

# Choosing the best platform for your digital circle

This resource can be used as a discussion prompt when deciding which digital platform should be used for your digital circle.

1.



Consider your audience and what they want out of the group- **which platform best enables this?**

2.



Research into the different platforms and what they offer their audiences - **which platform appears the most applicable to your groups' objectives and purpose?**

3.



Consider the digital environment- **do you want the group to be informal or formal?**

4.



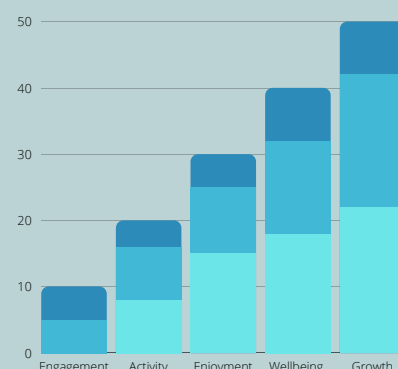
Weigh up the benefits and potential challenges- **are there more pros than cons?**

5.



Discuss with colleagues what platforms they feel comfortable using- **does training need to be provided?**

6.



Contemplate how you wish to monitor engagement - **do you require a platform with inbuilt analytics?**

7.



Consider the journey you want members to go on as part of the group - **does the platform enable this?**