the National Bureau of the Socialist Party)

Frédérique BERTHEREAU (Federal Delegate for the Fight Against Violence to Women - Alpes-Maritimes Federation) **Raphaël**

GALMICHE (First Deputy Federal Secretary in charge of organization and renovation - Alpes-Maritimes Federation)

Laure BOTELLA (Section Secretary Magny - Val-de-Seine - Federation of the Val d'Oise)

Pierre MOAL (Federal Secretary in charge of the Digital Response - Federation of Finistère)

Ninuwé DESCAMPS (Federal Secretary for Digital Communication and Gender Equality - Var Federation)

List of signatories : **Delphine Pineda** (Member of the National Council of PS-75), **Gérard Feydel** (Secretary of section-91), **Damien Allouch** (Mayor of Epinay-sous-Sénart-91), **Axel Berriaux** (Federal Animator of the MJS of Alpes-Maritimes-06), **Julien Navarro** (Militant-06), **Christine Revault d'Allones Bonnefoy** (Member of the National Council-07), **Thomas Roller** (First Federal Secretary of the Federation of the Var-83), **Ghislaine Salmat** (Militant-95), **Michaël Vincent** (Federal Secretary-Federation of French Abroad), **Dine Ladjal** (Militant-54), **Nadia Huberson** (Federal Secretary-Federation of French Abroad), **Christine Mirauchaux-Cuturello** (Militant-06), **Christian Chotard** (Militant-91), **Laure Pallez** (Federal Secretary - Federation of the French Abroad), **Ernestine Cissé** (Member of the Federal Council of the Federation of Essonne, militant of the MJS-91), **Romain Jolly** (Section-91 Secretary), **Estelle Picard** (Militante-79), **Ronan Le Berre** (Deputy Mayor of Le Relecq-Kerhuon), Section Treasurer, 29), **Clovis Cassan** (Mayor of Les Ulis-91), **Frédérique Hachmi** (Deputy Mayor of Créteil, Federal Secretary -94), **Louis Estelle** (Federal Animator of the MJS des Alpes-de-Haute-Provence-04), **Romain Vigneron** (Militant-76), **Margaux Vidal** (Federal Councillor -69), **Christophe Fouillère** (First Secretary

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Federal Federation of Ille-et-Villaine, Deputy Mayor of Rennes-35), **Marc-Antoine Passot** (Federal Secretary-01), **Sébastien Brayle** (Mayor of Cadalen-81), **Béatrice Coste** (Member of the National Council of PS-29), **Luc Simon** (Section-35 Secretary), **Pierre-Alain Weill** (Militant-75), **Florence Leclerc** (Militant-75), **Yannick Bré** (Municipal Councillor of Iffendic, Community Councillor, Member of the Federal Council of the Federation of Ille-et-Villaine-35), **Marilyne Cosme** (Militant, 93), **Manola Pausicles** (Member of the National Council, Federal Secretary of the Federation of Meurthe-et-Moselle-54), **Hugo De Sa Pereira Pinto** (Militant, 94), **Xavier Garcia** (First Federal Secretary of the Federation of Alpes-Maritimes-06), **Jean-Louis Alunno** (Member of the Federal Council of the Federation of Alpes-Martimes-06), **Anne Alunno** (Militante-06), **Kevin Lamberdire-Casta** (Militant-72), **Maxime Picard** (Regional Councillor of Brittany, Deputy Mayor of Questembert, First Federal Secretary of the Federation of Morbihan-56), **Yasmine El Jaï** (Federal Secretary of the Federation of Paris-75), **Frédéric Orain** (Municipal Councillor, First Federal Secretary of the Federation of Loir-et-Cher-41), **Gilles Vollant** (Militant-91), **Cédric Masset** (Militant-56), **Boris Faure** (Consular Councillor, Brussels-Belgium), **Frédéric Audibert** (Militant-94), **Sylvain des Rochettes** (Secretary of Section-31), **Aleksander Glogowski** (Member of the Federal Council of the Federation of Paris-75), **Fabienne Dalmasso** (Militante-06), **Emma Antropoli** (Deputy Mayor of Pré-Saint-Gervais, Militante-93), **Philippe Aubert** (Federal Secretary of the Federation of Loire-Atlantique-44), **Frédéric Pellegrinetti** (Federal Secretary, Federation of Alpes-Maritimes-06), **Alexis Lefranc** (Federal Secretary, Federation of French Abroad-London), **Daniel Bruyère** (Federal Secretary, Federation of Hauts-de-Seine-92)

