

Graduation Thesis Report No.4

EVALUATION

MC1401 | GRA497
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LIST OF ABBREVIATIONS

SE	Sex Education
TA	Target Audience

4.1. REVIEW OBJECTIVES AND STRATEGIES

4.1.1. OBJECTIVES

Our project - “Safe Sex - Self-Love” - is a non-profit project whose objectives are bringing the knowledge of CSE closer to the youth in an intriguing and friendly way as well as highlighting the root core of the problem: Self-love. We would like to create the joint between sex and sexuality and love, especially, self-love. To do so, after doing a lot of research about the situation, TA and media channels, we have decided to build up a Facebook Fanpage as well as carry on some other activities to support that Fanpage. We have used the S.M.A.R.T model for objective and come to a condensing statement, that is:

“Get 3,000 likes on Fanpage **Chuyện Nhỏ Nói To: Sex Ed is Love Ed** by sharing the knowledge of CSE in relation with self-love to everyone, especially the youth, in 3 months from September to December.”

First of all, after nearly two months and a half of running the campaign (from September 10 to November 26) we can affirm that using a Facebook Fanpage as the main tool to share the information about CSE and self-love is an effective and manageable strategy. At the moment, we have a fanbase that is aligned with our targeted TA and quite actively engaging with our posts. Before the end of the time-bound of three months, we have reached 3,116 likes on our Fanpage.

For other KPIs, in the implementation process, we have to flexibly adjust them to maximize the performance of the campaign as well as to deal with arising problems.

The table below shows the edited deliverables, their KPIs and Results in general. Each strategy will be analyzed respectively in the next part of the report.

Table 1: Deliverables - KPIs and Results of the Campaign

Activities	Deliverables	KPIs	Results
Fanpage	19 Informative Posts <ul style="list-style-type: none"> • 14 Normal Post • 3 Pictorials • 2 Infographics 	3,000 likes page	3,116 likes page
	1 Engaging Video	7,000 Reach 3,000 Views	7,945 People Reach 3,087 Views
	1 Minigame	30+ participants	42 participants
Webinar	1 Webinar	50+ participants	60+ participants 2,100 views on Livestream
KOLs/Influencers	8 Social Posts	10,000 total engagements	18 Social Posts 1,058 total engagements
	2 TikTok Videos	100,000 total views	160,000+ total views
Press	1 Advertorial/Editorial	1 pickup	1 pickup

Overall, we have achieved all the KPI for all the deliverables, which is great news for our project. About TA, according to the insight of the fanbase on Facebook, it can be seen that our fan's characteristics have relatively concurred with our target ones. As we can depict from the chart, our audience is mainly in the age of 18-24 and

potential groups are 13-17 and 24-to-35-year-old groups. Moreover, they are currently living in the three most significant cities in Vietnam which are Hanoi, Da Nang and HCM City.

4.2.2. STRATEGIES

4.2.2.1 Facebook Fanpage

As we have mentioned in the general review of the whole campaign's objectives, building a Facebook Fanpage is an effective way to generate fans/followers and spread out the key message of our campaign.

On our Fanpage, we have diversified the content into many different types such as Normal Post (simple illustration and a copy), Pictorial Post (Informative illustrations); Infographic Post; Video; Webinar Related Post; Partnership Post; etc. In practice, apart from the video, it has been proved that Pictorial is the most effective post (highest people reached and engagement rate), followed by Infographic and some Normal posts (which have trending or meaningful contents). However, it takes quite a lot of time to conduct a Pictorial post so we have used them as the hook to boost up the performance of the page amongst the regular normal posts to keep up with the fan.

In this three-month campaign, our strategy for Fanpage is to concentrate on sharing valuable and catching content to build a strong foundation for the project so that we have not used the story and message tools of Facebook. In the following campaign, we will consider utilizing these two tools on Facebook.

4.2.2.2 KOLs/Influencers

In the first place, we have planned to generate content from KOLs/Influencers on two platforms - Facebook and TikTok. Then we have actually reached out to many KOLs and influencers and asked them to join the project without or with a very low-price. Because making a video on TikTok is quite a demanding task so in comparison to the scope of sharing a post on Facebook, the KOLs requires more budget for the TikTok-video scope. However, we still would like to implement this scope to test its effectiveness so we have tried to find and reach out to many KOLs. Ultimately, we have successfully dealt with two KOLs - one for free and one with a very supportive price, and have them publish two videos on Tiktok.

In result, the two videos have gained a lot of views and likes, which means that our message “Chuyen nho noi to” has reached many people. However, with a low budget, we could not have the best option that KOLs have not hyperlink to our Facebook Fanpage in their description/comment section. Even though we can have a lot of people reached, we could not generate enough leads (fans who like/follow our page). That is the reason why we are considering changing the strategy that we will focus mainly on the scope of sharing posts on Facebook and redirect to our Fanpage link and leave the scope of TikTok video at 2 videos.

4.2.2.3 Webinar

In our opinion, Webinar is an effective tool to generate qualified leads. With the information that we got from the registration form, we can have the insight of who are most interested and concerned with the CSE information and then we could finalize

our retarget plan. Furthermore, the feedback from the audience was all positive and thanks us for holding this activity. Their feedback on what topic they also enjoy in terms of SE and how they would like the following Webinar (if there is) are also such a good source of information for us to carry on other activities or other Webinars in the future.

4.2.2.4 Press

Press is also a channel that we would like to run as a test. All our previous projects were on the scale of university and student projects only so that we have not had the chance to try media pitching. For this project, we will try to reach out to some lifestyle media and FPT University news site with one Editorial and one Advertorial.

At first, we have successfully pitched two lifestyle media for the Editorial. However, after sending the article to these two media, they replied that the demanding time required for censorship of a newly created Fanpage like ours will be quite long (exceeding the time of our campaign) so that they have to reject that article. For the Advertorial, the process of pitching was quite easier than the Editorial because we pitched our university's news site.

After this campaign, we will consider reaching out to other media when our Fanpage has gained more reputation and we are not restricted by the timeline.

4.2. RESULTS BY ACTIVITIES

4.2.1. FACEBOOK FANPAGE

At the end of the third phase, we have finished posting all the needed deliverables on our “Chuyen Nho Noi To: Sex Ed is Love Ed” Facebook Fanpage. About the overview statistics, as of 01/12/2021, we have also reached our KPI that we have had 3,113 Fanpage likes in total and 64,658 people reach and 15,688 post engagement in the last 28 days. In particular, we have finished publishing a total of 34 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.

Figure 1: Facebook Page Reach (as of 01/12/2021)

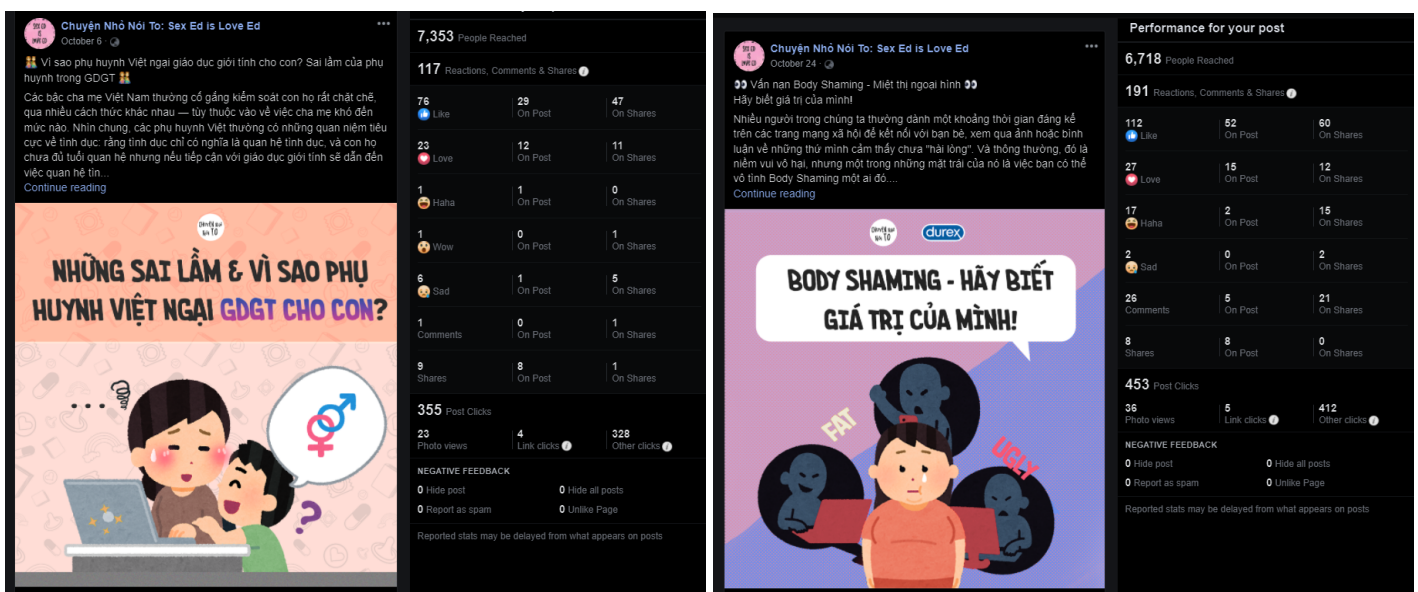


4.2.1.1 Normal Post

We have already posted 6 more posts of this type since 10/11/2021 and finished 14 posts in total requiring deliverables. Currently, the project is in Phase 3 - Retention -

which reminds and encourages people to maintain the self-love lifestyles that we highlighted in phase 2. There is also a rise in the total number of interactions in each post as more audiences were reached thanks to the impact from our previous Webinar besides advertising. Overall, within Normal posts, the best number of people reach is around 7.4K and engagement is around 650.

Figure 2: Best performance Normal Posts



Although Normal posts' total performance is not as high as Pictorial or Infographic (as we did not run ads on them), their organic statistics are still impressive with a newly created Fanpage. Due to the lack of human resources, we could not handle generating too many Pictorial or Infographic Posts so publishing Normal Post is the best way to keep the Fanpage updated and deliver the message to as many people as possible.

Table 2: List of current Normal posts (from 11/11 to 01/12/2021)

No.	Date	Content	Post name	Link	KPI	Results	Follow up
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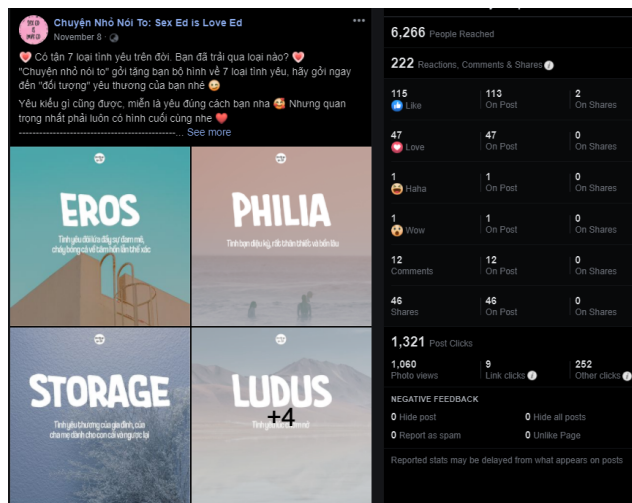
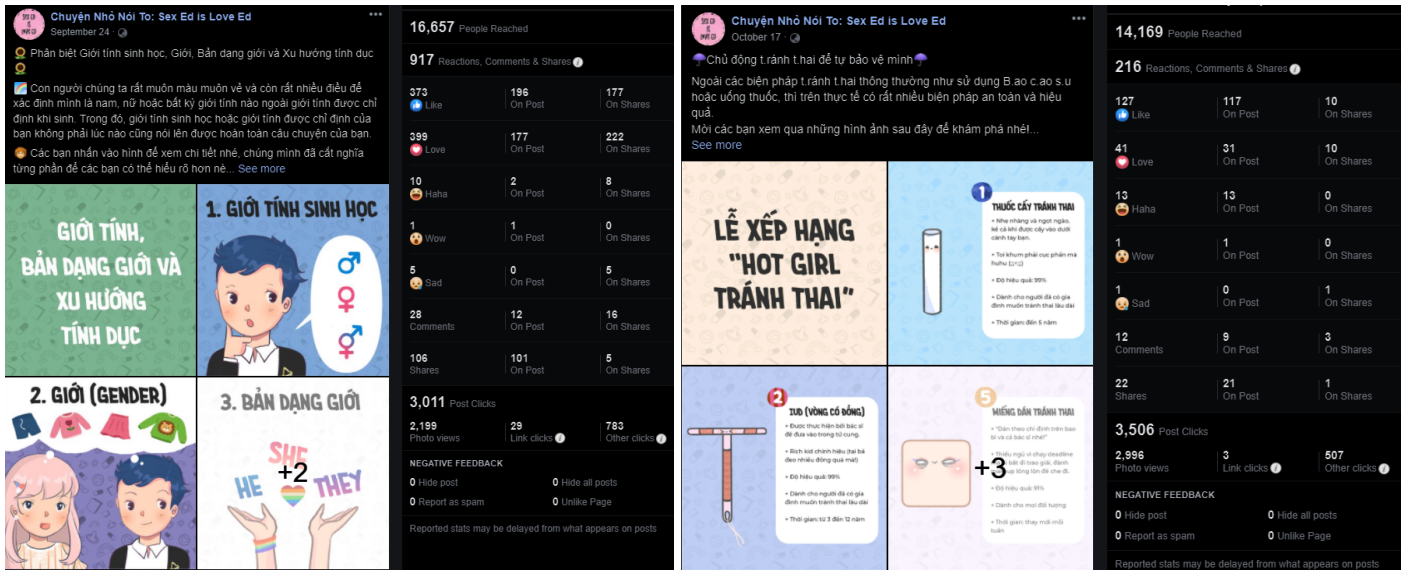
		Type			(Organic Reach/Engagement)	(Organic Reach/Engagement)	
November							
1	Wed, 17-11-21	Normal	Movie Listing	Facebook	2,000/200	921/83	Not yet achieved. As this post we did not use illustration photos, it is quite not as engaging as others.
2	Mon, 29-11-2021	Normal	Information about some STDs	Facebook	2,000/200	782/84	Not yet achieved

4.2.1.2 Pictorial Post

For Pictorial Post, we have finished a total of 3 posts on our Fanpage and their performance is amazing. We have run ads on them with a budget of around 50.000 VND. Two of them (ones we drew and used the illustration photos) have had more than 13K people reach each, the left one has had around 6.2K. The engagements are also much higher than other posts, the most engaging one has had around 3.8K engagements.

More in detail, as of 01/12/2021, the very first pictorial post - “Sex, Gender and Sexual Orientation” has had 16.7K people reach and 917 reactions, comments and shares. We had 106 shares for this post, which is a very stunning result for a newly created Fanpage. For the second pictorial post, the statistics are also relatively high, with 14,2K people reaching 217 reactions, comments and shares.

Figure 3: Statistic of Pictorial Posts

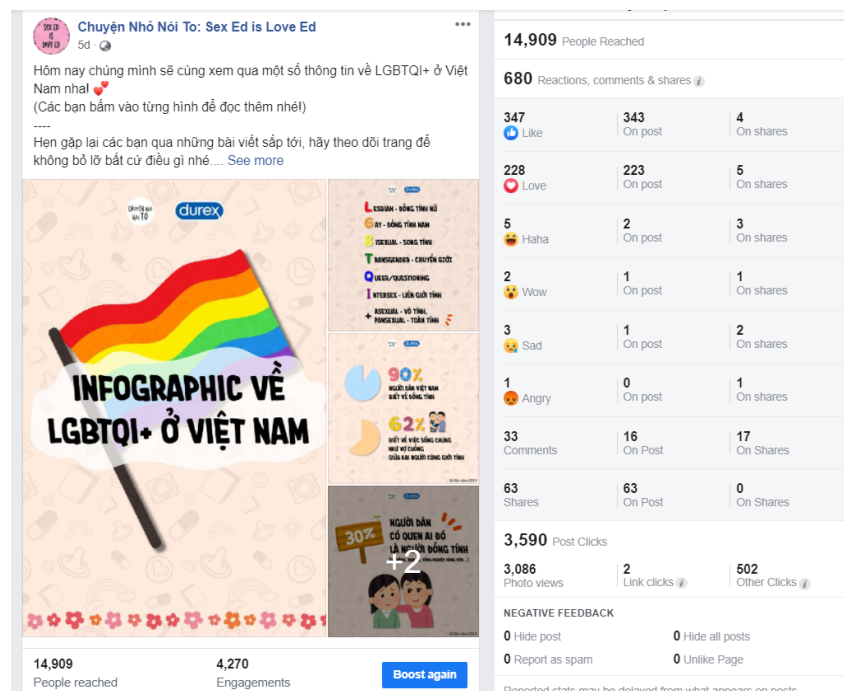


For the third one - about "7 types of love", maybe because it is not illustration type just like the previous two posts so that it has had a quite lower performance: 6.2K people reached and nearly 1.6K engagement. With a similar advertising budget of 50.000VND, we consider its performance is not so great. Therefore, this is an experience that we will adapt to in the future that we should use illustration to depict the information and create more engaging content.

4.2.1.3. Infographic Post

We have posted an Infographic post to share about the LGBTQI+ community in Vietnam on 21/11/2021. As the statistics in the source were in 2014, we would like to create another survey to test the change of the view of the Vietnamese community on LGBTQI+ in 7 years. That is a reason why we have spent a quite higher budget to run ads on it (70.000 VND) to increase the number of people who take part in the survey. This has made this Infographic gain the best engagement up to now at a total of 4,280 engagements.

Figure 4: Infographic post 2



About the result of the survey, we have concentrated on the questions that can compare with the survey “Quan điểm xã hội với hôn nhân cùng giới” conducted by The Institute for Studies of Society, Economics and Environment (iSEE) in 2014. Although our survey’s scale could not be as massive as iSEE’s, it still has the power of

showing the current picture of the community's attitude towards the LGBTQ+ Community and highlighting the significant changes in Vietnam about this topic throughout the period of 7 years. As of 01/12/2021, our survey has had 237 participants aged from 12 to 61 years old, mostly in 5 cities/provinces (Hanoi, HCM City, Da Nang, Vung Tau, Khanh Hoa). The statistic is really stunning when 97.5% of participants are aware of LGBTQ+ and 92.4% of participants are aware of the fact that there are people who the same sex living together as "husband and wife", compare to 90% and 62% respectively in the 2014's survey. Furthermore, with the question that whether they have (an) acquaintance(s) in the LGBTQ+ community or not, there are 84.9% said yes (the 2014's survey the number is only 30%). 53.5% of the participant also confirm that they have a supportive attitude toward the LGBTQ* community. We have also asked them the source of information that they got this information, 78.5% of them credit Fanpages on Facebook as their source, which means that we are one of the initiatives that have created the realistically positive effect by sharing more information not only about LGBTQ+ but also about CSE and self-love in general.

Table 3: List of current Infographic posts (from 11/11 to 01/12/2021)

No.	Date	Content Type	Post name	Link	KPI (Organic Reach/Engagement)	Results (Organic Reach/Engagement)	Follow up
1	Sun, 21-11-21	Infographic	LGBTQ+ Information	Facebook	1,500/150	1,925/4,276 (13,3473 Paid)	Achieved with much more Engagement than KPI planned.

4.2.1.4. Webinar Related Posts

Following the 3 informative posts for Webinar in the previous report, we also have support posts to remind the audiences (post on 12/11/2021), to inform them that we have mailed them the invitation (post on 13/11/2021); moreover, as we witnessed some receiver’s mailbox might automatically define our mail as spam, we then quickly adapt and aired a post to remind them to check further on the Spam mailbox in case they missed the Invitation few hours before the Webinar. Last but not least, we have had the Thank you post right after the Webinar on 14/11/2021.

Figure 5: Some Webinar Related Posts

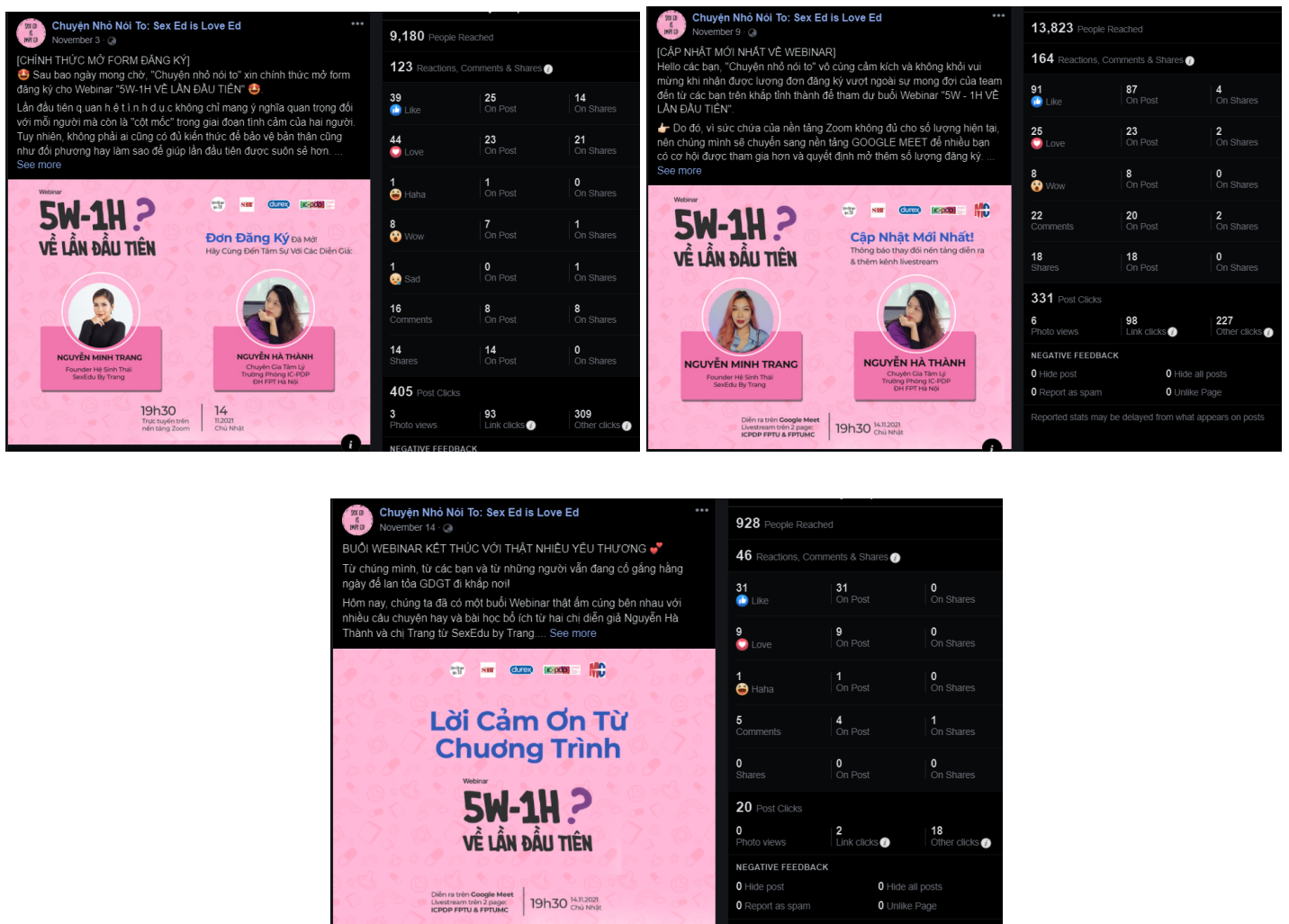


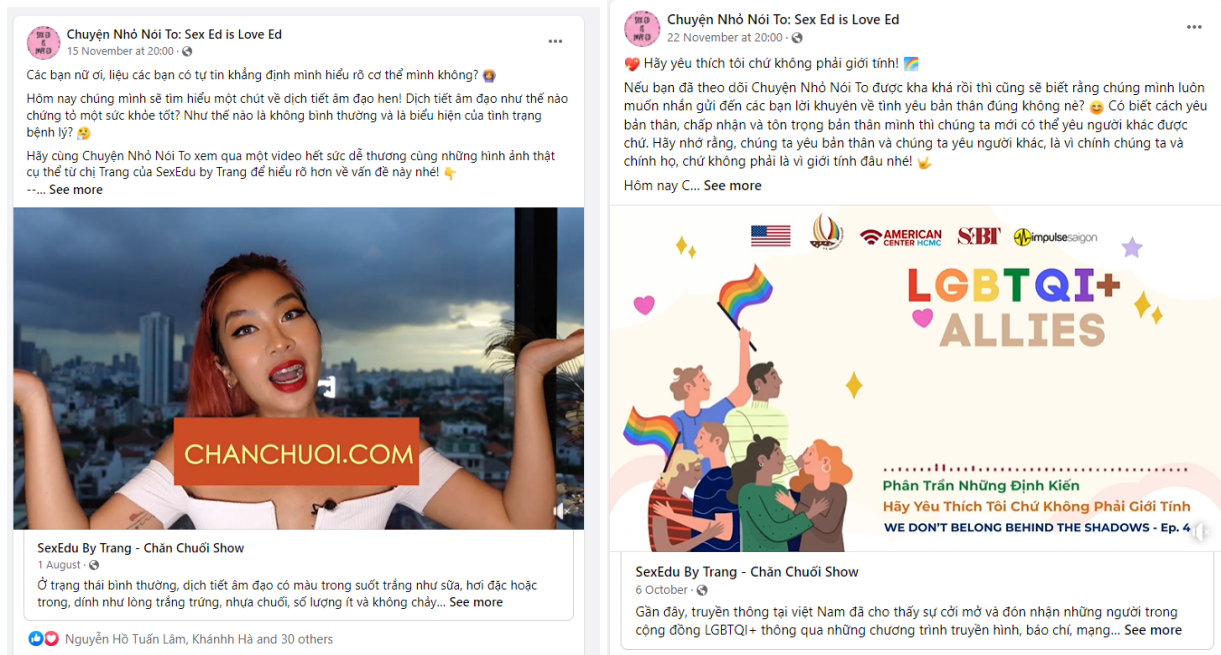
Table 4: List of current Webinar Related posts (from 11/11 to 01/12/2021)

No.	Date	Content Type	Post name	Link	KPI (Organic Reach/Engagement)	Results (Organic Reach/Engagement)	Follow up
1	Fri, 12-11-21	Webinar	Webinar Reminder	Facebook	500/50	560/119	Achieved
2	Sat, 13-11-21	Webinar	Webinar Mail Reminder	Facebook	500/50	657/63	Achieved
3	Sun, 14-11-21	Webinar	Webinar Spam Mail check	Facebook	500/50	533/91	Achieved
4	Sun, 14-11-21	Webinar	Webinar Thank Note	Facebook	500/50	533/91	Achieved

4.2.1.5. Partnership Post

Further update, we have had 2 more partnership posts with SexEdu by Trang to promote her video about women bodies, similar to previous posts, we also write the introduction to capture audience attention, besides we also shared another podcast from her about LGBTQI+ - in which do related to our later Infographic about this group in Vietnam. The last partnership post with SexEdu by Trang is going to be aired on December 1st.

Figure 6: Partnership Posts with SexEdu By Trang



Besides, we have also had a Partnership post with Durex. In this post, we help to share and promote their new program by collaborating with Vietcetera, which is also related to SE, but in a very unique approach - sharing about SE with parents. This partnership post will also be very helpful and significantly support our audiences on their way of exploring SE.

Figure 7: Partnership Post with Durex


Chuyen Nhó Nói To: Sex Ed is Love Ed
 Published by Minh Uyên Nguyễn · 24 November at 20:30 · 🌐

🗣️ Hỗ trợ Truyền thông 🗣️
 Người Lạ Ở phiên bản... "Người quen ở"

Sắp tới đây, Vietcetera sẽ mang NLO trở lại với studio. Sẽ không còn những màn tranh luận qua zoom nữa mà các bạn sẽ được trải nghiệm quay hình trên chiếc giường êm ái của chúng mình. N... [See more](#)



NGƯỜI QUEN Ở
 Tâm sự cùng cùng bố mẹ về chuyện tình cảm & tình dục
TẠI SAO KHÔNG?
 durex Vietcetera.

1,468 People reached 137 Engagements ↑ +1.8x higher Distribution score [Boost post](#)

From what we observed, the partnership post with Durex has much better performance than the other 4 posts of Ms. Trang. The rationale for these results is not only because we have this post shared by FPTU HCM Confession but also due to the credibility of such a big brand like Durex (also in collaboration with Vietcetera). Therefore, the post easily captures the audience's attention and makes them eager to be involved in the activity.

Table 5: List of current Partnership posts (from 11/11 to 01/12/2021)

No.	Date	Content Type	Post name	Link	KPI (Organic Reach/Engag)	Results (Organic Reach/Engag)	Follow up

					ement)	ement)	
1	Mon, 15-11-21	Other	Partnership SEBT	Facebook	300/30	552/48	Achieved
2	Mon, 22-11-21	Other	Partnership SEBT	Facebook	300/30	389/37	Achieved
3	Wed, 24-11-21	Other	Partnership DUREX	Facebook	1000/100	1400/128	Achieved.

4.2.1.6. Video

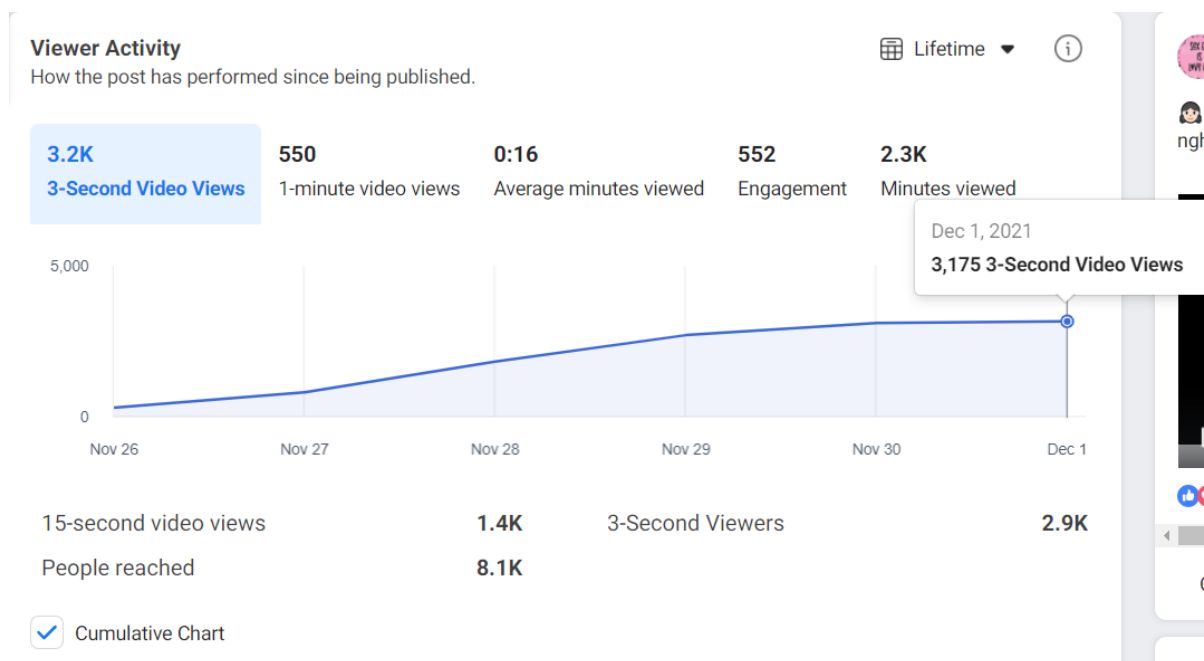
Figure 8: Video on Fanpage



We posted an animation video on 26/11/2021 about the topic “Sex Education For Pre-Teens”. In this video, we create a character named “Bác Sĩ Dưa” to be the narrator and instructor for “current and future parents”. We also used vibrant color and eye-catching flat illustration style with short and easy-to-follow information to guild our viewers through four pre-teen phases of a child and give parents sex education advice and what should and should not do at each phase. The video currently has about 3,1K views and almost 400 reactions, with over 7,9K people reached and 1,3K 15-second

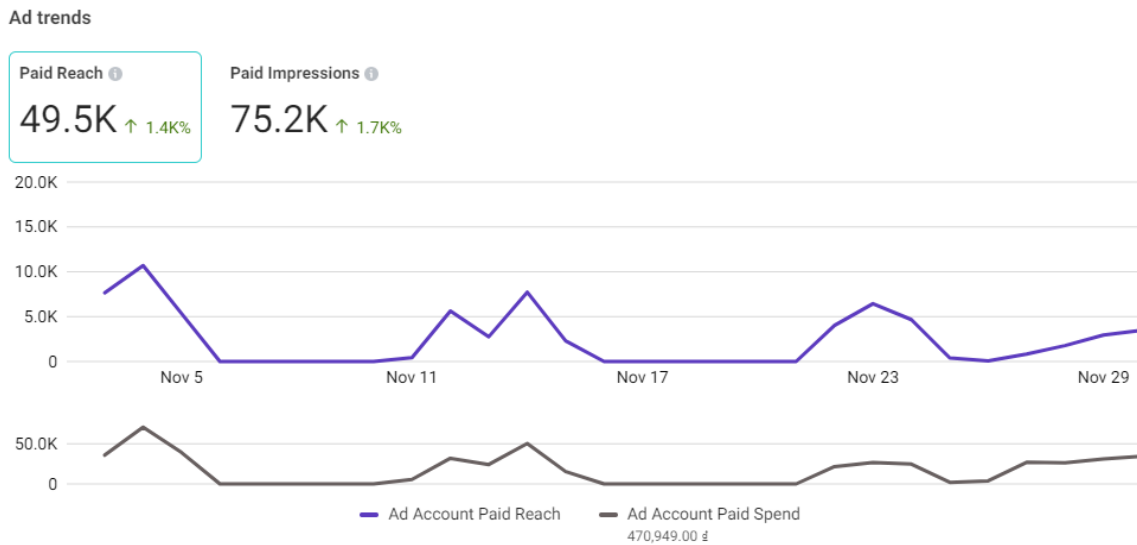
video views. Moreover, most feedback received was positive and they also have compliments on the art style and voice-over.

Figure 9: Statistic of Video on Fanpage (as of 01/12/2021)



4.2.1.7. Advertising

As result, we have spent 575.000VND on Facebook Advertising in total. We have run ads on some key posts which need higher performance or have already had quite higher engagement rates, such as Minigame Post, Webinar Related Posts, Pictorial Posts, Infographic and Video. We aim at the audience who are 18-24 years old, live in 3 cities (Hanoi, HCM City and Da Nang) and are interested in Human sexuality, Love, Self-love or Love & Sex.

Figure 10: Advertising Results as of 01/12/2021

Below are the details of all the ads that we have run so far. With the Minigame post, while we have nearly reached the ad budget, Facebook has rejected and stopped that ad because we have mentioned the product of Durex (as the prizes) in the content. The result of this ad, therefore, has been unavailable. After that, we have decided to choose a normal post to test the algorithm of Facebook Ads regarding CSE topics. From this, we have learned an experience of how to run ads more effectively and avoid restrictions from Facebook as well.

Ads	Results	Cost per Result	Reach	Impressions	Amount Spent (VND)
Minigame	183 Post Engagements	-	3203	--	₫111,296
Pictorial 1	1,902 Post Engagements	₫29	6,614	7,098	₫50,000
Pictorial 2	3,039 Post Engagements	₫16	12,864	14,535	₫50,000
Pictorial 3	1,270 Post Engagements	₫39	5,652	6,610	₫50,000

Infographic 2	3,535 Post Engagements	₹21	13,062	16,183	₹75,000
Webinar Post 1	44 Link Clicks	₹1,034	4,692	5,496	₹45,499
Webinar Post 2	76 Link Clicks	₹987	11,843	17,636	₹74,996
Video	1,067 Thru Play	₹94	5,908	6,802	₹100,000
Normal Post (Test)	46 Post Engagements	₹388	760	824	₹17,856
Total					₹574,647

As it can be seen in the table, the cost per link click (for Webinar Registration) is quite higher than the cost per post engagements. However, with the Minigame Post, as we have mentioned above, its result is quite modest because of the restriction from Facebook. Pictorial 2 (about Birth Control) and Infographic 2 (about LGBTQI+ Community) are the best performance ads so far thanks to their own engaging content.

4.2.2. KOLS/INFLUENCERS

Up till now, we collaborated with a total 9 of KOLs/Influencers in a total of 18 social posts and 2 TikTok videos. At first, we reached out for Tik Tok KOLs, but after reviewing the results, we found that it isn't efficient for Fanpage promotion as mentioned above. Therefore, we have decided to focus on Facebook post partnership only. Updating for the previous report, we have had FPTU HCM Confessions continue to constantly share our key posts (10 posts up till now and 4 more compare to the previous report), besides with two more Fanpages which are

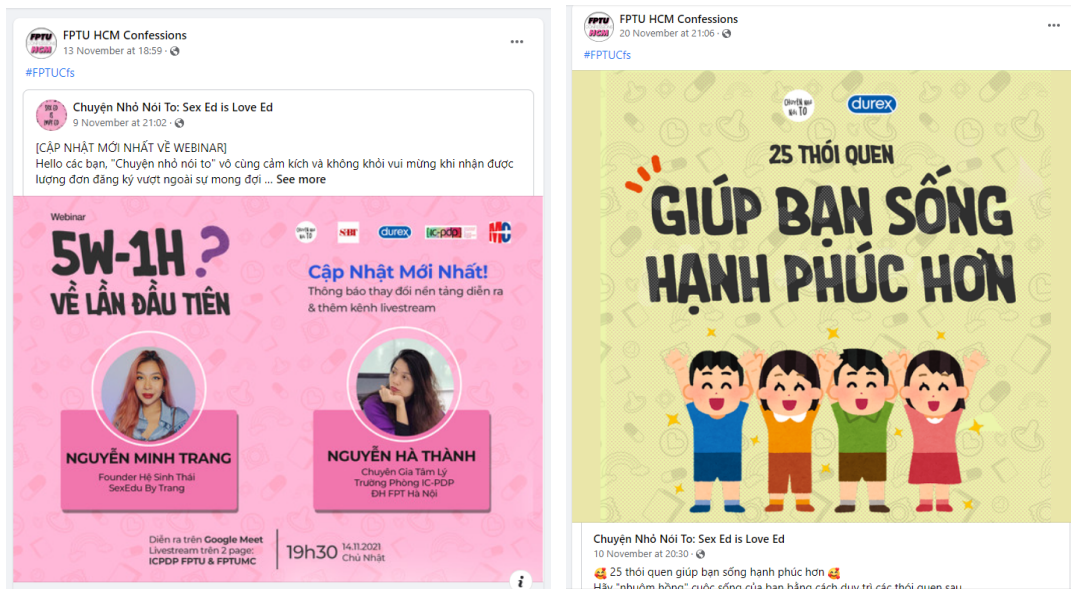
SHE TALKS and Xứ Sở Thần Teen. These two Fanpages both share information about SE in an interesting and friendly way, especially for girls or teens.

Table 6: KOLs/Influencers Posts

Name	Category	SOW	Date	Status
FPTU HCM Confessions	University Student Fanpage	Publish posts to promote the Fanpage	<ul style="list-style-type: none"> ● 24/09/2021 ● 14/10/2021 ● 26/10/2021 ● 31/10/2021 ● 03/11/2021 ● 08/11/2021 ● 13/11/2021 ● 20/11/2021 ● 26/11/2021 ● 28/11/2021 	Published 10 posts
FPTU.Biz	University Student Fanpage	Publish a post introducing the Fanpage and its purpose	20/09/2021	Published 1 post
The Geo Medic	Educational Fanpage	Publish a post that shows a geography fact that is related to sexuality/gender /self-love and then link to the Fanpage.	17/10/2021	Published 1 post
ICPDP FPTU	Education Fanpage	Facebook Post to promote the Webinar	<ul style="list-style-type: none"> ● 04/11/2021 ● 13/11/2021 ● 14/11/2021 	Published 2 posts and live stream the Webinar
Multimedia Communications - FPT University HCM Facebook	Education Fanpage	Facebook Post to promote the Webinar - live stream the webinar on fanpage	<ul style="list-style-type: none"> ● 14/11/2021 ● 14/11/2021 	Published 1 post and live stream the Webinar
SHE TALKS	Sex Education	Facebook Post	17/11/2021	Published 1 post

	Fanpage	to promote the Fanpage		
Xứ sở Thần Teen	Sex Education Fanpage	Sex Education Fanpage	Mid of December	Not yet published

Figure 11: KOLs/Influencers Social Posts



4.2.3. WEBINAR

The Webinar finished with results better than expected. We have received 130 registrations with mainly (41.5%) are people in eighteen (born in 2003). Most of them have known about the Webinar through our Fanpage (58.5%). When sending out the invitation or reminder via email, we have met a problem because email has just been created and we have to send it out to a large number of recipients so that the majority of our mail has ended up in the Spam folder of recipients. However, on the D-day (14-11-2021), there were more than 60 participants in the Webinar and more than 2,100 total views on Livestream:

- Livestream views from [Multimedia Communications - FPT University HCM](#): 327 Views
- Livestream views from [ICPDP FPTU](#): 1,8k Views

During the Webinar, both joiners and speakers do maintain their Interaction with each other, which makes it more and more exciting. Participants have discussed excitingly in the chat section and many have left a question in the Q&A section. We have also created a Highlight Video and planned to publish it at the end of Phase 3 as a “Thank you” from the team. The link to Highlight Video is [here](#).

Figure 12: Extraction of Chat and Q&A Sections in the Webinar

	Câu hỏi	Người gửi câu hỏi
00:13:54.808,00:13:57.808 [redacted] Lê: đúng quá ạ :D...		
00:28:57.791,00:29:00.791 [redacted] Anh: tính dục đẹp, mới nghe từ này nhưng hay quá	Sau lần quan hệ đầu tiên, chúng ta cần vệ sinh như thế nào, có nên kiêng cử gì hay không?	[redacted] Trần
00:33:04.698,00:33:07.698 [redacted] Nguyễn: Chị Hà Thành nói quá đúng	Em muốn xin tips để quan hệ lần đầu ít đau ạ	[redacted] Nguyễn
00:39:16.331,00:39:19.331 [redacted] Anh: Làm thế nào để biết bản thân mình đang sẵn sàng	Cơ thể của bạn nữ sau khi quan hệ lần đầu có thay đổi gì nhiều không ạ?	[redacted] Linh
00:45:55.633,00:45:58.633 [redacted] Anh: Em cảm ơn chia sẻ rất chân thành của chị Hà và chị Trang ạ!	làm thế nào để thăm dò rằng bạn gái ý sẵn sàng cho việc quan hệ ạ?	[redacted] nguyễn
00:46:06.621,00:46:09.621 Nguyễn Văn Hồng Anh: Hahahaha chị Trang biết trend ghê	Làm sao để giúp cho lần đầu diễn ra lâu, và đối phương không bị chán nhanh ạ.	[redacted] Anh QP
00:46:27.501,00:46:30.501 [redacted] trọng: hazzzzzz	ví dụ mà rách màng, chảy máu thì phải dừng quanhe luôn đúng không ạ?	[redacted] Anh QP
00:47:16.829,00:47:19.829 Phuong Linh Phạm: Sau buổi này em có thêm idol mới rồi cô ơi	Mọi người khi have sex thì rất sợ có thai mà hơn là các vấn đề như HIV hay bệnh lây qua đường tình dục, chị nghĩ thế nào ạ?	[redacted] Thu
00:50:33.496,00:50:36.496 [redacted] NQ: =)))	Cho em hỏi dùng bao cao su là an toàn nhất đúng k ạ	[redacted] Chi
00:50:34.350,00:50:37.350 [redacted] Nhi: Thiết ra đại đa số mọi người đều muốn tìm nơi kín đáo riêng tư cho lần đầu	Em muốn hỏi là nếu mới quen nhau muốn have sex mà hỏi ng ta có bị STI gì ko thì có kỹ ko ạ?	[redacted] NQ
00:50:52.706,00:50:55.706 Ngoc Anh: quá đúng cô ơiii		
00:51:12.080,00:51:15.080 [redacted] trọng: quá hay luôn		
00:51:38.097,00:51:41.097 [redacted] trọng: bún đậu mắm tôm chấm nước mắm thì tuyệt vời luôn		
00:51:55.997,00:51:58.997 [redacted] trọng: hazzzzz		
00:52:01.901,00:52:04.901		

After the Webinar, we conducted a Feedback form and received 33 responses. All of them showed delighted enjoyment from the Webinar and hope that there will be more Webinars about SE topics like this in the future. They claimed that the Webinar was helpful and gave them a lot of important information about the “first time” so that they like the Webinar a lot.

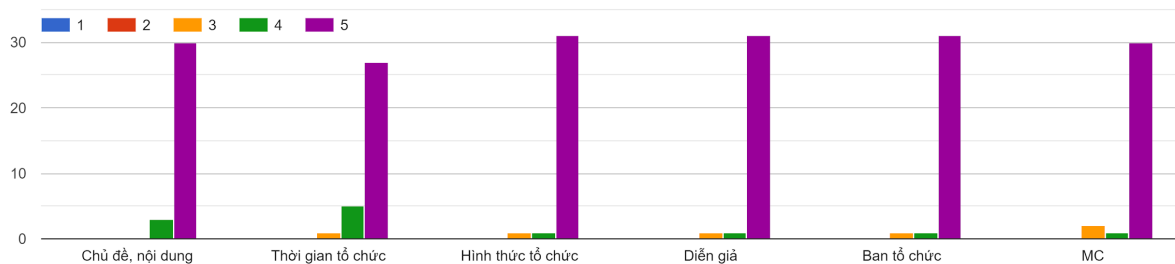
Figure 13: Some feedback on the Webinar

Các bạn có thích buổi Webinar hôm nay không? Giúp chúng mình nêu lý do luôn nhé!	Các bạn có thích buổi Webinar hôm nay không? Giúp chúng mình nêu lý do luôn nhé!
Thích	Dạ có. Vì nó đem lại thêm hiểu biết cũng như những điều quan trọng trong một mối quan hệ để giúp nó tốt hơn.
Mình rất thích buổi Webinar hôm nay ạ vì em đã được biết thêm nhiều kiến thức mới về sex	Mình cực thích luôn
Em thấy buổi giao lưu hôm nay đem lại cho em khá nhiều kiến thức về quan hệ tình dục ạ	Quá thích ạ, thật mong có thêm nhiều buổi như vậy nữa!
có	Em rất hài lòng về buổi Webinar hôm nay vì chị diễn giả chia sẻ những thông tin rất bổ ích ạ và chị cũng rất có duyên nữa.
em rất thích ạ	Thích ạ vì 2 chị diễn giả giải thích siêu dễ hiểu và đáng yêu
có	Cực kì thích luôn ạ. Các speaker chia sẻ những kiến thức cực kì bổ ích đối với mình
có giúp giải đáp những thắc mắc về tình dục và đời sống.	Thích nhiều nhé, rất bổ ích
Dạ có ạ, buổi webinar đã chia sẻ cho mình rất nhiều thông tin bổ ích	Thích lắm lun ấy ạ
Thích	Có
Rất là thíchhhhhh luôn áaaa	Có thích ạ, vì nó bổ ích, nghe đc nhiều thứ hay
Mình rất thích, hai chị diễn giả rất nhiệt tình và MC cũng rất xuất sắc. Cảm ơn BTC đã tổ chức buổi webinar rất tuyệt vời này.	Có ạ
Có, vì mình nhận được nhiều kiến thức	Mình thích lắm vì có nhiều kiến thức bổ ích
Mình mê luôn ấy, tại cũng sắp 19 tuổi rồi, cũng đến lúc hiểu những điều mà trước giờ không dám tìm hiểu. Kê cả mình có người yêu rồi, nhưng hai đứa cũng rất ngại về vấn đề này. Qua buổi webinar này, mình muốn hiểu thêm về lần đầu, và tự tin hơn trong lần đầu.	Mình thích lắm ạ, học được nhiều thứ mới
	OK rất thích
	Dạ có thích lắm
	Tôi rất thích, rất ý nghĩa và bổ ích

Most of them were satisfied with all aspects of the Webinar. There was just a little feedback on the duration of the Webinar because they wanted to hear more from both speakers. Moreover, some of the participants also said that they hope that the following Webinar will have the incognito function so that they can feel free to leave their wonders.

Figure 14: Satisfaction in the Webinar

Mức độ hài lòng của bạn về các mục dưới đây như thế nào?



4.2.3. PRESS

Due to the reason for the above-mentioned censorship, we have only published one article as an Advertorial introducing our project, Fanpage and recent Webinar on FPT University official new sites. Although we would like to do more than this, we still finish the KPI of one pick up and gain a lot of lessons learned on PR and Media Relations.

Here is the link of the article posted in last 23/11/2021: [Sinh viên trường F và dự án về Giáo dục giới tính](#). At the end of the article, we have a hyperlink to redirect to our Fanpage.

Figure 15: Article on FPT University News Site



Chủ nhật với rồi, các bạn còn trẻ chúc thành công một buổi Webinar với chủ đề: “5W-1H về lần đầu tiên” nhằm cung cấp những thông tin quan trọng và cần thiết nhất về lần đầu tiên quan hệ tình dục cho các bạn trẻ từ 16 tuổi trở lên. Với sự tham gia của hai diễn giả “xịn sò” là chị Nguyễn Hà Thành - Chuyên gia Tâm lý, Trưởng phòng Hợp tác Quốc tế và Phát triển Cá nhân IC-PDP, trường Đại học FPT Hà Nội và chị Nguyễn Minh Trang (hay còn biết đến với tên Trang Chuối) - người sáng lập ra hệ sinh thái SEBT – SexEdu by Trang, nơi chia sẻ thông tin và kiến thức giới tính và tình dục.



Buổi Webinar về GDGT diễn ra đầy sôi nổi

Những bạn đã tham gia không chỉ bày tỏ niềm yêu thích với Webinar lần này mà còn thể hào hứng và mong chờ những buổi “hò hẹn” tương tự giữa diễn giả và các bạn, để có thể tìm hiểu nhiều hơn, sâu hơn về GDGT. Có thể thấy rằng, Chuyện Nhỏ Nói To: Sex Ed is Love Ed hay các dự án tương tự đều đã góp phần các vấn đề của GDGT đến được với nhiều người hơn, đặc biệt là các bạn thanh thiếu niên. Với những sự thay đổi khác quan này từ lứa tuổi trẻ, GDGT ở Việt Nam trong tương lai không xa có lẽ sẽ không còn là một điều khiến người ta phải “ngán ngại” khi nhắc đến nữa!

Các bạn có thể ghé thăm dự án và đọc những bài viết để tham khảo về GDGT cũng như tình yêu thương bản thân tại đây nhé: [Chuyện Nhỏ Nói To: Sex Ed is Love Ed](#).

4.3. KEY LEARNINGS

After nearly three months of implementation, we have found some key learnings that will help us in the following phase or even help other initiatives if they would like to create a new project like us.

First thing first, human resources are highly important to such a non-profit project. It can affect the performance of the project in many aspects. As a project of

three members, we still find it difficult sometimes to manage all the tasks needed for these four activities. And some tasks could not be at their highest efficiency because of lack of human resources. The other problem that needs to be taken into account is the interdependence among members' tasks: One's task depends on and goes after the other's. This fact makes each member's responsibilities even increased.

Secondly, SE is quite a new story for the communities in general. We can say that, even though the youth are very interested and eager to learn more about SE, Vietnamese society is still somehow reserved when it comes to the story of sex or sexuality. The vast majority of older generations who are parents of our fans/followers, still consider SE as something that should not be talked about "publicly" so their children (also our fans/followers) sometimes feel it really awkward or even difficult to share this information on their own page. When we conducted the minigame, many followers did not join just because the gift included 1 packet of condoms and they did not want to share the post and let their parents know about it. In the Webinar's feedback, some participants said that they hope that the chat or Q&A sessions would have the incognito option so that they can feel more comfortable and confident to share or ask the speakers.

Thirdly, after nearly three months and trying through many different activities with a very low budget, we have learned what channels, what activities are most suitable and effective with a low-budget project and how to find support from other resources. For instance, we find out that TikTok video is great for raising awareness but without the link to our Fanpage, we can hardly estimate its conversion rate; or with a newly created fanpage, especially a fanpage about SE, the time for a media to check its content will take a lot of time and quite demanding (so they would rather it is media

booking than media pitching). These are definitely precious experiences that can help us in the future or help other initiatives as well.

4.4. RECOMMENDATIONS

With the three above-mentioned key learnings, we also analyze and turn them into three recommendations for the following phase of the project so that the project would produce better results.

Firstly, with the human resources problem, when we finish our capstone project, if we would like to continue to develop this project, we should consider hiring collaborators dividing into different departments to handle the project even smoother. Then, we will be in charge of the manager of the whole project and let collaborators finish smaller tasks. Moreover, we will contact a doctor or a psychologist and have him/her be our consultant for the content. This will help our project have a strong academic foundation and easier to meet the expectations of our fans.

Secondly, fixing the persistent reservation of our society towards SE is definitely a tough task that needs more than just one or two individuals to finish. However, we can try to add more content on this topic in the future and explain the necessity and the importance of SE. Besides, we can also take the incognito function into account when it comes to some public activities such as webinars or minigames. Of course, we will try to encourage the youth to be more open when it comes to SE, however, we also need to consider those who are not yet willing to show their interest in these topics.

Last but not least, about the budget, in the next phase, when our Fanpage already has its own fanbase, we will reach out to more potential sponsors so that we can increase our budget. With a higher budget, we can consider continuing to conduct those activities that have not been optimized in the previous phase such as TikTok videos for Influencers and media booking.

4.5. ALL MEETING MINUTES

12th Meeting

Date: 20 November 2021

Time: 14h00

Platform: Facebook Messenger

Minutes

Agenda Item: Updating Task List for the last phase

Presenter: Minh Uyen

Discussion:

Align all the work and update new tasks for each member to finish the project.

Conclusions:

Agreed on the task list.

Action Items	Person In Charge	Deadline
Report 4	Minh Uyen, Gia Linh	28/11/2021
Final Report and Finalize all Reports	Minh Uyen	30/11/2021
Conduct Video on Fanpage	Tuan Lam	26/11/2021

Seeding and contact KOLs	Gia Linh	30/11/2021
Conduct Webinar Highlight Video	Minh Uyen	28/11/2021
Production Book and Final Presentation Slide	3 Members	02/12/2021

13th Meeting

Date: 28 November 2021

Time: 19h30

Platform: Facebook Messenger

Minutes

Agenda Item: Evaluation

Presenter: Minh Uyen - Tuan Lam - Gia Linh

Discussion:

Discuss the evaluation of the project.

Conclusions:

Agreed with the evaluation.

