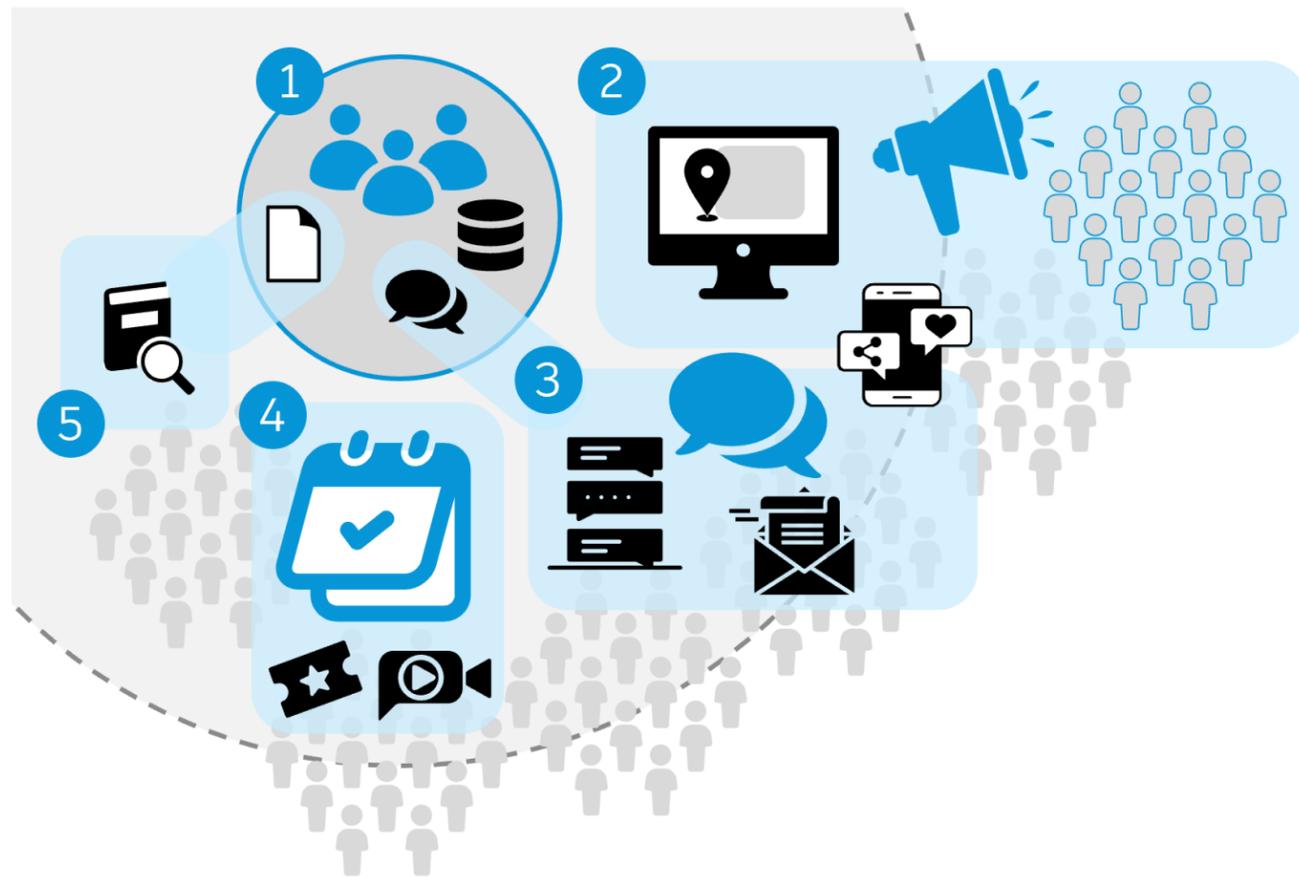# Tools for Groups

Groups use a variety of tools to organize their activities, host conversations, connect people, and engage both members and the outside world. The choice of tools will be driven by your group's goals, membership, and interaction preferences.

There is a constellation of tools available to support group activity. The keys are to keep things simple, grow organically, and connect activity and data as much as you're able to.

Use Cases

1 Group Leader Work

Group leaders need tools to plan group activities, stay connected with each other, and manage the data associated with running groups. (shared documents, files, databases, surveys).

2 Websites, Social Media and Marketing

Having a public *face* and a public *voice* of your group helps people find & understand your group.

- The front-door of your group could be a website that is a central point for information on what your group does, how to engage, and what's coming up.
- A social media account can be the group's voice: where leaders can broadcast to the world what the group is doing and you can see who else is engaging with the group.

3 Community Conversation and News

The information and value exchanged in conversation is the core value of a group. Peer-to-peer tools enable people post ideas, questions, requests for help and support, and job opportunities. Announcements and news from group leaders might be sent through email distribution lists.

4 Event Planning and Hosting

Event planning tools give you a way for people learn about the event and sign up, and might complement your group website. There are various platforms for hosting virtual meetings. For hosting physical gatherings you may want to create a portable kit of AV equipment and signage.

5 Knowledge, Content, and Code Management

If your group is focused on generating knowledge and content, you may end up with a library of past presentations or some other knowledge artifact you maintain as a group. If you have a developer group, you may work on or maintain code repos.

- **Ask yourself:** What tools is your audience already using? What tools do I like to use?
- See the List of tools and links page on the Community Dojo to see tools in each of these categories.
- The Autodesk Group Network provides Meetup.com to any group in the network that would like to use it. See the Benefits Guide for how to ask for funds to subsidize other tools you might need.