List of useful programmes for managers – Please feel free to recommend further programmes

For communicating with your staff, partners, boards etc.

- **Skype** – useful for chatting, but also for cheap phonecalls and for telephone conferences (up to 5 persons) – no costs if both sides have skype installed and are connected to Internet, but also possible and not expensive when involving one or more people with their landline or mobile phones. Conference calls are only possible with people with whom you have exchanged your contacts. The quality can sometimes be very good, sometimes not so good. Skype also offers a lot of additional programmes which can be downloaded free of costs, e.g. "Inner Pass Share and Collaborate" which allows you to invite somebody to your computer screen and look at a document together (a similar programme is the "Teamviewer") or "Pam Fax" which allows you for a small fee to send faxes from your computer if you don't have a fax machine. (check under "extras"). / Nowadays Skype offers new HD professional quality conference calls (an HDI Camera costs about 100 USD nowadays)

- **Zoom** - https://zoom.us/ for videoconferencing and webinars
  Since Skype started having more problems, we have been using Zoom more and more. It offers good quality video conferences which can also be recorded, you can share your screen etc. The free version only allows for 45 minutes of video conference, then you have to reconnect, but it's easy.

- **Facetime (for apple users) / Google Hangout**

- **Go to Meeting** - gotomeeting.com as videoconference system

- **Star Leaf Bre**eze - www.starleaf.com for webinars, good but expensive

- **Voxer** – for free calls from mobile phones with other people who also have this programme

- **What's App** – for free SMS to people who have smartphones and also install What's App / since Whatsapp belongs to Facebook there have been restrictions for the use at work (because it demands access to your address book). There are alternative programmes such as Signal, Telegramme or Threema which are more secure

- **Dropbox** – allows you to "share folders" with a group of people. You download the freeware programme , create a folder and then invite others to share the folder. Do keep a copy of the documents on your own computer since un-experienced Dropbox-users may accidently delete files when trying to copy them to their computer by "drag and drop". Freeware version has a limit in space, you can get more space by inviting others to use dropbox – when they accept your invitation your space is increased, and you can buy a version with more space.

- **YouSendIt** – for sending big files to your cooperation partners without jamming their inbox or to people whose mailing system has a limit for e-mail attachments / Freeware version has limitations (one file at a time, certain maximum size etc.), better version can be bought

- **AllChars** – little freeware programme which allows you to write characters needed in some languages (e.g. ø, ñ, ë etc.) through a simple combination of keys which can easily be remembered (in this case "Ctrl" + "/" + "o" or "Ctrl" + "~" + "n" or "Ctrl" + """ + "e")

For databases:

- **Filemaker Pro** (originally for Apple but now available for PCs as well)

- **Access**

- **Lotus notes** (though less easy to handle than the other two)

For budgets etc:

- **Excel**

- **Open Office**

For layouting:

- **Adobe In Design** (replaced Adobe Pagemaker) – can be bought as part of the "Adobe Creative Suite" which also contains Acrobat Reader Pro - see below)

- **Quark Xpress**
  (You can also make layouts with Word, but the programme is not really meant for it – In Design and Quark Xpress were originally programmes for Apple/Macintosh and used by professionals in the field of graphic design. While Word and Excel are made for people who do not have much training / knowledge and they thus "think for you" in many ways, the In Design and Quark Xpress may take a little longer to learn but only do exactly what you ask them to do)

For editing PDF files

- Freeware/Shareware: **VeryPDF Stamp** (you can "stamp" something in the PDF files, for example a header or a word such as "draft" etc.)

- **Adobe Acrobat Pro** (as part of the Adobe Creative Suite or individually) with which you can edit PDF files, delete pages, add pages, add headlines, add comments etc.

For scheduling (fixing meeting dates, skype meetings etc.)

- **Doodle:** http://www.doodle.com/

- **Datumprikker (in Dutch, but you can change language to English in the settings):** http://www.datumprikker.nl

- **SCHED**: For the scheduling and online booking of conferences (and/or similar programmes): https://sched.com/

For sharing documents with working groups etc.

- **Dropbox – www.dropbox.com** (see above, page 1)

- **Ether Pad** - http://etherpad.org/

- **Google Docs** – https://drive.google.com/?pli=1&authuser=0#my-drive
   (also includes the possibility of online forms etc.) / Google apps

- **Base Camp** – http://basecamp.com/ (also includes a calendar ...) – costs money for the organisation buying it but you can invite people for free

- **Podio** – https://podio.com/ (to manage communication with groups, members etc.) – costs money for the organisation (higher costs the higher the amount of users you want to involve), but you can invite people for free

- **Asana** – www.asana.com (task and project management system)

For surveys: www.surveymonkey.com / google forms / **- see** https://www.wordstream.com/blog/ws/2014/11/10/best-online-survey-tools
You can also use google surveys

For colouring maps (to be used in presentations for example)

- **Mapchart** map coloring website: https://mapchart.net/europe.html

Online communication tools
- **Facebook** www.facebook.com – the most important social network nowadays and essential. Create a profile for yourself, contact people to become your friends, create a page for your organisation, encourage people to like your page (= become your fans), place Facebook adverts (costs e.g. 200 USD for 5 days can bring up to 2.000 new fans) – point people to a Facebook page with this advert
- **Google+:** https://**plus**.**google**.com – *though it's dying*
- **Buddy Press:** BuddyPress.*org*
- **LinkedIn** www.linkedin.com and **XING** www.xing.com – similar to Facebook but for professional networking. Linkedin, for example, can be useful to find media professionals, Media people etc.
- **Youtube** www.youtube.com – to publish videos (max. 10 minutes), or to upload videos you want to send to other people (you do not need to make them public)
- **Vimeo** www.vimeo.com – quality alternative for youtube, for high-quality videos, to publish them but also to share them with others (big files)
- (**Dailymotion** – www.dailymotion.com – news channel on which you can also post videos etc.)
- **Livestream** http://new.livestream.com/ free video streaming, live video streaming - Twitter 'chat' and Facebook chats can be included under the video / also has a Facebook app for inclusion of videos in Facebook
- **Ustream** www.ustream.tv/ Broadcast video live in minutes
- **Google/YouTube-stream** and video companies like **Maestro** and **Cisco** are also possible options
- **SoundCloud** www.soundcloud.com - SoundCloud is a platform that puts your sound at the heart of communities, websites
- **Google analytics** www.google.com/intl/de_ALL/analytics (for statistics of your website use)
- Alternative: **Piwik** www.piwik.com, a downloadable, open source real time web analytics software programme, about which there seem to be less doubts concerning data-protection
- **Hootsuite** www.hootsuite.com - Social Media Dashboard (basic service free, better service has to be paid) – allows you to monitor and work on your different social networks and different profiles within one network at the same time
- **Tweetdeck** www.tweetdeck.com – similar to Hootsuite, but you download a programme on your computer
- **Mailchimp** www.mailchimp.com – a mailing programme for mass mailings – free up to 12,000 emails per month
- **Techcrunch** www.techcrunch.com - Group-edited blog about technology start-ups, particularly the Web 2.0 sector

- **Mashable** www.mashable.com – Social Media news blog covering cool new websites and social networks: Facebook, Google, Twitter, MySpace and YouTube
- Ning www.ning.com - The World's Largest Platform for Creating Social Website, meaning that you can create your own Social Network

_____

Some guidelines for communication (by Matt Clark, Jeunesses Musicales International matt@jmi.net

- There is so much choice in Europe .... communications are very important
- Ask for people's opinions
- Use their language
- Use words for action in your communication "watch the video", "donate" etc.
- Use simple messages! (like Santa Claus whose main message is that he is friendly and brings present), short, snappy, concise, funny
- "Became the yuppies that you hate" – e.g. using a smartphone
- "There is only the quick and the dead"
- Size matters – how big is your network? (The Facebook generation)
- Content is still king – on the net: everything you put online (pictures, videos etc., things people can consume) think about which content is interesting for whom.
- People do not read online – they want to see and hear!
- Find volunteers to do your communications! They must be competent, e.g. ask them which applications exist, ask them for their vision etc. – but also outsource things .... / involve communication manager also at the point of writing grants, helping you to "package" applications / include communication tools in your budgets
- Some people can also use "DIY" – do it yourself