

SEEING IS BELIEVING; CREATING A DATABASE AND STRATEGIC COMMUNICATION/MEDIA PLAN FOR FEMMES ET DIVERSITÉ

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Photo by: Marina Nelson

Seeing is Believing; Creating a Database and Strategic Communication/Media Plan for Femmes et
Diversité



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ABSTRACT

This paper discusses the need for and actions taken to analyze and improve the association of Femmes et Diversité. Through the creation of a comprehensive database, we have provided a readily available resource with embedded maintenance tactics that showcases important areas of research that relate to the potential growth of Femmes et Diversité. This includes data regarding general information, project callings, potential clients, prescripteurs, and events. The modifiable and reusable marketing pitch template that we created provides Femmes et Diversité with a reference to structure and organize a concise and direct outreach to new clientele. Analyses of relevant websites, YouTube Channels, and Instagram accounts, exemplify the changes needed to enhance the web and social media presence Femmes et Diversité currently occupies. Based on these analyses, the provided next steps supply Femmes et Diversité with a timeline of specific actions that have a direct impact on the growth of the association. These next steps include the creation of a Femmes et Diversité website, modification and maintenance of the Femmes et Diversité social medias, and the assembly of supplemental offered video projects.

ACKNOWLEDGEMENTS

Our team would like to thank our sponsor, Leila Aoujdad, founder and director of the association Femmes et Diversité, for the opportunity to work with her and helping us better understand the role of diversity and inclusion in the French workplace. We also appreciate her encouragement to experience French culture in its entirety through invitations to events and smaller gatherings.

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EXECUTIVE SUMMARY

Femmes et Diversité is an association founded on the focus the discrimination of women of Magrheb decent and has since evolved to highlight diversity and inclusion in the workplace. Founder and CEO, Leila Aoujdad, founded the company on the idea, “Voir, c’est croire.” This has been implemented through the Canvas business model, commonly used throughout the steps of value proposition, key activities, and target customers.

Database Creation and Maintenance Methods and Analysis

The team’s objective to create and offer tools to help Femmes et Diversité develop included a database and media communication methods.

The objective of the database encompassed the organization of any necessary information and data for Femmes et Diversité through five separate tabs; General Information, Project Callings, Clients, Prescripteurs, and Events.

- The general information tab provided relevant background information about diversity and inclusion. Project callings gave information about financing and other grant opportunities.
- The clients tab compiled a list of potential clients, with research qualifying them as potential clients, and additional information to create an effective client pitch.
- The prescripteurs tab contained information about contacts who can provide specific information about competition, potential clients, events, project callings, and other prescripteurs.
- The events tab provided a list of events that covered relevant topics, such as diversity equity and inclusion, women empowerment, and general networking, along with important areas of contact information such as important guest speakers and founders that could potentially fit clientele requirements for Femmes et Diversité.

We created the database through researching and inserting necessary information into Google Forms, which automatically translated to our database in Google Sheets. We chose google platforms to utilize the shareability most effective and reliable, and would give Leila access to the most updated version of the database when conducting our respective searches in each tab. We made separate Google Forms for each database tab, with each question being automatically organized into a separate column on the Google Sheet upon form submission.

Themes in the Database

Consistent themes within the database included uneven visibility of corporate responsibility policies, gaps in corporate media strategies, and corporate identity and motivation.

Uneven visibility discussed the range of information on corporate responsibility policies, specifically regarding clients and events. Many lacked information on diversity being practiced in the workplace, while some proved adamant in communicating this information. This changes the angle of approach for Femmes et Diversité when creating a client pitch and demonstrates the need to showcase diversity, equity, and inclusion (DEI) throughout the Auvergne-Rhône-Alpes-Region.

Understanding corporate identity and motivation focused on yet another angle to take with client pitches. Every client communicates the need for advertising, financing, or both. Clients with businesses, including organizations, product/ service selling companies, and recruitment based businesses, tend to communicate a need for advertising. The specific types of businesses that communicated financing included organizations and product/service selling companies. Determining if a client needs advertising, financing, or both to grow their company contributes to how to sell a pitch.

Gaps in corporate media strategies pertain to the presence or lack of video media within a corporation, which demonstrates importance in addressing a potential consumer. Companies with video media implementation see the advantages of video media, where companies with a lack of video media presence have not seen the advantages of it. Femmes et Diversité can propose their product as an additional, yet unique, video to showcase the company values of DEI to those companies with video media presence. Companies with no video media, not familiar with the advantages of video media, present an opportunity to grow. Femmes et Diversité can pitch the product as a necessary and beneficial tool for the company to improve communication.

Social Media Methods and Analysis

The communication methods section consisted of website, Instagram, and YouTube analyses and recommendations.

The **website analysis** allowed us to determine useful components to a Femmes et Diversité website through the observations and interactions of four other websites. We split the recommended components into four categories: information, tools to promote interaction, media implementations,

and additional options that positively affect the attitude of the viewer.

Information included necessary information on the company, their team, their mission, contact information, and more. Tools to promote interaction add elements with easy tools to promote activity including a donation button or a newsletter signup. Media implementations advertise the product and contain references of past products. Additional options to positively affect the attitude of the viewer through a personal connection, includes a page on the company's history. Considering these recommendations, we created a mock up website using Squarespace for Femmes et Diversité.

In our **Youtube analysis**, we looked at three different accounts drawn from the client list and the layout of their home pages, since viewers see that first. Based on these 3 channels, we previously recommended pinning a video that captures Femmes et Diversity's mission to the home screen as well as creating playlists for easier user experience, and we implemented these changes with our sponsor to the Femmes et Diversité Youtube channel.

Our **Instagram Analysis** consisted of three references of accounts of organizations focusing on advocating for women of France. We looked at aesthetic, post utilization, and a general posting schedule. Based on our analysis, our recommendations include choosing an aesthetic, posting more general information an advertisements for events, posting regularly, and posting at the right time

Next Steps for Femmes et Diversité

The next steps section explained the specific steps for Femmes et Diversité using a three-phase plan lasting six months, all broken down into 8 week steps .

Phase one (months 1-2): focus on the creation and development of a complete Femmes et Diversité website. Our top suggestion of implementation of a website should take place immediately following completion of our work with Femmes et Diversité.

Phase two (months 3-4): implement the YouTube and Instagram recommendations. This implementation suggestion suggests new usability tools for both platforms to improve image..

Phase three (months 5-6): continue regular use of YouTube and Instagram to reinforce the importance of consistency for growth of these platforms. Here, implementation of additional content will ensure better content being posted on these platforms.

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HOW FEMMES ET DIVERSITÉ PROMOTE DIVERSITY AND INCLUSION IN THE WORKPLACE

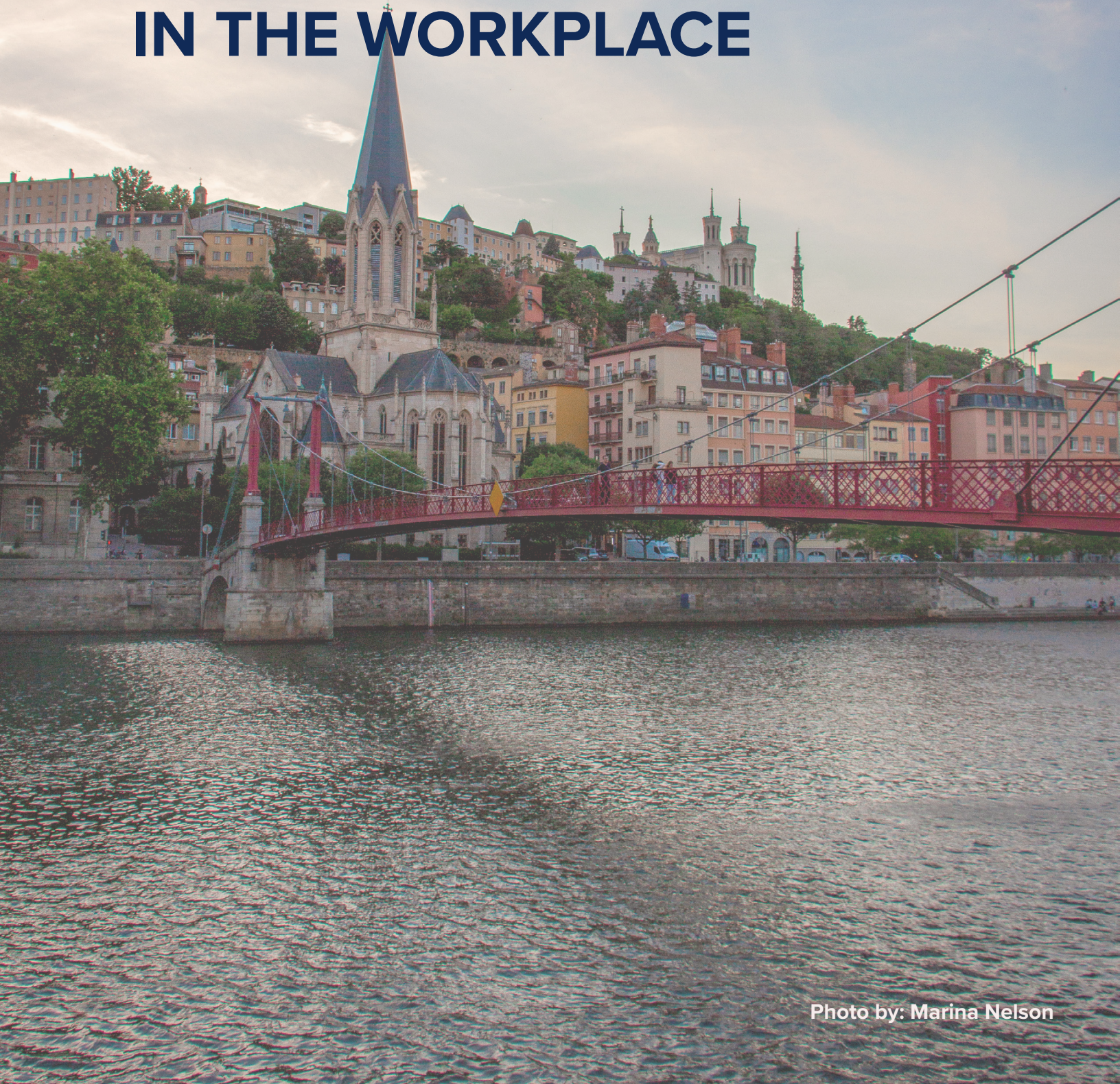


Photo by: Marina Nelson

1.1 Who Is Femmes et Diversité?

An association called Femmes et Diversité empowers and raises awareness about minority women who experience stigmatization, specifically Muslim women of Maghreb descent. This nonprofit organization aims to change the perspective that French culture has on these women using a variety of communication tools. The association strives to change the outlook on these women with the public, along with academic institutions, and private companies.

Leila Aoujdad, founder and director of Femmes et Diversité, has experience working in different media companies and in promoting investment through upcoming economies. She uses cultural diversity as inspiration to combat discrimination faced by vulnerable groups of people. She has spent time in many different places around the world, specifically in Muslim territories, including Kuwait, Qatar, Bahrain, Libya, Sudan, Morocco, and Mauritania. In these countries, she talked to and conducted interviews with women of political power. In Kuwait, she presented investment opportunities at the Institut du Monde Arabe and gave an interview for a National Kuwaiti Television Network. Most recently, Leila conducted an interview with Quyen Tu in the United States on the Connected Women of Influence radio show. In France, she moderated a panel discussion on the topic of Islam and secularism in France with Ghaleb Bencheikh, a famous physicist and Islamologist, and continues involving herself with diverse and inclusive opportunities.

Leila has put her complete focus into Femmes et Diversité and its mission to change the perspective of diverse populations within France. Her quote, “le voir c’est le croire,” or “to see is to believe,” reinforces the idea that when people can visually see change happening, they believe and participate more often. Leila demonstrates her mission through creating visual art like portraits, films, and other forms of visuals. She has directed a documentary film called Franco-Maghrébines, Portraits d’une Nation Française, as well as portraits of the inspiring women in the nation of France. Leila created this documentary film with the purpose of changing the perspective on the Muslim population in France.

Leila has continued to expand her mission through outreach to small and medium sized enterprises (SMEs) in the Auvergne-Rhône-Alpes region; she offers them a platform to communicate about the impact of their diversity and inclusion actions through short films. An opportunity existed in the creation of a database to organize all clients, prescripteurs, events, project callings, and general information. The database provided Leila with the communication tools necessary to extend her mission of diversity and inclusivity with other businesses in the region.

1.2 Business Model of Femmes et Diversité

Femmes et Diversité's business model reflects the universal Canvas business model commonly used in France. According to the article, *Qu'est-ce que le business model Canvas ?*, the Canvas business model helps frame the creation of a product from analyses of the economic model. Three specific examples of categories used for the creation of the association, Femmes et Diversité, include: value proposition, creation process, and target customers.

Value proposition describes the concept offered to the targeted market. Femmes et Diversité brings the value of video creation to promote diversity and inclusion in the workplace. The proposition shows the client the advantages that Femmes et Diversité brings in advocating for diversity and inclusiveness. Through creation of video media, Femmes et Diversité is able to visualize their key values and share with others.

Key activities indicate the steps that add to the creation of this value, or video for Femmes et Diversité. Generally, the activities consist of a small number of steps which the association will accomplish with concentrated attention and resources. For Femmes et Diversité's video creation aspect, the key activities may include script writing, casting, filming, and video editing. The development of Femmes et Diversité's value proposition depends on these processes.

Target customers found through client research,

fit specific criteria for the product produced (Dufour, 2022). Femmes et Diversité targets SMEs in the Auvergne-Rhône-Alpes Region who practice diversity and inclusion in the workplace. By having a set audience, Femmes et Diversité manages a focused clientèle.

Using the established business model, the team developed ideas for how to advance the association and enable a platform to communicate and share project updates.

1.3 Diversity and Inclusion in a Corporate Setting

Diversity, equity, and inclusion define terms that have different and distinct meanings often used to describe groups of people. Based on Femmes et Diversité's mission, diversity embodies people of different elements regarding race, gender, age, sex, etc. An inclusive workplace must embody a community of diverse, cultural, and native groups capable of success. It may also cultivate diverse and inclusive habits in forms of equity, where people accept differences and everyone shares equal opportunity to emphasize their experiences, opinions, and suggestions.

Diversity, equity, and inclusion (DEI) in the workplace helps to maintain sustainability and engagement, while reducing turnovers and improving revenue. A diverse workplace allows for continuous growth and innovation within the employee population. **Figure 1**, adapted from *Dynata 2022*, demonstrates how employees value aspects of incorporated DEI.

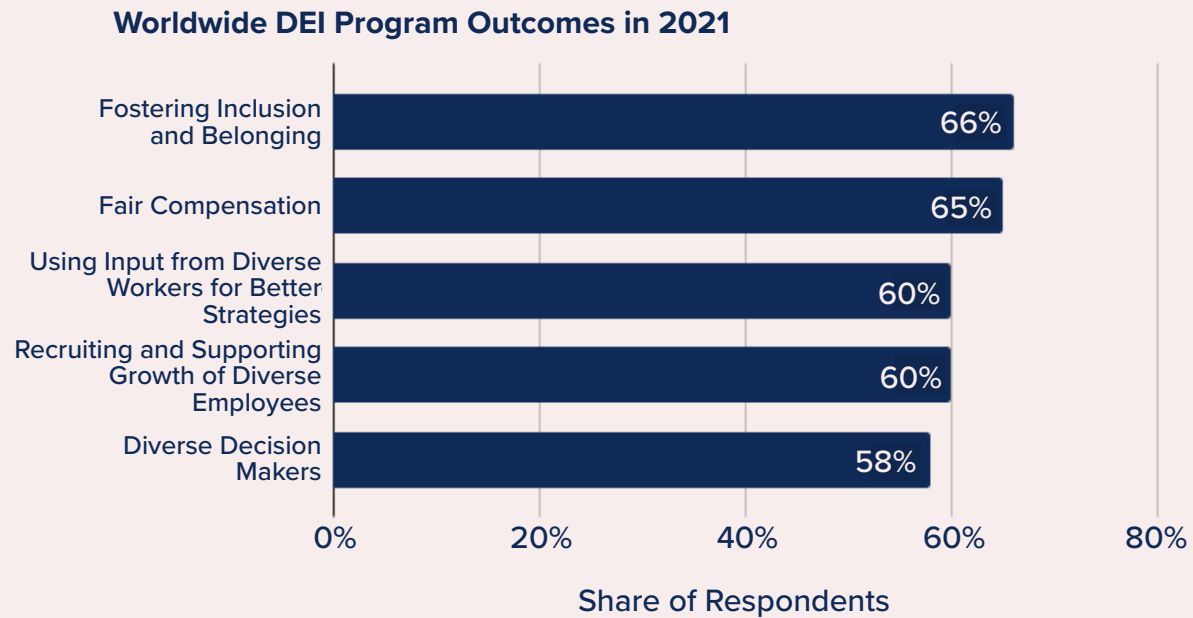


Figure 1: Findings on the Importance of DEI to Global Employees *Adapted From Dynata 2022*

1.4 Corporate Social Responsibility

Given the increase in companies interested in diversity and inclusion, more businesses have an opportunity to combat workplace discrimination and create an equal and inclusive working environment. Over the past years, corporate social responsibility has become a fundamental concept in managing a workplace.

Corporate social responsibility (CSR) ensures that a business model encourages and improves the well-being of the company and its employees (Du et al., 2010). CSR directly correlates with important present day social and environmental issues. Companies have an obligation to take responsibility for any negative and/or positive impacts their business has on society. Companies

implement CSR policies to progress towards resolving social and environmental issues (CSR, a European issue - contribution to the work of the French Presidency of the Council of the European Union, n.d.).

CSR policies combat different types of discrimination in support of an overall more diverse workplace. They strive to implement actions including the support of gender equality, the integration of handicapped individuals, diversified age groups, classism, and any other forms of discrimination.

France strongly desires to promote CSR through government legislation focused on gender pay equity reporting, mandatory human rights, EU Global Human Rights Sanctions, Climate risk disclosures, other non-financial reporting requirements, and liabilities (Ropes et al., 2021).

1.5 How Femmes et Diversité Addresses Workplace Diversity

Government encouragement to implement DEI policies in the workplace has recently increased through the trial of a diversity index (“Macron Minister Wants Firms to Look beyond Same Old White People,” 2022). The volunteer-based index measures an employee’s feelings towards diversity and inclusion in their company through an anonymous questionnaire. A government committee then evaluates the questionnaire in order to send a comprehensive report back to the company with information about areas of success regarding DEI and areas that can be improved.

With the increase of motion towards diverse and inclusive workplaces, more companies move forward with the creation of DEI policies within their own workplaces. Although many companies have these policies in place, not many openly communicate about the advantages of operating in a diverse and inclusive space.

Using this angle, Leila advocates to these companies for proper communication of these policies through video media. By presenting the opportunities through film, she brings attention to the need for more diverse and inclusive workplaces. Leila needed the project team to establish a comprehensive database that organized contacts and other information to enable her success.

DATABASE CREATION AND MAINTENANCE



Photo by: Marina Nelson

As an association in its early stages, Femmes et Diversité needed tools to enable sustainable growth. Our project team had the opportunity to help Femmes et Diversité develop a strong clientele and enhance their digital presence. We started by creating a comprehensive database that gives Leila the necessary tools to establish relationships with potential clients. Next, we reconsidered Leila’s approach to communicating with clients and developed a presentation template to use during meetings.

2.1 Deliverable Summary

For our first primary deliverable, we produced a database of clients, prescripteurs, events, project callings, and general information regarding themes of diversity, equity, and inclusion (DEI). See **Appendix A** for the complete database. We adapted a pre existing database from a Microsoft Excel sheet that our partner, Leila Aoujdad, had already begun. We then transferred the information in the spreadsheet to a shareable Google Sheet document. For good organization and easy accessibility from one location, we added separate tabs for all desired information mentioned above. We also used Google Forms as a method of entering data into the spreadsheet in a repeatable and usable format. The team organized all documents in a shared Google Drive folder.

An additional deliverable included the development of a client-pitch presentation template accessible through **Appendix B**. To help Leila most effectively present Femmes et

Diversité to clients, we created and organized the presentation into three sections: the client opportunity, Femmes et Diversité’s approach, and a call to action. This order introduces what Leila and Femmes et Diversité have to offer framed as an opportunity for the client.

2.2 Google Sheets Database

To create the database, we used Google Sheets because of the ease of organizing information in a readable manner while satisfying our partner’s needs. Once the sheet was created, we made five Google Forms corresponding to each spreadsheet tab with the following titles:

- General Information
- Grants and Project Callings
- Clients
- Prescripteurs
- Events

Following the process indicated by **Figure 2**, the team linked each form to the spreadsheet by selecting the ‘Responses’ tab at the top of the Google Form page. See **Appendix C** for a detailed user guide containing steps for creating and linking a Google Form to a Google Sheet.

Link Google Form to Google Sheet

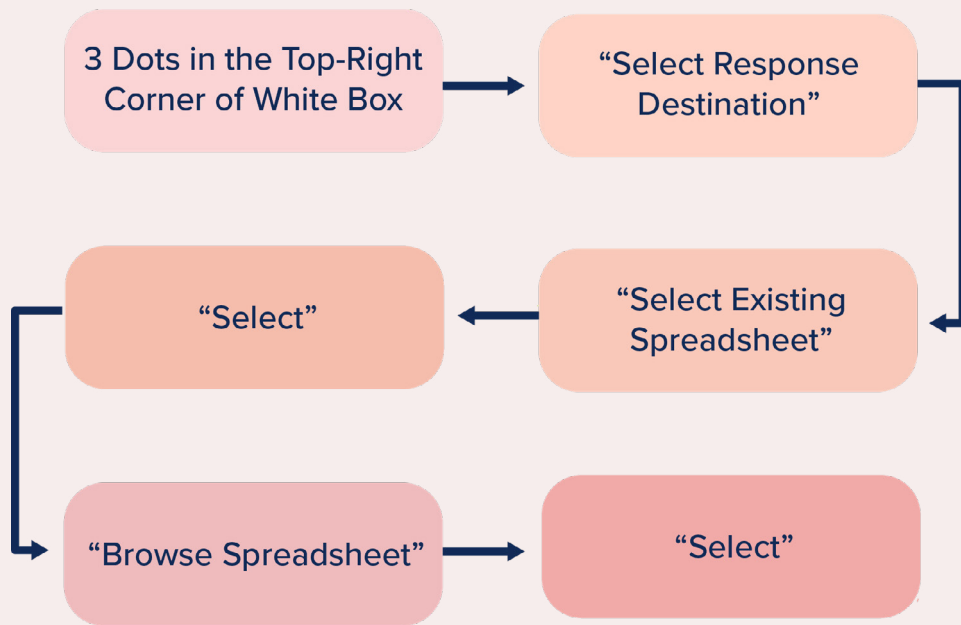


Figure 2: Steps to Link a Google Form to a Google Sheet

This process linked each of the Google Forms to the spreadsheet, automatically creating five tabs that were renamed to the title of the form. The use of Google Forms allowed for easy collaboration and repeatability in entering data into the respective spreadsheet sections.

Figure 3 shows an example of a Google Form sheet, where the respondent must answer each questions. After submitting the form, Google Sheets automatically formatted the responses, as shown in **Figure 4**.

The screenshot shows a Google Form with the following sections:

- Title:** Informations sur les Appels à Projets et Subventions
- Section 1:** Qualifications Pour la Subvention/Appel à Projets | Qualifications For Grant/Call for Projects. Input type: Text. Placeholder: Your answer.
- Section 2:** Liens | Links. Input type: Text. Placeholder: Your answer.
- Section 3:** Date d'Échéance de la Demande de Subvention/Appel à Projets | Grant/Call for Projects Application Due Date. Input type: Date. Placeholder: mm/dd/yyyy.
- Buttons:** Submit (purple) and Clear form (light purple).

Figure 3: Example Google Form Using Project Calling Questions and Reponse Formats

	B	C	D	E	F
1	Nom de la Subvention/Appel à Projets Name of Grant/Call for Projects	Description de la Subvention/Appel à Projets Description of Grant/Call for Projects	Qualifications Pour la Subvention/Appel à Projets Qualifications For Grant/Call for Projects	Liens Links	Date d'Échéance de la Demande de Subvention/Appel à Projets Grant/Call for Projects Application Due Date
2	Liste de liens avec de nombreux appels de projets			https://auvergne-rhone-alpes.amblyon-esa.org/appels-a-projet https://business.lesechos.fr/entrepreneurs/aidés-reseau-x/start-up-entrepreneurs-concours-appels-a-projets-et-a-candidatures-211148.php https://www.appelaprojets.org/appelprojet https://admiral.org/categorie-articles/les-appels-projets?page=1 https://www.economie.gouv.fr/plan-de-relanco/appels-projets https://www.centre-francais-fondations.org/annuaire-de-s-fondations http://www.fondations.org/	
3	Liste de liens pour les fondations			https://www.grandlyon.com/actions/diversite-et-lutte-contre-les-discriminations.html	
4	Diversité et lutte contre les discriminations - par la métropole de Lyon	La Métropole de Lyon soutient les associations du territoire dont l'objet ou les actions permettent de lutter contre les discriminations ou de promouvoir la diversité.	lutier contre les discriminations ou de promouvoir la diversité		
5	Fonds de soutien à la création artistique numérique Auvergne-Rhône-Alpes - Fonds [SCAN]	La Région et l'Etat-DRAC Auvergne-Rhône-Alpes soutiennent conjointement les arts numériques, notamment via le Fonds de soutien à la création artistique numérique, intitulé fonds [SCAN]. Ce fonds a pour objectif de soutenir des créations artistiques faisant intervenir des technologies numériques. Il s'adresse aussi bien à des artistes ayant une pratique dans une discipline et utilisant de façon significative des techniques numériques, qu'à des artistes faisant spécifiquement appel à ces dernières.	- des personnes physiques ou morales (artistes ou groupes d'artistes indépendants professionnels, associations, entreprises...) qui résident ou dont le siège social est en Auvergne-Rhône-Alpes, - des étudiants menant des projets collectifs pluridisciplinaires (à l'exclusion des projets strictement pédagogiques) avec l'appui de professionnels, - des lieux de production et/ou de diffusion, exclusivement pour des projets de création.	https://www.auvergnerrhonealpes.fr/aide/2/289-fonds-de-soutien-a-la-creation-artistique-numerique-fonds-scan-culture-patrimoine.htm https://www.culture.gouv.fr/Aides-demarches/Appels-a-projets/Fonds-de-soutien-a-la-creation-artistique-numerique-Auvergne-Rhone-Alpes-Fonds-SCAN	08/07/2022
7	Aide à l'amorçage de nouveaux services et de	La Métropole accordera une subvention pouvant aller jusqu'à 3 ans, d'un montant dégressif (selon les conditions précisées dans le dossier de présentation).	Il doit servir aux professionnels de la culture de tous secteurs/disciplines ou d'un secteur particulier. Les projets des secteurs du cirque, des arts numériques et des arts visuels, secteurs de la politique culturelle métropolitaine bénéficieront d'une attention particulière. Il doit favoriser le lien et la mutualisation de ressources entre acteurs culturels (et potentiellement d'autres secteurs d'activité). La dimension collective du projet est essentielle. Pour cela, il doit présenter des modalités de gouvernance collective qui garantissent cette mutualisation et/ou des modalités de mise à disposition de la ressource qui en garantissent l'accès	https://www.grandlyon.com/services/aide-a-lamorçage-	

Figure 4: Sample Google Sheet with Form Submission

2.3 Choosing Research Material

In order to develop the database, the project team conducted online research specific to the topic of each tab. The team used terms listed in **Table 1** to narrow down the searches and better identify information relevant to the project opportunity.

Using these terms, the team looked at a variety of sources (some specific to each tab) to identify useful data. Some examples of places to find information regarding DEI included press releases, news articles, interviews, etc. See **Table 2** for tab-specific sources.

Table 1: List of Search Terms Used in All Spreadsheet Sections

Search Terms				
General	Location	Political	Workplace	Other
Diversity	Lyon	Practicing diversity	Company DEI manager	Digital media
Types of diversity	Métropole de Lyon	Charte de la Diversité	DEI in the workplace	Networking
Inclusion	Ville de Lyon	Label de la Diversité	Corporate social responsibility (CSR)	Women empowerment
Equity	Auvergne-Rhône-Alpes Region	French government stance on DEI		
Culture				

Table 2: List of Search Locations to Find Tab-Specific Information

Where to Find Information				
General Information	Project Callings	Clients	Prescripteurs	Events
Business websites	Press Releases	Government Websites	LinkedIn	Facebook
Partner organizations	Observatoire des Inégalités	Appelaprojet.org	Press Releases	LinkedIn
Press releases	AEF Info	Ambition ESS	Events	EventBrite
ONLY Lyon	Journal Articles		Clients	
Events	Government Websites		Instagram/Twitter	
Prescripteurs	News Articles		News Articles	
Chart de la Diversité	LinkedIn			
Label de la Diversité				

2.4 General Information

General information included relevant material surrounding the topics of DEI, found in **Table 3**. These research points provided

adequate background for Leila to use when creating client pitches and hosting/attending events.

Table 3: List of Search Locations to Find Tab-Specific Information

Topic	Importance
Campaigns of other companies (and countries) accomplishing similar goals	Gives ideas for how Femmes et Diversité can approach the goal
Important quotes/phrases from press releases	Evidence / stances for arguments revolving around DEI and similar topics
Definitions of applicable terms	Support information
French government stance on DEI	Allows Leila to understand the current DEI climate from a governmental perspective
Grant application information/project callings	Finding funding for projects done by Femmes et Diversité

General information provided the groundwork for the importance of DEI and allowed for easier research of appropriate clients, prescribers, and events.

After deciding the relevant topics of information, we created the general information tab using a Google Form, as mentioned above. The form directs the respondent to the section regarding general information where the input lengths vary, as shown in **Table 4**.

Table 4: General Information Questions and Response Formats

Questions	Short Answer Text	Long Answer Text	Multiple Choice	Month, Day, Year Selection
Brief Description	✓			
Detailed Description		✓		
Date of Publication				✓
Links		✓		
Thems of Diversity and Inclusion	✓			

Column 1: Brief Description

Brief description allowed the respondent to enter a summary of what further information will regard.

Column 2: Detailed Description

Detailed description allowed for a longer and more informative summary of the information researched. This included items such as: definitions, quotes, summaries, compelling evidence, and so on.

Column 3: Date of Publication

Date of publication indicated the publication date of information gathered from materials like journals, articles, press releases, etc. which provided context to the information given.

Column 4: Links

The links column presented a place to post the link to the website, article, newsletter, etc. for future reference.

Column 5: Themes of Diversity and Inclusion

This column contained any themes of diversity and inclusion such as, gender, age, sexual orientation, etc. for future categorization and filtering.

2.5 Grants and Project Callings

Many small non-profit organizations rely on grants and other similar opportunities like project callings (financial support of a

project) as a form of support to keep their business running smoothly. In order to support their projects, associations apply for these opportunities.

Grants and project callings also allow for the continuation of work with funding and financial support from the government on a national, regional, metropolis, and/or city level. Users entered information about project callings and grants into the database using a Google Form with the questions and response formats shown in **Table 5**.

Table 5: Grants and Project Callings Questions and Response Formats

Questions	Short Answer Text	Long Answer Text	Multiple Choice	Month, Day, Year Selection
Name of Grant	✓			
Description of Grant		✓		
Qualifications for Grant		✓		
Links		✓		
Grant Application Due Date				✓

Column 1: Name of Grant / Project Calling

The name of the grant and/or project calling contained basic information that allowed Femmes et Diversité to understand the opportunity.

Column 2: Description

Column 3: Qualifications

The description elaborated on what the grant or project calling covered and the motivation behind it. This explained the qualifications, enabling Femmes et Diversité to know what aspects they must encompass as an association for eligibility.

Column 4: Links

Column 5: Application Due Date

These columns included links about the application and organized all application deadlines into a single place.

2.6 Clients

Femmes et Diversité looks for clients to create video advertisements to showcase how their businesses or associations are being diverse. The clients tab displays potential organizations and businesses in the Auvergne-Rhône-Alpes Region, along with important information on

each of them. This information served the purpose of creating a sales pitch with details on the opportunities the film and portraits would present to the client.

To begin the setup of the client tab in the database, we chose the information categories based on the initial data given by founder and CEO, Leila Aoujdad, and what she would need to know going into a sales pitch. This information could be looked back at when creating the video advertisement as a reference.

Table 6 shows the categories chosen for analysis and the corresponding Google Form questions and response formats.

Table 6: Clients Form Questions and Response Formats

Questions	Short Answer Text	Long Answer Text	Multiple Choice
Business Name	✓		
Business Description		✓	
Name of Communication Manager	✓		
Size (shared capital, employees)		✓	
Location	✓		
Angle when Reaching out		✓	
Key Info from Press Releases		✓	
Date Implemented	✓		
Notes and General Info		✓	

Table 6: (continued)

Questions	Short Answer Text	Long Answer Text	Multiple Choice
Diversity		✓	
Questions		✓	
Links		✓	
Charte de la Diversité			✓
Tabel de la Diversité			✓
Contacted			✓
Met With	✓		
Result	✓		
Color Code	✓		

We chose each column for a specific purpose; company identification, client qualification evidence, sales pitch information, or client contact information.

Column 1: Business Name

Column 2: Business Description

Column 3: Name of Communication Manager

The business name, business description, and the name of the communication manager set the stage explaining the company background, mission, and leaders. Leila preferred to contact the communication manager directly in order to quickly pitch her proposal.

Column 4: Size (shared capital, employees)

Column 5: Location

The next two columns contained logistical information. The size column featured information on the shared capital of the company, how many employees the company has, and how many employees are on LinkedIn. Shared capital displayed the amount of money the company has invested in their business that constituted any shares for the company, as well as financial assets available for them to spend. Since Femmes et Diversité focuses on SMEs, larger companies with high shared capital become less desirable since they may already have an advertising team.

The number of employees/employees on LinkedIn offered alternative ways to look at the size of a company. The location ensured the client's locality to the Auvergne-Rhône-Alpes Region as Femmes et Diversité primarily focuses on this region.

Column 6: Angle when Reaching out

Column 7: Key Information from Press Releases

Column 8: Date Implemented

Column 9: Notes and General Information

Column 10: Diversity

These columns specify diversity and inclusion practices taking place in the business. The angle when reaching out column captured the approach Leila should have when contacting potential clients. The purpose of key information placed details from researched press releases that explained specified benefits of a video advertisement for the client. These press releases depended on the company but included insight into a company's values, their existing committees, or their need for more partners or further funding. The date implemented suggests how long the company has been practicing diversity, essential to evaluating the results and seeing the effects of diversity on the company. The diversity column stated all the known ways the company has implemented diversity. This included any charts a company has signed, training the company has completed, and other methods used in promoting diversity within their companies. Finally, the notes and General information tab adds any extra information.

Column 11: Questions

The questions column contained questions developed while doing research on the company. This included questions on any further information desired, if the client qualified as a potential prescripteur as well, or any other questions pertaining to the company.

Column 12: Links

The links column included links to websites that helped in finding the information in the spreadsheet or with future contacting, pitching, and creation of a video.

Column 13: Charte de la Diversité Signature

Column 14: Label de la Diversité Title

The Charte de la Diversité represents official commitment to practicing and communicating diversity within their company. The Label de la Diversité certifies the prevention of discrimination and promotion of equality within their company. These columns qualified a company's commitment to practicing diversity and also determined if the company practices their claimed policies.

Column 15: Contacted

Column 16: Met With

Column 17: Result

The contacted, met with, and result column organized what companies had/had not been contacted, who Leila had/had not met with, and finally the result of that meeting, filled out by the Femmes et Diversité team. The result finalized the plan of action that the client and Leila came to subsequent to the meeting.

Column 18: Color Code

The final column includes information regarding the status of contact between clients. This column visualized the client status with a color coding. These four color coded categories, described in **Figure 5**, explain the word specific queues for color coding. This column coded in the spreadsheet automatically changed the color of the client's row to one of these four colors depending on the text being imputed to the corresponding cell. Visit **Appendix C** for the color coding user guide.



Color	French Word	English Word	Meaning
Red	Non	No	No Interest
Yellow	Traiter	Process	Project in Process
Green	Positive	Positive	Positive Outlook
Grey	Avenir	Future	Future Interest

Figure 5: Color Coding Categories

2.6.1 Client Pitch Presentation Template

To help save Leila time in preparing for client pitches, we created a modifiable template that requires minimal changes when researching a new client. This subsection discusses the purposes and content of the three sections in the template: the client's opportunity, Femmes et Diversité's approach, and the call to action. See **Appendix B** for the presentation template.

Client Opportunity

We started the presentation by defining the client's opportunity in working with Femmes et Diversité. By starting with the opportunity, Leila can explain the positive impact of the film and portraits through their focus on that client's DEI actions. This section also includes information about the specific needs of the client, which she typically establishes during a previous meeting or conversation. The immediate focus on the client leads into specific logistics.

Femmes et Diversité’s Approach

Directly after articulating the client’s specific opportunity, we specified Femmes et Diversité’s approach. This section helps break down the specific elements of the film and how Femmes et Diversité can create it. After specifying the angle for the film, a slide discussed three distinct ways that the client’s diversity and inclusion policies have a positive impact. Then, we created a slide for the general timeline of the film production to collectively visualize the project stages, which include script writing, casting, filming, editing, etc. Leila also has the opportunity to discuss what makes Femmes et Diversité different in this section to reinforce why the client should work with her.

Call to Action

We ended the presentation with a call to action

that will allow Leila to guide the client toward taking the next steps in working with Femmes et Diversité. These next steps include agreeing on a price, writing the script, and scheduling casting. The final slides of the presentation include a list of references and contact information for the Femmes et Diversité team. These allow the client to easily contact Leila and use the references in making their decision.

2.7 Prescripteurs

Prescripteurs provided an additional entry point for obtaining knowledge of competitors and the contact information of potential clients and other prescripteurs using their personal networks. We identified prescripteurs primarily through LinkedIn searches and from the important speakers column in the events tab. See **Table 7** for the questions used to organize this data and the corresponding response formats.

Table 7: Prescripteurs Questions and Response Formats

Questions	Short Answer Text	Long Answer Text	Multiple Choice
Organization Name		✓	
Name	✓		
Contact Information		✓	
Location	✓		
General Information		✓	
What do they bring?		✓	
Networks		✓	

Table 7: (continued)

Questions	Short Answer Text	Long Answer Text	Multiple Choice
Other Notes		✓	
Links		✓	
Contacted			✓
Met With			✓
Result		✓	

Column 1: Organization Name

Column 2: Name

Column 3: Contact Information

Column 4: Location

The first four columns contained identifying information about each prescripteur. We arranged these columns so that users can quickly understand each prescripteur’s purpose.

Column 5: General Information

Column 6: What do they bring?

The fifth column explained a prescripteur’s background while the sixth column explained how a prescripteur may be useful to Femmes et Diversité. We found this information using LinkedIn and other social media platforms, personal websites, press releases, and local news reports.

Column 7: Networks

The project team organized information about

each prescripteur’s networks into a separate column. These networks provided Leila with an

additional method to finding clients, events, and other prescripteurs. Information in this column included LinkedIn groups, social media pages, and volunteer organizations.

Column 8: Other Notes

Column 9: Links

These columns included other useful information about a prescripteur that did not fit within the other columns. Database users also entered additional comments about each prescripteur here.

Column 10: Contacted

Column 11: Met With

Column 12: Result

We created columns 10-12 to help Leila keep track of which prescripteurs she contacted and met with, and the outcomes of any meetings

had with a prescripteur. Additionally, we implemented filters in this section so that users can quickly identify which prescripteurs have and have not been contacted.

2.5.1 Prescripteur Contact Template

Unlike the previous columns, which organize data about prescripteurs, columns 13-18 generate a contact message for each prescripteur. Columns 13 and 18 separate the form responses, contact message generator, and contact message template. We applied the following conditional formatting rule to both columns to preserve their color after new form submissions:

Format cells if “Is empty” -> Fill color “Grey”

Columns 14-15 required the user to type a message specific to that prescripteur. In column 14, the user must briefly explain their purpose in reaching out to that specific prescripteur. In column 15, the user must propose a meeting date and time to the prescripteur. Outside of these fields, the user must manually change the prescripteurs name and title in the message greeting.

We used the concatenate function to combine the user-input in columns 14-15 and the following four sections of the template from column 18:

- Initial Greeting
- Leila’s Experience

- Propose a meeting date
- Signature and Media Links

After typing the necessary information in columns 14-15, the database generated a copy and pasteable message. The standardization of this message and creation of a template saved users the time of retyping the same information, enabling efficient prescripteur outreach.

2.8 Events

Events that explore networking, conferences, seminars, and diversity metric specifics, such as women empowerment award ceremonies and DEI workshops, provide the framework for which Femmes et Diversité can further enhance its ideals. We collected specific event data that includes the names and LinkedIn profiles of guest speakers and CEO’s, as these areas of data highlight potential clientele, prescripteurs, and other general information. DEI specific seminars and conferences specifically provide perspective ideas pertaining to possible solutions for companies to further their DEI. Other events such as networking events often provide an atmosphere for in person communication and building clientele at the level most useful for Femmes et Diversité. We also collected event data through a location specific approach, focusing on the cities of: Lyon, Paris, and Geneva. The form prompts that correlated into the columns of the spreadsheet database are shown below in **Table 8**, where the check boxes indicate the types of prompts selected for each question.

Table 8: Event Questions and Response Formats

Questions	Short Answer Text	Long Answer Text	Multiple Choice	Month, Day, Year Selection	Check-boxes
Event Date				✓	
Host Organization	✓				
Event Title	✓				
Event Description		✓			
Guest Speakers / Founder		✓			
Location	✓				
Itinerary		✓			
Links		✓			
Registration Cost			✓		
Registration Deadline		✓			
Type of Event				✓	
Supplemental Info					✓

Column 1: Event Date

Column 2: Host Organization

Column 3: Event Title

Column 4: Event Description

Column 5: Guest Speakers/CEO/Founder

Column 6: Location

Column 7: Itinerary

The first seven columns provided the general information regarding the when, who, what and where details pertaining to the event. The guest speakers/CEO/founder column provided a space to connect potential prescripteurs and/or clients with Femmes et Diversité by including names and links to LinkedIn profiles of relevant people attending events.

Column 8: Links

Column 9: Registration Cost

Column 10: Registration Deadline

Column eight provided a space for relevant links to the events themselves on their respective platforms such as Facebook, LinkedIn, or Eventbrite. We also implemented a multiple-choice/fill-in-the-blank option that depicts the event registration cost and a calendar date that states the deadline for event registration consists of columns nine and ten criteria.

Column 11: Type of Event

Column 12: Supplemental Information

The last two columns indicated the type of event from a number of options such as panel discussions, conferences, networking, etc., and provided an optional area to fill in supplemental information, as provided per each event description.

After creating and attaching the spreadsheet to the Google Form, we added events and sorted them by date, with upcoming events appearing at the top of the spreadsheet. We set aside time with our sponsor, to comb through the selected events entered into the database and received feedback on the most essential, relevant, and feasible events. These decisions came from the basis of two priorities. The first depicts Leila's stance on event relevance in terms of attendance, meaning that the event covered topics such as women empowerment, ways that DEI can be implemented into the workplace, or the host organization employs a person she has already contacted or has spoken with prior. The second priority describes more social interaction based networking events with a semi-formal setting. These types of events often consist of cocktail hours with local entrepreneurs within Lyon. The two priority events are indicated within the spreadsheet by highlighting the cell with the date of the event. Green meant a first priority event, orange indicated a second priority event, and red indicated low-priority events.

For scheduling purposes, we created and linked a shared Google Calendar for Femmes et Diversité to provide an easier way to display events and access potential scheduling opportunities and conflicts. To embellish the maintenance of the events portion of the spreadsheet database, we placed an automatic Zapier integration tool on the events sheet. Whenever we added a new row to the spreadsheet via form submission, this tool triggered the creation of a new Google Calendar event.

2.9 Understanding and Using Database Overlap

Our analysis of the database suggests that information from one tab may be applicable to other tabs.. This is significant because database users can develop the clients section by looking at event programs and who will attend. Similarly, users can add to the prescripteurs tab using information from event itineraries and guest speaker lists. Information from the general information, project callings, clients, prescripteurs, and events sections of the database all overlap with one another. We also observed that the following three prescripteurs overlapped with companies in the clients tab:

- MEDEF
- Cegid
- Secrets d'histoire

We observed that 3/21 prescripteurs and 5/34 clients came from the event itineraries, as shown in **Figure 6**.

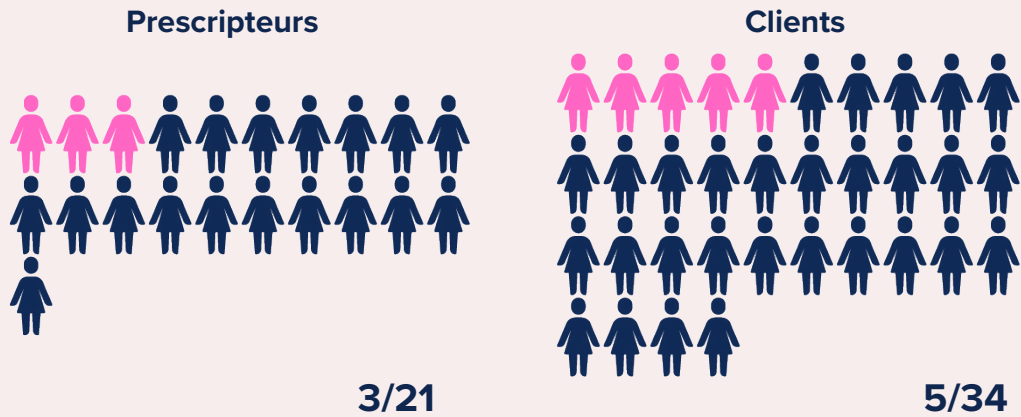


Figure 6: Prescripteur and Client Overlap from Event Itineraries

As described above, we identified the following five clients that overlap with the events tab using itineraries and participant list:

- HDV Advocate, from les Rendez-vous du dialogue Social: Deux Ateliers Collaboratifs
- Casino, from from les Rendez-vous du dialogue Social: Deux Ateliers Collaboratifs
- Cegid, from les Rendez-vous du dialogue Social: Deux Ateliers Collaboratifs
- LDLC, from La semaine de 4 jours
- MEDEF, from Forum de l'engagement 2022

Additionally, we identified the following three prescripteurs using the event itineraries:

- Kevin Baptiste, Go Entrepreneurs Lyon 2022
- Marie-Pierre Rixain, Assises de la Parité 2022
- Dominique Vandroz, Le Progrès Événements

Similarly, **Figure 7** shows that 4/21 prescripteurs and 3/34 clients overlap with general information, specifically press releases.

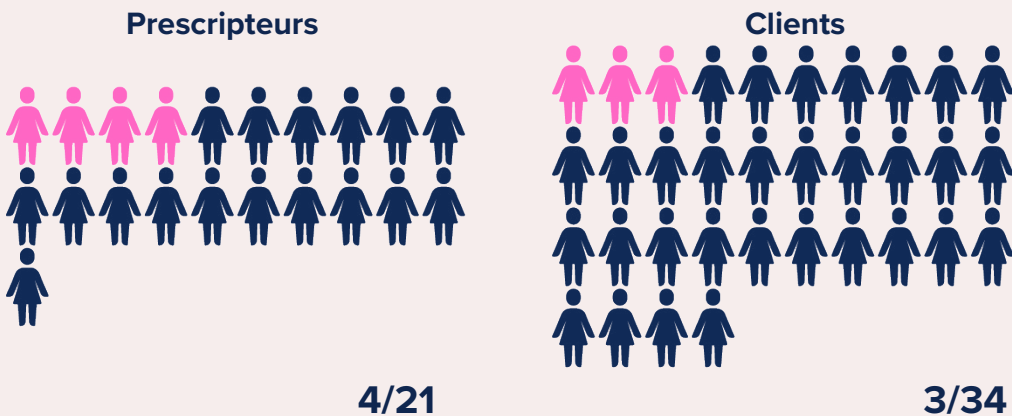


Figure 7: Prescripteur and Client Overlap from Press Releases in General Information

The three specific potential clients found using the general information tab comprised of:

- L'Autre Cercle Rhône Alpes
- Gemmyco
- Orange

Likewise, the four prescripteurs identified using press releases from the general information tab comprised of:

- Laurane Beyle
- Jeanne Bordeau
- Fanny Chateau
- Phillipe Liotard

By understanding that each tab has overlap, Leila may choose to prioritize events using event programs and itineraries to view who will attend and at what times. This would help her maximize the time and work it may take to meet potential clients and prescripteurs.

Comparably, when looking at press releases and other similar sources, Leila may spend time reading through publishings with rich information about networking. This would allow for the discovery of new clients and prescripteurs while also developing stronger evidence and background knowledge.

2.10 Trends and Themes in Current Database Findings

Our analysis of the database indicates that the potential for Femmes et Diversité for identifying and working with potential clients depends on uneven visibility of corporate responsibility policies, gaps in corporate media strategies, and corporate identity and motivation. In particular, some companies had clear messaging around their concerted activities, including, but not limited to, charters signed, hiring practices adopted, trainings available, and so forth.

Furthermore, media activities and the connection between media and entrepreneurship strongly support current financial opportunities. A number of project callings provided funding to support this type of media development; however, the timing of applications is significant. Most applications for funding, typically due around the months of March and April, indicate that this consists of a high plan, high stakes cycle. Additionally, many of the prescripteurs work directly for or associate with government organizations and/or universities. Public institutions have a greater obligation to serve the people, so will likely be more active in D&I activities. This matters because Leila can target her searches to increase the likelihood that identified prescripteurs will meet with her and share information. In the following sections, we discuss in depth methods Femmes et Diversité can take with the knowledge of current trends discovered to continue to grow the organization.

2.10.1 Uneven Visibility on Corporate Responsibility Policies

The research on potential clients exposed a range of visibility on corporate responsibility policies among clients and events in the Auvergne-Rhône-Alpes region. Many clients and events had a consistent lack of information for businesses on diversity being practiced. From the potential client list, companies selling a product/service, specifically, have very little information on how they implement diversity in their business, presenting an opportunity for Femmes et Diversité to showcase workplace diversity information missing from businesses.

Based on our research from the database, 19/34 potential clients lack information surrounding diversity and inclusion. From this same pool of data, 9/19 of the potential clients lacking information on DEI classify as a product/service selling company, shown in **Figure 8**. The alternative opportunity with businesses containing significant information on DEI presents a different angle of approach for Leila. These companies would likely want to showcase their noted implementations of DEI through video media. Through their abundant information related to their DEI policies, Leila can easily derive motivation for the video.

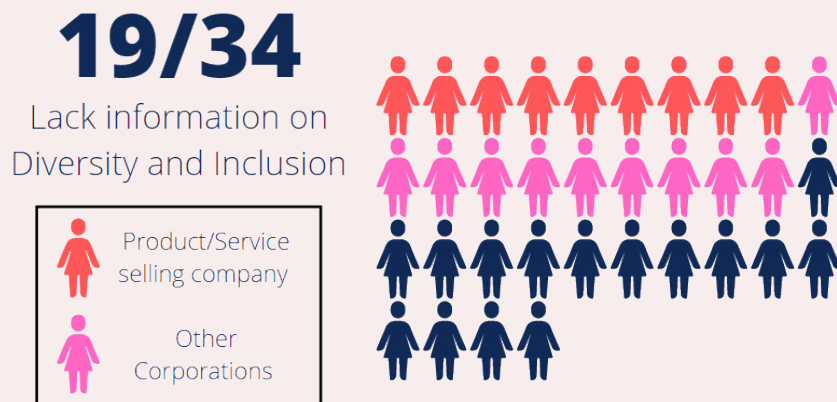


Figure 8: Lack of Information on Diversity and Inclusion in Companies that Sell Products/Services

For the case of most businesses in the database, we had difficulty piecing together their implementations of practicing diversity in the workplace. Two obvious examples of this include Warwick Hotels and Resorts (a chain of upscale hotels) and Vignes et Vins (a family owned wine company). The only information surrounding the practice of diversity in their workplace comes from the mention

that Warwick Hotels and Resorts embody the heritage of many different backgrounds and cultures. Vignes & Vins had even less information with very little coming from a press release on how Vignes et Vins stayed open during the COVID-19 pandemic so everyone could get wine, and information on their website about how the wine comes from the hard work of men and women of different wineries.

This presents an opportunity for the Femmes et Diversité organization in their mission to create video media showcasing the diversity in each of the companies who accept the pitch. The purpose of the communication tools being proposed, showcases the diversity being practiced. Leila can utilize this as an angle when reaching out to give a sales pitch.

In terms of researching events, previous research states that the barriers to DEI pertaining to methodological deficiencies contain difficulty in capturing “the positive transformative effect” of implementing

diversity and inclusion efforts (Kipnis et al., 2021). Emphasized by the lack of information previously mentioned, a lack of both an applied DEI focus in business and marketing as well as an encouraging governance exists, as well as a lack of investment in the development of evidence-based DEI approaches. The sheer lack of business/marketing DEI events and workshops found specifically in France compared to other general networking events found also supports this claim. Specifically, only 2/14 events identified over a seven-month period advertised a discussion on DEI as their main topic, as shown in **Figure 9**.

2/14

Main Event Topic of Diversity and Inclusion



Figure 9: Events that Advertised a Discussion on Diversity and Inclusion

The DEI focused events presented within the events tab of the database, include topics covering workplace diversity, such as The Workplace Inclusion Forum where specialists from media companies host discussions on the benefits of diversity. Companies hold the most potential to combat issues such as racism, sexism, and secularism in France and globally.

The most effective types of DEI enforcement come from policies and consequences administered by companies. The themes of The Workplace Inclusion Forum event specifically covers DEI in the media and content production industries, showcasing the best practices, taking stock of progress, and hosting a debate on the representation of diversity throughout society.

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2.10.2 Understanding Corporate Identity and Motivation

Understanding corporate identity and motivation coincides with potential client pitches. The angle of approach to sell the product to the company comes from understanding corporate identity and motivation. Every client has communicated the need for advertising, financing, or both. In our research, we found that 30/34 clients communicate a need for advertising their companies, shown in **Figure 10**. These types of businesses include organizations, product/service selling companies, and recruitment based businesses. Advertising spreads company messages, makes sales, and keeps their businesses running. The usability of products Femmes et Diversité creates includes a business advertisement to promote the company in partnership with promoting a diverse and inclusive workplace.

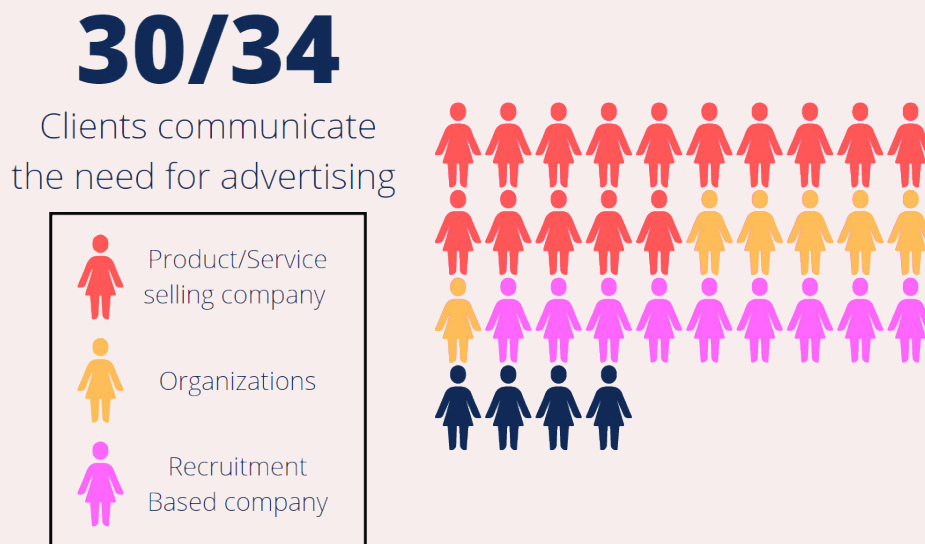


Figure 10: Number of Clients that Communicated the Need of Business Advertising

On the potential client list, 24/34 researched clients communicate the need for financing, as shown in **Figure 11**. The types of businesses that communicate financing include organizations and product/service selling companies. Nonprofit associations' source of income comes from fundraising, grants, financing through sponsorships, and project

callings. Organizations need to appeal to the viewer to encourage donations, receive validation for grants, and keep sponsors onboard. The usability of products Femmes et Diversité creates includes advocating for further donations, partnerships, and other ways to bring in money to the company with the purpose of showcasing a diverse and inclusive workplace.

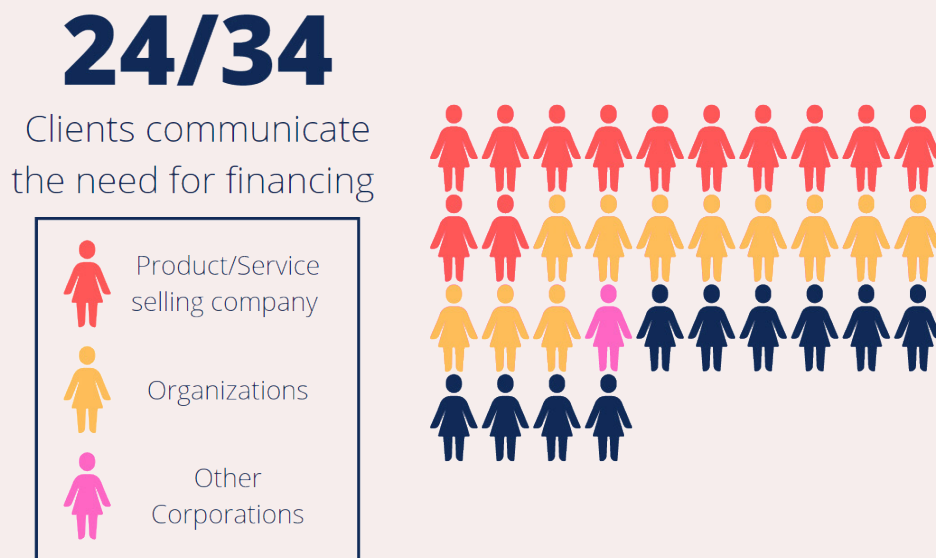


Figure 11: Number of Clients that Communicate the Need of Business Advertising

For companies that need to advertise in order to recruit clients or volunteers, such as LIP, Local Mission Isere DRAC Vercors, Byblos Group, and Quantis, any positive advertising and press releases will attract new potential contributors. LIP (a small independent interim and recruitment group) tries to help individuals find jobs and different strategies for recruitment. LIP puts on weekly events where their teams engage by either executing an assignment with an association, donating, accepting challenges, or proposing new ideas to their current team.

The Femmes et Diversité communication tools propose a great way to advertise not only the diversity and inclusion currently used within the company, but as a way for the company to reach the attention of new clients. Also, advertising LIP to other companies for new employment and recruitment creates opportunity for the company's current clients. This would showcase online what the company's current events do and gain new interest for upcoming events. For companies like Ninkasi, Vignes & Vins, and Groupe SEB that sell a product, advertising

encourages customers to buy that product. Ninkasi (a craft beer company) would benefit from the creation of a video advertising DEI in the company and would specifically showcase their top values of diversity and authenticity. Advertising these values would bring to light the progressiveness occurring, as well as bring in new customers to fund Ninkasi and continue the business's growth.

In order to keep a company afloat, financing must be considered. Funding is especially important in companies that do not sell product or service but volunteer as non profit organizations for the good of their communities. Some specific companies that require these forms of funding include LDLC, Ayl Sécurité, Alila Promoteur, and Habitat and Humanism. In 2015, Ayl Sécurité used €1 million in fundraising in order to quadruple their company's size.

Ayl Sécurité specializes in fire risk prevention for both companies and communities in La Villeneuve with a new launch of a foundation of commitment against economic and social weakness. In September 2020, Ayl Sécurité began a new fundraiser with the end goal of €4 million to develop near the Auvergne-

Rhône -Alpes region. Clearly, the asset of company fundraising and the communication tool development by the Femmes et Diversité organization would make a positive impact in the press to bring in additional funding. Alila Promoteur builds housing of social and intermediate for disadvantaged populations. The relevance of the economic model helps to meet their necessary needs to continue to build housing. Currently Alila Promoteur uses fundraising and the help of leading entrepreneurs as income. Building new houses costs money, therefore Alila Promoteur needs all possible funding attainable to continue their mission building houses for the disadvantaged. Alila Promoteur succeeds in fundraising but this addition of communication tools can bring in new leading entrepreneurs to join the mission.

As many clients require funding, Leila herself can receive funding through project callings or grants. These options allow associations to continue work on their projects, although specific to different types. For example, given the mission of Femmes et Diversité, Leila should search project callings and grants around the topics of innovation, entrepreneurship, digital media, art, and more, as exemplified in **Table 9**.

Table 9: Example of Project Callings and Award Amounts

Project Calling	Amount Offered
Projets socialement innovants - Métropole de Lyon	Maximum of €10,000
Trophées PME, réussir avec le numérique 2022	€7,000
Fonds de production artistique Enowe-Artagon	€4,000 or €8,000

2.10.3 Gaps in Corporate Media Strategies

The last major theme we discovered, Gaps in Corporate Media Strategies, pertains to the presence or a lack of video media within a corporation. Femmes et Diversité can use this information to their advantage when addressing their potential consumer. Companies familiar with video media presence know the advantages of this tool. Femmes et Diversité can propose their product as an additional, yet unique, video to showcase the company values of DEI. Companies with no video media, not familiar with the advantages of video media, present an opportunity to grow. Femmes et Diversité can pitch the product as a necessary and beneficial tool for the company to improve

communication. The research of potential clients and attendance of events have made corporate media strategies visible. As shown in **Figure 12**, based on our research, 23/34 of the clients have a media presence through a company website or a company YouTube channel. These include informative videos or even videos of past events that took place. Video media exists in events as well as through live streams or quick informative videos. Here presents a new opportunity for Femmes et Diversité to include companies who host events as new potential clients to advance media and advertising engagement. Leila could create content for the events and in turn promote the Femmes et Diversité organization through these events.

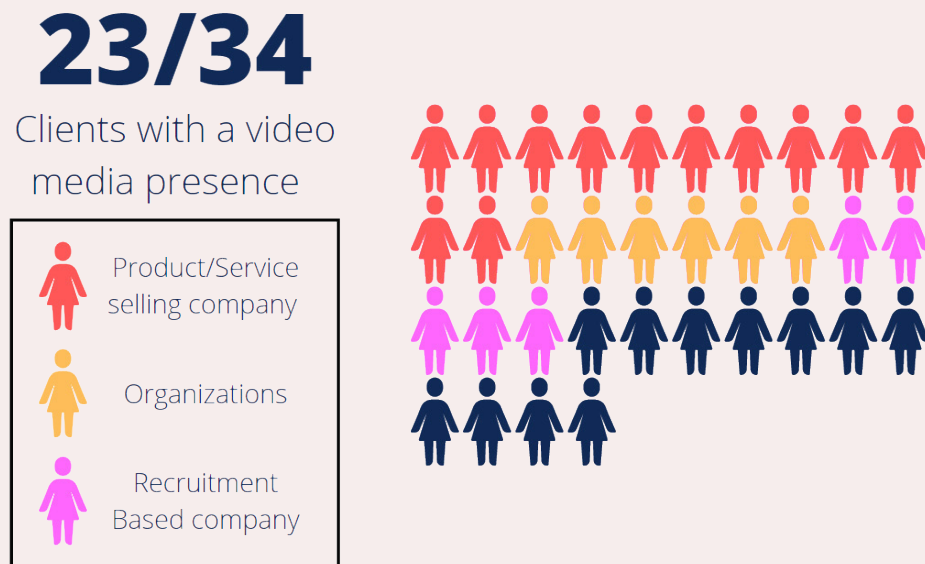


Figure 12: Number of Clients with a Video Media Presence

This list of companies includes Habitat and Humanism who have a 30 minute film from their company YouTube channel linked to their website. This video, shown in **Figure 13**, focuses on what Habitat and Humanism does from the founders point of view along with testimonies on the company to back up the organization. In addition, the YouTube channel contains many more informative videos and personal experience videos from both clients and employees, shown in **Figure 14**. Habitat and Humanism has playlists based on the categories of testimony, wishes, the heart of everyday life, presentation, actors of humanity, and more. Le Foyer Notre-Dame Des Sans-Abri

has a two minute strictly informative video on who they are as a company. The video includes their mission, process, statistics, and more. The format of the video portrays information in an aesthetically pleasing way with simple music playing in the background. In addition to this informative video, the website contains success stories of past clients to prove their organization does make a difference. Some other companies on the client list with pre-existing video media are Fondation d'entreprise, Cegid, CNR (Compagnie Nationale du Rhône), Bayer Healthcare, Sport dans la Ville, and Autre Cercle Rhône Alpes.

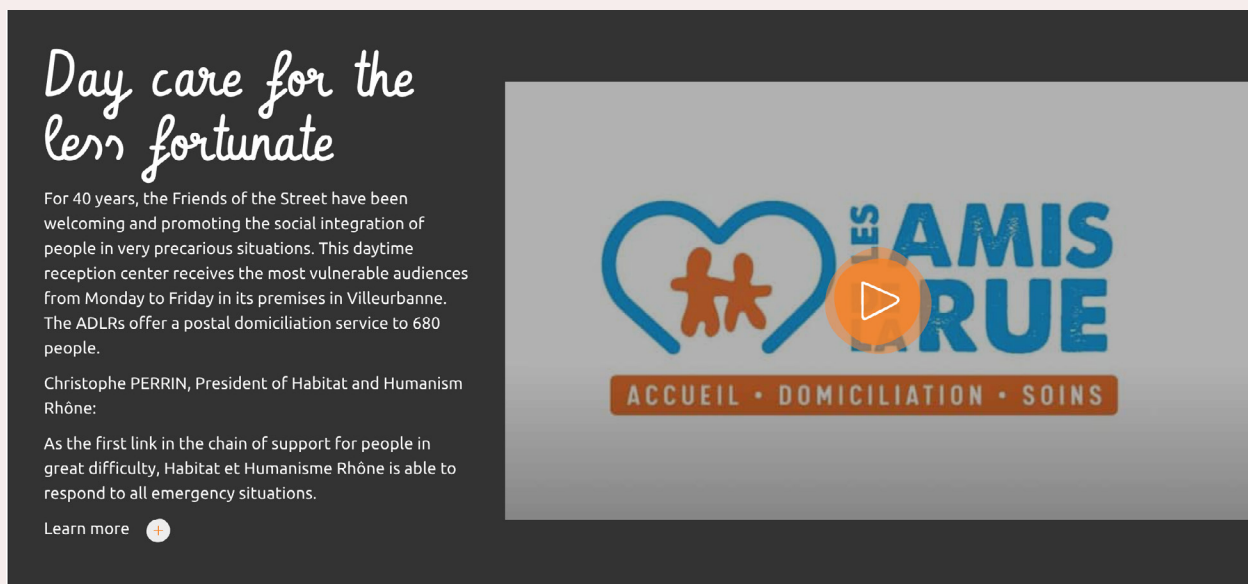


Figure 13: Habitat et Humanisme Video Titled “Day care for the less fortunate”

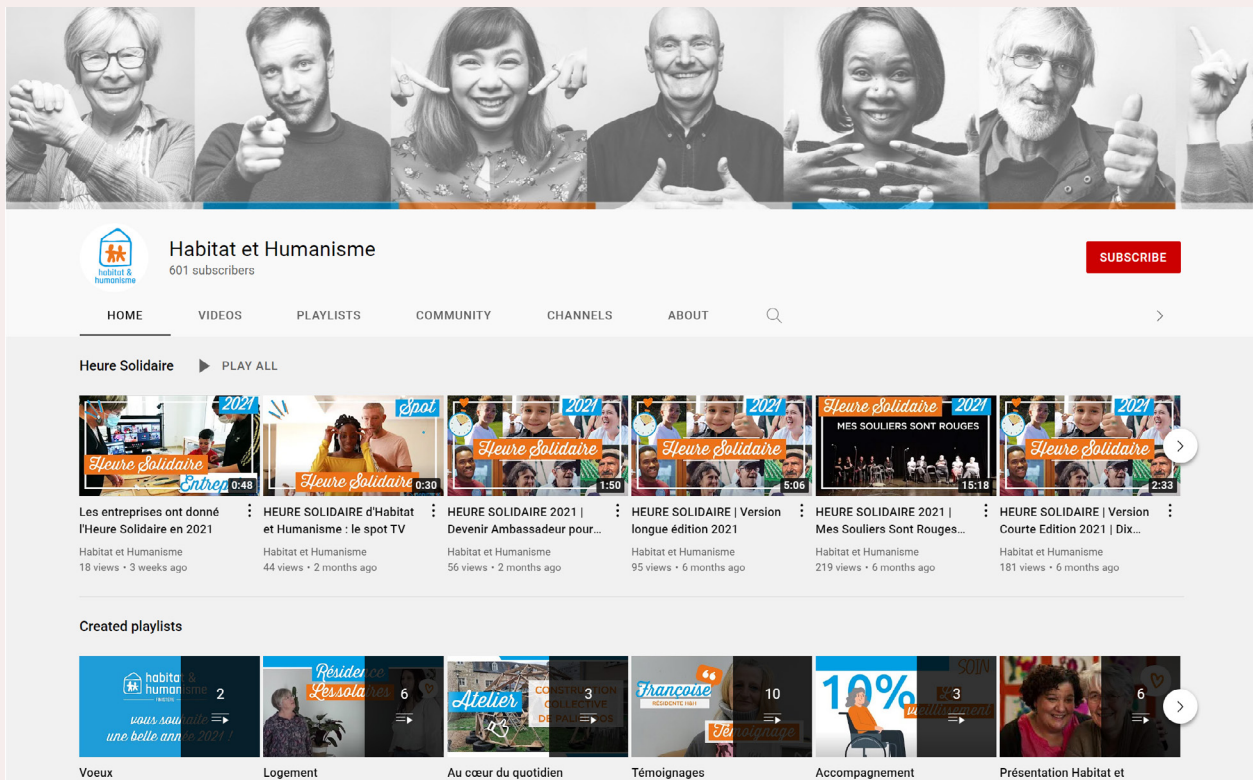


Figure 14: Habitat et Humanisme YouTube Channel Homepage

Company videos exist on their respective websites or on social media platforms, predominantly company YouTube channels. These resources help not just in researching press releases for the potential client list, but as a reason when proposing a pitch to these clients. If a company already uses video media presence, then the advantages of this tool become known to the consumer. Leila can propose the product as an additional video to showcase their values.

We found in our research of potential clients that 11/34 corporations have no video media presence, including IT Partner, Alyl Sécurité, Byblos Groupe, Entreprise Giletto, and more.

Entreprise Giletto has no online presence at all, so any advertisement tool through media will contribute to filling their gap of corporate media strategies. Alyl Sécurité also has no video media and limited social media, but does have a company website. The company website gives the corporation a platform to display the communication media videos Femmes et Diversité would create for Alyl Sécurité. If a potential client does not have video media, then the product can be pitched as a necessary and beneficial tool for the company. In a client pitch, Leila will communicate the advantages of video media to educate and grow a company to help sell her product.

We saw videos similar to potential clients with video media in events as well. Past events get posted online as well as present events live streamed for additional event access. Physically at these events, videos quickly introduce the company to spectators and contain any brief information for the video's purpose. In an event setting, these videos quickly draw viewers in to learn about the company and what they do. Video media engages the viewer more compared to paragraphs in a pamphlet, especially in a chaotic setting. This also presents the opportunity for Femmes et Diversité to grow their business through their client criteria. Femmes et Diversité could create videos on the importance of DEI for events.

An example of a past event that consistently gets posted on YouTube includes the Femmes et Diversité book club. The book club showcases

the event to people unable to attend. The Femmes et Diversité book club meets monthly to discuss a book written by a female author that highlights diversity.

Next, video media implemented into events communicates easily digestible information to the attendees to get a better view of a statement information session on a big screen, or provide remote event access. We attended a Go Entrepreneurs event with Leila, where each of these examples existed. Numerous interviews were taking place throughout the day on various stages at the Go Entrepreneurs event. We sat and listened to Marie Rigaud, Guillaume Hellouin, and Derek Barbolla discuss, "Quel futur pour la culture?". This was televised for a remote audience as well as showcased on a bigger screen, viewable for attendees in the back, as seen in **Figure 15**.



Figure 15: Photo from the Go Entrepreneur Lyon Event Showcasing the Use of Video Media

Smaller companies at the Go Entrepreneur used short videos to tell the attendees who they were and how the company could benefit the viewer. Smaller entrepreneurship learning sessions and opportunities at this event used video media to easily communicate information as well. We believe Femmes et Diversité could participate in these events in a similar way, by getting hired to create videos to teach about DEI in the place of work and present at criteria fitting events, furthering a client pool. As a positive addition, the videos would advertise the Femmes et Diversité organization to further clients.

2.11 Database Recommendations

After consistent use of the database, the team has developed an understanding of the most efficient and effective ways to utilize Google Forms and Sheets to input information. We provide the following recommendations based on the team's experience building and maintaining the database.

We continue to recommend the use of the Google Forms as the most efficient way to input information. Maintaining responses becomes easier this way since they transfer to one response location. We also recommend specific maintenance of tabs including color codings and strict timelines for registering for events and submitting applications for project callings and grants.

2.11.1 Continued Google Form Use

In order to efficiently continue to add information to the database, we recommend the continued use of each individual Google Form mentioned above. This will allow for the database to remain cohesive in formatting, as the cells have been coded to format automatically based on the Google Form submission. It also allows for easier and more convenient addition of information, as the user may access the forms from a mobile device and enter information on the go. For example, when attending events, using the form will simplify the process of adding a new client or prescripteur when discovered.

2.11.2 Database Maintenance

Specific tactics for database maintenance that we recommend include updating the contact status of potential clients and prescripteurs. Contact status maintenance examples may include updating a column within both tabs that describe the current or potential interaction (categories such as "contacted" or "met with"). The types of events encapsulated within the database cover general DEI implementation for companies, post Covid-19 workplace habits, and overall networking events to expand the clientele and prescripteurs for Femmes et Diversité. For the future maintenance of events data, we recommend researching dates three to six months in the future and entering information

in the respective fields of the Google Form. To avoid potential scheduling conflicts, these suggested time increments allot needed organizational time for other important details such as travel time and other expenses.

Based on the research of project callings done for the spreadsheet, we found that project callings are typically due in the months of March

and April. As seen in **Figure 16**, due to the early application deadline, we recommend that Leila look for project callings in the months ending and beginning the (following) year. This will allow for Leila to have enough time to submit the application, as she expressed they can take multiple months to complete and also may require assistance.

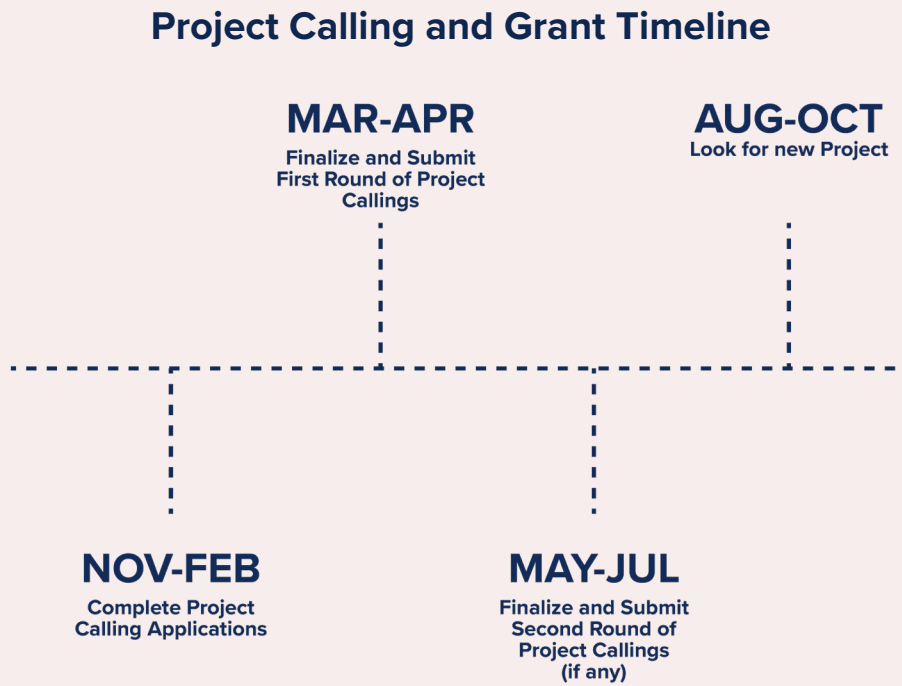


Figure 16: Project Calling and Grant Application Timeline

MEDIA AND COMMUNICATION STRATEGIES ANALYSIS



Photo by: Marina Nelson

For our second primary deliverable, we conducted an analysis of Femmes et Diversité’s media and communication strategies. Our analysis compared Femmes et Diversité’s website, Instagram, and YouTube presences to those of local associations and businesses with similar values and missions. The results of the analysis led us to make a mockup website and implement several changes to the Femmes et Diversité Instagram and YouTube pages.

3.1 Advantages of Video Media

Many advantages present themselves through video media in advertising. In an explanatory study, the article *Online Video Advertisements’ Effect on Purchase Intention* discusses advertisement value and attitude on the impact of purchase intention. Marketing has evolved due to changes in market scenarios and customer motivation. Through advertisement value, video media contains promotional elements in their messages that encourage viewers to visit the company website after watching (Geetika et al., 2018). Additionally, video media increases viewers’ interest in the company’s products and messages.

Various factors including economic effects, social effects, and ethics, all impact attitudes towards traditional advertising (Geetika et al., 2018). Equality and discrimination both specifically factor into social effects and ethics. Social effects impact the people or the community surrounding it. Ethics address principles and morals considered when implementing an action; the philosophy of right versus wrong. The videos produced by Femmes et Diversité emphasize inclusive ethics that combat discrimination and practice equality. Each video, specific to the client, showcases how the company fights discrimination in the workplace and its benefits.

Femmes et Diversité hopes these videos will advertise the positive effects of practicing diversity in the workplace, influence other companies and organizations to also combat discrimination in the workplace, and leave positive societal effects on a community.

Information and entertainment positively impact the value of an advertisement, as seen in **Figure 17** (Geetika et al., 2018).

Conceptual Model for Video Advertising

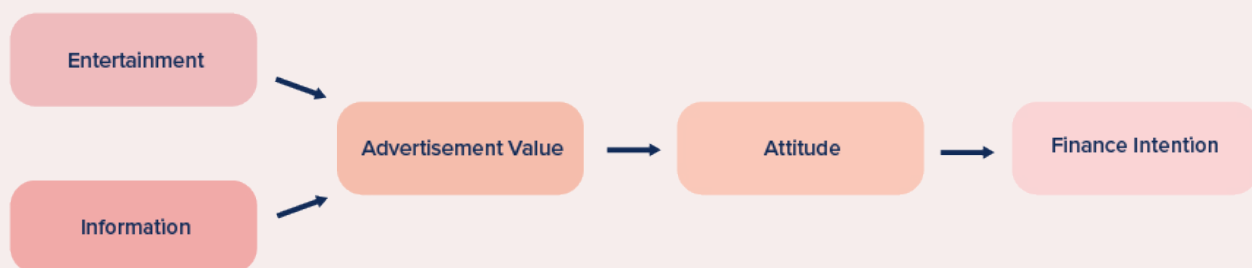


Figure 17: Conceptual Model for Video Advertising *adapted from Figure 1 (Geetika et al., 2018)*

In order to assess Femmes et Diversité’s current media and communication strategies, the project team conducted a comparative analysis of local companies with similar missions to Femmes et Diversité. The team completed analyses of Websites, Instagram accounts, and YouTube channels separately. Specific to each platform, the group chose companies that support diversity and inclusion among other factors.

3.2 Website Analysis

For the website analysis, the project team chose companies whose websites had varying styles, layouts, and use of text, images, and videos. Information about the structure and content on each website was organized using the categories shown in **Table 10**. The project team helped create a website for Femmes et Diversité with the information collected.

Table 10: Website Analysis Categories

Category	Purpose
Necessary	Users need this information to fully understand the company
Desired	Information and features that improve a viewer’s experience
Extra	Optional details that could potentially improve user experience

After organizing the information, the project team compared the pros and cons of different website creation and hosting platform.

3.2.1 Comparing Similar Websites

Online media gives a large range of different formats of advertising for companies. This can include information on statistics, informational images, video media, and other interactive features (Geetika et al., 2018). Three competitor websites (from the database) that encompass diversity and inclusion in their workplace were chosen based on:

- Similarity in missions to the Femmes et Diversité organization
- Website set up
- Clarity of information
- Strategically chosen media additions
- Conclusions made from viewing them

The team evaluated favorable qualities of each website based on its usability and aspects the team deemed as important to the growth of Femmes et Diversité. Using the determined categories, we chose four websites and analyzed what components they use. See **Table 11** for the chosen websites, along with brief information on the company and our reasoning for choosing the website.

Table 11: Sites Chosen for Website Analysis

Company Name	Reason Chosen
FEMCA	<ul style="list-style-type: none"> • Has a similar mission to the Femmes et Diversité association to advocate and encourage women.
Le Foyer	<ul style="list-style-type: none"> • A non-profit like Femmes et Diversité • Uses Video media through their website to promote their mission
Vignes et Vins	<ul style="list-style-type: none"> • Analyze a company not hyperfocusing on a societal issue • Good example of a general business
Acqua Production	<ul style="list-style-type: none"> • Similar purpose to Femmes et Diversité in creating portrait and video content • Useful to look at a competitor video creator website to see what they include

After selecting the companies, we began our analysis. We organized information about each website into **Table 12**, which shows the

components we categorized as necessary, desired, and extra for each of the websites.

Table 12: Differentiation Among Chosen Companies' Websites

Company and Website	Necessary	Desired	Extra
Femmes et Diversité	<ul style="list-style-type: none"> • No Website 	<ul style="list-style-type: none"> • No Website 	<ul style="list-style-type: none"> • No Website
FEMCA https://femca.fr/	<ul style="list-style-type: none"> • What the company does • Why work with them? • What is the importance? • Social Media Links • Who are we? 	<ul style="list-style-type: none"> • Subscribe to Newsletter! • Partners and Supporters • Upcoming Events • Instagram Previews and "Follow Us" Link 	<ul style="list-style-type: none"> • Training • Common Questions

Table 12: (continued)

Company and Website	Necessary	Helpful	Extra
<p>Le Foyer Notre-Dame Des Sans-Abri https://www.fndsa.org/</p>	<ul style="list-style-type: none"> • What the company does • Why work with them? • What is the importance? • Social Media Links • Who are we? 	<ul style="list-style-type: none"> • Subscribe to Newsletter! • Partners and Supporters • Upcoming Events • Instagram Previews and “Follow Us” Link 	<ul style="list-style-type: none"> • Training • Common Questions
<p>Vignes et Vins http://www.vignesetvinsfazeli.fr/</p>	<ul style="list-style-type: none"> • About the team • What the company does • “Contact Us” page • Contact information • Links to social media pages • Philosophy page 	<ul style="list-style-type: none"> • Subscription to newsletter • Video B-Roll with music 	<ul style="list-style-type: none"> • Hours and days of work • Map of location • Creation Date
<p>Acqua Production https://acqua.production.com/</p>	<ul style="list-style-type: none"> • What the company does • Contact information • About the team • Why work with them? • Company mission • Links to social media pages 	<ul style="list-style-type: none"> • “Discover our videos” section • Insight to how the creation process will go • Past clients • Submission area for interested website viewers • Constant advertising for Aqua, describing their work with terms • Price mentions for videos • Separate sections for video and photo descriptions 	<ul style="list-style-type: none"> • Trust of clients mention • Different video formats • Separate sections for videos and photos • “Meet Us” location map • Different video package options

As discussed in **Table 12**, Le Foyer’s website includes a donation button seen in **Figure 18**. Femmes et Diversité may benefit from this feature as a non profit association.

Additionally, FEMCA utilizes a newsletter sign-up tab, shown in **Figure 19**. Here, users can subscribe to the FEMCA newsletter, receivable through an email.



Figure 18: Example Website (Le Foyer) to Highlight the Donation Button Feature

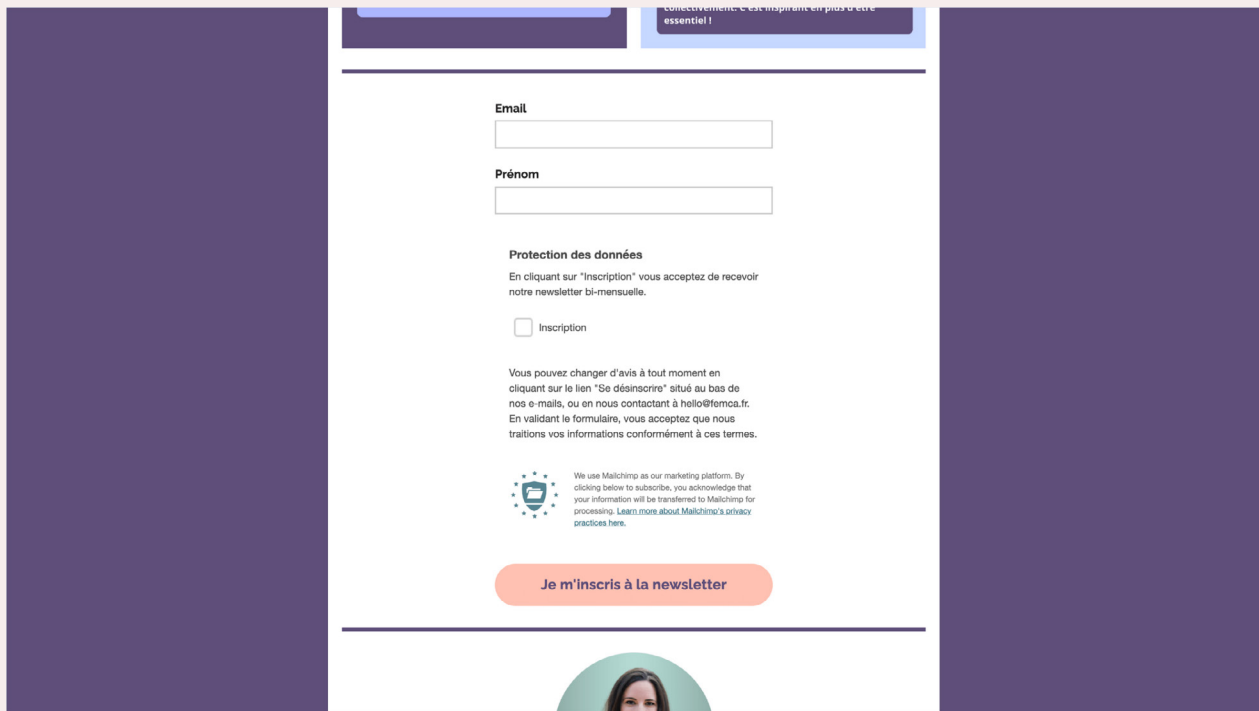


Figure 19: The Newsletter Button and Sign-up Featured on FEMCA’s website

Acqua Productions demonstrates their previous videos through a tab seen in **Figure 20**. Having this feature would allow Femmes et Diversité to showcase their videos as reference for potential clients.

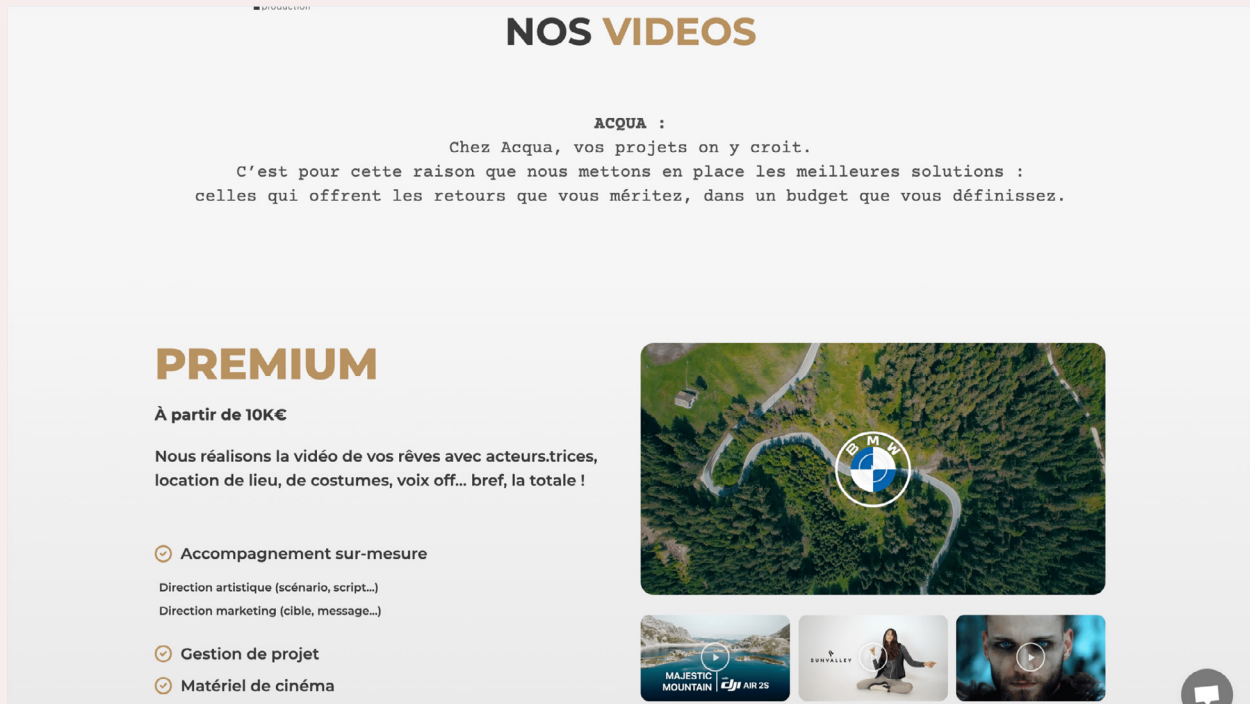


Figure 20: Example Website that Demonstrated the Video Tab on Aqua Production’s Website

3.2.2 Choosing a Platform

Online media gives a large range of different formats of advertising for companies. This can include information on statistics, informational images, video media, and other interactive features (Geetika et al., 2018). Three competitor websites (from the database) that encompass diversity and inclusion in their workplace were chosen based on:

- Similarity in missions to the Femmes et Diversité organization
- Website set up

- Clarity of information
- Strategically chosen media additions
- Conclusions made from viewing them

The team evaluated favorable qualities of each website based on its usability and aspects the team deemed as important to the growth of Femmes et Diversité. Using the determined categories, we chose four websites and analyzed what components they use. See **Table 13** for the chosen websites, along with brief information on the company and our reasoning for choosing the website.

Table 13: Website Creation, Domain, and Hosting Platforms Analysis

Platform	Pros	Cons
Wix	<ul style="list-style-type: none">• Built-in Google Analytics• Fast speed and good security• Add-on features	<ul style="list-style-type: none">• Drag and drop editor• non-transferable to other platforms
Wordpress	<ul style="list-style-type: none">• Mobile friendly• Social media integration• Increased security	<ul style="list-style-type: none">• Difficult for new users• Requires frequent site updates to maintain functionality
Squarespace	<ul style="list-style-type: none">• Mobile friendly• Design tools and templates	<ul style="list-style-type: none">• No third party apps or extensions

After evaluating the pros and cons of each website platform, the project team decided to use Squarespace to draft and propose a web design for Femmes et Diversité. Squarespace ensures usability among multiple types of devices, allowing different groups of people to view this website. For example, members of Femmes et Diversité may view the website from a more convenient device like a mobile phone or tablet for easier/on the go viewing. Potential clients and prescripteurs may use a computer to view the website, especially if prompted through an email, or other sites like LinkedIn.

Squarespace also allows for easy mobile editing from their mobile app. Based on our evaluation this feature benefits Leila, as she will have the option of editing on the go for convenience and user friendly experience.

Some minor drawbacks Squarespace entails that the group overlooked include the lack of

a free plan option. Although cost effective, a free platform typically encounters trouble with lots of ads and other add-on bugs from the hosting site. This, in the long run, slows down the website and makes it harder for the user to use. For a professional site, we recommend the purchase of a hosting site as well as a domain (femmesetdiversite.fr). For Squarespace, this costs about €17 per month with a one year commitment. Squarespace includes the purchase of the domain femmesetdiversite.fr in the first year of hosting with Squarespace and renews at a constant fee in years following.

3.2.3 Mockup Website Creation

Using Squarespace, the project team developed a mockup website to present the visualization to Leila. This allowed her to envision what a potential website may look like for Femmes et Diversité in the future. Using all of the free features, we began by selecting a template based

on the desired type of website. Since the association is non-profit, we selected a template that best fits the needs of the association. This resulted in sections built around the mission of the association and providing background on their work.

When creating the sample website, we highlighted aspects such as social media pins, a donation button, a learn more section, as well as a newsletter subscription as seen in **Figure 21**.



Figure 21: Homepage of the Mockup Website

By linking social media to the website, people can click to view each page linked to the association. This benefits each social media account, as viewers can view the pages without having to do extra work and increases the traction coming to each page. A donation button will allow people to financially contribute as a means of support for what the organization does and stands for. A learn more section allows viewers to discover what the association does and their history. Viewers may also see previous work done by the association in this section. Finally, since Femmes et Diversité already has a quarterly newsletter, a place on the website to subscribe may attract more people to sign up and get engaged.

3.3 Website Recommendations

The project team proposes suggestions and recommendations on how to further manage the web presence of Femmes et Diversité based on the above findings. According to the article *Online Video Advertisements' Effect on Purchase Intention*, online presence gives a broader range of advertising formats to potential clients compared to other forms of media through its flexibility. Online advertising includes the promotional elements in the message needed to engage the user. (Geetika et al., 2018). Through our website recommendations, we will give Femmes et Diversité the necessary components to engage their users.

Goal:

A website gives Femmes et Diversité a public domain as a home base to host information about the company. An online presence allows for a broader range of advertising formats for potential clients. Advertising through a website includes promotional elements and the information necessary to engage the user.

Opportunity:

Opportunities for potential clients, website viewers, and the general internet users come from the creation of a website. Potential clients can access more information on Femmes and Diversité. This includes some references to past work, along with further insight to how the production process takes place. Public viewers can learn more about Femmes et Diversité, educate themselves on diversity, equity, and inclusion through the provided links to DEI sources, and become a regular viewer. Viewers will have access to make donations easily and sign up for monthly newsletters to stay informed on the company. General internet users can find Femmes et Diversité through a quick google search to simply view the website or as a tool to advocate for DEI. The Femmes et Diversité website has capability as a hub for statistics on this topic.

Elements of a Femmes et Diversité Website:

The analysis of the FEMCA, Le Foyer Notre-Dame Des Sans-Abri, Vignes & Vins, and Aqua Productions websites resulted in the development of an informative guideline for the recommendations of a potential Femmes et Diversité website. We split the recommendations for a website into four categories; information, tools to promote and advertise the Femmes et Diversité organization, media implementation, and additional options. The article *Online Video Advertisements' Effect on Purchase Intention* states that the two main factors that positively impact the value of any advertisement include information and entertainment (Geetika et al., 2018). The website needs to promote the association to those learning about the Femmes et Diversité through this tool.

The first category covers information necessary to include based on our recommendations for the Femmes et Diversité website.

This information about the organization communicates to viewers what Femmes et Diversité does and their purpose. A business's ability to supply information to the consumer is their primary reason for approving it (Geetika et al., 2018). Femmes et Diversité needs to supply information to their supporters and potential clients to continue to grow as an association.

The specific components shown as follows:

Necessary Information:

- What Femmes et Diversité does
- Femmes et Diversité team information
- Femmes et Diversité Mission
- The importance of association
- Additional tools to Promote the Femmes et Diversité Association
- Links to social media pages
- Contact information
- "Contact Us" page
- Why work with Femmes et Diversité

The next category discusses additional tools Femmes et Diversité should include in their website to promote and advertise the association and its mission. This category would contribute to making the website a hub for information in addition to highlighting their service. The article *Online Video Advertisements' Effect on Purchase Intention* states that consumer information allows new potential customers to learn about the company's products, the benefits of the products, and further insight to the potential product they plan to purchase (Geetika et al., 2018). Some of these components, such as the newsletter, have the potential to continue to reach viewers after they have left the website. Other components will allow them to make contributions to the association without any extra effort or inconvenience. These components will advertise where the team of Femmes et Diversité has been, what they have accomplished, and what they want to do for new clients.

Additional Tools to Promote Femmes et Diversité:

- Sign up for the newsletter
- Links to DEI sources
- Donate online
- Events to come in a calendar
- Partners and supporters
- Past customers worked with
- Related press releases and podcasts
- Successful statistics on Femmes et Diversité
- Overview of the creation process
- Submission area for interested website visitors

The category of media implementation holds significance because Femmes et Diversité creates communication tools through video media for their clients. Media implementation will make the organization's product more appealing to potential clients as well as advertising to gain support for Femmes et Diversité.

Media Implementation:

- Introductory video on Femmes et Diversité
- Section "Discover Our Videos"
- Examples of past videos made for clients
- Instagram and Youtube
- Previews
- "Follow Us" link to profile page
- Sections for descriptions of videos and portraits

The final category of additional options for Femmes et Diversité to include contains additional useful information in connecting to the consumer. This category could affect the

attitude of the consumer in a positive way and connect the consumer to the company through intimate details or through reassuring confidence in the Femmes et Diversité association (Geetika et al., 2018). The attitude of a consumer or website factors into their financial intention upon viewing the website, shown in **Figure 17: conceptual model for video advertising on page 36.**

Other Options to Improve Consumer Attitudes:

- Trainings
- Ways for people to support
- History of Femmes et Diversité
- Advertising of the product with strong adjectives to reassure the viewer

Importance of Maintaining a Website:

The importance of continuously maintaining the Femmes et Diversité website includes keeping users informed, and ensuring the website stays updated for the best user experience. In order to keep users informed, a team member of Femmes et Diversité will need to continuously manage the website. This could mean adding new articles to the press release page, adding to the previous clients and past work sections once a project is finished, or adding newly found statistics on diversity, equity, and inclusion. The website needs to work efficiently and stay healthy to ensure a positive user experience.

No user wants to wait for a page to load for an unreasonable amount of time. The attitude of a consumer factors into their financial intention upon viewing the website, shown in **Figure 17**, which may lead to the user clicking off the website, thus limiting potential contributions.

3.4 Instagram Analysis

For the Instagram analysis, the project team chose companies with varying amounts of followers and average likes per post. Information about the structure and management of each Instagram account was organized using the categories in **Table 14**.

Table 14: Instagram Analysis Categories

Category	Purpose
Account Statistics	Includes Number of Followers and Average Number of Likes per Post
Aesthetic Used	Describes the visual style of the account and posts
Types of Posts	Describes the types of information posted
Differences	Explains what is different the account

3.4.1 Similar Account Analysis

The project team chose local feminine accounts, looking at aesthetics and like-counts rather than content. **Table 15** lists the chosen companies for this analysis and reason for choosing them.

Table 15: Accounts Chosen for Instagram Analysis

Company Name	Reason Chosen
Femmes et Diversité	<ul style="list-style-type: none"> • 267 followers • 18-20 likes per post (per every 10 photos within 9 months)
FEMCA	<ul style="list-style-type: none"> • Teaches women about investing • 4126 followers • 31-37 likes per post (per every 10 posts within 3 months)
Femmeuses	<ul style="list-style-type: none"> • Empowers women to fight for their rights • 3697 followers • 260-340 likes per post (per every 10 posts within 1 year)
Team Fourmis	<ul style="list-style-type: none"> • Encourages women to take action • 3640 followers • 47-65 likes per post (per every 10 posts within 4 months)

All of the comparative accounts have a similar following yet gain different numbers of likes and traction. Based on this difference, we observed some specific details noted in **Table 16** of each account in order to further analyze this. In observing each of the above social media presences, we saw similarities between all of the accounts:

- Typically following a color scheme associated with the female identity
- Various types of posts used - photos, text posts, reels, stories, highlights
- All have the same (or similar) theme, goal, and audience of their posts

Table 16: Differentiation Between Instagram Presences Among Women Empowerment Accounts

Company Name	Aesthetic Used	Types of Posts	Differences
Femmes et Diversite <i>@femmesetdiversite</i>	<ul style="list-style-type: none"> • Neutral Tones • Light pinks 	<ul style="list-style-type: none"> • Flyers for events (bookclub, radio) • Personal speaking videos • Video • Promotional content • Stories • Highlights 	<ul style="list-style-type: none"> • No set posting schedule • Posting mainly flyers - no additional content or resources
FEMCA <i>@femca_fr</i>	<ul style="list-style-type: none"> • Pastel Colors • Pinks, oranges, blues, purples 	<ul style="list-style-type: none"> • Text posts with helpful and relevant information • Portraits • Events • Reels • Stories • Highlights 	<ul style="list-style-type: none"> • Posts on a regular basis
Femmeuses <i>@femmeuses_</i>	<ul style="list-style-type: none"> • Neutral Tones • Pinks, blues 	<ul style="list-style-type: none"> • Informational and motivational text posts • Portraits • Book advertisements 	<ul style="list-style-type: none"> • Posting often (multiple times per week, month)
Team Fourmis <i>@team_fourmis</i>	<ul style="list-style-type: none"> • Neutral Tones • Light pinks, purples • Pictures of people from their club 	<ul style="list-style-type: none"> • Group photos • Portraits • Quotes • Reels • Stories • Highlights 	<ul style="list-style-type: none"> • Does not follow a set pattern of posting • Showcases events live and puts faces at the events advertised

As seen above, number of followers do not necessarily correlate to the number of interactions with the posts. Based on the interaction count, we found posts by *@femmeuses_*, that follow a typical aesthetic pattern, have the most success with engaging their followers and other viewers. Posting often allows followers to see posts on their feed more and will also attract profile views..

3.4.2 Instagram Algorithm

Social media algorithms regularly update as the use of a platform grows in popularity. Using other media platforms such as YouTube, grants access to identify updates to media platform algorithms. YouTube channels including Adam Erhart and Hootsuite Labs include examples of accounts dedicated to providing algorithm content and other marketing strategy tactics to their viewers. Instagram has shifted from strictly photo sharing, toward a more video content driven app. One of the larger factors that contribute to the growth of an account includes posting, known as Instagram “Reels”. Reels consist of mostly five to ten second videos that loop when a user interacts with it. Reels show up automatically after selecting one from either one’s feed or discover page, and cater to the user based on interactions with accounts that they follow (Hootsuite Labs, 2021). Because of this, posting reels gives an account the most accessible way of exposure to users that don’t already follow an account.

The three main factors that contribute to

the growth of an account consist of metrics including view-count, watch time, and Average View Duration (AVD). Dividing the total watch time by the total number of plays, including replays, calculates the AVD (Erhart, 2022). Posting short reels with an engaging caption of moderate length (about one to two sentences) allows the video to loop a number of times while the viewer reads the caption increasing an account’s AVD. This will then make it more likely to show up on more users’ reels feed, exposing the account to potential new followers. Using a variety of hashtags within the descriptions of posts also increases the exposure of the account to potential followers. Specifically, as of June 2022, one of the newest features of Instagram includes “Tall Images”. These images, larger than the standard square images, allow an image to take up more space on a user’s screen. Utilizing tall mages (as well as other new features as added), will give greater attention to posts that incorporate their newest features in efforts to “test” their impact.

3.5 Instagram Recommendations

The project team proposes future suggestions and recommendations on how to further manage the Instagram presence of Femmes et Diversité based on the above findings.

Having a growth mindset (Young-A Song, So Young Lee & Yoojung Kim, 2019):

Users with fixed mindsets tend to only follow people and brands that they like or use, yet this can limit the management of an account such as Femmes et Diversité. People with growth mindsets tend to follow accounts that rest within and slightly beyond the scope of their search, which allows for greater exposure to a population for related resources, clientele, and overall following in terms of maintenance on the account itself.

Choose an aesthetic:

Picking a theme for posts that provides consistency among the posts coincides with more interactions on the posts. Having a color scheme and consistent font that resonates with the values of Femmes et Diversité will create an aesthetic and encourage more people to view posts and consider following.

Post more general information and advertisements for events:

Using applications similar to 'Canva' allows the user to pick among a large and diverse collection of themes, colors, topics, and types of templates. It will benefit the aesthetic to choose a few templates/designs to use for posts and alternate between them using the chosen color scheme and fonts.

Try to post regularly:

Use an application similar to 'Later', which allows you to schedule posts as well as view the analytics related to that post. In order to post regularly, in an effort to attract more viewers, using a scheduling application will benefit Femmes et Diversité, as Instagram sits low on their priority list. It will allow for the creation of posts by presetting the image, with a caption, and the time of the desired posting.

Find the right time to post:

According to a study done in 2020, posts on weekdays result in higher number of likes and comments (Risqo M. Wahid & Muhammad Wadud, 2020). Specifically, posting during breakfast (6h00 - 10h00) and lunch (11h00-15h00) times attract a higher number of likes/comments than posting at dinner time (18h00-21h00).

3.6 YouTube Analysis

For the YouTube analysis, the project team chose companies with varying subscriber counts and homepage layouts. See **Table 17** for the categories used to organize information about each analyzed YouTube channel.

Table 17: YouTube Analysis Categories

Category	Purpose
Home Screen Layout	Describes the organization of content on the YouTube homepage
Layout Benefits	Explains the benefits of the layout
Layout Drawbacks	Explains the drawbacks of the layout

Table 18: Channels Chosen for YouTube Analysis

Company Name	Reason Chosen
Femmes et Diversité	<ul style="list-style-type: none"> • 98 subscribers • 100 average view count
L'Autre Cercle	<ul style="list-style-type: none"> • Aims to fight LGBTQ discrimination • 321 subscribers • < 100 average view count
Cegid Group	<ul style="list-style-type: none"> • Business management/ technology company that heavily advocates for longterm workplace diversity • 5.55k subscribers • < 100 average view count
Habitat et Humanisme	<ul style="list-style-type: none"> • Focuses on housing injustices caused by local renovation and regulation • 593 subscribers • 50-250 average view count

The following subsections discuss the channels analyzed, the reasons for selection, the benefits of different homepage layouts, along with how to optimize YouTube growth using the algorithm.

3.6.1 Similar Channel Analysis

The project team chose three YouTube channels from the client list in the database with smaller followings. This ensured that the channel had a similar goal of diversity, equity, and inclusion, and the view counts were not skewed due to a larger subscription count. **Table 18** depicts the three companies/channels chosen to explain their mission and typical analytics in comparison to Femmes et Diversité.

The project group analyzed different features of each chosen company's home screens, as this is the first thing viewers see when visiting a channel. Each of the differences are shown in **Table 19**. Using this analysis, the project group identified the potential opportunities for Femmes et Diversité.

As noted in **Table 19**, L'Autre Cercle chose to pin a video to their homepage which has gained over 600 views, whereas other videos attract less than 100 views on average (shown in **Figure 22**).

Table 19: Differentiation Between YouTube Channel Layouts Among Chosen Companies

Company and YouTube Channel	Home Screen Setup	Benefits	Drawbacks
Femmes et Diversité https://www.youtube.com/channel/UCuY50uGJLmNK38p9vckg_FA	<ul style="list-style-type: none"> Horizontal strip of all uploaded videos* 	<ul style="list-style-type: none"> Users can easily scroll through videos 	<ul style="list-style-type: none"> No video to capture viewer attention Important videos may get overlooked
L'Autre Cercle https://www.youtube.com/channel/UCNz3i9Q7LNt6zC02zOz4thA	<ul style="list-style-type: none"> One main video Videos organized by playlist below 	<ul style="list-style-type: none"> Main video attracted upwards of 517 views Easy search of videos by playlist category 	<ul style="list-style-type: none"> Viewers may only look at videos on home screen page
Cegid Group https://www.youtube.com/c/cegid	<ul style="list-style-type: none"> One main video Videos organized by playlist below 	<ul style="list-style-type: none"> Main video attracted upwards of 3000 views Easy search of videos by playlist category 	<ul style="list-style-type: none"> Viewers may only look at videos on home screen page
Habitat et Humanisme https://www.youtube.com/user/HabitatetHumanisme	<ul style="list-style-type: none"> Main strip of videos Horizontal strip of all their playlists YouTube shorts 	<ul style="list-style-type: none"> No influence or bias imposed on viewers 	<ul style="list-style-type: none"> New viewers may not be immediately drawn in May have trouble navigating rest of page due to large number of videos

*Home screen layout prior to recommendation implementations

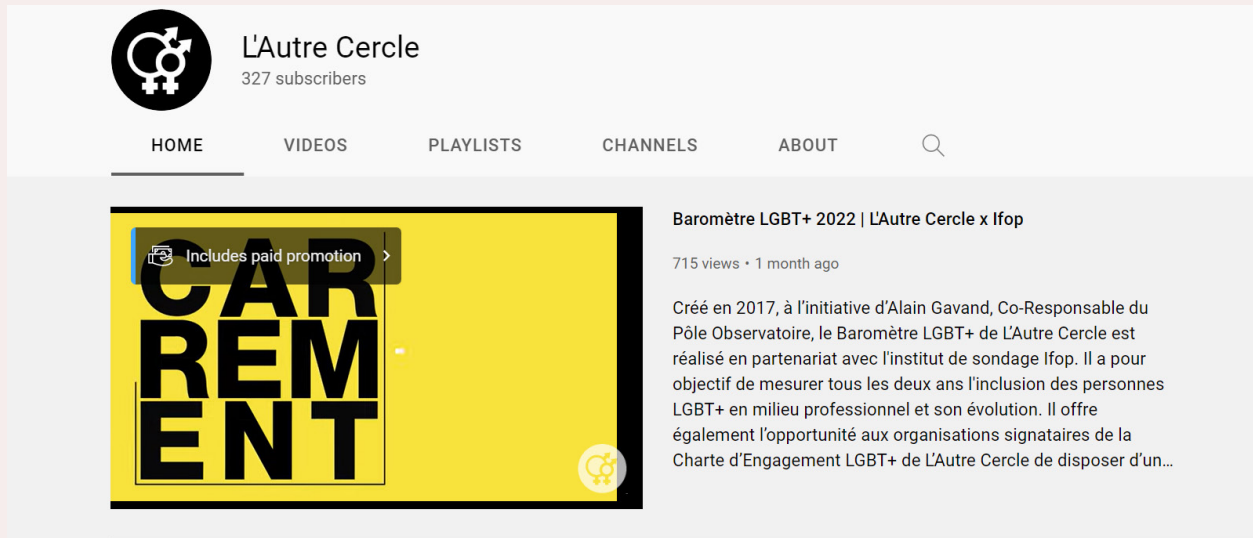


Figure 22: YouTube Homepage of L'Autre Cercle

As seen in **Figure 23**, Cegid Group also uses the same strategy of pinning a video to their home page, gaining almost 4,000 views.

Habitat et Humanisme takes a different approach by organizing their homepage by playlists, as seen in **Figure 24**.

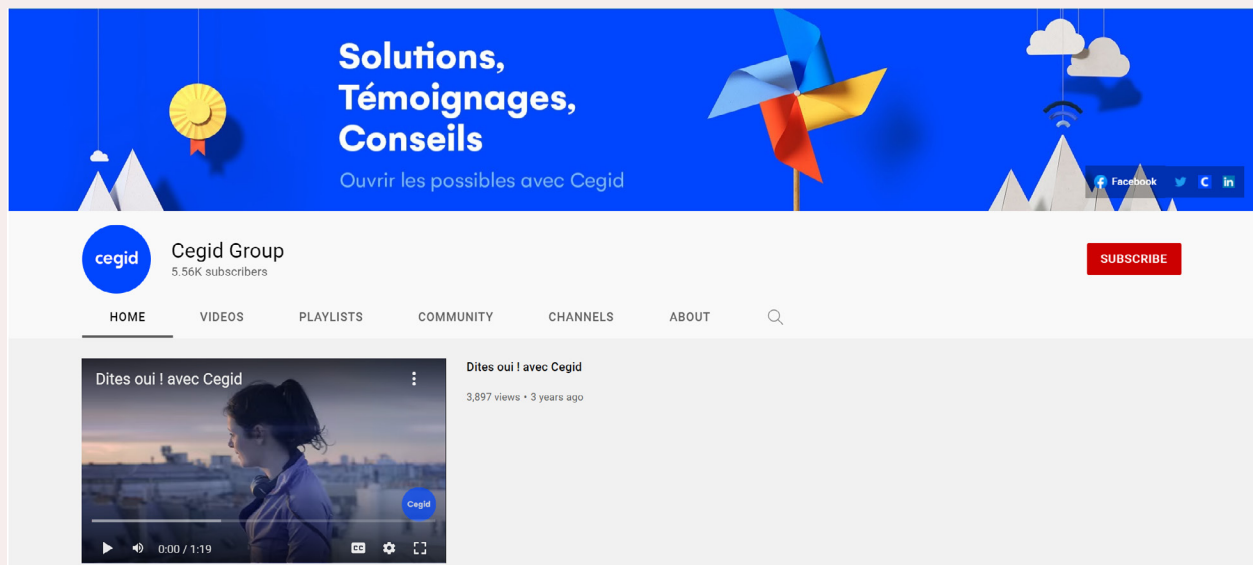


Figure 23: YouTube Homepage of Cegid Group

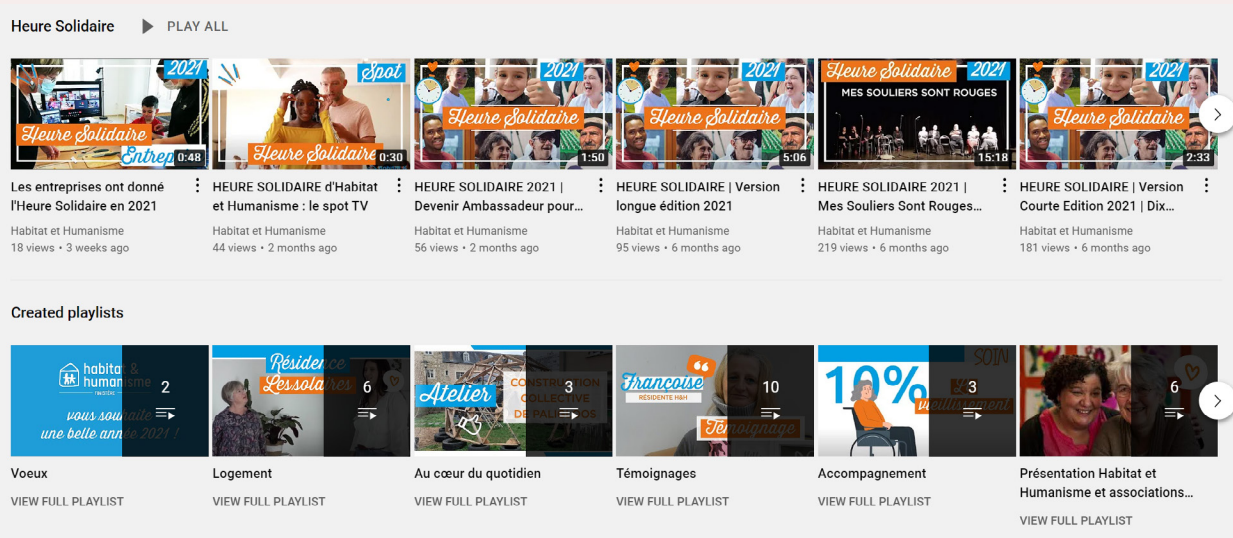


Figure 24: YouTube Homepage of Habitat et Humanisme

Although typical view counts stay low for the above channels, videos pinned to the homepage gain more traction than videos located within the ‘videos’ tab on a channel. By pinning videos to a homepage, people immediately see and often watch when visiting a channel, especially when the video plays automatically upon viewing the channel’s homepage.

3.6.2 YouTube Algorithm

The following table showcases the main point of focus when trying to grow a YouTube channel

and reach a maximum audience, researched from an article written by Jenn Chen, *How the YouTube algorithm works in 2022*. As seen in **Table 20**, the focus points consist of the main topics to improve a YouTube channel, followed by an explanation of its importance, and finally marketing tips for how to optimize the focus point on a business’s YouTube channel. Keep in mind the algorithm for social media such as YouTube continues to evolve and change, a YouTube channel will need to keep up with the ever evolving algorithm changes.

Table 20: Growth information based on current (June 2022) algorithm taken from the article *How the YouTube Algorithm Works in 2022* (Chenn, 2022).

Focus Point	Importance	Marketing Tips
Homepage	<ul style="list-style-type: none"> Performance Personalization 	<ul style="list-style-type: none"> Objectively review your own videos Upload consistently YouTube Analytics Traffic Sources
Suggested Videos	<ul style="list-style-type: none"> Signals liked videos watched together Related topics User’s Watch history 	<ul style="list-style-type: none"> Create a series made into a playlist Features to the ending of your videos Formats that fit the current trends

Table 20: (continued)

Focus Point	Importance	Marketing Tips
Search Engine	<ul style="list-style-type: none"> • Relevancy • Engagement • Watch time 	<ul style="list-style-type: none"> • Keywords used to find your videos • Write smart, searchable, maximal, and informative descriptions • Translation tools • Trends that can fit into your channel
Trending	<ul style="list-style-type: none"> • View count • Rate of growth in views • Where views came from 	<ul style="list-style-type: none"> • Make appealing, shareable videos • Check Analytics to see if videos show up in the trending tab • Consistent quality and schedule
Subscribers	<ul style="list-style-type: none"> • Biggest fans/most engagement • Show up on the home page 	<ul style="list-style-type: none"> • Remind viewers to subscribe at the best points of the video • Look at subscriber count in your analytics
Notifications	<ul style="list-style-type: none"> • Alerts sent to user up to three times per upload in a 24-hr period 	<ul style="list-style-type: none"> • Check analytics to see how much watch time produced from videos that appears in notifications • Encourage and explain notifications to your viewers • Publish videos at optimal times for your viewers

3.6 YouTube Recommendations

The project team proposes future suggestions and recommendations on how to further manage the YouTube presence of Femmes et Diversité based on the above findings.

Create and post a channel introduction video to pin on the homepage:

As shown above, the video pinned to the homepage gained a magnitude of views. Creating a short two-to-three minute video explaining what Femmes et Diversité does would help introduce viewers to the mission and types of content available on the channel.

Post shorter videos that portray the values and goals behind Femmes et Diversité:

Edit clips from the book clubs that highlight the true values of Femmes et Diversité or even good discussion points. This will allow viewers to have a quicker viewing of book clubs and only watch parts they might find relevant.

Creating playlists organized by themes or events hosted/ attended:

Femmes et Diversité YouTube channel can advertise the association itself, the number of views and subscribers overall does not need an immense number of subscribers in order for it to serve as a liable source for Femmes et Diversité for clientele to reference.

NEXT STEPS FOR FEMMES ET DIVERSITÉ



Photo by: Marina Nelson

Based on our findings and recommendations, the project team developed a six month plan for Femmes et Diversité to accomplish within the database as well as media communications. The team broke the plan up into three phases for digestibility:

4.1 Phase 1 (Months 1-2): Create a Website

Starting now through month two, the team encourages Leila to prioritize the website immediately following completion of our work with Femmes et Diversité. Complete the following steps within the given week layout:

Weeks 1-2: Create a strict schedule for website work/recruit help for website creation

Week 3: Purchase a domain and choose a hosting platform

Week 4: Choose color themes, images, and other content for website

Weeks 5-7: Draft a website with key recommendations

Week 8: Finalize website and publish

4.2 Phase 2 (Months 3-4): Begin to Implement Instagram and YouTube Recommendations

Upon completion of the website, the team suggests the initiation of implementing new tools on both YouTube as well as Instagram. A slow ease into these platforms will allow Leila to manage the platforms in a more digestible manner.

Week 1: Review Instagram recommendations and chose a theme that represents Femmes et Diversité

Weeks 2 -3: Create different templates for posts that follow the theme for easy use in the future

Week 4: Begin to post at least once a week starting from this point

Weeks 5-7: Create a video representing Femmes et Diversité (see below)

Week 8: Add any new videos to their respective playlists (see below)

Create a “Who is Femmes et Diversité”

Video:

Creating a short channel introduction video will help explain Femmes et Diversité’s mission to new viewers. After creating the video and uploading it to YouTube, it should get pinned to the front of the channel’s home page.

Continue Adding Videos to Playlists:

Continuing to add videos to playlists will make sure they appear in the appropriate section on the channel’s homepage. Add new videos directly to the appropriate playlist while uploading the video.

To make newly uploaded videos appear first on the homepage, follow the steps below.

“YouTube Studio” -> “Playlists” -> “Edit in YouTube” -> “Sort” -> “Date published (newest)”

4.3 Phase 3 (Months 5-6): Consistent Use of Instagram and YouTube

After establishing a base for both platforms, the term reinforces the importance of consistency on platforms for growth purposes. The last phase will contain maintenance as well as use of some new tools to kickstart growth.

Weeks 1-2: Add chapters to preexisting (longer) videos (see below)

Weeks 3-5: Edit a few (aim for 3) videos down into shorter clips

Week 6: Post these clips on Instagram using the “Reels” feature

Week 7: Move posting schedule towards (at least) twice per week: One photo post, one “Reels” post

Week 8: Add any new videos to their respective playlists (see above)

Add Chapters to Videos:

Adding chapters to both new and previously uploaded videos will help viewers navigate to specific parts of each video. Only videos longer than three minutes can have chapters, with a requirement of the utilization having at least three of these chapters, with one starting at 00:00. Use the following steps to add timestamps and chapter titles to a previously uploaded video description:

“YouTube Studio” -> “Content” -> “Options”
-> “ Edit title and description”

For new videos, add timestamps and chapter titles directly to the description while uploading the video.

Following the six month plan the team created, we also encourage Leila to consider the following projects, although not a priority compared to tasks mentioned within the plan:

4.4 Additional Steps for Future Consideration

The following actions suggest methods to help diversify income sources for the Femmes et Diversité association.

Update the HelloAsso Page:

Updating the links on the Femmes et Diversité HelloAsso donation page will most accurately reflect the association to potential donors. Replace the YouTube links so that they all lead to the Femmes et Diversité channel, rather than having some lead to the film-specific channel.

Reach a new Audience Through Varied Rewards:

To reach a new audience, expand the current donation-based memberships. Offering inside knowledge through film scripts and other exclusive materials may attract other smaller filmmakers and directors. This additional audience can generate further donations.

The following actions suggest methods to measure the long-term impact of the films to provide statistical evidence during client pitches.

Identify Metrics to Measure Film Impact:

Measuring the long-term impact of Femmes et Diversité’s films and portraits will help obtain new clients, donations, and support. I identify specific metrics to measure this impact. Measure and apply these metrics to all films and portraits, regardless of the client.

Measure the Identified Metrics for Each Client/Film:

Record and analyze metrics in a way that allows for meaningful analysis to properly understand the impact of the films. Determining a specific way to track the metrics will help Femmes et Diversité best understand their long-term impact and whether that impact changes over time.

Follow up with Previous Clients:

Following up with previous clients adds an additional way to measure the impact of the films and portraits. Obtaining testimonials from previous clients may help convince new clients of the value of Femmes et Diversité’s films. to refine specific aspects of the business model, refer to other information learned from previous clients.

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Appendix A: Database Tabs

Tabs from the database were uploaded as an additional document, which are named as follows:

A1_General_Information.xlsx

A2_Project_Callings.xlsx

A3_Clients.xlsx

A4_Prescripteurs.xlsx

A5_Events.xlsx

Appendix B: Client Pitch Presentation Template

The presentation template was uploaded as an additional document named:

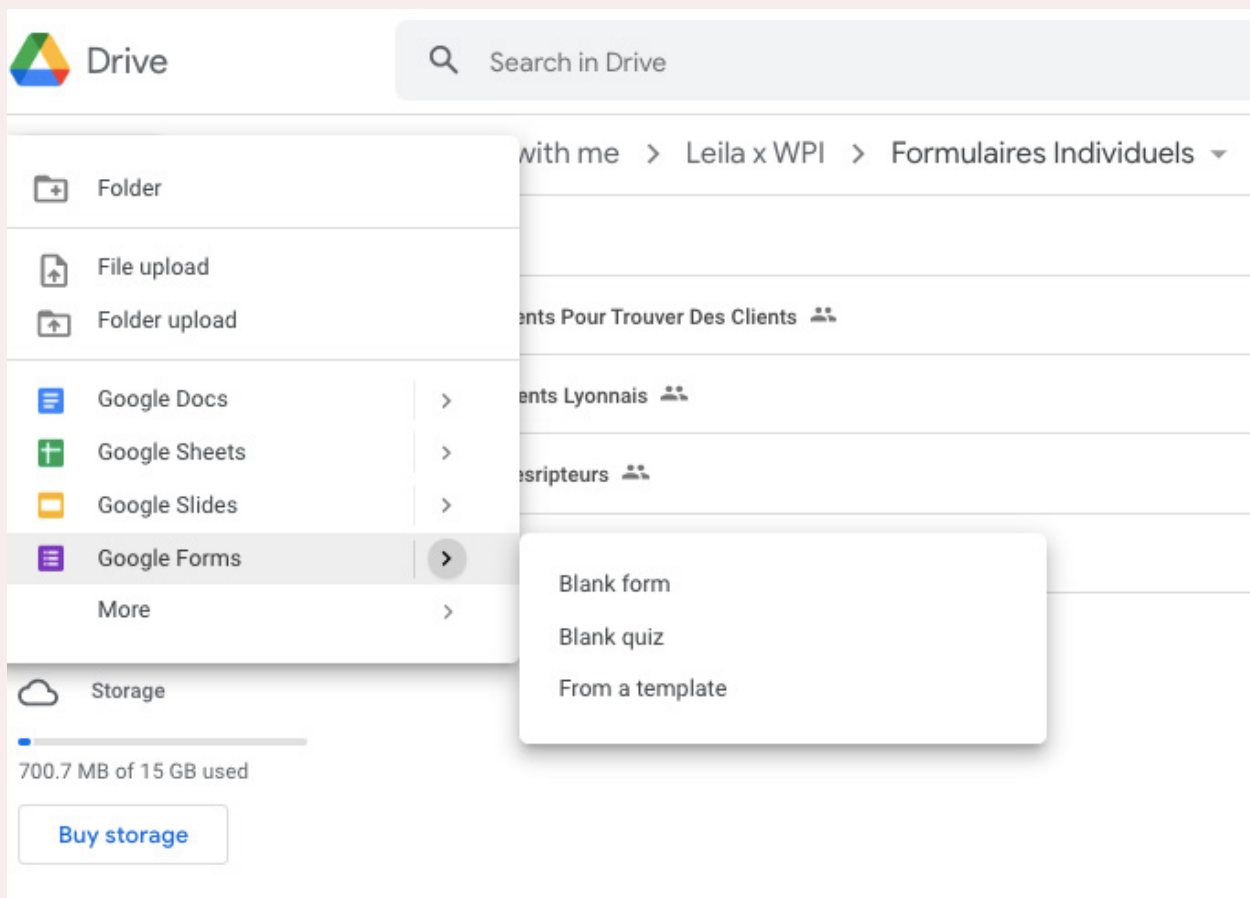
B1_Client_Pitch_Presentation.pptx

Appendix C: User Guide

Making a Google Form for a New Database Tab

1. Navigate to the shared folder that holds the remaining forms that correspond to the other tabs on the spreadsheet as well as other shared supplemental materials.

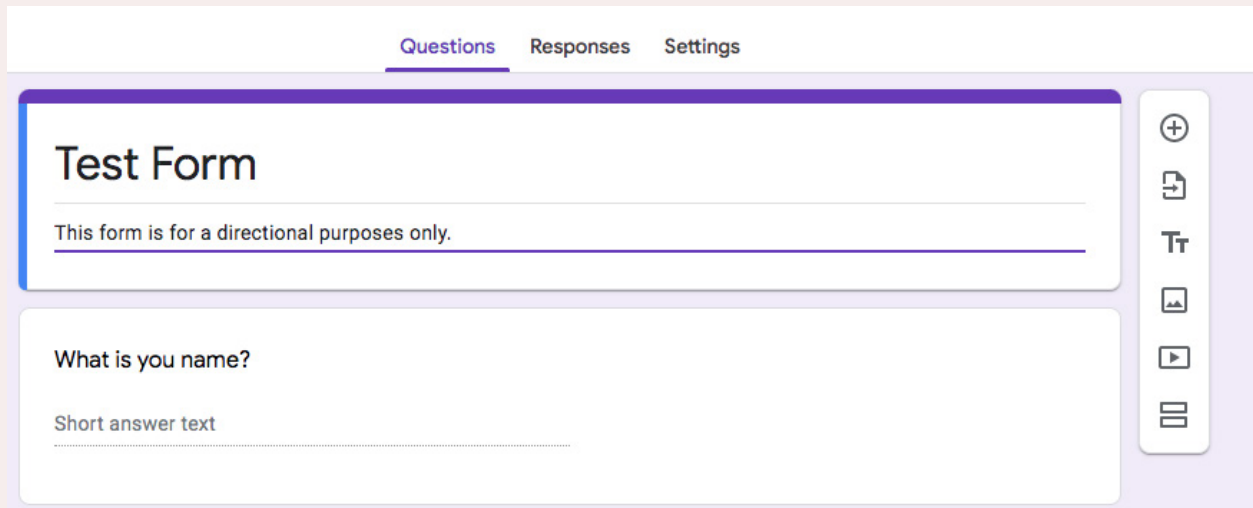
2. Within the folder “Formulaires Individuels” create a new form by selecting “Blank Form” as shown below and enter the desired questions or areas you wish to cover, these will represent separate columns in the spreadsheet.



Setting up the Google Form

1. Open the form. At the top of the form, provide a brief description of the form as if a stranger could understand how to enter information.

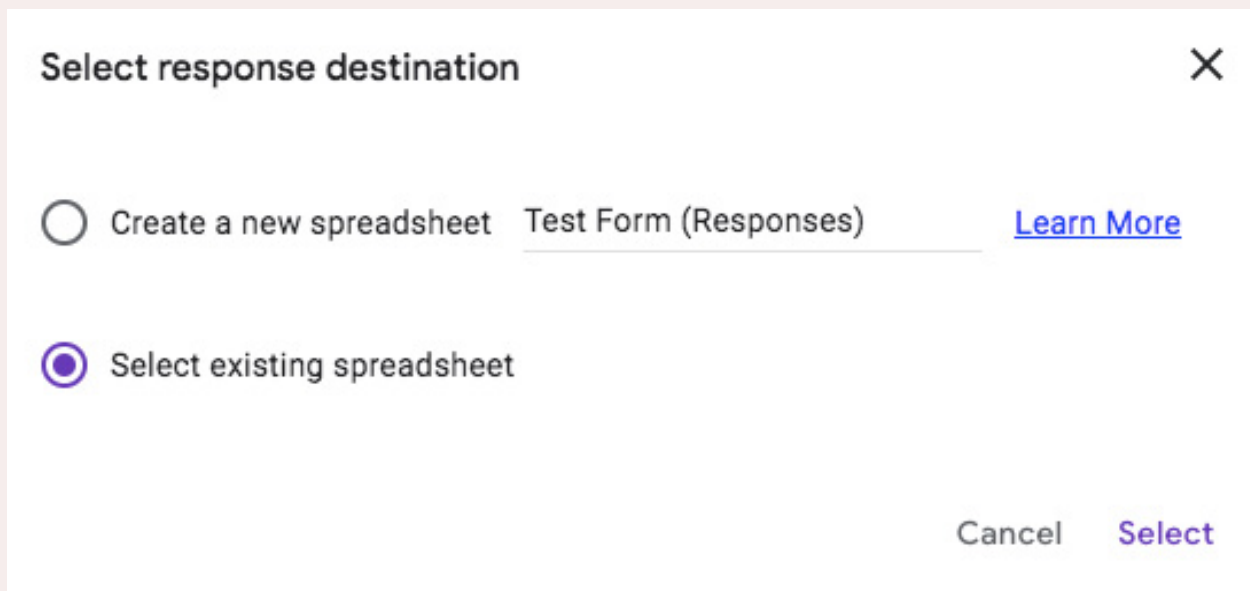
2. Responses to this form will be formatted into rows in the spreadsheet.



The screenshot shows the Google Forms editor interface. At the top, there are three tabs: "Questions" (which is selected and underlined), "Responses", and "Settings". Below the tabs is a form titled "Test Form". Under the title, there is a description: "This form is for a directional purposes only." Below the description is a question: "What is you name?". The question is followed by a "Short answer text" input field. On the right side of the form, there is a vertical toolbar with several icons: a plus sign, a document icon, a text icon, a photo icon, a video icon, and a list icon.

Synching the Form to the Existing Spreadsheet

1. Open your form and click “Responses.”
2. Click the three dots next to the green button and click on “Select response destination.”
3. In the pop-up box, click on “Select response destination” and click “Select existing spreadsheet.”
4. Click “Select” and select the “Les Informations - Diversité et Inclusion” spreadsheet from the options.



The screenshot shows a dialog box titled "Select response destination" with a close button (X) in the top right corner. There are two radio button options: "Create a new spreadsheet" and "Select existing spreadsheet". The "Select existing spreadsheet" option is selected. To the right of the "Create a new spreadsheet" option, there is a text input field containing "Test Form (Responses)" and a blue link labeled "Learn More". At the bottom right of the dialog, there are two buttons: "Cancel" and "Select".

5. Open the “Les Informations - Diversité et Inclusion” spreadsheet
6. At the bottom, it should say “Réponses au formulaire” and may include a number after it (the example says “Réponses au formulaire 8”).
7. Right-click it and rename it to the title or theme of the form.

