



Kicking off

#Eval4Action Regional Communication Hubs

10 March 2022

Overview

1. Why are regional communications hubs critical today?
2. How can the hubs start to support #Eval4Action communications at various levels?
3. How can hubs support the upcoming #Eval4Action Youth in Evaluation drive?



“Alone we can do so little,
together we can do so much”



**Communicating together to increase outreach,
mobilization, and advocacy for influential evaluation,
as we enter the third year of #Eval4Action**

Hubs can contribute at two levels

1

Provide communications support to **global communication initiatives** to expand outreach among regional and national audiences

2

Provide communication support to **regional partners to implement the regional evaluation action plan** and expand evaluation advocacy at regional, national and grass root levels

1 Supporting global communications

- Actively **participate** in communication initiatives, e.g. upcoming 'Youth in Evaluation' drive and the second Tweetathon
- Support to **social media outreach**
- Publish global communications materials on the **regional website**
- Provide **translations** for global communication materials
- Contribute and promote Eval4Action monthly **newsletter**
- Support #Eval4Action **blogs** and upcoming Walk the Talk blogs
- Provide regular updates from the region to input into the Eval4Action **event tracker map**

Before you begin, checkout these resources

Get familiar with and bookmark [Eval4Action website](#) (for all publically available resources)

Must see

- Eval4Action key messages and other key documents
- Work plan 2022
- Eval4Action branding pack – includes branding guidelines, logos, logo translation guidelines, translated logos
- Social media assets

2 Support to regional communications

Few ideas

- Support to regional and national **evaluation events**
- Preparation of flyers and dissemination of **announcements on events**
- Based on capacity, provide **production support** to evaluation events
- Promotions and **live coverage** of the event on social media
- Create awareness on influential evaluation and Eval4Action on **social media**
- Establish and manage the regional **google calendar**
- Based on capacity, support the development of **simple videos** for advocacy purposes
- **Publish articles** related to Eval4Action regional and national events on websites and newsletters



- Launching on 17 May 2022, an online drive urging the global evaluation community to commit to action towards meaningful engagement of youth and young and emerging evaluators in evaluation
- **Target audience:** Individuals and institutions, including governments, parliamentarians, VOPEs, UN, evaluators, academia, private sector, and the development sector at large
- **The Ask:** Adopt the manifesto to advance meaningful youth engagement in evaluation, and prominently display the digital badge received post the adoption

Key dates

Hubs training

25 April 2022

(1 week before promotions)

Promotions

3-16 May 2022

(2-week promotions)

Online launch event

17 May 2022, 8am ET

Focused outreach

Until 17 June 2022

(1 month)

In the next two months, how can hubs support 'Youth in Evaluation'?

From now until 3 May 2022

Prior to the start of the promotions

- Fill in the needs assessment **survey** for the communications training on 25 April
- Volunteer to **translate** the logo, manifesto and badge in your language
- Record a short **slogan** for the promotional video
- Work closely with your regional VOPEs and EY to prepare a **regional work plan** to launch the drive in your region
- Support the global team in identifying and connecting with **potential young singers**, who may like to perform at the launch event

From 3 May to 16 May 2022

During the promotions

- Use the **upcoming communications pack** [will be at 25 April training] to promote the drive
- Prior to the launch, support your regional VOPEs and chapters to **mobilize regional and national networks** to adopt the manifesto
- Prepare for your **regional launch of 'Youth in Evaluation'**, as per your regional work plan
- Volunteer to support the global #Eval4Action team in preparing for the **global launch event**.

In the next two months, how can hubs support 'Youth in Evaluation'?

On 17 May 2022

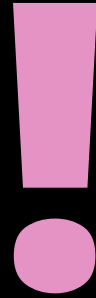
'Youth in Evaluation' launch

- **Join** the online launch event
- Undertake **live event coverage** of the event on social media
- Support your regional VOPE and partners to **sign the Manifesto online**, that will be available on 17 May
- Support your regional VOPE and partners to **display the badge** on their digital platforms. The badge can be displayed on the website; on social media as a banner and post; as an email signature; as a zoom background during an event; and on any other digital platform

On 17 May to 17 June (and beyond)

Continued outreach

- Continue **social media messaging** on 'Youth in Evaluation'
- Continue to **mobilize others** to adopt the manifesto and display the badge
- Continue to support the regional VOPE in **implementing** the manifesto
- Push out **global email blasts and newsletters** to regional audiences



Please note all social media communication on 'Youth in Evaluation', including use of its logo and other materials on social media is embargoed until 3 May 2022

As we end this meeting, 2 actions to support Eval4Action global communications right away!

1. [Sample tweets](#) are available on the kickoff of the regional communication hubs. Post the meeting, please (adjust as appropriate) and post and/or quote tweets these messages.

Tag @unfpa_eval, @eval_youth, @eval_gpf & your partners

2. [Website article](#) on the launch of the hubs will be posted on eval4action.org later today.

You can adjust the text and publish similar articles for your websites, newsletters and email communications

Thank you!

Thank you!