

How to decide which tools to use

Emanuela Giangregorio's six ways to choose the right AI tool

Many organisations respond to AI risk by locking down which tools people can use, which often just pushes usage underground instead of managing it well ("shadow AI"). This guide is about helping you make quick, sensible calls about which tool fits which job, so good tool choices become second nature.

Here are the six things Emanuela Giangregorio ("Manny") suggests keeping in mind.

- 1. Data protection first:** Use whichever assistant sits under your organisation's enterprise agreement for anything client-confidential or embargoed. A marginally better draft from an unapproved consumer account is a poor trade.

Sometimes there isn't a policy, so it's just applying sensible judgement about what you can and can't say to these tools.

- 2. AI inside your work apps:** e.g. Gemini in Google Workspace, Copilot inside MS apps, Claude Cowork. Dragging content out of your ecosystem to an outside AI model often costs more time than the quality gain returns.

It avoids copying and pasting and making mistakes.

- 3. Match the tool to the task genre:** Long-form nuanced writing, document-heavy analysis and current-events research with citations are different jobs.

Match the tool to the task, or the task to the tool, like you would with a person.

- 4. Paying for a licence?** Don't waste tokens unnecessarily. E.g. don't use your Claude subscription to do what a free model can just as easily do.

Manny flagged this as a reminder to herself too - it's easy to default to your favourite paid tool even when a free one would do the job.

- 5. My fave:** Run a House AI Bake-off once a month. Take three recurring real tasks, run the identical brief through each AI assistant you have access to, and have your team blind-rank the outputs.

Don't tell them which model created it, but get them to rank the deliverables.

- 6. Stay current:** Best tools today are not the same in a month's time. Prompt Gemini or Perplexity using the monthly check prompt on the next page.

It's not your day job to stay on top of it in terms of doing the research.

Monthly AI tool check prompt

Copy this into Perplexity (or your preferred model) once a month to stay current

Create a monthly AI tools comparison update for a professional working in PR and communications.

Task: Review the current AI tools landscape and tell me what each major tool does best for PR, communications, and related business tasks.

Output

1. A comparison table with these columns:

- Tool
- Best For (free)
- Best For (paid)
- Strengths
- Weaknesses
- Best Features
- Ideal PR/Comms Use Case
- Best For Me If...

2. A short summary of:

- What changed since last month
- Which tools improved for PR/comms work
- Which tools are best value for communications teams
- Any new tools worth watching

3. A recommendation list:

- Best free all-rounder for PR/comms
- Best paid all-rounder for PR/comms
- Best for press release drafting
- Best for media monitoring and summarisation
- Best for stakeholder messaging
- Best for brand voice consistency
- Best for research and insight
- Best for meeting notes and action tracking

Instructions

- Keep the focus on practical PR/comms use.
- Prioritise writing quality, tone control, summarisation and accuracy.
- Include caveats about confidentiality, fact-checking and hallucination risk.
- Separate free and paid capabilities clearly.
- Avoid hype and marketing language.
- Use plain English and make it easy to scan.