« OK, so, what is Mobilizon? How can this free and federated tool help me to progressively do without Facebook for my groups, pages and events? And where do I go to get started, where do I sign up? »

Let’s answer these questions with a lot of pictures, and (relatively) few words.

- [la version française originale de cet article est ici sur ce blog](http://example.com);
- Read here an introductory article describing the history, current features and future plans for Mobilizon.

**This is Rôse, the mascot of Mòbilizon**

Conceived and designed by David Revoy (the author-illustrator of Pepper and Carott, who has just self published albums of his webcomic), Rôse represents the people for whom we designed Mobilizon.
Meet Rôse, Mobilizon’s mascot.
illustration : David Revoy (CC-By)

A fennec whose wicks recall the star of a compass rose, Rôse is autonomous, voluntary and lives in a beautiful but arid, sometimes hostile landscape. Rôse needs to get together with her fellow fennecs beings to organize and mobilize themselves around actions that can change her world, one grain of sand at a time.

If you don’t recognize yourself in Rôse, don’t panic: Mobilizon might still work for you! However, this service might surprise and confuse. You won’t find any ads, influencers, or the hobby where we watch the lives of our loved ones staged like a reality TV show.
To better understand our intentions and the choices behind Mobilizon, you can visit joinmobilizon.org (short version), or read our lengthy introductory article on the Framablog (detailed version).

Our photo novel: Rôse Mobilize

Rôse discovers an event on Mobilizon

Rôse feels that the hyper-consumerist society in which we live is destroying the planet. One day, on one of her usual social media platform, Rôse comes across a link to an event called « More trees, less ads! » The title amuses and challenges her, so she clicks.
More trees, less ads

About this event

Let’s hide the advertising-monitoring screens!

Screens that monitor us
These screens pollute our cities, our public spaces and our brains.
But the worst thing is that they observe us and take notes.
Indeed, the sensors integrated into these advertising screens try to measure our feelings and our reactions to the advertisements that are shown!

Turn your back to the ad (with an umbrella)

We remember that it is forbidden to vandalize these advertising screens.
On the other hand, nothing prevents you from standing in front of these screens with the largest umbrella in your collection, to block their vision to the sensors.
These moments of human advertising blockade are often a time of anxiety where you can explain to passers-by that you are protecting their privacy!

An ad block in a trail

The idea of this event is to challenge people passing in the public place. To invite them to contribute to our action, you can offer them to hold the umbrella for a few minutes in exchange for a snack!
We have many umbrellas to distribute throughout the day, hopefully passers-by will play the game!

Some comments

These events may interest you

Móbilizón

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She arrives on a website she has never seen before which seems to be called « Mobilizon ». She is invited to go and hide an advertising videoscreen by standing in front of it with an umbrella. She learns that those screens are not only polluting our public spaces with images that capture our attention, but they are also equipped with cameras and sensors that analyze the number of passers-by, their reactions, etc.

She would like to participate in the event presented but doesn’t want to create a new account on yet another site. Rôse decides to participate « anonymously » in the event.

![Image of participation form]

You do not need an account to participate in an event published on Mobilizon: the site simply asks Rôse to confirm her participation by email. That’s OK, she already has a « trash » email address that she uses for her online shopping, and unfamiliar sites that may resell her contact information.
A few days later, Róże goes to the event site and meets the group of ContribUtopists. They invite her to exchange a quarter of an hour of her time, blocking the advertising screen with an umbrella, for a tree cutting that she could plant at home. Róże loves the idea and spends the morning sympathizing with the ContribUtopists.

**Róże registers on Mobilizon**

Benedict, the group’s organiser, explains to Róże that these screens work like Facebook: they impose advertising in our lives while capturing our behaviors and data. He advises Róże to go to mobilizon.org to find out for herself about the alternative that the ContribUtopists have chosen.
Rôse is convinced, she wants to try Mobilizon. She understands she needs to find an instance, i.e. a Mobilizon website that will host her account and data. She tells herself that if she has to entrust her data, she wants to find a trusted host. So she goes to the « about » page of several Mobilizon instances to see how these hosts present themselves and what their rules are.
Ròse has found her instance, and off she goes. She suspects that she is not going to leave Facebook overnight, but thinks that she can start by registering on Mobilizon, even if it means having to publish the links to the Mobilizon events and groups she wants to promote on Facebook.
Rôse wants to join a group

Once her account is confirmed and her profile complete (finally a site that doesn’t require acres profile information!) Rôse goes to the ContribUtopists page to join the group.
Unfortunately, the « join the group » button does not work and is grayed out. Obviously, you can’t ask to join a group, you have to be invited. When Różę looks into the matter, she realizes that it’s just a matter of time before this feature is added to the site.

She looks for ways to get invited to the ContribUtopists group and sees that there is a post « Join the ContribUtopists! » on the group’s page. These posts look a bit like a blog.
She follows the instructions and goes to the page of the event she attended and adds a comment reminding everyone who she is and asking to be invited to the group.
The surprise birthday of Rôse’s mother

Rôse’s mother’s birthday is coming up. Narcisse Boréal, her dad, asks her daughter how to organize a surprise party without using Facebook, so as not to blow the whistle. Rôse, the family geek, explains to her dad how to create an account on Mobilizon.
Narcisse creates an event to invite family and friends to his partner’s surprise birthday party. It’s a fairly short form, and the options are self-explanatory.
Update event Iris's birthday!

**General information**

**Title**

Iris's birthday

**Starts on**

15/05/2023

12:00 AM

**Ends on**

20/05/2023

9:00 PM

**Description**

Iris will be two, where "two" means anything in her birthday event!

🎉 Let's celebrate! 🎉

The cake tasting and the opening of the gifts will take place at 5:30 pm!

👏 Self-management 😊

Please come with something to eat and/or drink!

two Throwing open

Possibility to sleep above 🎈

**Website URL**

[Link]

**Organizers**

**Who can view this event and participate**

- Visible everywhere on the web (public)
- Only visible through this link (private)

**Public comment moderation**

- Allow all comments from logged-in users
- Close comments (all except admins)

**Status**

- Published: This is a confirmed event
- Contacted: Still has to happen
- Cancelled: Will not happen
Rôse goes to her Mobilizon instance, but does not see the event created by her father. She realizes that he has registered on another Mobilizon website, another instance. Fortunately, these instances are federated: using the search bar of her instance, Rôse can find the event that her father has created on his instance.

Rôse compartmentalizes family and activism

Rôse hesitates to register for her father’s event. She doesn’t want her family to see that she used this account for her activism within the ContribUtopists! So she decides to go to her account settings to create a new profile.
Róże registers for her dad’s event with this new profile, which she will use only for family events.
She takes the opportunity to share the event with a few family members and then exports the event to add the date to her online calendar.
Rôse mobilizes for the ContribUtopists

In her notifications, Rôse notices that the ContribUtopists have read her message and invited her to join the group. She goes back to her activist profile to accept the invitation.

In the group, she sees a new discussion about the lessons learned from the previous event and the group’s next initiative.
After a few weeks, Rôse’s involvement and commitment did not go unnoticed. Benedict, the administrator of the ContribUtopists group on Mobilizon, decides to promote Rôse as moderator of the group.
Rôse makes collective intelligence work!

Becoming a moderator will allow Rôse to organize the next ContribUtopists event. She creates a draft of the event « Another Collage on the Wall » to discuss it with the group.
However, Rôse does not know how to best describe the event. She decides to make collective intelligence work for her and create a collaborative writing pad. On Mobilizon, this is done in two clicks, from the group’s Resources space.
The group worked well, the text is great. Róse just has to put it in the Another Collage on the Wall event description and publish it!
Another collage on the wall
By @the_contributopists

Because the street belongs to everyone, it also belongs to all of us!

Let’s take the opportunity to embellish it! To make it political! To make it militant!

We have to stick together! Whether you simply want to embellish the walls with your drawings or spread a progressive and inclusive message, or even just come and see: join the happy team!

Location
Tower of London
Tower Hill (London)
Show map

Date and time
On Thursday, November 5, 2020 from 6:00 PM to 11:00 PM

Organized by
The ContribUtopists
@the_contributopists

Comments
Prologue: Fennecs don’t fall far from the burrow

A few days later, Rôse goes to the event. What a joy to see so many people registered! Suddenly, as she was reading the comments of the event, Rôse utters a little cry of surprise:
Several members of her family registered for the Another Collage on the Wall event, without knowing that it was Rôse who had organized it! There's even her father asking to join the ContribUtopists.

With a smile, Rôse thinks that she will have to show them how to create several profiles on Mobilizon, if they are interested.
Mobilizon.org, our gateway to Mobilizon

Not everyone is like Rôse and everyone will have their own way of approaching Mobilizon: some will want to sign up right away, others will want to understand the political concepts behind the digital tool, and yet others will want to know how it works.

That’s why we created Mobilizon.org: it’s THE site to remember and share, which will direct you to

- Mobilizon discovery tools, including a demo instance;
- our selection of instances (including the one we host, for French-speakers only), hosted by organizations that have been friendly enough to launch this federation together;
- a community index of instances, which will fill up as we go along;
- help tools and mutual aid to document and exchange tips for Mobilizon.
It took time and hard work to create all these tools. Our small association (35 members, 10 employees) is financed almost exclusively by donations. If you would like to support this work and encourage us to continue, you can do so by making a donation, which is tax deductible for French taxpayers.

Support Framasoft

Another way to support our actions is to take them over, use them and make them known. From now on, it is up to you to get together, organize and mobilize... with Mobilizon!

Get started on Mobilizon.org