



#Eval4Action TWEETATHON

Accelerating **action** for
influential evaluation

7 April 2021 | All-day global conversation

How to join and participate in the #Eval4Action Tweetathon?

About the #Eval4Action Tweetathon

Tweetathon is a ‘Twitter marathon’, where a large number of tweets are released from across the globe, on a specific topic during a dedicated time period. A **global all-day #Eval4Action Tweetathon** will take place on 7 April 2021 marking the **first anniversary of Eval4Action**.

#Eval4Action Tweetathon provides an opportunity to everyone in the evaluation community and beyond, to network, share knowledge and put worldwide attention on the importance of accelerating **action for influential evaluation**, in the [Decade of Action](#).

#Eval4Action Tweetathon roll out

With the launch of the Tweetathon by the global co-leaders and international partners, the all-day Tweetathon will be held for **an hour in each region** on 7 April 2021. As each region concludes the Tweetathon it will **pass the Eval4Action Torch to the next region**.

Tweetathon hosts around the world

Region	Host Twitter handles	Regional time*	GMT*
Tweetathon kick start by Eval4Action co-leaders, joined by @EvalPartners , @IOCE_eval	@unfpa_eval @Eval_Youth @eval_gpf	4 pm EDT (6 April)	9 pm GMT (6 April)
Asia Pacific	@APEAeval @EvalyouthAsia	4 pm Manila Time	8 am GMT
Eurasia	@EcaEval @eval Eurasia	12 pm Kiev, Ukraine time	10 am GMT

MENA	@Eval_MENA @EvalYouthMENA	2 pm Jerusalem, Palestine Time	12 pm GMT
Europe	@EES_Eval	3 pm Prague, Czech Republic time	2 pm GMT
Africa	@tweet_afrea @AfrEA_YEE	4 pm Accra, Ghana time	4 pm GMT
LAC	@evalyouth_lac	12 pm Mexico time	6 pm GMT
North America	@aeaweb @CES_SCE	3 pm EDT	8 pm GMT
Tweetathon conclusion by Eval4Action co-leaders, joined by @EvalPartners , @IOCE_eval	@unfpa_eval @Eval_Youth @eval_gpf	4 pm EDT	9 pm GMT

*all GMT and regional times are for 7 April, except the Tweetathon kickoff which takes place on 6 April. All times are adjusted for Daylight Savings.

Join and support the #Eval4Action Tweetathon

Before 7 April 2021

1. At the Tweetathon, you will be participating in a live, interactive conversation framed as a 1-hour Question and Answer session in each region. All you need is a Twitter account. If you don't have one, you can sign up [here](#).
2. In the table above, note the time of the Tweetathon in your region and the regional handle that will host the Tweetathon. Follow the regional hosts' Twitter handle/s and the global Eval4Action handles, [@unfpa_eval](#), [@Eval_Youth](#), [@eval_gpf](#). **Remember you can join any other region too and participate in the conversation all day long.**
3. Before the event, tweet to tell the world you are joining the #Eval4Action Tweetathon. Tag your networks and partners in the tweet. You can use the tweet below with this [image](#):

I am joining the all-day #Eval4Action Tweetathon on 7 April 2021. Join me & others at the global conversation on accelerating action for influential evaluation. Learn more at [eval4action.org](#)

4. Tweet and retweet the Tweetathon promotions prior to the event. Share information about the Tweetathon on your other social channels such as Facebook, LinkedIn, Instagram etc. You can use materials from the social media promotions pack that will be available at [eval4action.org](#) on 24 March 2021.

5. Invite your organization and network to join the conversation during the Tweetathon. **Everyone is welcome to join the Tweetathon as a participant. No registration is required.**

On 7 April 2021

6. On the day of the Tweetathon, log in to Twitter at the time of the regional Tweetathon conversation you would like to join.
7. During one hour of the Tweetathon, the regional host will post four questions (one every 15 minutes) as Q1, Q2, Q3 and Q4. Retweet these questions when they are released.
8. Tweet your reply to these questions as A1, A2, A3, A4 in your local language. Use pictures and other graphics to support your answers and tag 10 people/institutions in your network.
9. **Remember to all use the hashtag #Eval4Action in all your tweets at the Tweetathon.**
10. Retweet other tweets and replies, respond to other participants and enjoy the conversation!
11. After the regional Tweetathon concludes, continue to retweet and feel free to join other regional conversations.

After the Tweetathon concludes

The Tweetathon will conclude with the announcement of the 'Walk the Talk' video drive, which invites everyone to showcase their actions for influential evaluation through a short video posted on Twitter, starting 21 April until 21 May 2021. Details on Walk the Talk will be available on eval4action.org shortly.

Engage with Eval4Action

Reach out to contact@eval4action.org for more information on the Eval4Action campaign and to learn how you can partner and engage with it.