

# Tools for creating grassroots activity

"Social media" is simply a way for us to communicate and interact online. However, with so many tools (often called apps) available; it can be bewildering to pick the right ones to suit your group's communication and administration needs.

Whether you're new to using online tools or already use them, this simple guide lists some of the more common tools, their function and what devices you can use them on. We hope you'll find it useful when deciding what will work best for your group and its planned online activity.

|                               | Options & Condition  | Device  | Additional information  |
|-------------------------------|--|---|---|
| <b>Video chat: one to one</b> | Facebook Messenger, Google Meet, Skype, WhatsApp, Zoom                                 | Available via downloadable apps on smart phone, tablet, laptop, desktop computer        | WhatsApp messages available on PCs by using <a href="https://web.whatsapp.com/">https://web.whatsapp.com/</a>   |
| <b>Video chat: group call</b> | Facebook Messenger Rooms (each person needs a Facebook account) - call up to 50 people | Available by downloading an app on smart phones, tablets, laptops and desktop computers | N/A   |
|                               | Google Meet (each person needs a Google account (free) – call up to 100 people         | Available by downloading an app on smart phones, tablets, laptops and desktop computers | Requirements for using Google Meet: <a href="https://support.google.com/meet/answer/7317473?hl=en">https://support.google.com/meet/answer/7317473?hl=en</a> |



## Options & Condition

## Device

## Additional information

### Video chat: group call

Skype (Up to 99 people)

Available by downloading an app on smart phones, tablets, laptops and desktop computers

Available even if you don't have a Skype account  
<https://www.skype.com/en/free-conference-call/>

WhatsApp (each person needs a WhatsApp account (free) – call up to 8 people)

Available via downloadable app on smart phone

WhatsApp messages available on PCs by using  
<https://web.whatsapp.com/>

Zoom (free account available but 40 minutes limit on calls which include more than 2 people)

Available by downloading an app on smart phones, tablets, laptops and desktop computers

Note: Number of people visible on single screen varies between device e.g. up to 4 per screen on smartphone/tablet, up to 49 per screen on a laptop or desktop computer

### Group messaging

Facebook Messenger, WhatsApp



## Options & Condition

## Additional information

### Sharing images/files (not synchronised)

Dropbox, Google Drive (Google accounts get 15 GB of free storage, shared across Google Drive, Gmail and Google Photos)

**Dropbox:** store and share files, collaborate on projects, all your files are backed up to the cloud and available online; save, access, and share your important stuff from anywhere, at any time, on any device.

**Google Drive:** back up and access all your files from any device. Easily invite others to view, edit or leave comments on any of your files or folders.

### Sharing images / files (synchronised)

Email programmes e.g. Gmail, Hotmail, Yahoo (attach images/files to an email)

## Options & Condition

## Device

## Additional information

### Collaborative working

Calendly (online appointment scheduling)  
<https://calendly.com>

Available via browser on smart phone, tablet, laptop, desktop computer

Link to your online calendar to enable people to make appointments with you



Zoom (free account available but 40 minutes limit on calls which include more than 2 people)

Available by downloading an app on smart phones, tablets, laptops and desktop computers

Note: Number of people visible on single screen varies between device e.g. up to 4 per screen on smartphone/tablet, up to 49 per screen on a laptop or desktop computer

## Options & Condition

## Device

## Additional information

### Collaborative working

Slack (comprehensive collaborative messaging platform that includes powerful tools and integrations)

Available by downloading an app on smart phones, tablets, laptops and desktop computers

Save time by seeing all the discussions and files about a project in one place: a channel <https://slack.com/intl/en-gb/resources/using-slack/an-email-veterans-guide-to-slack>

Trello (tool for creating and managing projects in list format)

Available by downloading an app on smart phones, tablets, laptops and desktop computers



This guide has been written by Pauline Roche for Ageing Better in Birmingham.

Ageing Better in Birmingham is part of Ageing Better, a programme set up by The National Lottery Community Fund, and aims to develop creative ways for people aged over 50 to be actively involved in their local communities, helping to combat social isolation and loneliness. The programme is delivered in partnership with different organisations across the city, led by Birmingham Voluntary Service Council (BVSC).