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# **Independent Review of EvalForward Community of Practice**

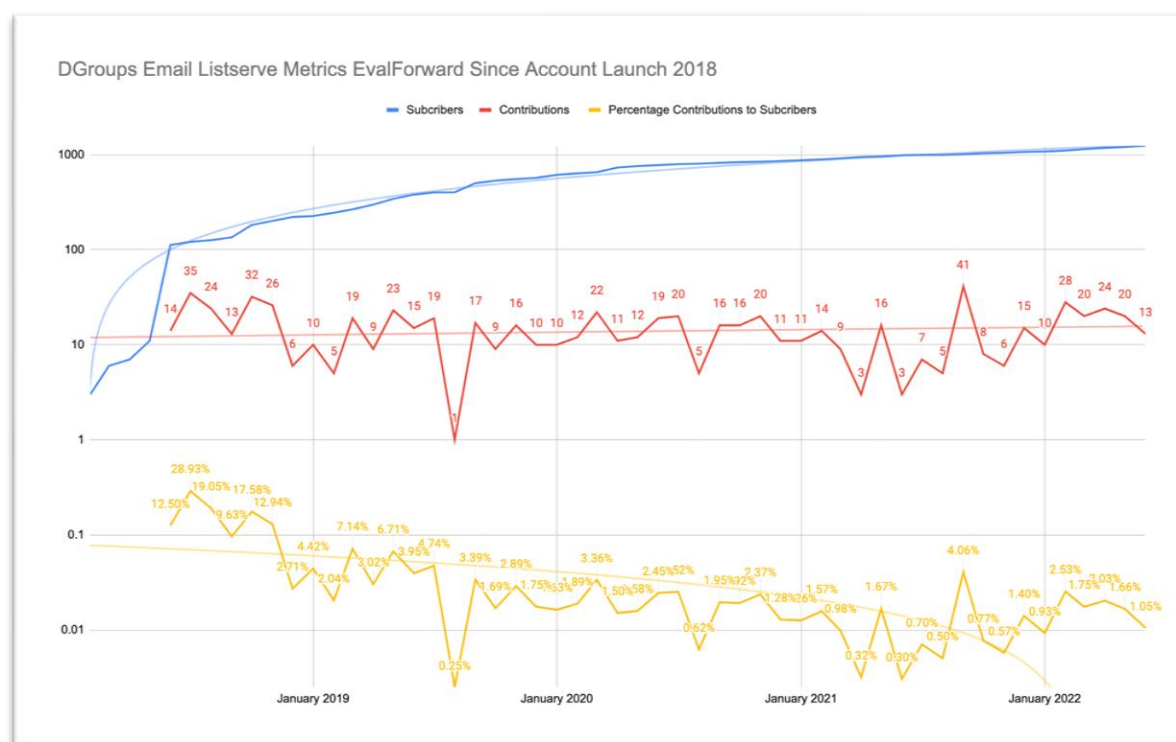
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Annex 4.  
Online platforms  
evidence

# Introduction

1. Metrics on the use of online platforms set up by EvalForward to engage with members (current and potential) has been accessed and analyzed. In most cases these are metrics from the start of the account until the summer of 2022. Not all online platform accounts were set up at the same time. The approximate timeline is:
  - i. 2018 – DGroups Email ListServe
  - ii. 2019 – Website, E-Newsletter (MailChimp) and webinars (Adobe Connect/Zoom)
  - iii. 2021 – Twitter and YouTube
2. The rest of this document presents metrics by platform. For each chart each variable is represented both in absolute terms (dark coloured lines with data point figures) and trend lines showing the overall direction of the variable (lighter lines in the same colour without data points).

## DGroups Email ListServe

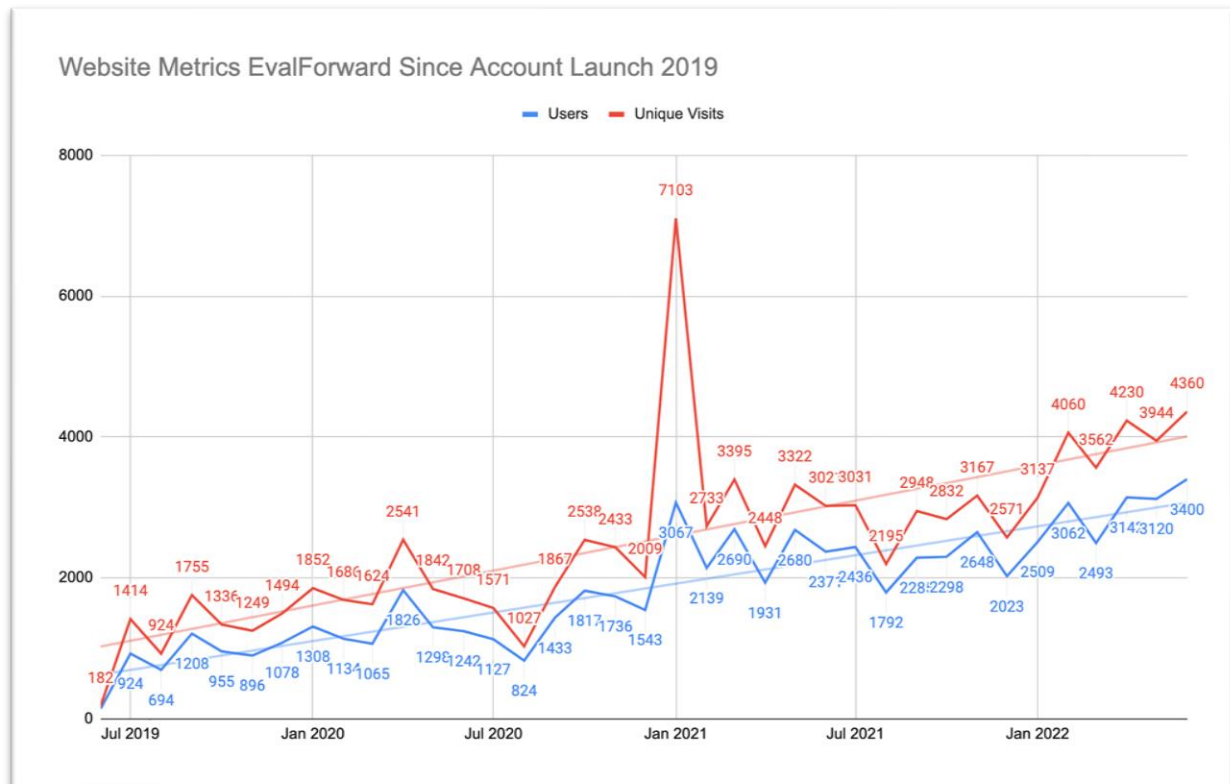


Source: Elaborated by the authors.

3. Since the launch of the DGroups Email ListServe the Total Number of Subscribers has shown an increasing trend and currently stands at 1 241. Over the same period the number of Contributions by subscribers has shown a significantly decreasing trend as a percentage of Total Subscribers (from around 9 percent to around 1 percent or less).
4. Adjusting for the percentage share of subscribers from each country, members from the following countries contribute more posts: Norway (6:1), Italy (3:1), Uganda (3:1), Benin (2:1), Morocco (2:1), Algeria (2:1), Nepal (2:1). Similarly, members from the following countries contribute fewer posts: Germany (1:3), Cameroon (1:4), United Kingdom (1:5), Ghana (1:6), United States (1:6), Ivory Coast (1:7), Philippines (1:7).

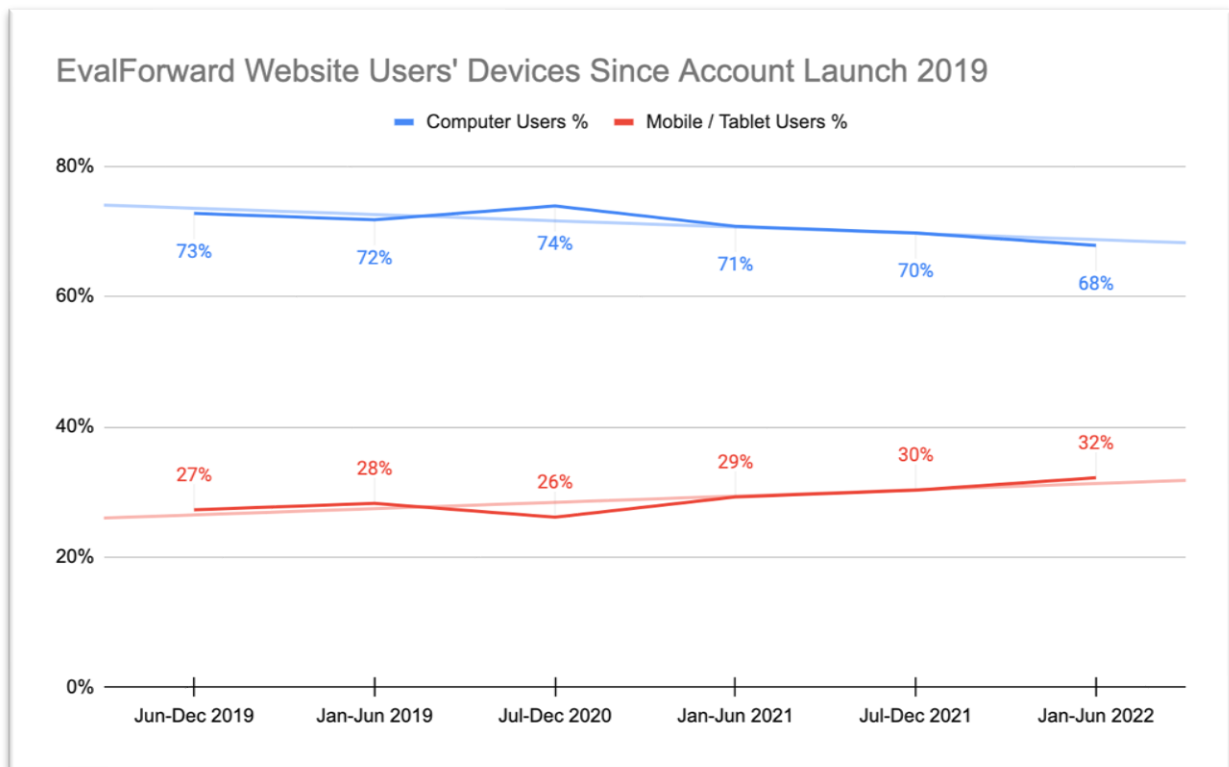
## Website

5. In the metrics that follow, website users means the number of computers with a unique IP address that accessed the website. This is commonly used as a proxy for use of the website by a human. By default these metrics exclude access by computer bots that crawl website pages to index content (e.g. search engines).



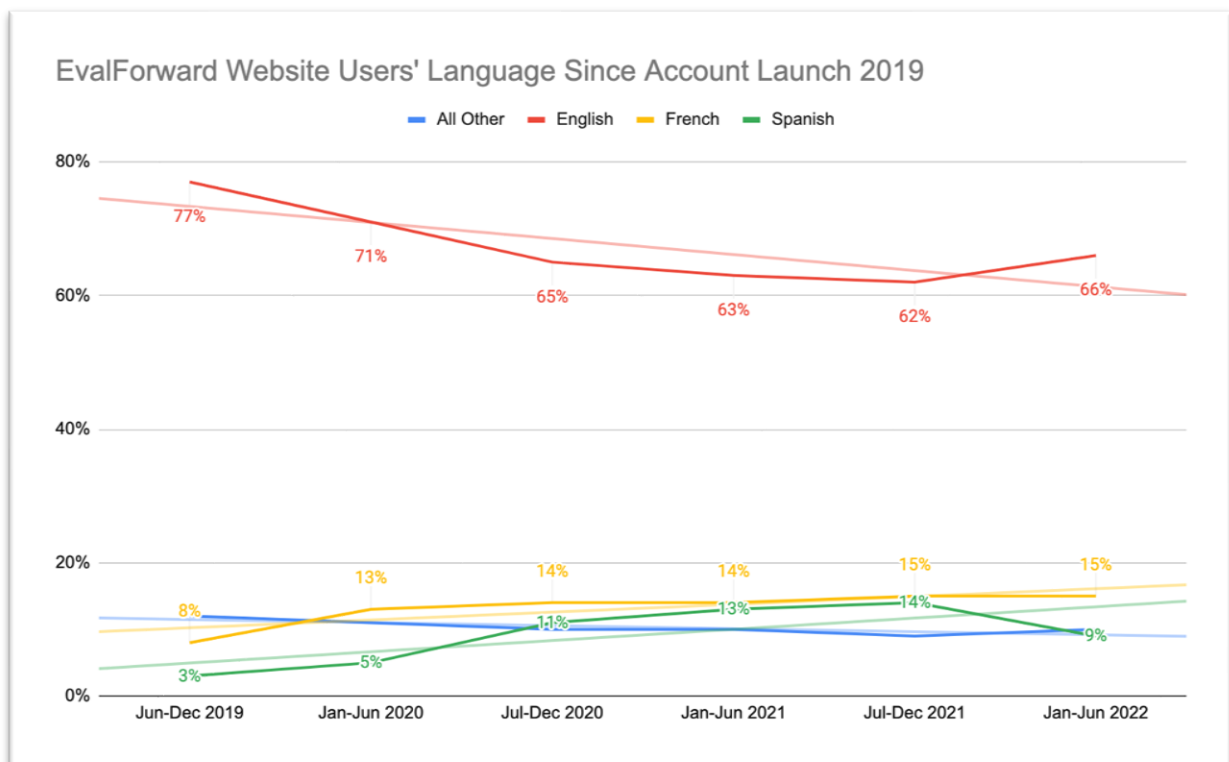
Source: Elaborated by the authors.

6. Since its launch both the users and unique visits by users to the website have shown an increase. These now account for some 3 400 Users and 4 300 unique visits by users per month on average. The trend of unique visits by users is increasing more steeply than users, suggesting that each user is visiting the website more often over time.



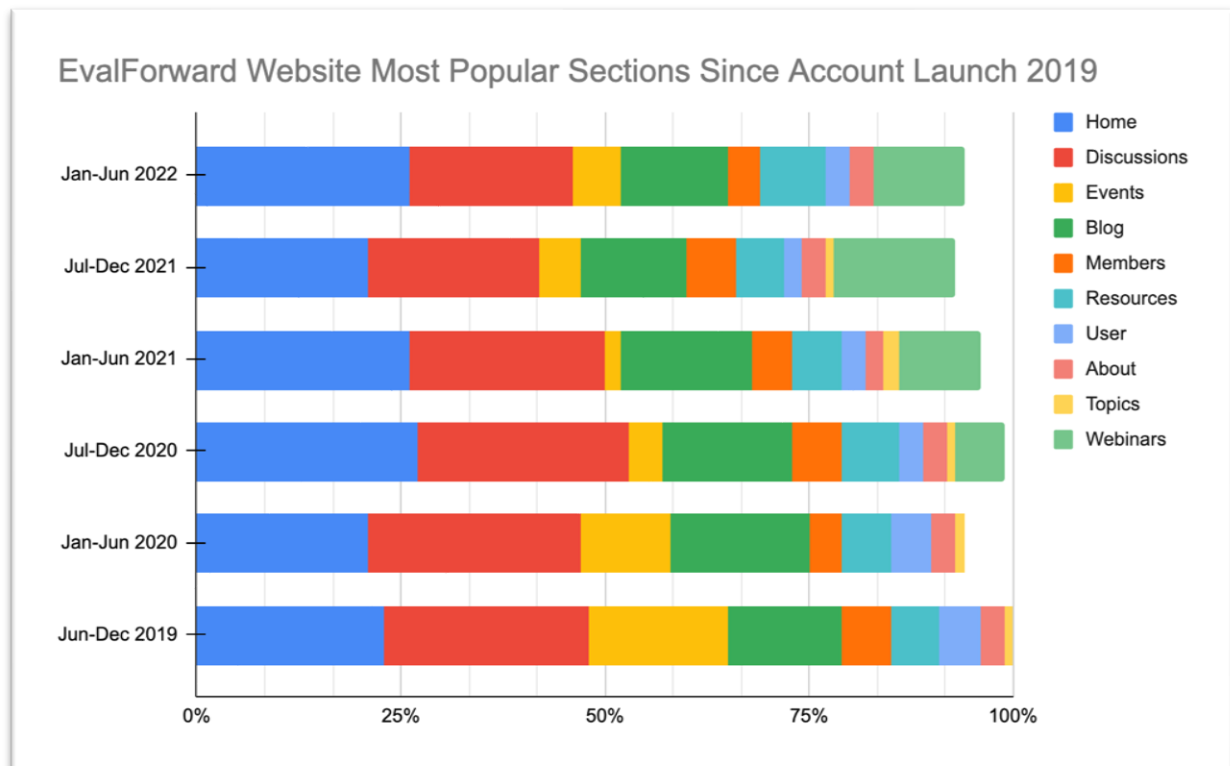
Source: Elaborated by the authors.

- The device that users access the website from shows a slightly changing trend away from computers and towards mobiles and tablets. A significant majority of users (68 percent on average) still access from a computer most often.



Source: Elaborated by the authors.

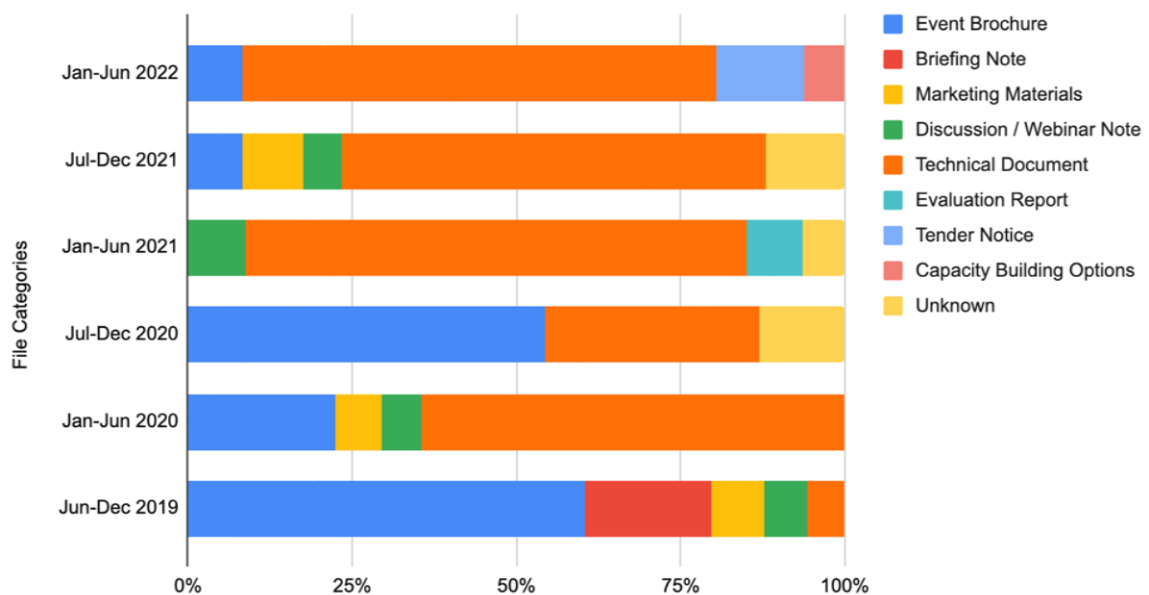
8. The primary language that users view the internet in shows a slightly changing trend away from English and towards French and Spanish. A significant majority of users (66 percent on average) view in English. Viewing in French accounts for 15 percent on average and in Spanish 9 percent on average.



Source: Elaborated by the authors.

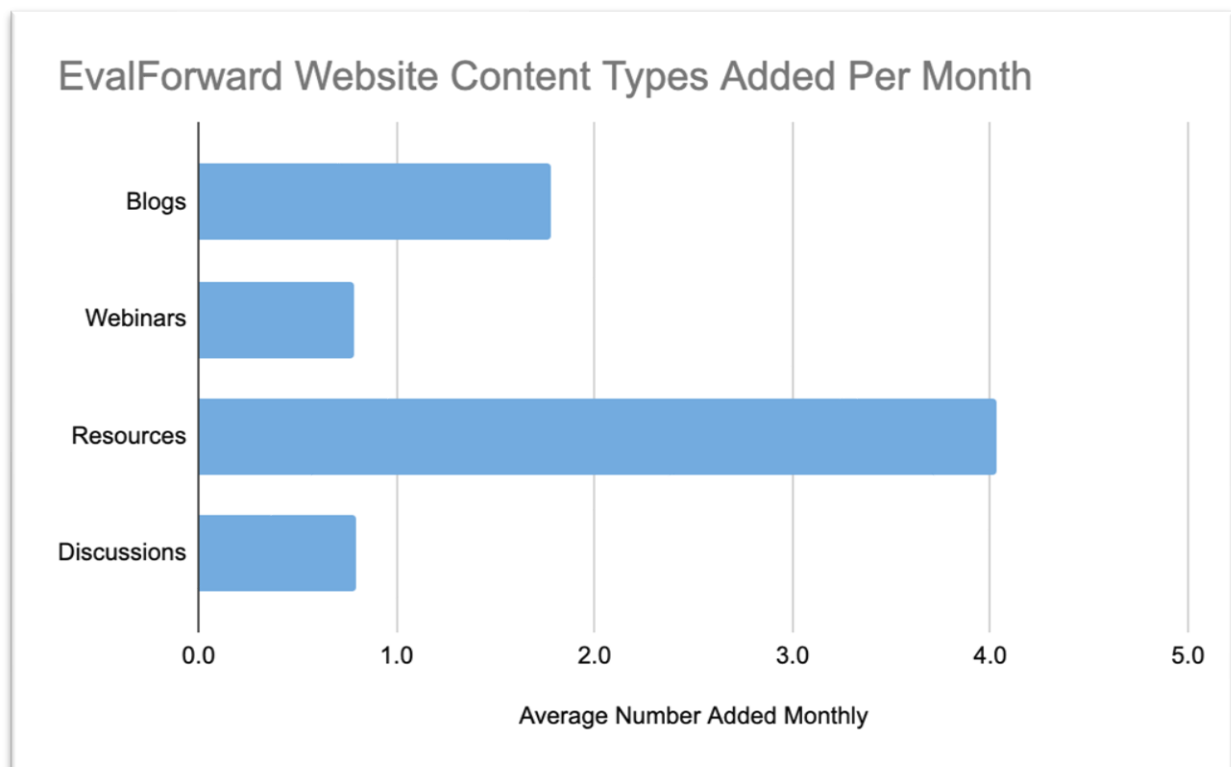
9. Since the website's launch, the most popular sections on average have been: 'Home' (24 percent), 'Discussions' (24 percent), 'Blog' (15 percent), 'Webinar' (11 percent) 'Events' (8 percent), 'Resources' (7 percent), 'Members' (5 percent), 'User' (4 percent), 'About' (3 percent), 'Topics' (1 percent). This pattern is reflected in the most recent website use.
10. Unique visits to the website section related to knowledge generated by EvalForward (Blogs) is the second most popular (excluding the Homepage which is not a true section), accounting for on average 15 percent of unique visits per quarter.

### EvalForward Website Top Ten File Download Categories Since Account Launch 2019



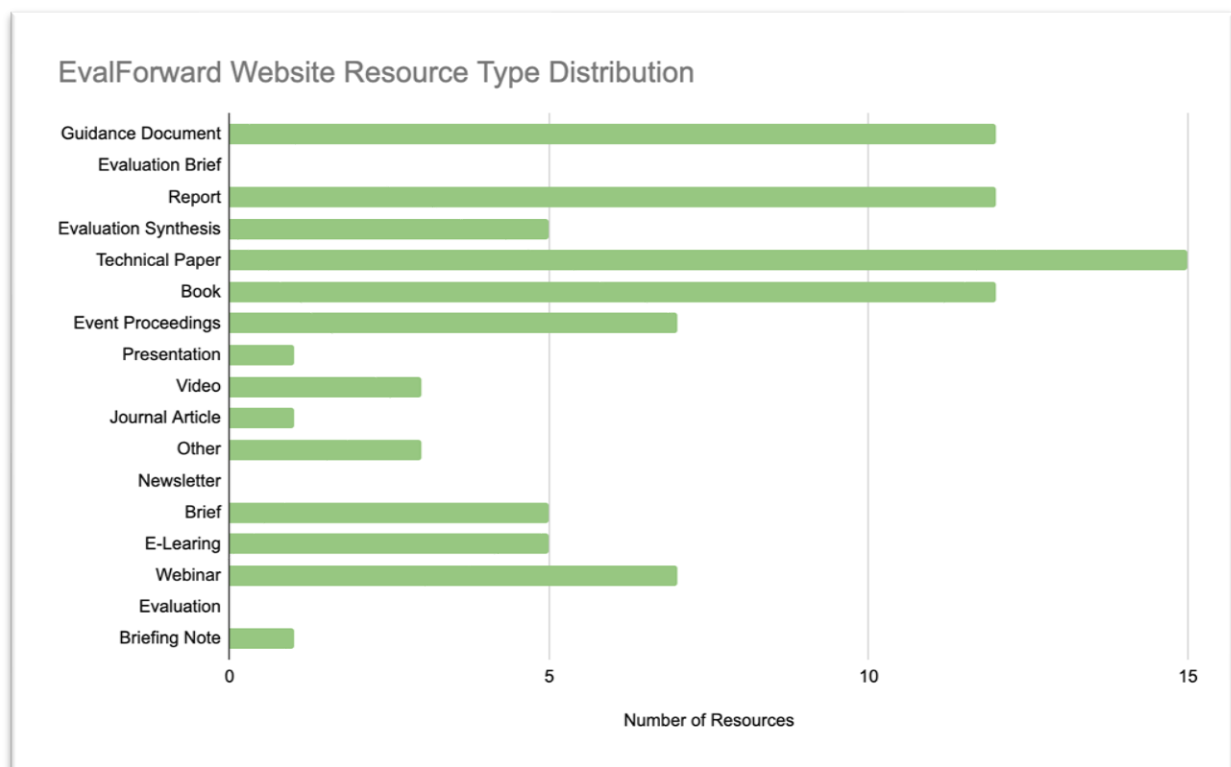
Source: Elaborated by the authors.

11. Since the launch of the website the file categories with the largest average number of downloads per quarter have been: 'Technical Documents' (201), 'Event Brochure' (77), 'Discussion/Webinar Note' (17), 'Marketing Materials' (13), 'Briefing Note' (11), 'Evaluation Report' (11), 'Capacity Building Options' (5). This pattern has changed significantly over time with 'Technical Documents' now much more downloaded and 'Event Brochures' much less.
12. Downloads of files from the website related to knowledge generated by EvalForward – primarily 'Notes of Discussions and Webinars' – account for on average 5 percent of the total per quarter.



Source: Elaborated by the authors.

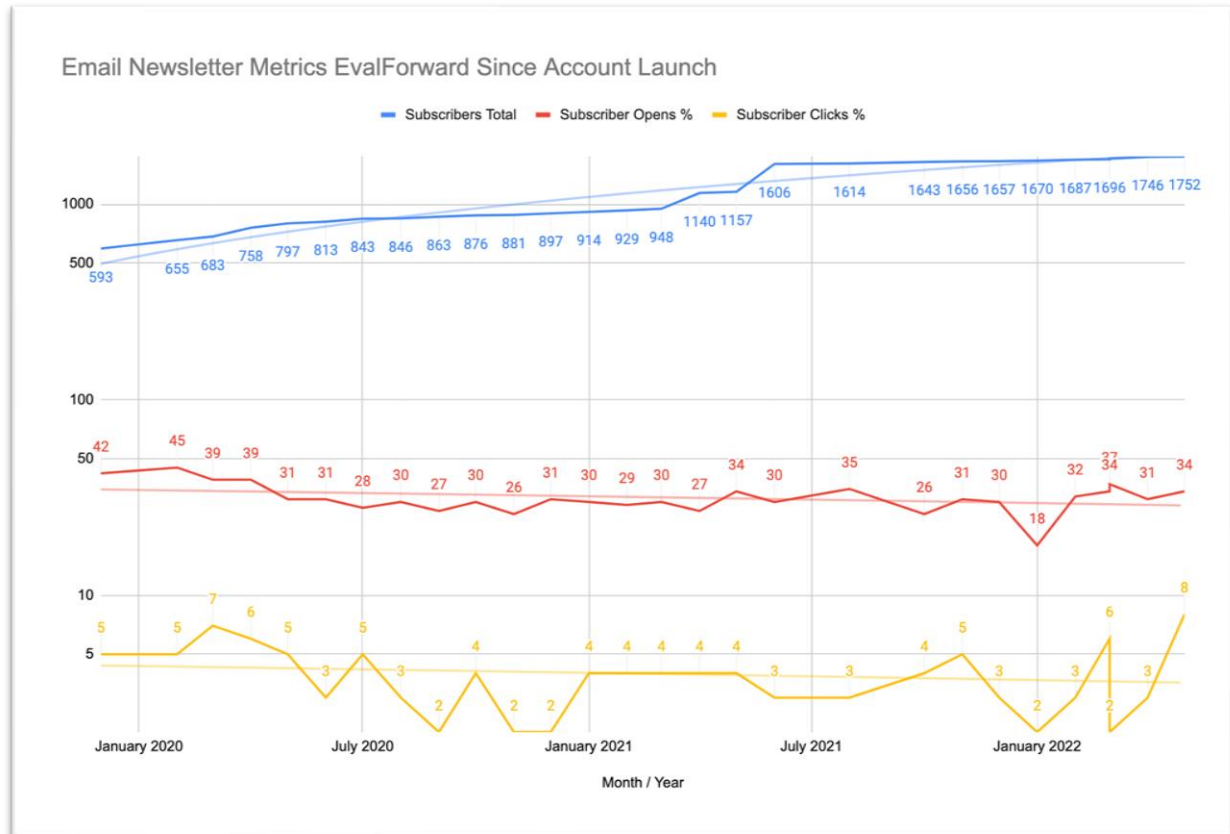
13. Since launch, across the four main content types available on the website the average number of resources added per month are: resources (4), blogs (2), webinars (1) and discussions (1).



Source: Elaborated by the authors.

14. The Resources section of the website holds 129 items. The share of the top ten most numerous items across the category tags used is: Technical Paper (15), Report (12), Book (12), Guidance Document (12), Event Proceedings (7), Webinar (7), Evaluation Synthesis (5), Brief (5), E-Learning (5), Video (3).

### Email Newsletter (E-Newsletter)

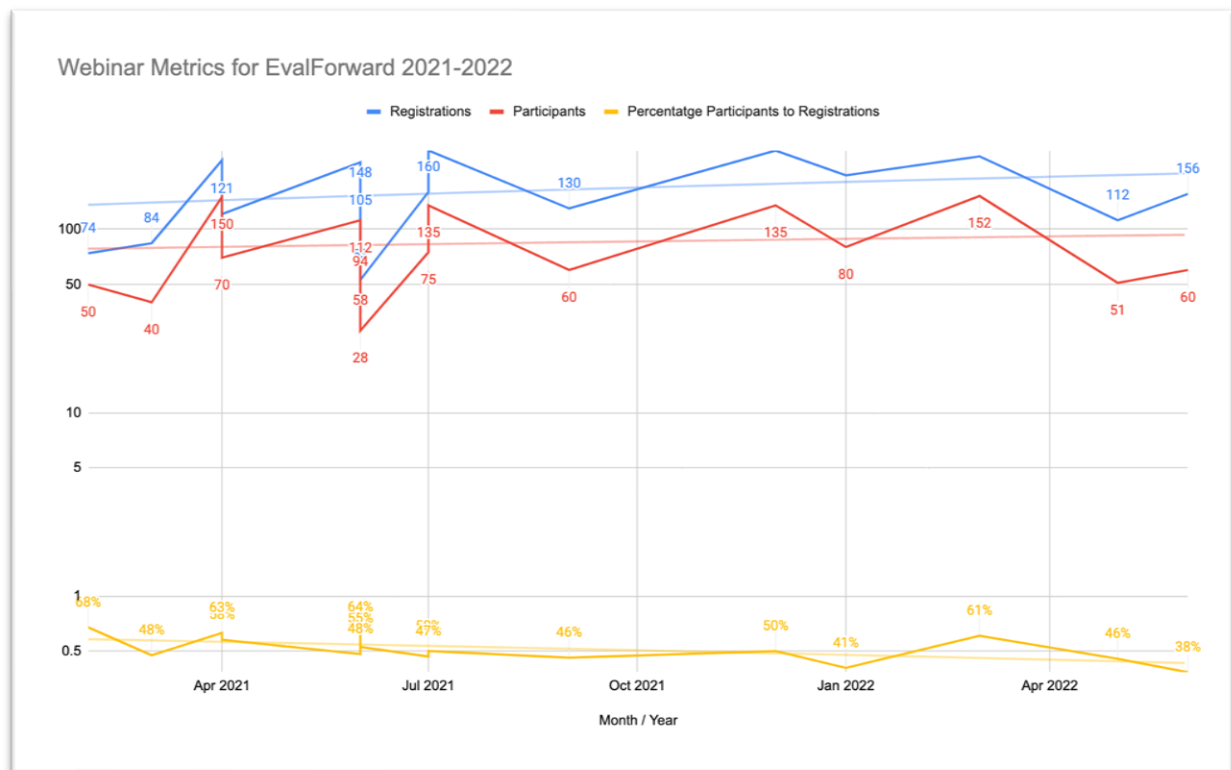


Source: Elaborated by the authors.

15. Since the launch of the E-Newsletter, the total number of subscribers has steadily increased and currently stands at 1 752. Over the same period, the number of times it is opened as a percentage of total subscribers has shown a slightly decreasing trend. Similarly the number of times a link in the E-Newsletter is clicked as a percentage of total subscribers has also shown a slightly decreasing trend. Compared to benchmark rates from the E-Newsletter hosting company (MailChimp), the open rate for peers is 31 percent and EvalForward's trend currently matches this. Similarly the click rate for peers is 4.6 percent and EvalForward's trend is below this.



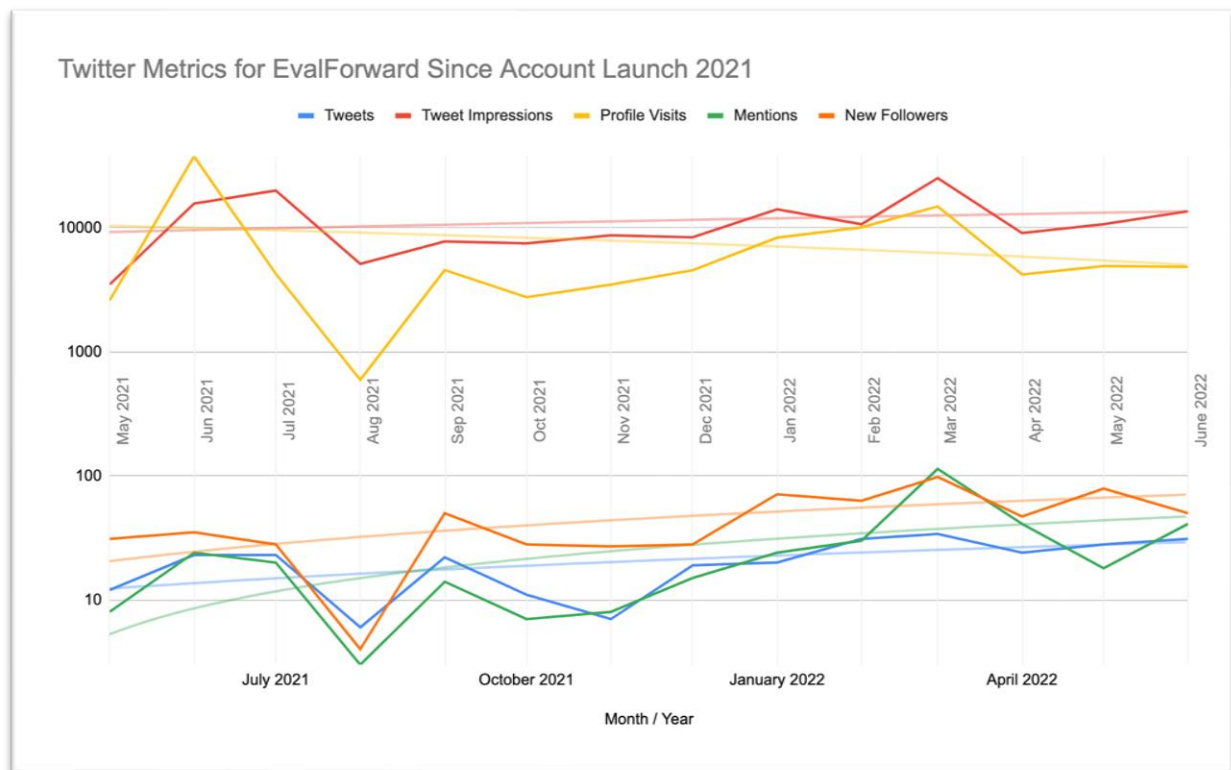
## Webinars



Source: Elaborated by the authors.

16. The number of registrations to attend and participants in EvalForward webinars are both on a slightly increasing trend. The trend for the percentage of participants to all those who registered to participate is on a slightly downward trend.

## Twitter



Source: Elaborated by the authors.

17. Over the first year since the launch of the Twitter account, the trend in new followers per month has been slightly increasing. The total number of followers currently stands at 807. Over the same period the trend for Tweet Impressions and Tweet Mentions has kept pace with the slightly increasing trend in tweets per month made by EvalForward. However the number of visits to the profile shows a slightly decreasing trend and currently stands at around 4 800 per month.

**YouTube**

<b>Title of Video</b>	<b>Views</b>	<b>Months Available</b>	<b>Views per Month</b>
How to Review Theories of Change	147	1	147
The evolution of country-led evaluation and their contribution to the SDGs	28	2	14
Using stories in evaluation: Participatory Narrative Inquiry and Sensemaking	95	2	48
Innovations in M&E communication, engagement and tools from the EvalForward community	41	2	21
Innover dans le suivi et l'évaluation pour mieux répondre aux besoins des décideurs	80	2	40
Becoming an evaluation professional: tips and tricks for the journey	116	4	29
Cost benefit analysis in evaluation: overview on options and applications	58	7	8
The role of evaluation for climate action	57	8	7
Evidence pathways to gender equality and food systems transformation	98	13	8
The impact of COVID-19 on the Italian Agriculture	16	14	1
Building on national expertise for adaptive evaluation practice	25	14	2
Whose reality counts in evaluation? Building forward better with people centred evaluations	180	14	13
Building forward better on food security using evidence for a post Covid19 world without hunger	20	14	1
Webinar Good practices in Gender-Responsive Evaluation for feeding the world	134	17	8
A perspective on complexity and innovation	31	18	2
Evaluation les ficelles du métier	395	21	19
<b>Total</b>	<b>1 521</b>		
<i>Average Views per Month for Channel</i>			72

Source: Elaborated by the authors.

18. Since its launch the YouTube account has seen on average 72 views of its videos per month. The total number of views is currently 1 521 and there are currently 67 subscribers.



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