AFRICA EVIDENCE NETWORK

Africa Evidence Week 2026

Evidence that Moves Africa: Turning African Decisions into African Impact

30th November - 4th December 2026

LIVE SOCIAL MEDIA FIRESIDE CHAT GUIDE

Hosting a Live Social Media Fireside Chat

Africa Evidence Network | #AfricaEvidenceWeek2026 | X, Instagram, TikTok, Facebook

A live social media fireside chat is a relaxed conversation between a moderator and one or two guests, broadcast on social media so anyone can watch, comment and ask questions as it happens. During Africa Evidence Week 2026, fireside chats can be hosted live on X, Instagram, TikTok or Facebook.

The aim is to open conversations across sectors, countries and other silos in the evidence ecosystem, and to start collaborations that continue after the Week. We especially welcome chats that bring in Africa's decision-makers.

What your chat will need

- **A host account** on X, Instagram, TikTok or Facebook, and someone who can go live from it.
- **A moderator** with experience of facilitating online conversations.
- **One or two guests,** ideally including a decision-maker.
- **A topic** linked to at least one of the five AfEW 2026 thematic pillars.
- **Prepared questions,** with time kept for questions from the audience.
- **Duration:** 30 to 60 minutes.
- **Language:** French or English.
- **The hashtag** #AfricaEvidenceWeek2026 in every post, from promotion to the closing message.

Step by step

1. **Choose the platform and account.** Check its rules for going live in advance, as some platforms require a minimum number of followers or a professional account.
2. **Choose a topic and prepare four to six questions,** with a rough timing for each.
3. **Submit your chat** through our **online submission** process by **Sunday 22 November 2026**, with your preferred day and time during the Week.
4. **Promote your chat** once our programme officer confirms your slot in the AfEW 2026 schedule. Submission does not guarantee a place.
5. **Do a test run** with your guests a day or two before, on the same platform.
6. **Go live.** Welcome viewers, introduce your guests and topic, explain how to join in, work through your questions, take audience questions, then thank everyone and close.
7. **Share the recording** after the chat and send the link to the AEN.

Tips for a great chat

- **Work in pairs:** one person moderates while another replies to comments.
- **Pin a comment** with the topic and how to take part.
- **Tell viewers** that the chat may be recorded and shared.
- **Prepare your setup:** a stable connection, a charged phone and a quiet room. The quick filming tips in the video guide help here too.
- **Name people** when you answer their comments, so they feel part of the conversation.
- **Use simple tools:** Canva for promotional visuals and a link shortener such as Bitly.