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What digital tools should the community manager use?

The community manager might use modern, digital tools to work with the local population. Especially during the COVID-19 pandemics, the knowledge and skills in the digital environment became an essential part of our everyday life. But what are the pluses and minuses of the work in the digital world?

| ADVANTAGES | DISADVANTAGES |
|---|--|
| Easier to connect and reach other people in the community | Vulnerable groups, including older people, don't have the necessary skills for the digital world |
| Possibility of remote work and collaboration | Access to internet |
| Easier to reach young people | Lack of equipment |
| More creative solutions are possible | Technical skills needed, especially for more complicated solutions |
| Possibility to work with people outside the region | |



(At least) 10 best digital tools to work within the local community

1. COMMUNICATION AND COLLABORATION TOOLS

When you start working as a community manager, you must have the basic tools for communication. Of course, this can be just a basic e-mail inbox. Still, we suggest using some more professional tools where you can also work with files, communicate in specific groups, share some interesting video material or work on the project management!

OUR CHOICES: [Google Workspace](#) or [Microsoft Office 365](#)

2. PROJECT MANAGEMENT TOOLS

If you want to lead a project within the community, you should use the tools that help you control and manage specific tasks within the project. Especially when doing big projects, these tools are absolutely amazing.

OUR CHOICES: [Trello](#) or [Asana](#)

3. VISUAL COLLABORATION TOOLS

There are very nice visual collaboration tools within the growing array of modern apps that help you visualise your ideas, create a mind map, or work on a specific canvas (e. g., Business Model Canvas).

OUR CHOICES: [Miro](#), [Mural](#) or [Mentimeter](#)

4. DESIGN TOOLS

A few years ago, the only way to create a friendly and attractive design would be to use expensive professional apps and hire still more costly designers. Recently, many apps offer you the same experience for free or at a low price.

OUR CHOICES: [Canva](#) or [PicMonkey](#)

5. WEBSITE BUILDER

Building a website is a strange thing – it can cost you from 0 to a thousand euros. Nowadays, you can find many tools in the vast internet space where you don't need any coding experience (e.g. WIX).

OUR CHOICES: [Wix](#) or [WordPress](#)



6. E-MAIL MARKETING

To reach your target group, we suggest working on professional e-mail communication. You will look much more professional and have GDPR requirements fulfilled.

OUR CHOICE: [Mailchimp](#)

7. SURVEYS

When you work with the wider community, you might need to collect data for your research. The best way to do this is by creating an online survey.

OUR CHOICE: [Typeform](#)

8. VIDEO DESIGN

For the best reach, prepare some short videos. It's the best way how to work with different target groups. Again, video editing is not as complicated as it was in the past.

OUR CHOICES: [Lightworks](#) or [Animoto](#)

9. SOCIAL MEDIA

Social media is a field which cannot miss in any review of modern digital tools. Use social networks to reach your target group. There are many different social networks, and it's up to you which one you use.

OUR CHOICES: [Facebook](#), [Instagram](#), [LinkedIn](#)

10. LEARNING PLATFORM

When you start working with the community, you might also step into the field of education. Why don't you provide a course for the local community? It's the easiest way how to engage with people!

OUR CHOICE: [Moodle](#)