

Graduation Thesis Report No.3

# PRODUCTION AND EXECUTION

**MC1401 | GRA497**  
**FPT University HCM**

Nguyen Ho Tuan Lam  
Tran Nguyen Gia Linh  
Nguyen Minh Uyen

Supervisor:  
Nguyen Quoc Thuy Phuong



## TABLE OF CONTENTS

<b>3.1. EXECUTION</b>	<b>5</b>
3.1.1. FANPAGE	5
3.1.1.1 Content Plan	5
3.1.1.2 Report	6
3.2.2. KOLS/INFLUENCERS	12
3.2.2.1 KOLS/Influencers Profile	12
3.2.2.2 Report	13
3.2.3. WEBINAR	14
3.2.3.1 Speakers Profile	14
3.2.3.2 Report	16
3.2.4. PRESS	16
3.2.5. SPENDING	17
<b>3.2. PRODUCT</b>	<b>18</b>
3.2.1. FANPAGE	18
3.2.1.1 Normal Post	18
3.2.1.2 Pictorial Post	19
3.2.1.3. Infographic Post	22
3.2.1.3. Webinar Related Posts	22
3.2.1.3. Partnership Post	25
3.2.1.4. List of current posts	26
3.2.2. KOLS	27
Social Post	28
3.2.3. Webinar's Products	29
3.2.3.1. Script	29
3.2.3.2. Intro Video	29
3.2.3.1. Waiting Video	30
<b>3.3. ALL MEETING MINUTES</b>	<b>31</b>

**LIST OF TABLES**

Table 1: Content Plan for Facebook Fanpage	5
Table 2: Statistics of Facebook Fanpage (as of 7:00 AM 8/11/2021)	7
Table 3: KOLs/Influencers Profile	13
Table 4: KOLs/Influencers Report	13
Table 5: Webinar Report	16
Table 6: Spending as of 10/11/2021	17
Table 7: List of current posts (from 20/10 to 10/11/2021)	19
Table 8: List of current Pictorial post (from 20/10 to 10/11/2021)	23
Table 9: List of current Webinar posts (from 20/10 to 10/11/2021)	26
Table 10: List of current Partnership posts (from 20/10 to 10/11/2021)	28

## LIST OF FIGURES

Figure 1: Fanpage Audiences by Age & Gender (as of 7:00 AM 8/11/2021)	8
Figure 2: Potential Fanpage Audiences by Age & Gender (as of 7:00 AM 8/11/2021)	9
Figure 3: Post type performance (as of 7:00 AM 8/11/2021)	10
Figure 4: Fanpage' fans online time (as of 7:00 AM 8/11/2021)	11
Figure 5: Fanpage being restricted by Facebook	12
Figure 6: Online Workshop about SE that Ms. Thanh has been the speaker	15
Figure 7: Statistic Of The Current Best Engaging Normal Post	19
Figure 8: Statistic of Pictorial Post 3	20
Figure 9: Statistic of Pictorial Post 1	21
Figure 10: Statistic of Pictorial Post 2	22
Figure 11: The First Webinar Related Post	23
Figure 12: The Second Webinar Related Post	24
Figure 13: The Third Webinar Related Post	24
Figure 14: Sponsor Posts For SexEdu By Trang	25
Figure 15: FPTU HCM Confessions Social Posts	28
Figure 16: Intro Video	30
Figure 17: Waiting Video	30

## **LIST OF ABBREVIATIONS**

SE	Sex Education
TA	Target Audience

## 3.1. EXECUTION

### 3.1.1. FANPAGE

#### 3.1.1.1 Content Plan

Regarding the Content Plan, there are 2 changes that have been updated. The first important change is the Video post has been moved to phase 3 and be replaced by a Normal post (Toxic Relationship). The rationale for this is that after the Webinar, we'll likely obtain more follows for our page and retain our recent followers, in that case, we will post quality content with an interesting format - Video - to excite both old and new audiences, which also be a sign that there will be more content like this in the upcoming time as audiences are looking forward to our fanpage's innovations after the key hook - Webinar - is over. Secondly, after the latest alignment with our Guest Speaker - Ms. Trang from SexEdu by Trang - we agreed to share 5 posts from her fanpage to ours as Media support/Partnership.

**Table 1: Content Plan for Facebook Fanpage**

No.	Date	Type	Topic	No.	Date	Type	Topic
<b>PHASE 1: AWARENESS</b>				18	24-10-21	Normal	Body Shaming
1	10-09-21	Other	Introduction	19	27-10-21	Webinar	Webinar Introduction
2	12-09-21	Normal	Why do we need SE?	20	30-10-21	Other	Media Support for SEBT (Share post)
3	15-09-21	Normal	Open Relationship	21	31-10-2021	Normal	Toxic Relationship
4	17-09-21	Normal	LOVE vs SEX	22	03-11-21	Webinar	Webinar Registration Form

5	20-09-21	Other	Congratulations: 100 likes	23	05-11-21	Normal	Media Support for SEBT (Share post)
6	24-09-21	Pictorial	Sex, Gender and Sexual Orientation	24	07-11-21	Normal	Tips to build a healthy relationship
7	26-09-21	Other	Discussion: Wrong perspective of Feminism	25	08-11-21	Pictorial	7 kinds of Love
8	29-09-21	Normal	Period: Why be shameful?	26	12-11-21	Webinar	Webinar Reminder
9	04-10-21	Infographic	Gender Equality in Vietnam	27	13-11-21	Webinar	Sneak Peek Webinar
10	06-10-21	Normal	Vietnamese parents and SE	28	14-11-21	Webinar	Webinar Stream + Thank You Note
<b>PHASE 2: ENGAGEMENT</b>				<b>PHASE 3: RETENTION</b>			
11	09-10-21	Normal	Are you too hard on yourself?	29	17-11-21	Normal	SE books/films recommendation
12	11-10-21	Minigame	Minigame 1	30	21-11-21	Infographic	LGBTQ+ Community in Vietnam
13	13-10-21	Normal	You have to love yourself first	31	22-11-21	Other	Media Support for SEBT (Share post)
14	17-10-21	Pictorial	Birth Control	32	24-11-21	Other	Media Support for DUREX
15	19-10-21	Minigame	Result Minigame 1	33	25-11-21	Video	SE for different group ages
16	20-10-21	Other	Vietnamese Women's Day	34	01-12-21	Other	Media Support for SEBT (Share post)
17	22-10-21	Normal	About "Virginity"		03-12-21	Normal	Reproductive Health

### 3.1.1.2 Report

From the data we collected as of 7:00 AM 08/11, there are a total 1,302 Organic likes, an average 22 likes per day and an increase of 141% compared to the last 28 days (only including 10 paid likes). The table below depicts some statistics from our Fanpage, as of 7:00 AM 8/11/2021. Compared with our latest KPI alignment (3,000

organic likes), we achieved 65% Performance and planned to achieve KPI at the end of Dec 3rd 2021.

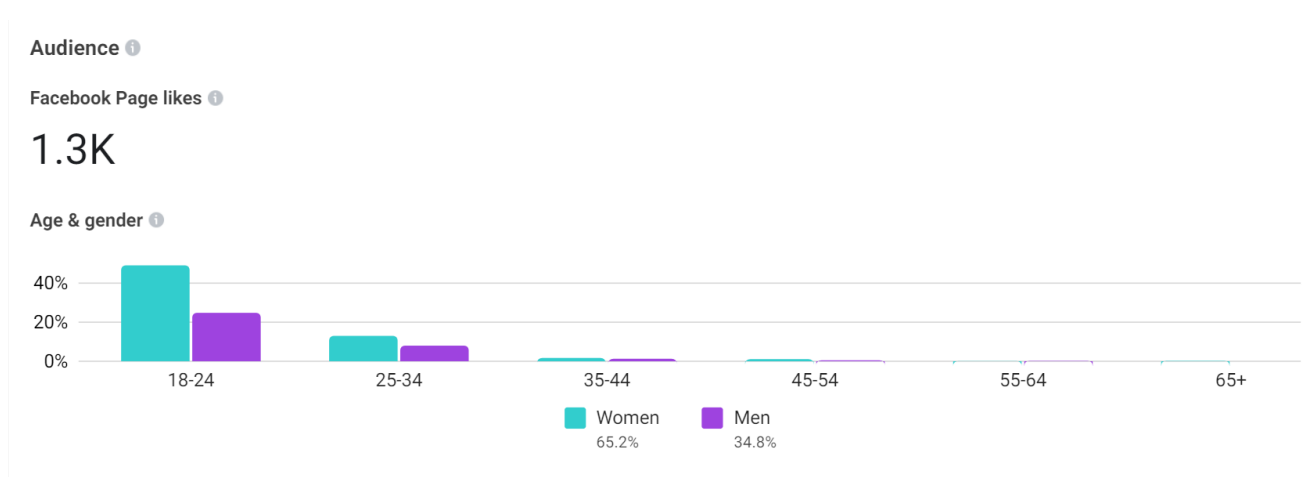
**Table 2: Statistics of Facebook Fanpage (as of 7:00 AM 8/11/2021)**

<b>Page Likes</b>	1,312
<b>Page Follows</b>	1,398
<b>People Reach</b>	50,904
<b>Post Engagements</b>	12,163
<b>Minigame</b>	42 participants, 21 prizes won
<b>Ads</b>	Has already spent 257.000 VND

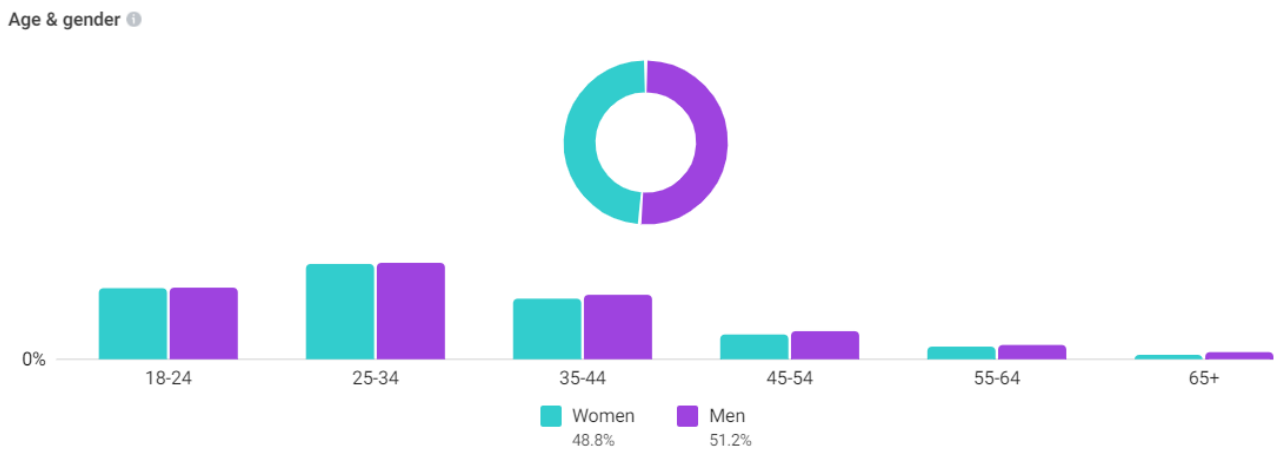


From our observation on Facebook Insights data, our content does meet our audience's interests in our TA range (13 - 22 years old, especially focus on 18-22-year-old group) (Table 3), but surprisingly, our potential audiences with the highest rate belong to the group age from 25 - 34. Besides, the group ages 35-44 also showed their potential to be approached. According to these statistics, we still maintain the content direction and consider attracting posts with content that approaches more in the 25-34 life stage (marriage, family, workplace) and also approach parents groups with more parenting content regarding SE.

**Figure 1: Fanpage Audiences by Age & Gender (as of 7:00 AM 8/11/2021)**

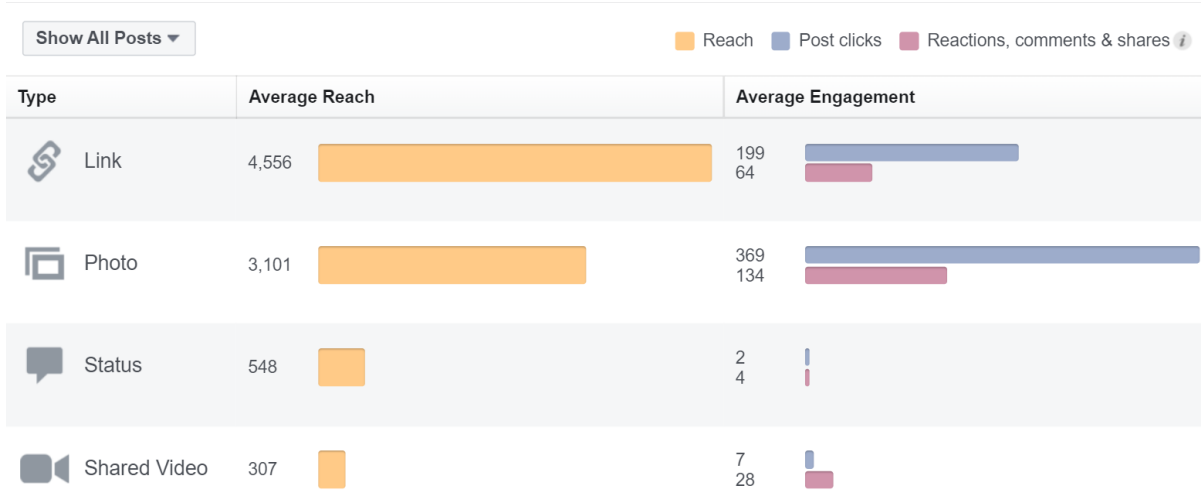


**Figure 2: Potential Fanpage Audiences by Age & Gender (as of 7:00 AM 8/11/2021)**



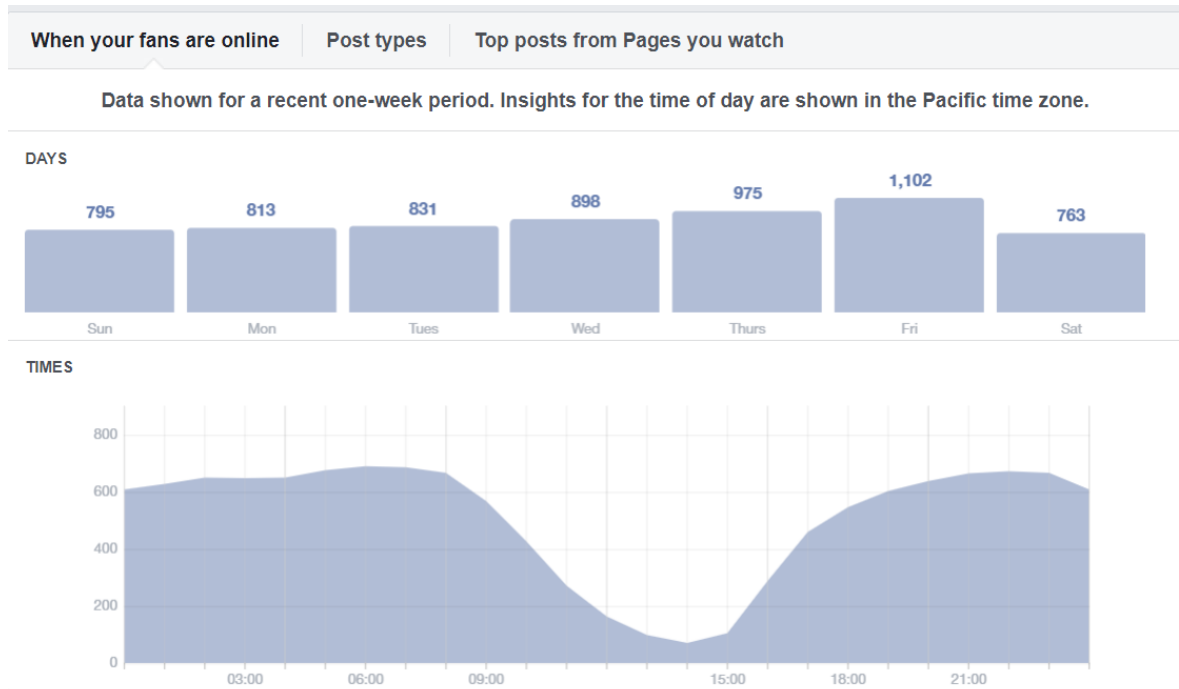
Regarding Post types, with the objective for Engagement, Photo posts is a go-to format for effective performance in terms of Engagement. Our Content plan has met the needs for Engagement from Photo posts quantity so we don't need to revise our plan and update with this.

**Figure 3: Post type performance (as of 7:00 AM 8/11/2021)**



Moving on to the posting time, currently we are choosing 8PM and weekends as our Primetime for important posts, but from the latest data, we can witness that our fans are likely to active more in the time range from 9PM to 10PM, as well as Friday and Thursday are the days of the week they be online the most. Moving on, we will fix our current Prime Time to this new update to obtain the most effective Performance.

**Figure 4: Fanpage' fans online time (as of 7:00 AM 8/11/2021)**



About running Facebook advertising, unfortunately, our page has been restricted from advertising from the beginning of November as we have quite a few rejected posts from running ads. The main reason for this issue is that our content are quite sensitive due to Facebooking policy, as it contained content and keywords about sex and sexuality.

**Figure 5: Fanpage being restricted by Facebook**

The screenshot shows the Facebook interface for a page named "Chuyện Nhỏ Nói To: Sex Ed is Love Ed". The page is restricted from advertising as of November 5, 2021. A notification states that a review was requested on November 8, 2021, and that the review process may take several weeks due to COVID-19. The page owner is informed that the restriction is due to non-compliance with Facebook's advertising policies. A "What You Can Do" section provides three options: "Request Review", "Go to Page Quality", and "See Account Status Overview".

**Facebook Account / Page**

Customer Feedback **Page**

**Review Requested on Nov 8, 2021**

A review for this Page was requested by an admin or advertiser to determine if it was correctly restricted from advertising. We will review the Page as soon as possible and notify you here. Please note that due to coronavirus (COVID-19) we have fewer people available for reviews and it may take several weeks to get a response.

**Chuyện Nhỏ Nói To: Sex Ed is Love Ed** [View Page](#)

Page ID: 103863155376308  
Restricted · Nov 5, 2021

This Page isn't allowed to advertise. This is because the Page didn't comply with one or more of our Advertising Policies or other standards, such as having too many ads rejected, attempting to circumvent our ad review process, participating in fraudulent behavior, or associating with untrustworthy accounts. [Learn more.](#)

**Restrictions**

- Can't create or run ads

**What You Can Do**

- Request a review of this Page if you believe it shouldn't be restricted from advertising. [Request Review](#)
- Review the overall status of your Page in Page Quality. [Go to Page Quality](#)
- Review the status of your other accounts. [See Account Status Overview](#)

## 3.2.2. KOLS/INFLUENCERS

### 3.2.2.1 KOLs/Influencers Profile

We have approached some more KOLs/Influencers and invited them to join the campaign. As of 7:00AM 08/11, there have been 3 more (total is 8) KOLs/Influencers agreeing on partnering with us. We are currently putting more focus on KOLs/Influencers that have the scope of social post rather than TikTok video. As a

low-budget campaign, TikTok videos that cannot have a link back to our Fanpage are quite ineffective. The table below provides newly reached Influencers/KOLs profiles as well the scope of work for each of them.

**Table 3: KOLs/Influencers Profile**

Name	Category	Profile	Likes/Followers	SOW
<a href="#">ICPDP FPTU</a>	Education Fanpage	Official fanpage of International Cooperation & Personal Development Department (IC - PDP) FPT University. Update information, photos and stories about activities and programs for students of FPT University.	<ul style="list-style-type: none"> <li>• 21,379 Followers</li> <li>• 20,542 Likes</li> </ul>	Facebook Post to promote the Webinar
<a href="#">Multimedia Communications - FPT University HCM   Facebook</a>	Education Fanpage	Official fanpage of Multimedia Communications Department at FPT University - Ho Chi Minh Campus	<ul style="list-style-type: none"> <li>• 492 likes</li> <li>• 527 followers</li> </ul>	Facebook Post to promote the Webinar - livestream the webinar on fanpage
<a href="#">SHE TALKS</a>	Sex Education Fanpage	She Talks is a Facebook Fanpage with blog type content about SE for female	<ul style="list-style-type: none"> <li>• 4.7K Followers</li> <li>• 3.7K Likes</li> </ul>	Facebook Post to promote the Fanpage

### 3.2.2.2 Report

**Table 4: KOLs/Influencers Report**

Name	Category	SOW	Date	Status
<a href="#">ICPDP FPTU</a>	Education Fanpage	Facebook Post to promote the Webinar	<ul style="list-style-type: none"> <li>• 04/11/2021</li> </ul>	Published 1 post
<a href="#">Multimedia</a>	Education	Facebook Post to promote	14/11/2021	Not yet published

<a href="#">Communications - FPT University HCM   Facebook</a>	Fanpage	the Webinar - livestream the webinar on fanpage		
<a href="#">FPT HCM Confessions</a>	University Student Fanpage	Publish posts to promote the Fanpage	<ul style="list-style-type: none"> <li>● 26/10/2021</li> <li>● 31/10/2021</li> <li>● 03/11/2021</li> <li>● 08/11/2021</li> </ul>	Has published 4 more posts (Total 6 posts)
<a href="#">SHE TALKS</a>	Sex Education Fanpage	Facebook Post to promote the Fanpage	<ul style="list-style-type: none"> <li>● In the middle of November (TBU)</li> </ul>	Not yet published

### 3.2.3. WEBINAR

#### 3.2.3.1 Speakers Profile

The second speaker who accepted our invitation is Psychologist Nguyen Ha Thanh - Head of International Cooperation and Personal Development IC-PDP, FPT University, Hanoi. Ms. Thanh has a very impressive education background with a master's degree in psychology, 1 year studied in Germany and has 10 years of experience in training, consulting and supervising psychological practice. Her consulting scopes include family-marriage healing, career orientation, psychological issues,...and parental guidance. With her knowledge base, she will provide a very expertise point of view in Sex Education and be a trusted voice to clarify its problems.

In last October, Ms. Thanh was one of the main speaker for a Sex Education Online Workshop organized by IC-PDP. During this 2-hour session, she has discussed about the psychological preparation, knowledge about sex for ourselves as well as our partner. In particular, she also gives advice on how to listen to ourselves before our emotions and desires and to protect ourselves from unwanted or unprepared sexual behavior.

Figure 6: Online Workshop about SE that Ms. Thanh has been the speaker



Besides SE, Ms. Thanh was also a Guest speaker at a Workshop about Loving named “Be Happy Together - Understand More to Love More” talking about how to deal with issues in a relationship and problems surrounding.

Furthermore, she was one of the Founders of #MentalHeal - community project, non-profit, initiated by author Dang Hoang Giang and psychologist Nguyen Ha Thanh,



and implemented by a group of dedicated volunteers. It provides psychological first aid, helping individuals in crisis, especially depressed young people and their loved ones.

### 3.2.3.2 Report

**Table 5: Webinar Report**

No	Task	Deadline	Status	PIC
1	Contact MC	23/10/2021	Done	Tuan Lam
2	Write Webinar Agenda and Script	30/10/2021	Done	Minh Uyen
3	Webinar Rehearsal	08/11/2021	Done	All
4	Send Partnership Posts	13/11/2021	On going	All
5	Design Visual Materials	07/11/2021	Done	Tuan Lam

### 3.2.4. PRESS

In the period between Report 2 and Report 3, we have not reached any new media because we are putting more concentration on the conduction of the Webinar.

For the Editorial, we have already finished witing the article and sent to two media. The journalist from Song Dep has responded that they had to decline to pick up the article as the demanding time for the censorship of a newly created Fanpage like ours is quite long. However, they also said that they will consider picking up the Advertorial if there is relevant information. Afamily is still processing the article and have not replied to the result yet.

After the Webinar finishes, we will write the Advertorial and send it to Song Dep and FPTU News Site. We have already contacted the person in charge of publishing news on FPTU News Site and they have also agreed to review the article.

### 3.2.5. SPENDING

As of 10/11/2021, we have just spent an expense on Facebook Advertising and KOLs. For the MC of the Webinar, we have been supported by a MC who is also a student at FPT University HCM so that we do not have to spend the budget for the MC as we have planned in the very first place.

Below is the table that depicts the spending of our project as of 10/11/2021.

**Table 6: Spending as of 10/11/2021**

No	Task	Date	Amount (VND)
1	Run Facebook Advertising	10/11/2021	257.000
2	KOL's TikTok Video	20/10/2021	350.000
Total			470.000

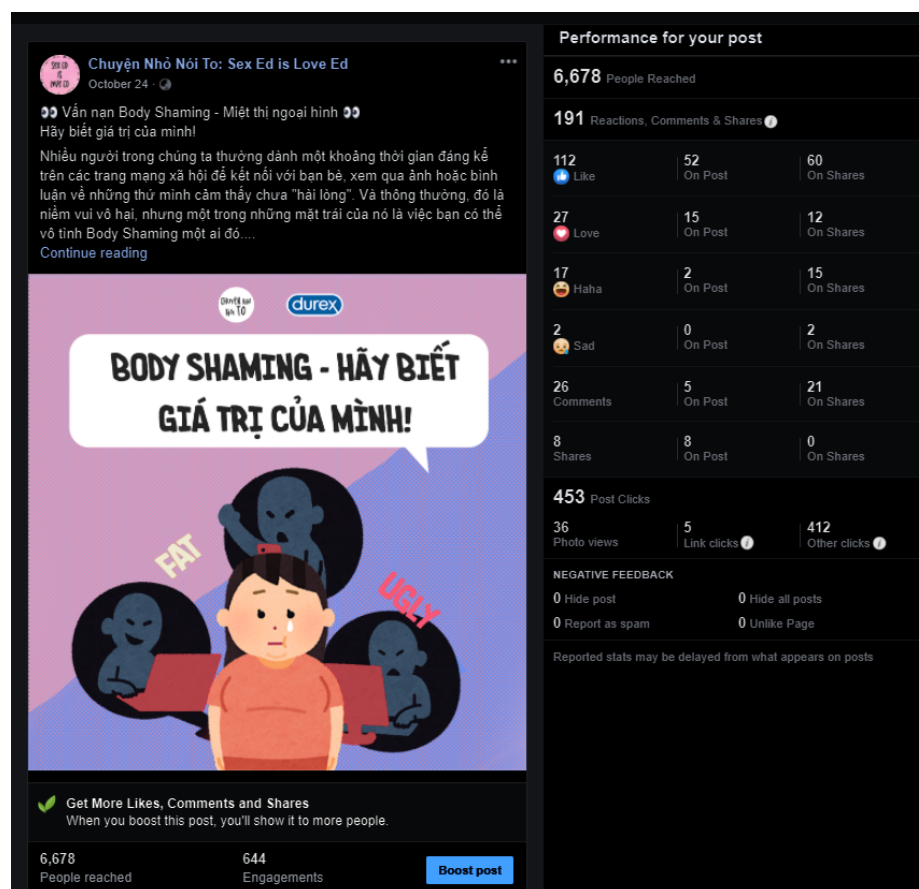
## 3.2. PRODUCT

### 3.2.1. FANPAGE

“Chuyen Nho Noi To: Sex Ed is Love Ed” Facebook Fanpage is ongoing well with regular posts and increasing Reach and Interactions, as of 10/11/2021, we have had a total of 24 posts (8 more from the previous report) including: Normal posts, Pictorial posts, Infographic Posts, Shared Posts from the sponsor and posts used for advertising our Webinar.

#### 3.2.1.1 Normal Post

We have already posted 5 more posts of this type since 20/10/2021. Currently, the project is at phase 2 — Engagement, which emphasizes more on self-love and how to take care of one’s self. That is why our normal posts are currently focusing and shifting toward this topic. There is also a rise in the total number of interactions in each post thanks to advertising. Currently, the post that has the best performance is the post “Body Shaming” with a total of 644 Engagements.

**Figure 7: Statistic Of The Current Best Engaging Normal Post****Table 7: List of current Normal posts (from 20/10 to 10/11/2021)**

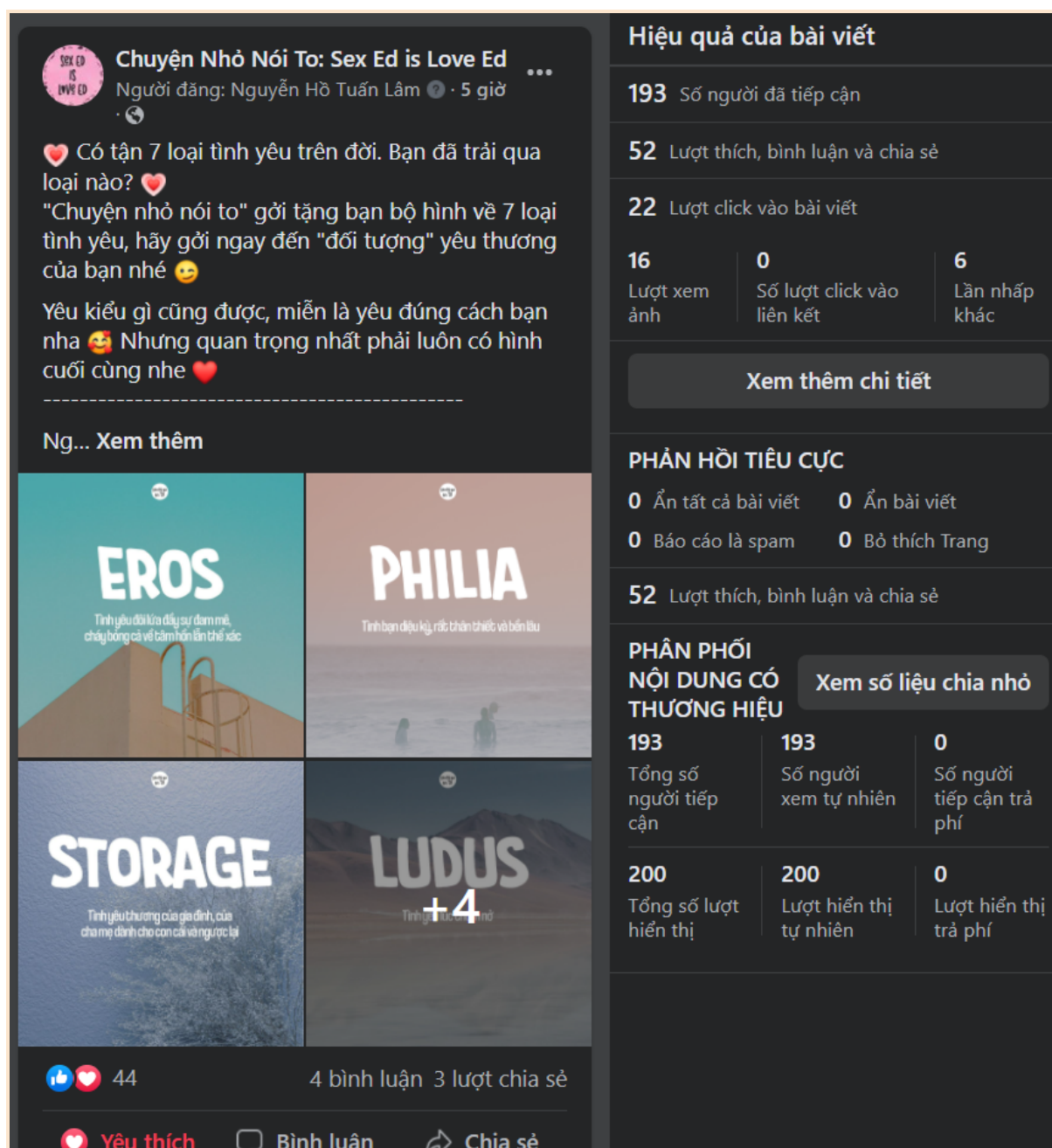
No.	Date	Content Type	Post name	Link	KPI (Organic Reach/Engagement)	Results (Organic Reach/Engagement)	Follow up
1	Wed, 20-10-21	Other	Chúc mừng ngày PN VN	<a href="#">Facebook</a>	300/30	490/34	Achieved
2	Fri, 22-10-21	Normal	Bàn về "Trình tiết"	<a href="#">Facebook</a>	1,200/120	1,343/386	Achieved
3	Sun, 24-10-21	Normal	Vấn nạn Body Shaming - Hãy biết giá trị của mình	<a href="#">Facebook</a>	4,000/400	6,658/644	Achieved. We set a quite high KPI for this post because it would be shared by FPTU HCM Confession.
4	Sun, 31-10-21	Normal	Mối quan hệ độc hại? (Toxic Relationship) - Cách để thoát	<a href="#">Facebook</a>	2,000/200	2,252/331	Achieved

			khôi				
5	Sun, 07-11-21	Normal	Bí quyết xây dựng một mối quan hệ lành mạnh	<a href="#">Facebook</a>	4,000/400	4,544/343	We set a quite high KPI for this post because it would be shared by FPTU HCM Confession. However, we have not reached the engagement KPI yet.
6	Wed, 10-11-21	Normal	25 thói quen giúp bạn sống hạnh phúc hơn.	<a href="#">Facebook</a>	2,000/200	65/34	Not yet achieved

### 3.2.1.2 Pictorial Post

We are currently having a total of 3 pictorial posts, with the latest one posted on 08/11/2021. The post is about “7 types of love” and got a total of 52 reactions, shares and comments after 5 hours posting on the page.

Figure 8: Statistic of Pictorial Post 3



Before being reviewed by Facebook, we have already run ads on the 2 previous pictorial posts so that they have quite impressive performance. The very first pictorial post - "Sex, Gender and Sexual Orientation" has had 13,7K people reach and 741 reactions, comments and shares. Especially, we have had 82 shares for this post, which is a very stunning result for a newly created Fanpage. For the second pictorial

post, the statistic is also relatively high, with 14,1K people reach and 217 reactions, comments and shares.

**Figure 9: Statistic of Pictorial Post 1**

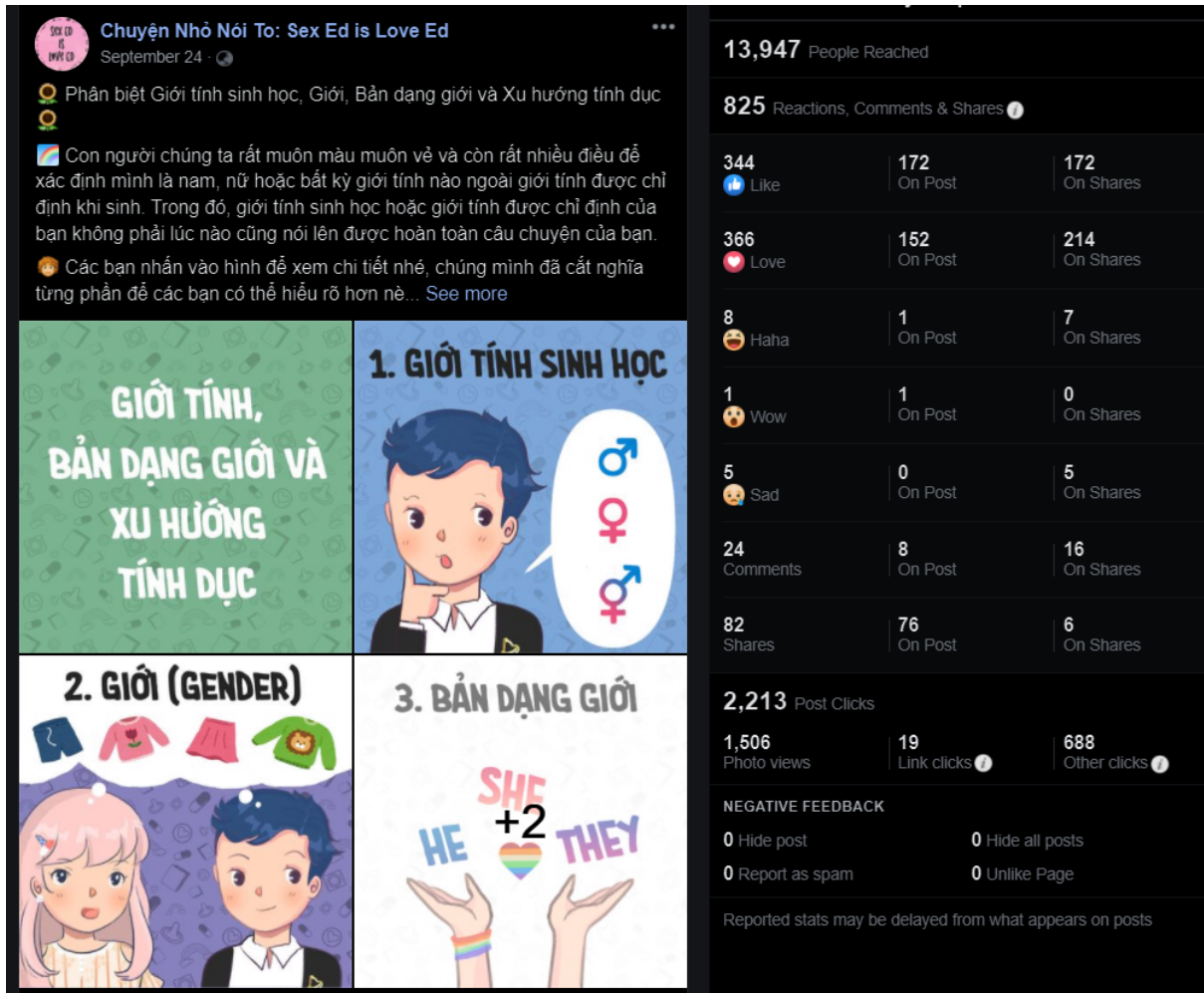


Figure 10: Statistic of Pictorial Post 2

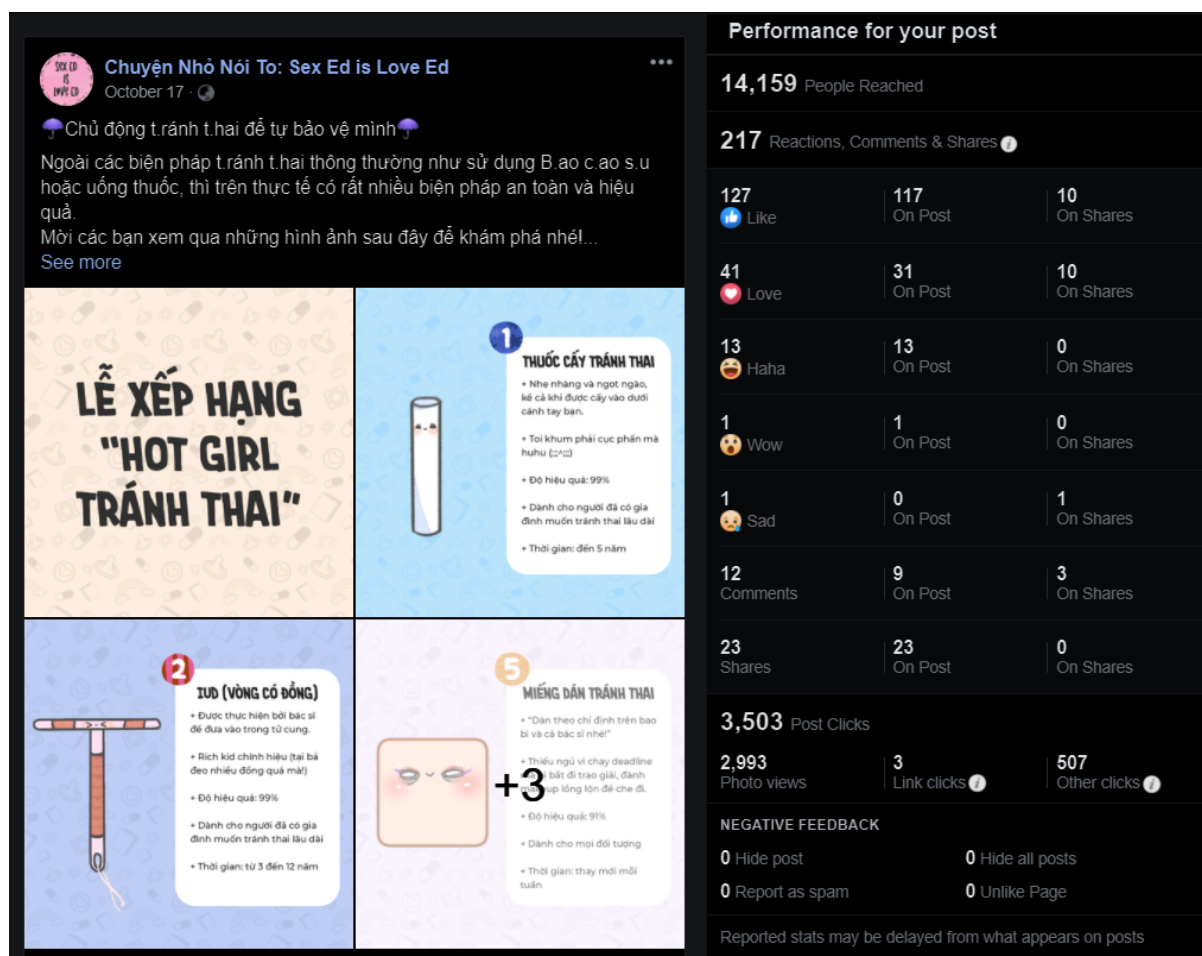


Table 8: List of current Pictorial post (from 20/10 to 10/11/2021)

No.	Date	Content Type	Post name	Link	KPI (Organic Reach/Engagement)	Results (Organic Reach/Engagement)	Follow up
1	Mon, 08-11-21	Pictorial	Có tận 7 loại tình yêu trên đời. Bạn đã trải qua loại nào?	<a href="#">Facebook</a>	2,000/200	402/89	Not yet achieved. As our page has been restricted, we have to lower the KPI.



### **3.2.1.3. Infographic Post**

We currently do not have any new Infographic post at the moment since we focused more on preparing for our webinar, but we have planned to release an infographic to share about the LGBTQI+ community in Vietnam on 21/11/2021.

### **3.2.1.3. Webinar Related Posts**

Our webinar is going to be on 14/11/2021, so we have made 3 posts to introduce and promote it. The first post was posted on 28/10/2021 to introduce the name, time and platform of the webinar, and the second post was posted on November 3, 2021 to introduce the speakers that are going to participate in the webinar as well as to release the registration form to sign up.

On 09/11/2021 we had the third post to release the latest update of the Webinar (about the change in the platform and the two Fanpage that have the Webinar live-streamed).

Figure 11: The First Webinar Related Post

**Chuyện Nhỏ Nói To: Sex Ed is Love Ed**  
 Người đăng: Nguyễn Hồ Tuấn Lâm · 28 tháng 10 ·

🔥 "Chuyện nhỏ nói to" chính thức ra mắt WEBINAR do chúng mình tổ chức với chủ đề: "5W-1H VỀ LẦN ĐẦU TIÊN" 🔥

- 🔴 Bạn đang lo lắng vì không biết có nên trao đi "cái ngàn vàng" cho người yêu?
- 🔴 Bạn mong muốn hiểu thêm về cách để bảo vệ an toàn cho mình và đối phương?
- 🔴 Bạn chuẩn bị có những bước "tiến xa" hơn với đối phương, nhưng không biết nên chuẩn bị gì (cả về tinh thần lẫn thể chất)?

🔥 W... Xem thêm

**Hiệu quả của bài viết**

531 Số người đã tiếp cận

53 Lượt thích, bình luận và chia sẻ

28 Lượt click vào bài viết

8 Lượt xem ảnh    0 Số lượt click vào liên kết    20 Lần nhấp khác

Xem thêm chi tiết

**PHẢN HỒI TIỂU CỤC**

0 Ẩn tất cả bài viết    0 Ẩn bài viết

0 Báo cáo là spam    0 Bỏ thích Trang

53 Lượt thích, bình luận và chia sẻ

**PHÂN PHỐI NỘI DUNG CÓ THƯƠNG HIỆU** Xem số liệu chia nhỏ

531 Tổng số người tiếp cận	531 Số người xem tự nhiên	0 Số người tiếp cận trả phí
599 Tổng số lượt hiển thị	599 Lượt hiển thị tự nhiên	0 Lượt hiển thị trả phí

Figure 12: The Second Webinar Related Post

**Chuyện Nhỏ Nói To: Sex Ed is Love Ed**  
 Người đăng: Minh Uyên Nguyễn · 3 tháng 11 lúc 20:06 ·

[CHÍNH THỨC MỞ FORM ĐĂNG KÝ]

🔥 Sau bao ngày mong chờ, "Chuyện nhỏ nói to" xin chính thức mở form đăng ký cho Webinar "5W-1H VỀ LẦN ĐẦU TIÊN" 🔥.

Lần đầu tiên quan hệ t.l.n.h đ.ư.c không chỉ mang ý nghĩa quan trọng đối với mỗi người mà còn là "cột mốc" trong giai đoạn tình cảm của hai người. Tuy nhiên, không phải ai cũng có đủ kiến thức để bảo vệ bản thân cũng như đối phương hay làm sao để giúp lần đầu tiên được suôn sẻ hơn.

H... Xem thêm

**Hiệu quả của bài viết**

8686 Số người đã tiếp cận

120 Lượt thích, bình luận và chia sẻ

396 Lượt click vào bài viết

3 Lượt xem ảnh    90 Số lượt click vào liên kết    303 Lần nhấp khác

Xem thêm chi tiết

**PHẢN HỒI TIỂU CỤC**

0 Ẩn tất cả bài viết    0 Ẩn bài viết

0 Báo cáo là spam    0 Bỏ thích Trang

120 Lượt thích, bình luận và chia sẻ

**PHÂN PHỐI NỘI DUNG CÓ THƯƠNG HIỆU** Xem số liệu chia nhỏ

8686 Tổng số người tiếp cận	4025 Số người xem tự nhiên	4645 Số người tiếp cận trả phí
9843 Tổng số lượt hiển thị	4347 Lượt hiển thị tự nhiên	5496 Lượt hiển thị trả phí

Figure 13: The Third Webinar Related Post

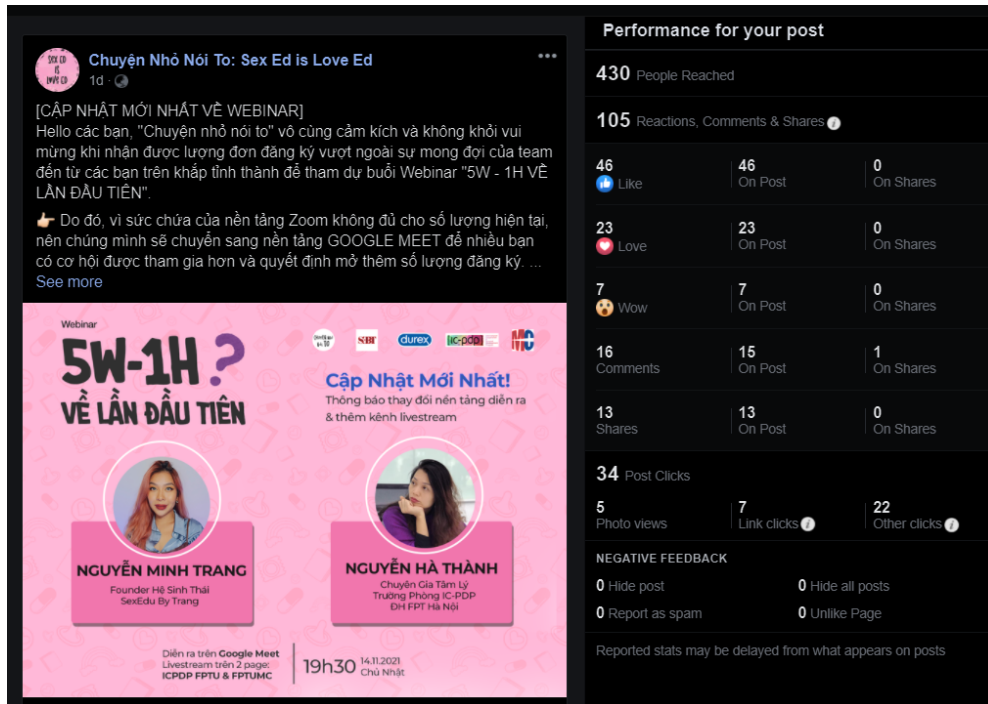


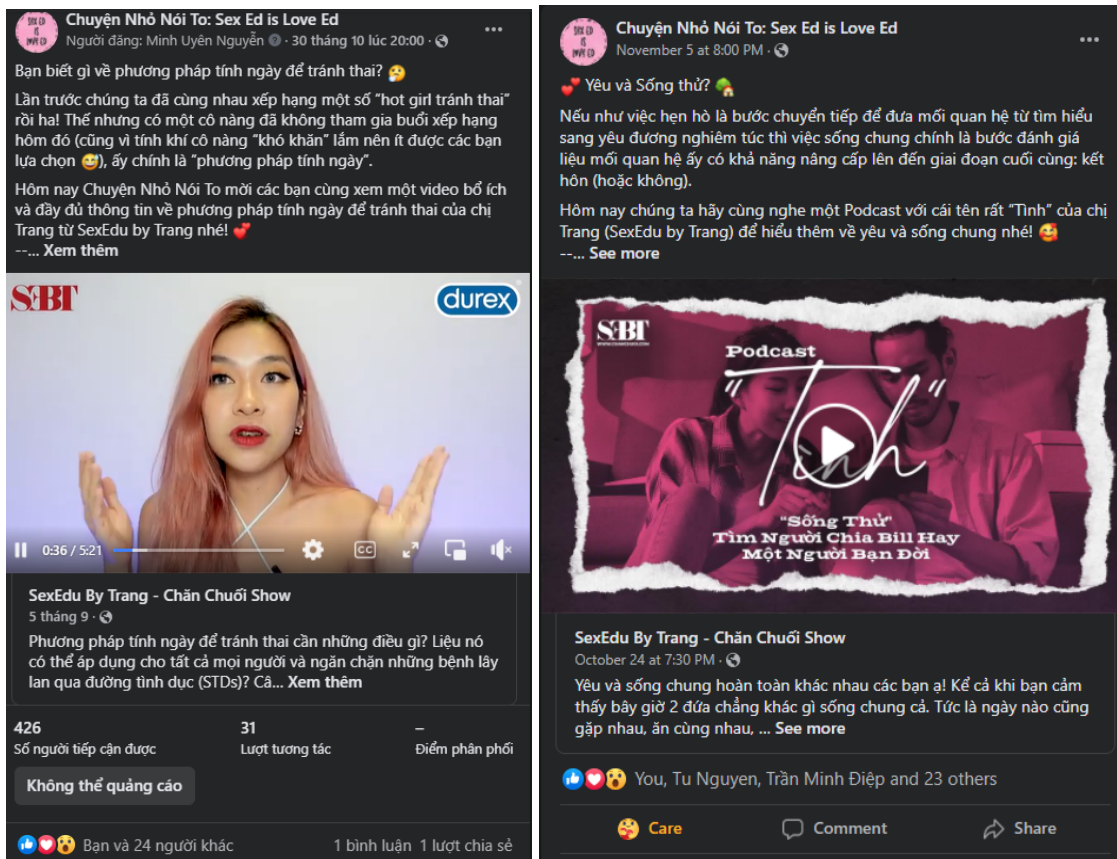
Table 9: List of current Webinar posts (from 20/10 to 10/11/2021)

No.	Date	Content Type	Post name	Link	KPI (Organic Reach/Engagement)	Results (Organic Reach/Engagement)	Follow up
1	Wed, 27-10-21	Webinar	Webinar Introduction	<a href="#">Facebook</a>	500/50	483/81	As we don't boost for this post a lot so that it hasn't reached the KPI for people to reach. We want to focus on boosting the post with registration form rather than the introduction one.
2	Wed, 03-11-21	Webinar	Mở form đăng ký Webinar	<a href="#">Facebook</a>	4,000/400	4,188/523 (4,645 Paid)	Achieved. We have had quite a high performance on engagement.
3	Tue, 09-11-21	Webinar	Thông báo đổi nền tảng Webinar qua sang Google Meet và thông tin Livestream	<a href="#">Facebook</a>	1,000/100	429/139	Not yet achieved

### 3.2.1.3. Partnership Post

Nguyen Minh Trang (or Trang Chuoi), founder of the project SexEdu By Trang, is currently one of our sponsor by being the speaker for our seminar. In exchange, we are going to share a total of 5 videos/podcasts from her page to ours. We have the right to choose these content to make sure that they are aligned with our page's theme. At the moment, we have already shared 1 video titled “Bạn biết gì về phương pháp tính ngày để tránh thai?” and 1 podcast titled “Yêu Và Sống Thử”. We also wrote a small introduction and shared our thoughts about each topic for each video/podcast we shared in order to make the relations between the two fanpage as well as make the content more interesting.

Figure 14: Sponsor Posts For SexEdu By Trang



**Table 10: List of current Partnership posts (from 20/10 to 10/11/2021)**

No.	Date	Content Type	Post name	Link	KPI (Organic Reach/Engagement)	Results (Organic Reach/Engagement)	Follow up
1	Sat, 30-10-21	Other	Partnership SEBT	<a href="#">Facebook</a>	300/30	434/31	Achieved. For shared posts, we set the KPI quite low because of the Facebook algorithm.
2	Fri, 05-11-21	Other	Partnership SEBT	<a href="#">Facebook</a>	300/30	229/39	Not yet achieved

### 3.2.2. KOLS

KOLs were chosen based on the resonance of our TA and the relevancy in terms of content. Regarding the budget for them, these influencers agreed to support us with a low or no budget as we are a non-profit project and the benefits that we might give them.

About social posts, we have received continuous promotion and support from FPTU HCM Confessions by sharing both normal posts and promotional posts for the webinar on their main page, which currently has over 30 thousands followers.

**Figure 15: FPTU HCM Confessions Social Posts**



### 3.2.3. Webinar

In order to prepare for our upcoming webinar on 14/11/2021, we have done a number of products that are going to be used during the session, which are intro video and waiting video.

#### 3.2.3.1. Script

We have finished writing the script and sent it to the MC as well as the two speakers. After the Rehearsal on 08/11/2021, we and the MC will revise the script in order to make it more appropriate and effective for the Webinar.

Here is the link to the script: [Webinar Script](#).

### 3.2.3.2. Intro Video

Intro video was done in After Effect using our visual components and basic typographic animation to introduce the date and time, speakers and general content of the webinar to the audiences. This video is intended to be aired right before the start of the webinar.

Here is the link to the Intro video: [Intro Video](#).

Figure 16: Intro Video



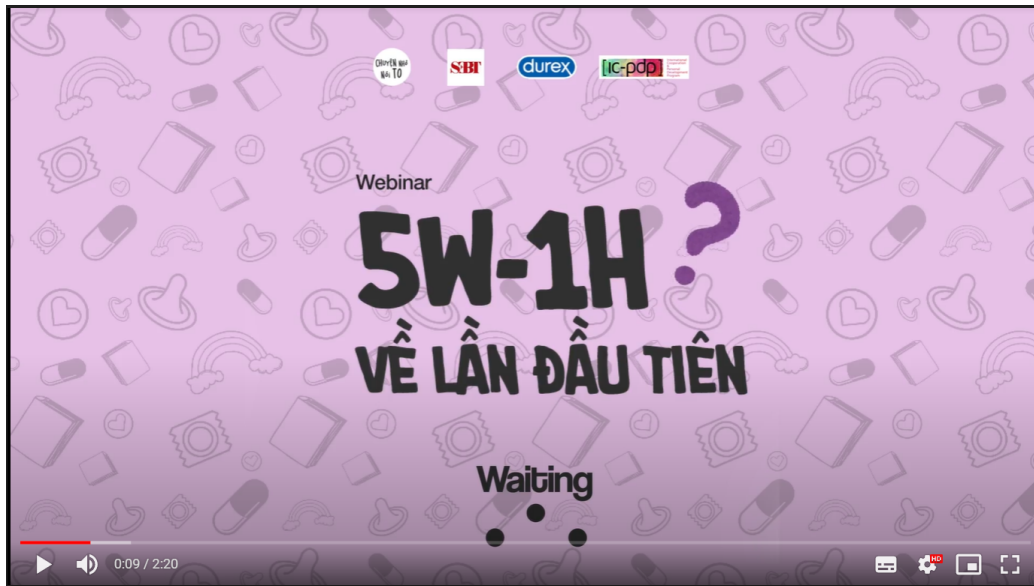
### 3.2.3.1. Waiting Video

This video is going to be on loop when waiting for the audiences to join or when technical difficulties happen.

Here is the link to the Waiting video: [Waiting Video](#).



Figure 17: Waiting Video



### 3.3. ALL MEETING MINUTES

#### 10th Meeting

**Date:** 28 October 2021

**Time:** 19h30

**Platform:** Facebook Messenger

#### Minutes

---

**Agenda Item:** Updating Task List

**Presenter:** Minh Uyen

**Discussion:**

Align all the work and update new tasks for all Activities.



**Conclusions:**

Agreed on the task list.

<b>Action Items</b>	<b>Person In Charge</b>	<b>Deadline</b>
Create the task list	Minh Uyen	29/10/2021

---

## 11th Meeting

**Date:** 05 November 2021

**Time:** 19h30

**Platform:** Facebook Messenger

### Minutes

---

**Agenda Item:** Webinar Update

**Presenter:** Minh Uyen - Tuan Lam - Gia Linh

**Discussion:**

Discuss the platform and how to conduct the Webinar the most effectively.

**Conclusions:**

Agreed on the changes.

