COMMUNICATION CAMPAIGN FOR

PSYCHOLOGY
CONSULTING ROOM

OF

FPT Education
FPT UNIVERSITY

"COC KE"

ON SOCIAL MEDIA – 1ST PERIOD

Nguyen Mai Hoa
Supervisor

GROUP

GRA497_G5

Nguyen Le Ha Chi
HS150623

Nguyen Nhat Long
HE140433

Nguyen Minh Hieu
HE141757

Nguyen Tien Lam
HE141618

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1 INTRODUCTION

I. PROJECT INTRODUCTION

1. Project's name

English name: Communication Campaign for FPT University Psychology Department - "Coc Ke" on Social Media - 1st Period

Vietnamese name: Chiến dịch truyền thông cho Phòng Tư vấn Tâm lý Đại học FPT - "Cóc Kể" trên các phương tiện truyền thông - giai đoạn 1

2. Overview of the project

Psychological issues, especially, the psychology of inquiry and the psychology of sex is one of the important and fundamental factors in the development of each student's personality. However, contrary to that importance, there is apathy and avoidance from parents and teachers when they are mentioned about these issues.

According to research from WHO, on average every day, about 1 million people are infected with sexually transmitted diseases (referred to as STIs)

BÁO NGƯỜI LAO ĐỘNG ĐIỆN TỬ - CƠ QUAN CHỦ QUẢN: THÀNH ỦY THÀNH PHỐ HỒ CHÍ MINH, nld.com.vn, https://nld.com.vn/suc-khoe/benh-lay-qua-duong-tinh-duc-tang-nhanh-20221102202537459.htm?fbclid=IwAR1OdyF9i3AzW-rBc9uCr-sKBxR_dRv8gTBTHq5XvPfwI6g0jBWIBRM28gU

In Vietnam, every month, dermatology clinics receive 10-15% of cases related to STIs such as shingles, syphilis, gonorrhea, etc. More specifically, the rate of having sex for the first time before the age of 14 in Vietnam has doubled in 6 years from 2013-2019. At the same time, the abortion rate in Vietnam is at a high level, with 250,000-300,000 cases per year.

BÁO QUÂN ĐỘI NHÂN DÂN, qdnd.vn, https://www.qdnd.vn/cung-ban-luan/lo-hong-giao-duc-gioi-tinh-698160

More specifically, at FPT University in Hanoi, the research results of our group show that: over 1983 surveyed students - it's up to 58.5% of students (1,161) had never/didn't use safe measures during sex.

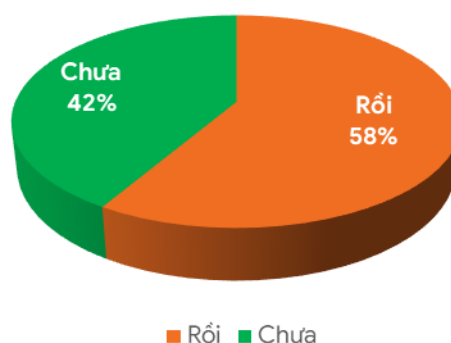Nếu đã QHTD, bạn đã từng QHTD mà không sử dụng các biện pháp an toàn chưa

Chưa 42%

Rồi 58%

Rồi   Chưa

Figure 1: Survey of FPT University students in Hanoi on sexual intercourse.
(Source: Internal survey)

In addition, FPT University Hanoi has a Psychological Counseling Department - Coc Ke, which was established to answer questions related to psychological problems of students studying at the university. This department also focuses a lot on answering questions about psychological problems for students - when they are put in conditions of easy access to more sources of false knowledge. Sometimes there will be many cases that are difficult to explain.

Psychological Counseling Department "Coc Ke" with the goal of solving the problems of the students about psychophysiology & bringing the most accurate knowledge to the students at the same time. They want to build a generation with accurate psychophysiological knowledge.

This project focuses on enhancing brand awareness for the Psychological Counseling Department of FPT University Hanoi - Coc Ke, through the topic "Safe sex & safe relationships" on multiple media platforms (Facebook & TikTok).

This project was distributed to 3 phases:
- Phase 1: Researching & development
- Phase 2: Awareness enhancing.
- Phase 3: Summary.

3. The reason for choosing the project

3.1. Our objective

- With the biggest purpose is to complete the graduation project, thereby helping the team qualify for the FPT Hanoi university degree majoring in Multimedia Communication.
- Take advantage of the opportunity to apply the knowledge learned in practice, thereby gaining more practical experience.
- Challenge yourself with a new project: Bring value, convey a meaningful message to the community, especially towards the students of FPT University Hanoi.

3.2. The relevance of the capstone to the project

- Four members of the group are all students of FPT University Hanoi, majoring in Multimedia Communication.
- The four members all have experience in developing communication plans and implementing communication campaigns.
- The four members understand the goals and objectives of the Psychological Counseling Department of FPT University Hanoi - Coc Ke.

3.3. The role of the team in the project

When the team joined in the campaign, the Psychological Counseling Department of FPT University - Coc Ke was operating, however, awareness & reach level of students was limited. The Psychological Counseling Department of FPT University Hanoi - Coc Ke has been known and trusted by a number of students but the content and topics of

communication are still limited, the popularity is low. Despite having a communication plan, the Psychological Counseling Department of FPT University Hanoi - Coc Ke has not been implemented - the main reason is due to the lack of human resources.

Our group proposed to the Psychological Consulting Department of FPT University Hanoi about working with event organizations to build a TikTok channel to expand brand awareness. After a period of discussion, the Psychological Counseling Department of FPT University Hanoi - Coc Ke agreed with the direction of our group.

The role of this team includes: collaborating with the Psychological Counseling Department of FPT University in Hanoi to build a content structure and communication framework for the Facebook platform; Scripting, shooting & video producing for TikTok Channel.
In addition, our team will also build content and publications for workshop and talk show events. At the same time, the team will contact media support parties to achieve established media goals.

4. Project Overview

4.1. Research & development

Learn about sexual safety and safe relationships to create content for TikTok channel and Workshop/Talk Show events. In addition, the team also studied the habits, needs and trends of Target Audience in depth to build content.

4.2. Awareness Enhancing

At this stage, the team created the content of sexual safety and relationship safety for TikTok in the form of video. In addition, the team will also carry out two offline activities, including the "Gan Bo Yeu Thuong" workshop on February 23rd and the talk show "Khong so yeu" on March 16th. Combined with the actual feedback, we continue to create content for TikTok channel.

4.3. Summary

The team will focus on comparing data to draw results and evaluate the success of the project. At the same time, the team also provided real-time data, which narrowed the target audience group, thus setting a goal for the follow-up project of the Psychological Counseling Department of FPT University Hanoi.

II. THE PROJECT OWNER OVERVIEW:
FPT UNIVERSITY'S PSYCHOLOGY ROOM - COC KE

1. About the Psychological Counseling Department of FPT University Hanoi - Coc Ke

- **Objective**

Create psychological and personal skill support channels for FPT students in Hanoi. After using the service, students can utilize their potential to improve and enhance their psychological quality of life, thereby maximizing support for the process of learning and independent living.

- **Responsibility**

Assist in solving students' psychological difficulties and personal life related issues. Especially some psychological difficulties, such as:
- ✓ School life
- ✓ Practice and develop learning skills
- ✓ Practice and develop soft skills

- **Activity**

Prevention: The Psychological Counseling Department of FPT University in Hanoi provides various activities to help students prevent and cope with psychological difficulties. Some main prevention activities:
- ✓ Skills training workshop
- ✓ A small workshop called 'The Connected Corner'
- ✓ Articles on fan pages about mental health
- ✓ An in-depth manual on mental health issues

Individual/group psychological counseling
- ✓ Through consultation activities, FPT Hanoi University's Psychological Counseling Department supports various issues.

Support questions are suggested as follows
- ✓ Psychology (stress, anxiety, depression, crisis ...)
- ✓ Self-awareness, identity crisis
- ✓ Relationships (friendship, love, family, ...)
- ✓ Career direction
- ✓ Learning (learning pressure, difficulty in concentration, decreased learning motivation, etc.)
- ✓ Other troubles, troubles, troubles.

- **Evaluation**

Using tests, scales, and questionnaires to assess and scan students' psychological difficulties and needs

2. Brand requirements

Image: The image quality is guaranteed to be high-quality and clear, and it is strictly examined by the Psychological Counseling Department of FPT University Hanoi.

Content: All content published on TikTok and Facebook must meet the requirements and be approved. The content is not malicious, and sensitive information will affect the Psychological Counseling Department of FPT University Hanoi.

Confidentiality: Ensure the image security of unwelcome event participants on social networks. Participants' personal shared content will be kept strictly confidential.

III. THE GROUP OBJECTIVE

1. The group's mission

Offline Event: Hold 2 main events: Workshop "Gan bo yeu thuong" & Talkshow "Khong so yeu"
- ✓ Design media publications for two events.
- ✓ Planning, content and communication of two events.

Tiktok: Build TikTok channel for the Psychological Counseling Department of FPT University Hanoi.
- ✓ Write scripts and articles.
- ✓ Arrange filming (equipment preparation, angle setting, actor preparation, clothing, etc.).
- ✓ Participate in the filming process and upload the product to the Tik Tok platform.
- ✓ Research and learn TikTok's rules to ensure that videos do not infringe copyright.
- ✓ Track the growth of channels.
- ✓ Collect and evaluate audience feedback.
- ✓ Obtain feedback and improve subsequent knowledge.

Facebook:
- ✓ Prepare publishing content (Content+Photo) for the event post.
- ✓ Upload and seeding articles in the fanpage.
- ✓ Make sure the release time is based on the available media calendar.
- ✓ Control the development process of activities through development indicators and

2. Team's member roles and positions

Name	Position	Scope of Work
Nguyen Le Ha Chi	• Leader • Secretary • Support • Content Writer (for fanpage)	• Suggest a communication plan for the campaign • Writing and posting content on Coc Ke fanpage. • Coc Ke's secretary in the campaign: make an application, host the Talkshow, building the content & work as an MC. • Contact support for communication on the stakeholder fanpage, magazine and FPT University's Clubs
Nguyen Nhat Long	• Communication Plan writer • Secretary • Supporter • Content Writer • Designer • Editor	• Plan the Communication Plan for the Talkshow & Workshop, and the Social Media Plan. • Writing & posting video contents on TikTok, Facebook • Design Offline Event's media publication on Facebook. • Edit videos on TikTok, check copyright for videos. • Prepare the check-in for offline events.
Nguyen Minh Hieu	• Actor • Supporter • Content Writer (Tik Tok) • Cameraman	• Main actor of Coc Ke Tik Tok channel • Seeding on Facebook groups and Tik Tok videos • Shooting check-in event • Communication support between team and Coc Ke • Support workshop and event • Writing script on Cocke's TikTok
Nguyen Tien Lam	• Video editor • Cameraman • Supporter • Designer • Content writer	• Create and design TikTok Videos about Coc Ke • Seeding groups on Facebook and TikTok • Filming, shooting workshop, talkshow • Information Collection, checklist of community groups. • Writing script on Cocke's TikTok

Table 1: Group's work breakdown table

The team is responsible for receiving data, audience feedback, obtaining information, statistical data, and making improvements in subsequent production products.

IV. THEORIES

1. Brand Identity

Your brand identity is what distinguishes you from the sea of competitors and demonstrates to your customers who you are and what they can expect from working with you. And, if you want your brand to be perceived positively, you must nail your brand identity and develop the idea that accurately represents who you are to your customers. And now that you've nailed your identity, it's time to start designing. Brand Identity includes logo, slogan, stationery branding, social media, image content, products/services, and content Marketing,...

Brand Identity plays a very important role: The first function of Brand Identity is to maintain the number of potential customers that have been accumulated previously. The more impressive the brand identity, the more customers it will attract, potentially increasing profits. Then, brand identity plays an important role in helping to build customer trust while also assisting sales staff in convincing customers to feel secure and confident when selecting products and services. Furthermore, the business identification system helps the company's image become more prestigious in the eyes of partners, customers, and project investors. This is an effective tool for assisting businesses in easily contacting investors for large projects.

How to build a quality Brand Identity:
First of all, the logo must be consistent with each other. Specifically, the logo must be the same on all products and packages. Second, Details are easy to remember and simple. The logos, brand names, and logo images must be outstanding, concise, avoid cumbersomely, and have too many details. The next is the attached stationery. Accordingly, Brand Identity can be expressed through gifts, uniforms, or visiting cards. Finally, When attaching brand information to products, designers need to pay attention to consistency. It is not only the consistency of the product but also the papers and records

2. Communication Campaign

Any business relies heavily on communication. The way your organization communicates is important, whether it's to inform customers about a new product or to generate attendees for an event. To make your communication campaign as successful as possible, you must consider all of the elements that comprise your communications. There are 5 key points to ensure the success of your communications campaign.

2.1. Defining the main objectives

The first step in communication planning is to define your goals. To achieve your objectives, you must first define and comprehend them. To do so, you will need to conduct an audit of your current situation, including your clients, the frequency of their purchases, and the needs of your prospective customers. At this point, you are specifying how much you want to increase your sales. The same is true if you are promoting your company in general. As a result, audience targeting is especially important in terms of communication. Indeed, your

communication channels and message will differ depending on who you are targeting. The most important thing is to be specific and realistic so that you can give the campaign direction.

2.2. Defining the theme

Now that you've determined your objectives and target audience, it's time to concentrate on the theme of your campaign. The theme must reflect your brand's voice in order to have the greatest impact on your target audience. The specific campaign could be about a specific event, such as a trade show or a Tet party, or it could be a digital campaign about the launch of a new product. The theme should be chosen with the goal of inspiring your audience to act.

2.3. Writing the content

This is the time to sit down with your team and concentrate on the content. Consider the purpose, structure, format, and platform on which the content will be displayed. Because content is the foundation of your campaign, pay close attention to it. It must be simple to distribute and adaptable to the various platforms that will help your campaign. Because your content will be repurposed across multiple channels, you must keep this in mind when creating it. Perhaps prepare a shorter version for social media and a longer version for a customer newsletter. Remember to include your keywords in whatever format your content is in.

2.4. Social media sharing of the content

Once the content is written, the next step is to distribute it to as many people as possible in order to attract new prospects. It all comes down to being seen by your target audience and then converting them into clients. Keep in mind that it takes around 10 times for your message to have an impact on the consumer, so make sure you stick with it and that it's consistent. Because each social media channel has a unique set of features, it is critical to select them carefully. You wouldn't, for example, post the same content on Facebook as you would on LinkedIn. It is also critical to keep your content current and updated on a regular basis. Making sure to constantly post new content and send regular reminders via social media and e-mail is critical to the success of your campaign.

2.5. Evaluating results

Finally, evaluating the results of your communications campaign is an important step in this process. You may decide to change your communication strategy for future activities as a result of this analysis of the impact of your campaign. Of course, it's critical to understand how your audience feels about your message and how they perceive it. When analyzing your campaign, keep specific Key Performance Indicators (KPI) in mind to get a better picture of the campaign's profitability. From here, you can choose to implement additional optimization measures to ensure a higher return on investment with future campaigns. As a

result, the previously determined objectives are a great indicator of your performance at this time.

3. Event Planning Model

BEFORE THE EVENT - AT AN EARLY STAGE

Identify the event theme: We must answer the following questions:
- The scale of the event (opening ceremony, customer conference, product launch, birthday event ...)?
- What is the theme of the event?
- Who are the attendees?
- Where will the event take place?
- What is the message of the event?
- What is the estimated budget?

Come up with event ideas:

We must really understand the event's message and purposes aimed to make it successful. Besides, we need to set up groups for the purpose of dividing the work into each area as detailed as possible to help the event become more professional.

Personnel division plan:

To contribute to the success of an event, always requires professionalism in different fields such as graphics (design), and engineering (assembly, sound, and light adjustment, event equipment). events), event management, accounting (contract signing and payment), etc...Therefore, before the event is carried out, you need to make a list of personnel suitable for each item in the event.

DURING THE EVENT

Implement the plan:

The human resources department must adhere to the previously planned steps in order to avoid unexpected events. To avoid delays affecting other departments, each department should be responsible for successfully completing its assigned work on time and on schedule.

Prepare & set up:

An event that takes about two weeks to plan and execute typically includes the following activities: Install the stage, banner, backdrop, and standee; Uniform; Rent event support equipment; Communicate with stakeholders (Apply for an organization license, ..); Distribute invitations.

Conduct event: Supervisors will coordinate staff based on the previously established plan. When unexpected problems arise, it is necessary to bring everyone together to solve them as a group, rather than individually. Department managers always adhere to the program's checklist and timeline during the event to facilitate tracking of the work being done.

AFTER THE EVENT
Event conclusion:

After the program, the team in charge of organizing the program must clean up the items in the event. Return the rented items and clean the area so that the organization can return to its original state.

Using images that run on media platforms:
During the event, there were photos of speakers, guests, and attendees, the team edited the pictures beautifully and asked for everyone's permission to use the images to communicate for the event.

4. Current Situation Analysis

4.1 Smart objective

A SMART goal is a type of goal that is used to help guide goal setting. Specific, Measurable, Achievable, Realistic, and Timely is an acronym that stands for Specific, Measurable, Achievable, Realistic, and Timely. As a result, a SMART goal includes all of these elements to help focus your efforts and improve your chances of success.

SMART OBJECTIVES ARE AS FOLLOWS

Specific
How can you get to the heart of what you want to accomplish and set a specific goal?
By responding to questions such as:
- What do I/we hope to achieve?
- What steps must I/we take to get there?
- Who is in charge of completing each step of the goal?

Measurable
Quantify your goals by using objective markers such as a number, a deadline date, or a percentage change.
Consider the following:
- How should you measure what you want to achieve objectively?
- How will you keep track of your progress toward achieving the goal?
- Could another person pick up your goal and understand what they'd need to see to know it was a success?

Attainable
In the end, you're far more likely to succeed if you can find a middle ground between difficult and impossible.
See if you can answer the following questions about your goal:
- Can you/your team reasonably complete your goal?
- Is it a "stretch goal" — one that is purposefully difficult but still attainable?
- Is there any reason to believe that this goal would demotivate someone?

Relevant

If you want to prioritize this goal over others, it should be completely consistent with the overall direction you want to take. Here are some questions to think about:

- Why are you setting this goal?
- How does this goal fit into your overall plans?
- What would it mean to you if you achieved this goal?

Time-bound

As a result, when defining your objective, it is critical to include a time limit. If the SMART goal has sub-tasks, each one must have its own deadline within a clearly defined timeline.
Consider the following when determining your time limit:

- Is there anything urgent that will determine when this goal must be met?
- Is this a reasonable deadline for completing this goal?
- Is it necessary to account for any times when I won't be able to work on the goal?

4.2 S.W.O.T Objectives

SWOT is the strategic planning tool used in business to analyze the environment for a project. To evaluate if a project is successful, they need to expand their reach to determine what resources to allocate and what challenges to face and what external support to demand.

Figure 2 - S.W.O.T analysis (source: Internet)

SWOT analysis helps us to learn more about: strengths, weaknesses, opportunities and threats; the reason this tool is so effective is that it focuses your thoughts on the key factors that make up success, highlighting factors such as strengths, weaknesses and opportunities or threats involved, eliminating risk through awareness.

Strengths: These are your traits that give you an advantage over others in your organization, career field or expertise. Examples can be in terms of technique, experience, attractiveness,...

Weakness: Contrary to strengths, this is a trait that puts you at a disadvantage compared to others. For example, experience in some areas, without external links and support, funding, ...

Opportunity: this is an external factor that increases your chances of reaching your final state. Examples here may include referrals from colleagues and businesses, ...

Threats: these are factors that can prevent you from achieving your goals, threats that include things like delay, and indetermination.

5. Media channel analysis and market research

5.1. Media Production Definition

We live in a world dominated by the media. Each person can interact and process information from different media with different devices. Media are all types of communication that are intended to inform, educate, or entertain a wide range of audiences. It exists in every form from web content to social media or in TV, video, and radio content. The trend of communication is always changing, the role of communication in people's daily lives and its impact on society and politics is huge. A video article can actually spread itself and cause debate around the world or simply entertain. An ad on the platform if good enough can convert an outsider to a brand's loyal customer bar.

5.2. Media Production Process

Creating a media product is a complex process. It involves developing ideas using imagination, creativity, and the ability to use or innovate available resources. A media product is like a work of art. It requires organizational ability, clear vision, and efficient use of the materials and technology needed for the specific product. The production and planning process must be carried out through the necessary stages to complete a communication product, from the idea to the final. This process is applicable to all types of media production including film, video, television, and image. The three main stages of production are:

1. Pre-production

Pre-production is the stage that refers to the tasks performed before the start of production. What is included in this stage depends on the media and the situation. In this stage, we need to be prepared: research, venue planning, finance, scenarios, actors, and mainstream personnel

- Location survey
- Determine preparation props
- Identification and preparation of contexts
- Production schedule

- Semi-finishing script
- Check the script with actors and stakeholders

2. Production

Production is the stage of recording the footage, in detail, people will perform the recording of the actor in the film, or studio and capture all the necessary scenes. When implemented, we can control as well as make comments when there is no financial feasibility to cancel the project. At the present time thanks to the means of development and the growth of mobile platforms, projects have become cheaper to cope with the financial decline.

3. Post-production

Post-production is the final major phase of the production process, we will post and plan the communication of the product. There are many things that can happen in the post-production process, common tasks include:
- Edit video footage
- Edit background music, add sound effects, music
- Add titles and graphics
- Color Editing
- Add effects
- Capture certain scenes.

In short videos, post-production is relatively simple, including selecting and arranging footage in the right sequence. However, in most cases, post-production is more time-consuming than the actual production phase.

5.3. Media channel

With the rise of the digital era, brands are deeply aware of the value of investing in social media strategies. Social media has provided measurable results with strategies such as lead generation and social sales, helping to engage consumers with products.
In 2021, a large number of marketers have used social media as their primary channel for communication.
According to the Social Media Examiner, 97% of marketers have used Facebook and LinkedIn.

Google recently announced the extension of the removal of Cookies until 2023 instead of 2022 as previously announced. Google's cut-off of third-party tracking would harm other advertising companies; this announcement has led many businesses to step up advertising on social media platforms. In Vietnam, by hitting the right customer sentiment, mobile platforms become more prominent, through which advertising and business forms also become the top criteria.

TikTok is an AI-based application, owned by ByteDant, a media company from China and currently well-known on a global scale. Although it only appeared in 2017 and the creation

of short videos has been popular for a long time, hitting the right customer sentiment with the trend of "lazy watching" has made the product become number one in the market.

Along with the R&D process, Tiktok has designed a short 15s video to address the entertainment needs of its customers. In addition, hashtags and challenges also help young people to be creative, as well as to challenge themselves. TikTok is also capable of capturing the trend so that users can spread videos on major social networks (Facebook, Youtube, Twitter, etc.)...), but also actively order the short-lived ad playback of his sample videos on Youtube.

TikTok also has policies that treat stars as well as their own employees. There are many TikTok events created to honor individuals as well as implement paid advertising policies to reach different audiences such as the elderly. Not only does Tik Tok care about the stars, but it also makes it possible for ordinary people to stand out through collaboration with multichannel network providers and how to create exciting videos.

5.4 Evaluating Media Production

To assess the effectiveness of the media product, Denis McQuail has summed up and divided it into three parts: structural research, behavioral research, and socio-cultural research. Public research enables us to capture the needs, purposes, and number of people we care about. The study of public behavior aims to improve the efficiency of communication, through learning about information choices to be able to make an impact in society.

Firstly, the effectiveness of the media product will be through the series of products we can evaluate from parameters such as recognition, views, favorites, and sharing. Actors in the products will create the identity of the public image associated with the brand or a series of products, we can clearly grasp the information and evaluate the status of the customer file through reception behavior.

Secondly, accurate measurement, traditional rating measurement records active human behavior such as tracking, commenting, liking, sharing and thereby understanding the prevailing trends of the community. Monday, measurement accuracy, how to measure ratings traditionally record active human behavior such as the number of followers, comments, likes, and shares and thereby understanding the prevailing trends of the community. This makes it possible for the station to record the number of re-players and have specific strategies for the next product. In the absence of any impact on the use of electronic devices, the media can capture a database of product performance.

Third, assessing public behavior simultaneously conducts psychological attitudes investigations. This activity will be received through advertising, television, and short videos, and we can assess the level of reception of users. For example, in advertising using KOLs and challenges, consumers will receive and buy products to perform as well as promote the

product itself. Through real-world assessments, the market will provide data, as well as plans for the next project.

5.5 Communication Crisis Management

During the production and posting of products there will be certain risks in terms of inappropriate content, marginal issues of quality as well as certain competition. A communication crisis is a phenomenon that occurs when problems get out of the control of individuals or businesses. This will create discussion, and buzz from public opinion and affect the image, brand as well as reputation of the subject itself. To help businesses optimize business, crisis management activities can be divided into steps:

- Crisis prevention activities, when implementing the plan, should have strategies to prevent the worst-case occurrence. In order to prevent and control crisis communication effectively, we need to build a team of systems, and management related to forums to synthesize information and evaluate customers. Check and closely review the information posted on social networking sites. Do not advertise or communicate false information that affects the quality of the reputation of the business.
- The media crisis management organization, in the process, need to verify the origin, and the scale of the crisis and make assumed situations related to the problem, creating an intuitive and accurate view.
- Overcoming the post-crisis effect, after finding the cause of the crisis, we need to put an agreement and respond to questions. You can open a press conference or contact the media to explain the crisis and stay honest with the information.

REPORT

2 DEVELOPMENT AND PRE-PRODUCTION

I. DEVELOPMENT

1. Current Situation Analysis

1.1 The state of safe sex and healthy relationships in FPT University and in the age of 18 to 26 in general.

In Vietnam, the concept of safe sex is becoming more open with adolescents in the ages of 16 to 18. According to the Ministry of Health, the results of the nation survey on reproductive health and sexual health of Vietnam adolescents in 2017 show that: the average age for the first have sex of the respondents is 18,7 years old (age 14 - 24), earlier than the results of previous research (19,6 years old in 2010). Among them, 15% reported having sex before marriage. More than 90% of teenagers aged 10 - 20 said that they have exchanged and accessed information through mass media such as the internet, television and SMS on mobile phones. Nevertheless, only a third of them used the internet to find information about sexual health and reproductive health.
(BÁO THANH NIÊN - DIỄN ĐÀN CỦA HỘI LIÊN HIỆP THANH NIÊN VIỆT NAM, thanhnien.vn,
https://thanhnien.vn/gioi-tre-viet-nam-co-xu-huong-quan-he-tinh-duc-som-hon-1851416865.htm)

However, nowaday the issue of safe sex and safe relationships is the problem that is causing a lot of pain in the community. Although somewhat more open, more and more unhealthy relationships, compulsion problems in relationships, unsafe sex have appeared. The Vietnam adolescents have inadequate knowledge and incorrect practices about sexual health issues. A study on young female workers showed that the rate of not using contraception during sexual intercourse in the 6 months to the time of the survey was 27.8%.
(BÁO THANH NIÊN - DIỄN ĐÀN CỦA HỘI LIÊN HIỆP THANH NIÊN VIỆT NAM, thanhnien.vn,
https://thanhnien.vn/gioi-tre-viet-nam-co-xu-huong-quan-he-tinh-duc-som-hon-1851416865.htm)

Despite being aware that the issue of safe sex and safe relationships has become one of the fundamental knowledge of everyone, Vietnamese society is still not completely "open" about this problem. When it comes to sexuality, Vietnamese parents often have an avoidant reaction or look for other explanations such as "You will understand when you grow up". They do not instruct their child about sex education directly. It is that the main reason that teenagers often tend to learn about sexuality through depraved publications. It seems that talking about sexuality is "deviated" from Vietnamese moral standards, and it is up to each person to find out about it.

At FPT University, we have seen many students who have been affected by sexual issues and unhealthy relationships. This is a problem of controlling and constraining student relationships. Although there are many consultation and support methods, sexual and relationship issues are still issues that students dare not discuss, possibly due to the ancient factors mentioned above.
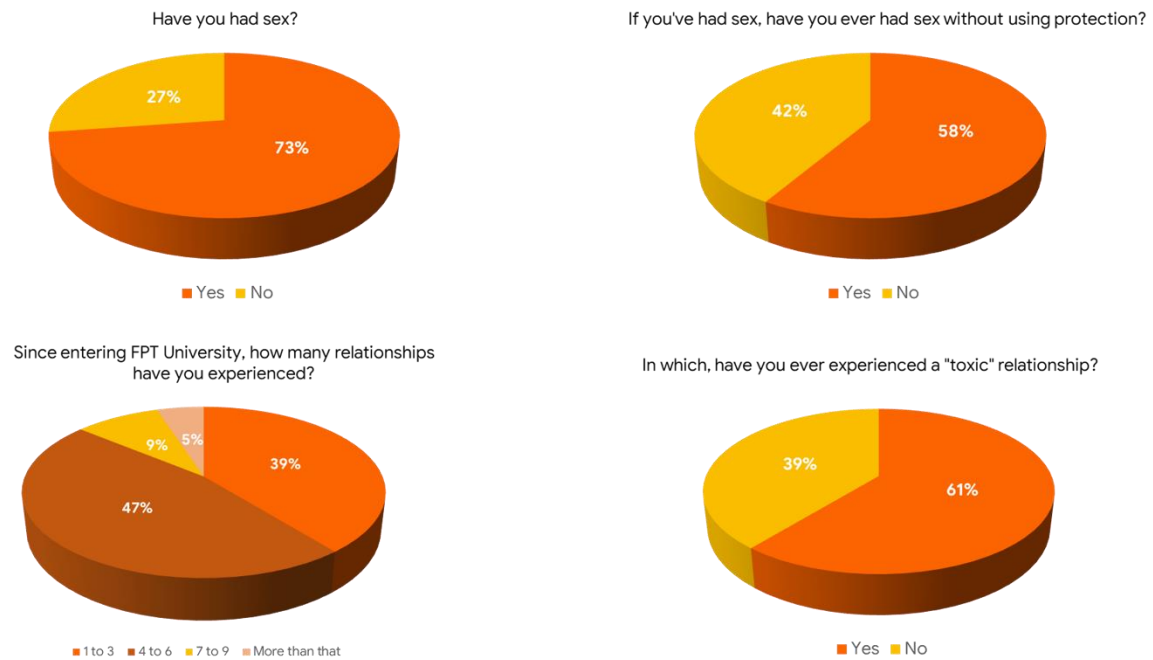
Figure 3: Survey table of FPT University students on sexual intercourse
(Source: Research Team)

1.2. SWOT of the project

1.2.1 Strength

- The topic of sex and safe relationships is an old topic, but it is always a topic that receives the attention and interest of the main target research group - the students.
- When choosing a newer, safer and more intimate method, the students will feel safe and connected.
- There are direct outreach activities (interviews, class communication, gift check-in events, Free Hug events, ..) to convey the message more easily.
- All team members have been working in communication majors, so we can closely grasp the trends, questions, and outstanding issues on social networking platforms related to the topic of the project.

1.2.2. Weakness

The Psychological Counseling Department of Hanoi FPT University is a small organization with limited funding. In addition, due to psychological issues still being a concern for many students when sharing so, communication with students is limited.

The Psychology Department has many laws on content issues, on ensuring information security for sharers, so the production content needs a lot of time to fine-tune between the team and the Psychology Department.

The Psychology Department of FPT University Hanoi - Coc Ke has a small staff, most of whom have expertise in psychology, but not much expertise in communication issues. Therefore, media publications and media content depend on the members of the group.

1.2.3. Opportunities

With the current development of society, the issue of sex and safe relationships is becoming more and more accepted. Along with the listening and open attitude of the new generations, the knowledge and issues of safe sex will no longer be a "sensitive issue".

This is the first large-scale project organized spontaneously, holding the largest Talk Show/Workshop in history. This may be a turning point of the Psychological Counseling Department of FPT University in Hanoi, when the location and image of the Psychological Counseling Department better identified the students of the school. At the same time, it will also be a good opportunity for members of this department to prepare for the next development.

1.2.4. Threats

Because of the limited budget, activities around the events will be difficult, sometimes will have to change to match the actual situation.

Activities, especially seminars and talk shows, must be held at the end of the semester. This will affect the project's ability to achieve KPI, because many students spend time taking exams.

The preparation time of the project is very short-within two months (from the end of January to March), and the content and media platform have changed, so there are some difficulties in keeping up with the expected timetable and KPI.

1.2.5. Target Audiences

Based on the summaries from previous campaigns and events of the Psychological Counseling Department of FPT University Hanoi - Coc Ke, the team has come to a conclusion about the target customer group of this campaign.
This campaign made a difference, when the project expanded the target group to all students of FPT University, instead of just focusing on students who actively came to Coc Ke.

DEMOGRAPHIC	
Gender	Unlimited
Age	18 - 25 Age
Education	FPT University's College Student
Location	Hanoi (Hoa Lac)
Personality	Open-minded, willing to obtain information & passionate about sharing and exploring.

Hobby	Find out new information Follow events on social media Follow FPT University news Often share content on social media Have interests and concerns about sex and love issues
Pain Point	Someone who has been involved in issues of safe sex & safe relationships. Have a desire to learn more and share about this issue. Lack of experience in this issue. People affected by this problem from the past.
Touch Point	Sexual Love Agreement Safe
Communication Channel	Use popular social networks in Vietnam, such as Facebook, TikTok.

Table 2 - Target Audience
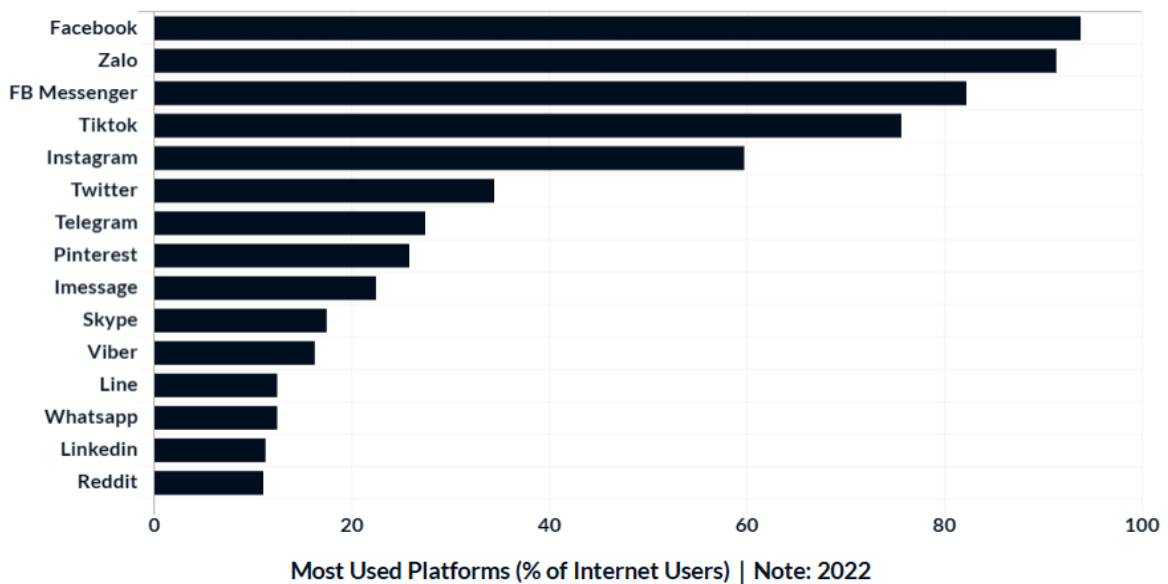
Figure 4 - Most Used Social Media Platform in Vietnam - 2022 (Source: Oosga.com)
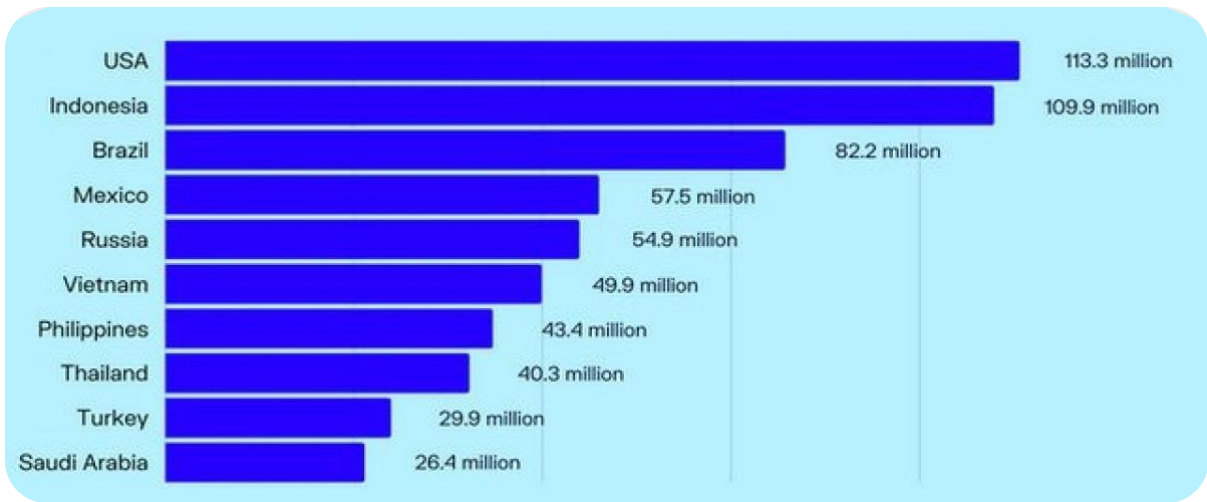
Figure 5 - Top 10 countries with the largest number of TikTok users in the world according to the report until April 2023(Source: Oosga.com)
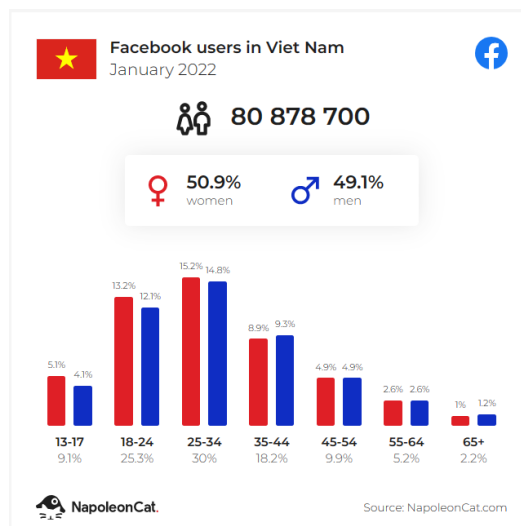
Figure 6 - Facebook User in Vietnam - Jan 2022 (Source: NapoleonCat.com)

Rank	Website	Category
1	facebook.com	Computers Electronics and Technology > Social Media Networks
2	zalo.me	Computers Electronics and Technology > Social Media Networks
3	tiktok.com	Computers Electronics and Technology > Social Media Networks
4	instagram.com	Computers Electronics and Technology > Social Media Networks
5	messenger.com	Computers Electronics and Technology > Social Media Networks

Figure 7 - Top 5 Most Used Social Media Networks in Vietnam (Source: similarweb.com)

Proposal:

Media channels used: Facebook, TikTok

Content:

- Convey content about safe sex and safe relationships on these platforms.
- Method of communication: Video format for TikTok channel, and images+content related to Workshop/Talkshow topics on Facebook platform.

II. PROJECT PLANNING

1. The Proposal Project

1.1 IMC Objective - Goal

1.1.1 Goal

LONG TERM:

- Enhance the recognition and reputation of the Hanoi FPT Psychological Counseling Department through videos and photos related to media themes and events.
- Support the development of loyal customer profiles in the psychological department, while also supporting the development of the psychological department brand, in order to create more meaningful activities in the future.
- Based on these activities, the department will have the opportunity to access other target customer profiles.

SHORT TERM:

- Improve the level of interaction on social media in the Psychological Counseling Department.
- Communicate accurate content about sexual safety and safety relationships through video content.
- Establishing a close relationship between teachers and students

1.1.2 SMART Objective

The project focuses on changing students' perception of the Psychological Counseling Department of FPT University Hanoi - Coc Tell, creating a more friendly and close-knit image, with a wider variety of topics for students in the classroom. school. At the same time, increase engagement on social networking platforms by 20-30%.

- Fanpage: After the campaign, 200 followers were added, bringing the total number of followers to 8000.
- Post engagement: Increase engagement by 10-15%
- Like: Increase 2 times (50-70 Like per post)
- Comment: 5-10 Comment
- TikTok: Building a good foundation for the Coc Ke's TikTok channel.Like & Follow: 500 Follow, đạt 1000 Like for posted videos. Uploading videos related to knowledge and Psychological Counseling Department identification.

Workshop & Talkshow:

- Number of people registered to attend: 50-70 people (2-2.5 times higher than the average number of people attending previous events).
- Number of attendees: 30 people for Workshop, 60 people for Talkshow.
- The posts reach 300 - 500 people on the Facebook platform.

1.2 Campaign Message

With the development of society, issues related to sex and love have become more open and liberal. However, there are still many questions and concerns about this topic that students have not had the opportunity to explore. These are the challenges that the Psychology Department will try to help you address. Join us, those who are interested in psychological issues, to find answers to your questions!

Big Idea: FPT University students, when entering the university threshold, will have surprises, desires, and thoughts that are difficult to exchange with their peers. At that time, the position and role of the psychology department will appear, as a friend to share and understand more about the problem with students, as well as yourself. The Psychological Counseling Department wants to prove that: not only with psychological problems, but with any problem or situation, the Psychological Counseling Department is a place for students to trust.

Key message: Not only about psychology, but also human.

Key Visual:
- HEX: #CCDCF3, #A6B5D5
- HEX: #FFE9EB, #F4C6C9

1.3. Strategy & Tactics

1.3.1. Communication Strategy

Communicating on social media platforms: Facebook, Tiktok with posts about events and knowledge.
Offline events: Workshop "Attachment Love" and Talkshow "Not Afraid of Love".

1.3.2. Communication Tactics

Communicating on social media platform Facebook, Tiktok: Using Facebook and Tiktok for sharing about campaigns to target audiences.

Content will include images and Videos on the topic of safe sex and safe relationships, anchoring the minds of the community on the Department's theme. Along with that, use photos & videos from events to get proactive attention from Facebook and TikTok users..
The project is divided into three stages:
- Phase 1: Research and Development
- Phase 2: Raise awareness.
- Phase 3: Summary

PHASE 1: RESEARCH AND DEVELOPMENT

Goals: Gather information on emerging issues in the community regarding safe sex & safe relationships. From there, campaign statistics and research will be completed. Besides, contact the real problems at FPT University, combine with the above information, to come up with the most appropriate content, easy to connect with students.

Action: Direct interview/ Email interview/ create a report, gather information.

Requirement: Note down the information provided by the students, as well as record the information of the interviewee. From there, information about the interviewee and the answers can be obtained.

Content of study: The study will use the background knowledge about safe sex and safe relationships, along with real situations at FPT University. From there, analyze and come up with suitable ideas.

SUBJECT	PROBLEMS	METHODS
Students who faced difficulties in safe sex and safe relationships.	- Have a more detailed look at the above issue for young people in general and FPT University students in particular. - Collect students's opinions and their questions about safe sex, safe relationships.	- Direct interview students about safe sex and safe relationships. - Ask questions related to the topic to get the answers, the vision of FPT students.
Students who are having a demand to learn about safe sex and safe relationships.		

Table 3: Content of student research (Source: Research team)

PHASE 2: RAISE AWARENESS

Goal: Answering questions from students on the topic of safe sex and safe relationships, based on existing knowledge. While producing content to post on Facebook and TikTok platforms, while increasing the coverage and recognition of the Department through publications.

Requirement: The content of the article should meet the requirements, design layout, and predetermined content. Posts on the social media platform need to be posted on the correct timeline, rather than slowing down. Focus on issues, the Psychological Counseling Department signage, and workshop+presentation themes. The published content requires correct knowledge and departmental review to avoid duplication/errors.

Action: Post Facebook content. Post TikTok videos. Deploy 2 pre-activities and 2 activities.

Content Line 1: Remind customers about the Psychological Counseling Department of FPT University Hanoi - Coc Ke (identification)

CONTENT	DESCRIPTION	PRODUCT
Increase awareness	Create a familiar, closer image for students about Coc Ke.	Psychological Counseling Department related Videos with high recognition(Logo + "Green Toad")

Table 4 : Contents of the request for brand identity of the Psychological Counseling Department of FPT University - Coc Ke. (Source: The Psychological Counseling Department of FPT University Hanoi - Coc Ke)

Content Line 2: Content on security and security relationships (offline events)

CONTENT	DESCRIPTION	PRODUCT
Knowledge about safe sex issues	Videos that apply real-life cases to give knowledge related to the topic	TikTok Videos focus on sexual safety issues (how to use condoms, safe sex,...)
Interview students about the topic of safe/safe sex relationship.	Pose specific situations, interview students in the school to give opinions. Interview couples on the topic of love.	TikTok Videos interview students about relationship safety / interviews couples on the topic of love.
Actual video about Workshop/Talkshow	Bring back interesting questions from the Talk Show on the topic raised / Recap event photos	TikTok Videos cut from Workshop/Talkshow to answer controversial questions. Using Workshop/Talkshow photos to make Recap videos

Table 5 : Content about safe sex and safe relationships (Source: Team Content)

PHASE 3: SUMMARY OBJECTIVES

The goal of this phase is to draw conclusions and summaries about the campaign in terms of: Online and Offline awareness, success and reach of Offline activities. . From there, there is the most objective assessment of success, a new target audience, and the foundation for future events.

Other Works

- Choosing a mascot for the campaign: The use of a mascot for the campaign will impress and memorize the minds of the students in the school. The group discussed with the

Department and decided to use the green toad mascot - similar to the mascot of FPT University.

- Maintain TikTok channel for Psychology Department: TikTok has been a platform that attracts many students, with rich and diverse content. However, due to personnel reasons, the Psychology Department has not been able to actively build and maintain its TikTok channel. The group focuses on fun content, knowledge, and event summaries (like the table above) to expand access to students in general and target customers in particular. The Videos all have the Identity Logo of the Psychology Department.

1.4 Media Channel

Owned Media

The official fan page of the Department of Psychology is a place to post photos and videos about sexual safety and safe relationships. In addition, this is the place to post offline activity information and photos.
Link: https://www.facebook.com/tuvantamlyFPT

Facebook group: Since this is chosen as the main platform of the project, the majority of posts are posted on this platform. Most of the groups are groups of FPT Students, thereby focusing on the right target customers
Link:
- FU Hòa Lạc: https://www.facebook.com/groups/fuhoalac/posts/6274991359251117/
- CLB Hít Hà Drama (The group has contacted the Group, because to ensure safety, admin only allows the group to take screenshots for reporting): https://www.facebook.com/groups/fptudramaclub/posts/942003873660892
- CLB Basketball Club: https://www.facebook.com/FPTBasketballClub/posts/pfbid02yJqv9kJjH7tgEYiSmoNacNxiu216afCMTJoUDWTo3NFpgtDTqAUMb8qbJ8Zsxu5Zl
- iGo Club: https://www.facebook.com/photo/?fbid=579466077548525&set=a.458835332944934

1.5. Offline event: Workshop "Attachment of Love" & Talkshow "Not afraid to love"

Goals: The team and the Psychological Counseling Department of FPT University Hanoi - Coc Ke ran two events Workshop "Love Attachment" and Talkshow "Not Afraid to Love" to better understand the project's topic, have accurate knowledge from the experts. speakers, and increase the department's awareness to FPT University students.

1.5.1. Workshop "Gắn bó yêu thương" Standard Background

Love begins with a tremor in the heart, but a long and strong relationship requires understanding. Understanding your attachment tendencies towards the person you love will help you make the right partner choices and improve your relationship.

Attachment tendency is a psychological theory that describes the essence of emotional attachment between individuals. The nature of attachment, as well as how it is cultivated and cared for, will affect our future attachment to our partner.

1.5.2. Talkshow "Not afraid to love" Standard Background

Sex stories are very important to young couples, but you still don't want to study and share them seriously. It is precisely because of this hesitation that many knowledge related to sexual safety makes young people feel embarrassed and easy to have consequences that we regret.

This Talkshow allows you to hear useful knowledge about sex, sexual consent, safety measures to prevent sexually transmitted diseases (infectious diseases related to sexually transmitted diseases), and correct safe contraception.

Resources: The team needs to prepare knowledge information that matches the students' learning needs-information obtained from the first stage of the project. In addition to media publications related to the project, communicate on the platform.

Personal tasks:

- Psychology: Prepare the knowledge content and resources required for the speech during the event. In addition, it is also the responsibility to ensure organizational space (contact FPT University for booking).
- Group: Material design, media publications. Ensure that media publications are released according to the expected route. This is a responsibility for surrounding issues, cost issues.

1.5.3. Timeline

Time	16/1 – 30/1	31/1 – 16/2	17/2 – 23/2	24/2 – 10/3	11/3 – 17/3	17/3 – 23/4
Content	Contact the Psychology Department for information	Making communication strategy, build a TikTok channel, prepare for the Workshop event	Event dissemination seminar and event deployment (including free hug activities)	Aggregating workshop content into media materials and continuing to build content for Talkshow.	Posting media content for Talk show. Conduct Talkshow (March 16)	Summarize the material for media content

Table 6: Expected communication schedule of the project (Source: Team Content)

1.5.4. Estimated cost

Items	Content	Price
Phase 1: Research and Development		
1	Information gathering	0
2	Interview student	0
Giai đoạn 2: Execution		
1	The cost of two activities.	15.000.000 VND
2	Gift for events	2.000.000 VND
Giai đoạn 3: Summary		
1	Event summary	0
Others		
1	Resource cost	1.000.000 VND
2	Costs incurred	1.800.000 VND
TOTAL		**19.800.000 VND**

Table 7:Estimated cost table (Source: Team)

1.5.5 Project Risk Classification and Management

Risk	Describe	Level	Solution
Expense	The actual cost may exceed the expected cost.	High	Minimize unnecessary costs and waste to the greatest extent possible. Track detailed information on the items to be spent.
Audience Psychology	The topic of sex and safe relationships are always sensitive topics, and students may be reluctant to share.	High	The method of approaching this content is safe and prudent, which ensures the safety of students.
Reject Supporting	Due to the lack of good relationships between the	High	Prepare good, interesting and wise publications about this subject

	team, the Psychological Counseling Department and media channels, as well as the mentality of some media units to avoid project topic.		without causing disgust or vulgarity.
Organize	There were no major events ever held by the Psychological Counseling Department	Medium	The team will apply the available knowledge and experience to implement the project with the Psychological Counseling Department, taking reasonable responsibilities.
Human Resources	Lack of staff	Medium	The team will look for partners to complete the project together.

Table 8: Project risk assessment. (Source: Team Content)

III. PRE-PRODUCTION

1. Preparation

- Brainstorm and prepare projects, event content, communication campaigns on two platforms Facebook and TikTok.
- Connect and receive information from the Psychological Counseling Department of FPT University Hanoi - Coc Ke standards.
- Review the project plan according to the Department's standards, find errors and fix them .
- Selecting communication channels, contacting and ensuring connectivity.
- Selecting locations to conduct events Ensure personnel for the staff Job Title: Content Production, Communication, External Relations.

2. Requirement for Team's Product and Works

2.1 General

- Images and content must be in accordance with the standards of the Psychology Department, with an identification Logo.
- The image forms are not vulgar, consistent with the image of the Department.

2.2 Content

The Psychological Counseling Department does not approve the following content

- Impact on individuals and groups inside and outside the school.
- Content that attacks groups or individuals. The contents do not guarantee the knowledge, and the accuracy of such knowledge.
- Content endangers the security of students - customers of the Psychological Counseling Department.
- Content that is affirmative, negative, or affects the psychology of viewers.
- The Psychological Counseling Department will: Post media content with the consent of both parties. Keep content clean, transparent to viewers
- Set friendly, listening criteria for the entire content.

3. Content Moderation Process Between Coc Ke & Team

The content moderation process of the Psychology Department and the team is very strict. This ensures the requirements from the Psychology Department, thereby creating correct, transparent, and synchronous communication content.

- **Step 1:** The team will send the campaign's information to the Psychology Department, to receive evaluation and suggestions, thereby completing the content according to the requirements and wishes of the Psychology Department.
- **Step 2:** The group divides the work among the individuals involved. After the process is on schedule, the team will put the documents on Drive, and send them to the Psychology Department.
- **Step 3:** The Psychology Department will give reviews and comments for the content. Individuals will receive a detailed assessment, and modifications as needed.
- **Step 4:** If the content is approved, the team will be responsible for posting on TikTok, and the Psychology Department is responsible for posting on Facebook. If the content needs to be modified, the team will be responsible for correcting the content, and sending it back to the Psychology Department.
- **Step 5:** The group will continue to follow the plan table to build and post content, avoiding the wrong plan.Các sản phẩm từ Google Form, Google Docs, Google Sheet cũng sẽ hoạt động tương tự.

Both parties must complete their tasks ahead of time, ensuring the smoothness of the event and media planning. Although the process is somewhat complicated and time consuming, this will ensure that the content is in line with the requirements, desires, and visions of both for the project.

3 PRODUCT EXECUTION

I. OVERVIEW

1. Timeline

The campaign was carried out from January 2, 2023 to April 23, 2023, divided into 3 phases:
- Phase 1: Research and Development (January 2nd - January 30th)
- Phase 2: Raising Awareness (January 31st - March 19th)
- Phase 3: Summary the project (March 20th - April 23rd)

	Tháng 1	Tháng 2	Tháng 3	Tháng 4
Tet Holiday	▓			
	1/1 – 20/1			
Phase 1	▓			
	20/1 – 30/1			
Phase 2		▓▓▓		
		31/1 – 17/3		
Workshop "Gắn Bó Yêu Thương"		▓		
		23/2		
Talkshow "Không sợ YÊU"			▓	
			17/3	
Phase 3			▓▓	▓
			18/3 – 23/4	

Table 9: Project timeline overview (Source: Team)

2. Budget

ITEMS	CONTENT	PRICE
Phase 1: Research & Development		
1	Information Collecting	0
2	Student Interview	0
Phase 2: Implementation		
1	Rent mascots	800.000 VND
2	Gifts for Offline Events	2.000.000 VND
3	Booking KOLs for Talkshow	10.000.000 VND
4	Hashtag	1.000.000 VND
5	Rent dance crew for Talk Show	1.000.000 VND
Phase 3: Summary		
1	Event summary	0
Other expense		
1	Cost of resource	1.000.000 VND
TOTAL		**15.800.000VND**

Table 10: Project expense table (Source: Content Team)

II. CAMPAIGN REPORT

1. Communication Report

1.1 Phase 1 Report: Research & Development (2/1-31/1)

1.1.1 Researching tools

- Available knowledge: The available information of the Psychology Department on the topic of safe sex & safe relationships (knowledge)
- Internet: Information on social networking platforms, practical information channels about the problem topic of safe sex, statistical indicators.

1.1.2 Researching Methods

The team used the "participant observation" method. The group asked a question: "What are the students' basic information and knowledge about sexual safety and safe relationship?" Then, the team combined actual observation (the actual case of FPT University) with tracking

relevant information on social media platforms to produce results. At the same time, the group used the methods of "interview" and "word of mouth" to ask the students of FPT University questions related to this topic.

1.1.3 Results

In the first stage of the project, **the team obtained basic information about students' views, knowledge, and biases regarding sexual safety and safety relationships**, in order to implement the activity content, Students' opinions on "who should prepare safety measures - boys or girls".

1.2 Phase 2 Report: Raising Awareness (31/1-19/3)

Phase 2 of the project is divided into 2 time frames, involving 2 events: Workshop "Gắn Bó Yêu Thương" & Talkshow "Không sợ YÊU".

Stage 2.1: Sự kiện Workshop "Gắn Bó Yêu Thương"

Event Workshop "Gắn Bó Yêu Thương"			
15/2	**19/2**	**20/2**	**21/2**
Fanpage: Upload and ask for media support for TikTok channel	**Fanpage:** Post the content of the Event: "Free Hug"	**Offline:** Deploy event: "Free Hug" **Fanpage & Group:** Upload photo of event "Free Hug"	**TikTok:** "Free Hug" Event Recap **Fanpage:** Notice of change of location
22/2	**23/2**	**24/2**	**26/2 - 27/2**
Fanpage: Reveal more about the Workshop content **Tiktok:** Upload a series of interview videos of couples.	**Tiktok:** Upload video Remind Workshop Agenda. **Offline:** Event deployment	**Fanpage** Summary content and photo of event.	**Fanpage:** Upload event photos and thank participants. **Báo:** HN.FPT.EDU.VN Upload content and photo of event

Table 11: Event communication framework - WorkShop "Gắn bó yêu thương"
(Source: Content Team)

Stage 2.2: Talkshow "Không sợ YÊU"

Talkshow "Không sợ YÊU"			
27/2	**7/3-9/3**	**10/3 - 12/3**	**13/3**

			Offline: Implement the Check-in event to receive gifts
TikTok Upload photo of event "Gắn Bó Yêu Thương"	Fanpage Post event & speak introduction (FB) + Case video (TikTok)	FanPage. Upload content related to TalkShow TikTok: Upload video related to TalkShow	Tiktok: Upload Recap video for event Check in - receive gifts..
14/3	15/3	16/3	17/3
Fanpage Upload photo of Check-in event	Fanpage: Remind Talkshow Event TikTok: Upload video related to TalkShow	Fanpage & Group: Upload post remind và update guest. Offline: Talkshow on-air.	Fanpage: Upload event photos and thank participants Tiktok: Fanpage Upload video recap Talkshow.

Table 12: Event communication framework - TalkShow "Không Sợ Yêu"
(Source: Content Team)

1.3 Phase 3 Report: Summary (20/3 - 23/4)

The summary stage is the time when the team uses project information and materials to complete the report, and continues to support the psychological department in publishing video content on the TikTok platform. During this period, the team focused on collaborating with the psychology department, building TikTok content, communicating with the psychology department's follow-up activities, and completing all paperworks for the capstone project.

Summary Series Video			
22/3	28/3	31/3	4/4
TikTok: Upload video (RECAP) related to Talkshow topic	TikTok: Upload video (RECAP) related to Talkshow topic	TikTok: Upload video "Department Introduction"	TikTok: Upload video (RECAP) related to Talkshow topic
5/4			
TikTok: Upload video			

(RECAP) related to Talkshow topic			

Table 13: Communication frame after two events (Source: Content Team)

2. Campaign Report

STT	Tasks	Performers	Deadline
1	Document overview	All	2/1 – 15/1
2	Discussion with Psychology Department	All	20/1 – 21/1
3	Look for interviewers and plan surveys.	All	22/1 – 31/1
4	Ideas for design images and content Tiktok	Design Team	1/2 – 15/2
5	Planning for WorkShop "Gắn bó yêu thương"	Content Team	16/2 – 22/2
6	WorkShop "gắn bó yêu thương"	All	23/2
7	Processing image & content (TikTok và Facebook)	Psychology Department & Design Team	24/2 – 26/2
8	Ideas for design images and content Tiktok	Design Team	27/2 – 10/3
9	Look for interviewers and plan surveys.	All	
10	Ideas for design images and content Tiktok	Design Team	11/3 – 17/3
11	Planning for TalkShow "Không Sợ Yêu"	Content Team	
12	TalkShow "Không Sợ Yêu"	All	18/3
13	Processing image & content (TikTok và Facebook)	Psychology Department & Design Team	19/3 – 23/3
14	Processing data & making report	All	24/3 – 23/4
15	Research results sharing (combined)	All	

Table 14: Project Framework (Source: Team)

2.1 Phase 1: Research & Development

2.1.1 Goals

The stage of planning and developing a project. (2/1 to 30/1)

- Plan and discuss directly with the Psychological Counseling Department of FPT University Hanoi - Coc Ke about the project and learn more about the Department's rules and requirements on related issues. In addition, the group also studied the current statistics on sexual safety at FPT University Hanoi.
- To investigate and study the sexual safety of students in FPT University and the brand of Psychological Counseling Department in FPT University Hanoi. The survey results were filled in by about 2000 students, which is also the theoretical basis and document of the activities carried out in the project..

2.1.2 Research Method

2.1.2.1 Research Audience

- The research audience is also the target audience of the Psychology Department: FPT college students know or do not know about the Department of Psychology, nor are they aware of sexual safety/safety relationship issues.
- Priority should be given to students who are considering new courses (mainly K17 and K18) - new students from FPT University Hanoi - who do not know about the Psychology Department and are at an age of mental and physiological disorders.

2.1.2.2 Research technique

- **Survey:** To correctly utilize the current situation of students, it is necessary to use technology, select stories from real life, and then draw conclusions through analysis and confirmation of survey results.
- **Interview:** Utilize students' feelings and current situation. The interview requires the team to prepare relevant questions, take time, and travel to multiple locations. From there, the new team collected appropriate video content for analysis and provided accurate interview results.
- **Word of mouth:** By sharing stories in club or team meetings, you can gain more information about safety.

2.1.2.3 Data collection methods

Interview and Survey
General question, context:
- Basic personal information
- Age
- Gender
- Class
- Major
- Marital status

Questions to learn from safe sex, safe relationships and the Psychology Department:
- Event related keywords
- Related case questions.

Question group on information expression and how to handle the current situation:

- During your study at FPT University, did you know the psychological counseling department of FPT University?
- How have you experienced a 'safe' relationship so far?
- Under what circumstances is the acceptance relationship considered safe.

2.1.3 Report

Currently, the team has raised many survey questions and personal relationships in the FPT university environment to measure activities, and has launched the TikTok media channel to leverage the most important insights and propose research objectives. The team summarized the key indicators as follows:

Evaluate through surveys of large groups and clubs within FPT University

Figure 8 :This survey was published on the FU-HL team and clubs at FPT University in Hanoi (Source: Team)
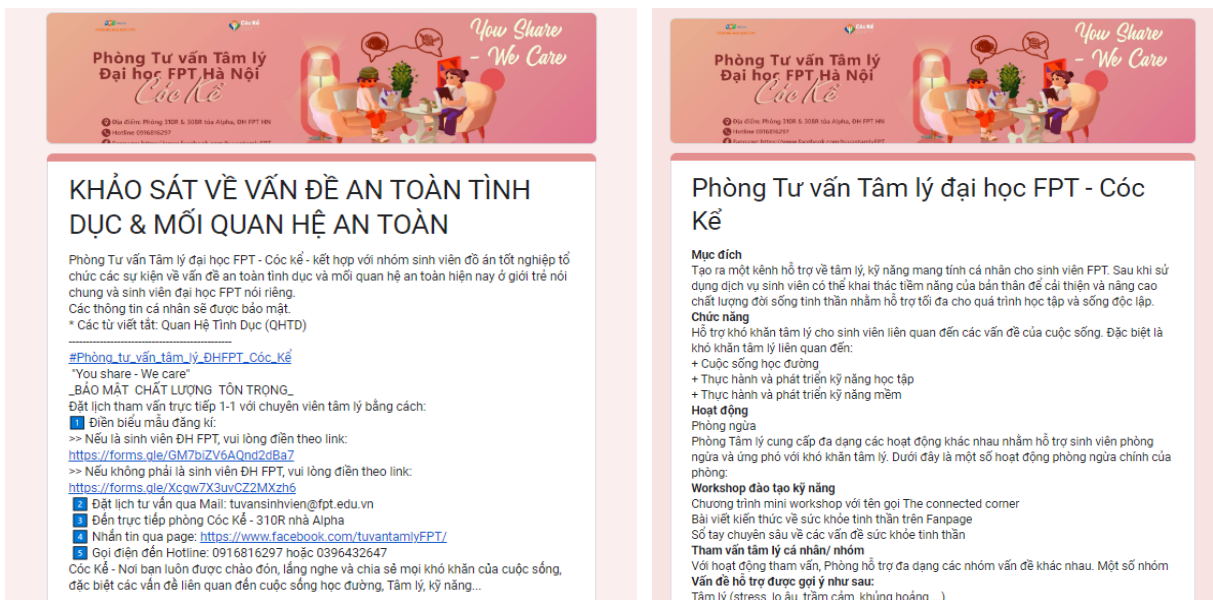
Figure 9: FPT Student Questionnaire
(Source: Department of Psychological Counseling, FPT University Hanoi - Coc Ke)
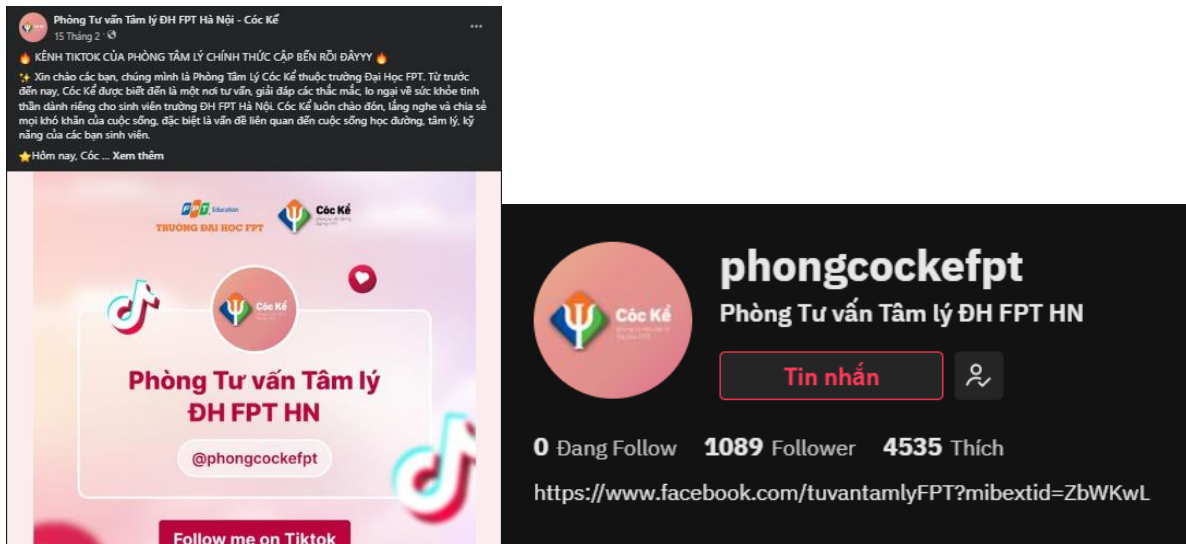
Figure 10: New communication channel of FPT University Psychological Counseling Department
(Source: Department of Psychological Counseling, FPT University Hanoi - Coc Ke)

2.2 Phase 2: Raise Awareness (31/1-19/3/2023) WorkShop and TalkShow

Implement projects, improve knowledge and awareness. Increase brand awareness of the Department.

2.2.1 Goals

- Enhance the brand awareness of the Psychological Counseling Department of Hanoi FPT University
- Discuss and enhance the sexual safety awareness of FPT students.
- Due to its nature related to educational content, the team has high requirements for the content and images of social media posts (TikTok, Facebook). Everything must be reviewed, and the content must be brief, concise, and have the characteristics of a psychology department to attract students' attention.
- Regarding the Psychological Counseling Department of FPT University, the department has strict requirements for the content and images of articles, avoiding erroneous information about the department. Therefore, the review of the psychology department is absolute and comprehensive.

During this period, the team carried out two main activities to achieve this goal: WorkShop & TalkShow. Simultaneously running digital content on TikTok and Facebook platforms.

The form of publishing content

Posting on Fanpage	
Content	Spread the brand Psychological Counseling Department Recap events Introduce the topic of safe attachment in love Safe in relationships Safe sex
Tone of content	Reveal about the upcoming WorkShop, TalkShow. Realistic, friendly, and emotional. Be gentle, don't criticize, condemn or ask anyone to do anything
Keywords	Connection of love Love to share Psychological consulting Department Safety sex
Hashtag	#Cocke,#daihocFPT,#ganboyeuthuong ,#KhongSoYeu
Image requirements	Color: Use a light pink and blue gradient tone similar to the color of the Psychological Counseling Department, to increase recognition and create a sense of synchronicity. The media publications (Standee, poster, banner, video...) always appear with FPT's Logo and Psychological Counseling Department's Logo.
Posting time	9 a.m to 5 p.m

Table 15: Facebook post

Example:

Figure 11 : Introduce event "Gắn bó yêu thương" at FPT University
(Source: Fanpage of Psychological Counseling Department)

Posting on TikTok	
Content	Raising Awareness of Psychology Department Take a look at past activities. Additional knowledge about sexual safety
Tone of content	Reveal about the upcoming WorkShop, TalkShow. Realistic, friendly, and humorous. Be gentle, don't criticize, condemn or ask anyone to do anything
Keywords	Safe sexual behavior. Love and Sharing Psychological Counseling Department Safe. Self-confidence
Hashtag	#Cocke,#daihocFPT,#ganboyeuthuong, #xuhuong ,#fpt #KhongSoYeu
Image requirements	The video image must be clear and consistent in color. There is always a sign of a counseling department on the video
Posting time	8 p.m to 10 p.m

Table 16: TikTok post

Example:
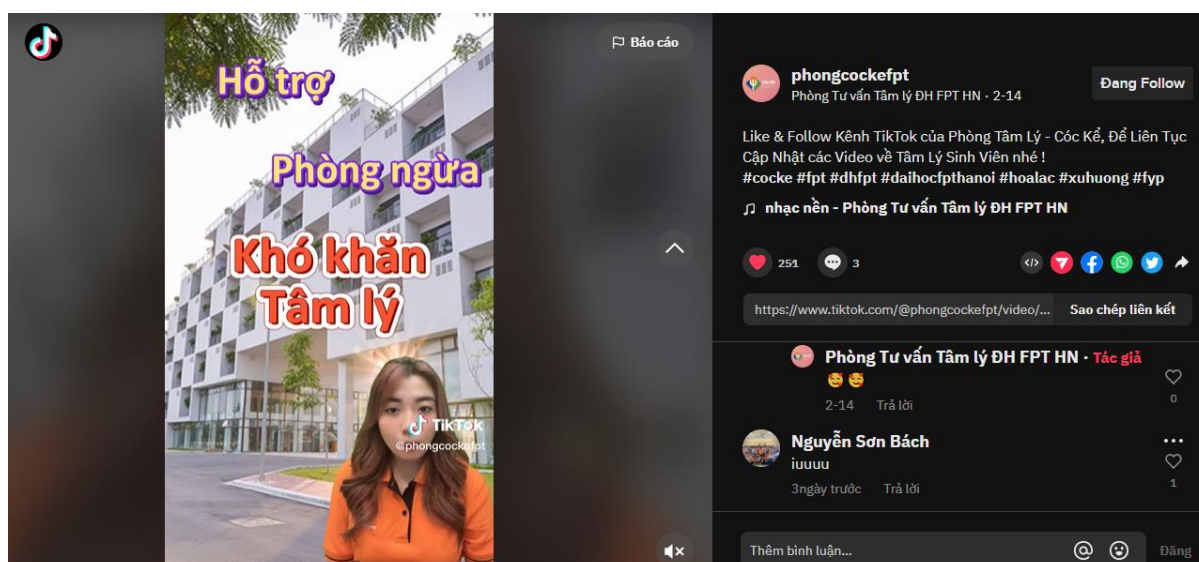
Figure 12: Video introducing TikTok channel of FPT University Psychological Counseling Department (Source: Tiktok Phongcockefpt)

SEEDING GROUP	
Content	Identify and remind students of upcoming information events in the psychology department Issues related to WorkShop and TalkShow sessions Invite friends & teachers to participate.
Tone of content	Reveal about the upcoming WorkShop, TalkShow. Realistic, friendly, and humorous. Be gentle, don't criticize, condemn or ask anyone to do anything
Keywords	Safe sexual behavior. Love and Sharing Psychological Counseling Department Safe. Self-confidence
Hashtag	#Cocke,#daihocFPT,#Khongsoyeu,#ganboyeuthuong
Image requirements	Color: Use pink and blue gradient tones, just like the colors used in Psychological Counseling Department, to improve recognition ability and create a sense of synchronization. The FPT logo and psychological department always appear in media publications (stands, posters, banners, videos, etc.).
Posting time	9 a.m to 5 p.m & after 8 p.m

Table 17: Seeding Group

Example:
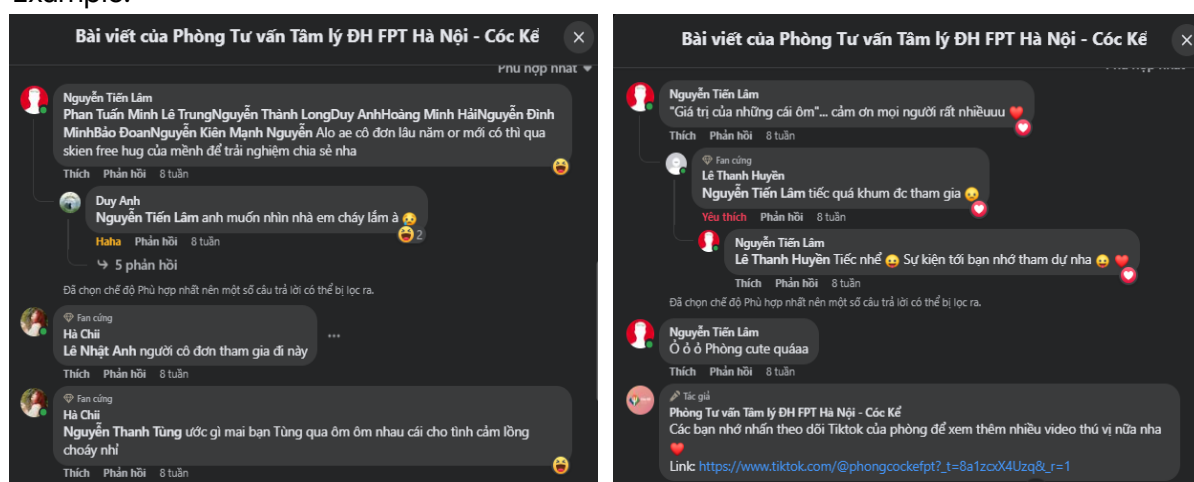
Figure 13: Seeding and calling for participants on social networks
(Source: Page of FPT University Psychological Counseling Department - Coc Ke)

2.2.2 Communication Product: Workshop "Gắn bó yêu thương" (16/1/2023 – 23/2/2023)

2.2.2.1 Criteria and analysis of participant portraits

To attract more participants, the group organized additional sub-events "Free Hug" and posted interviews with couples on the topic of "Gan Bo Yeu Thuong" on the TikTok platform.
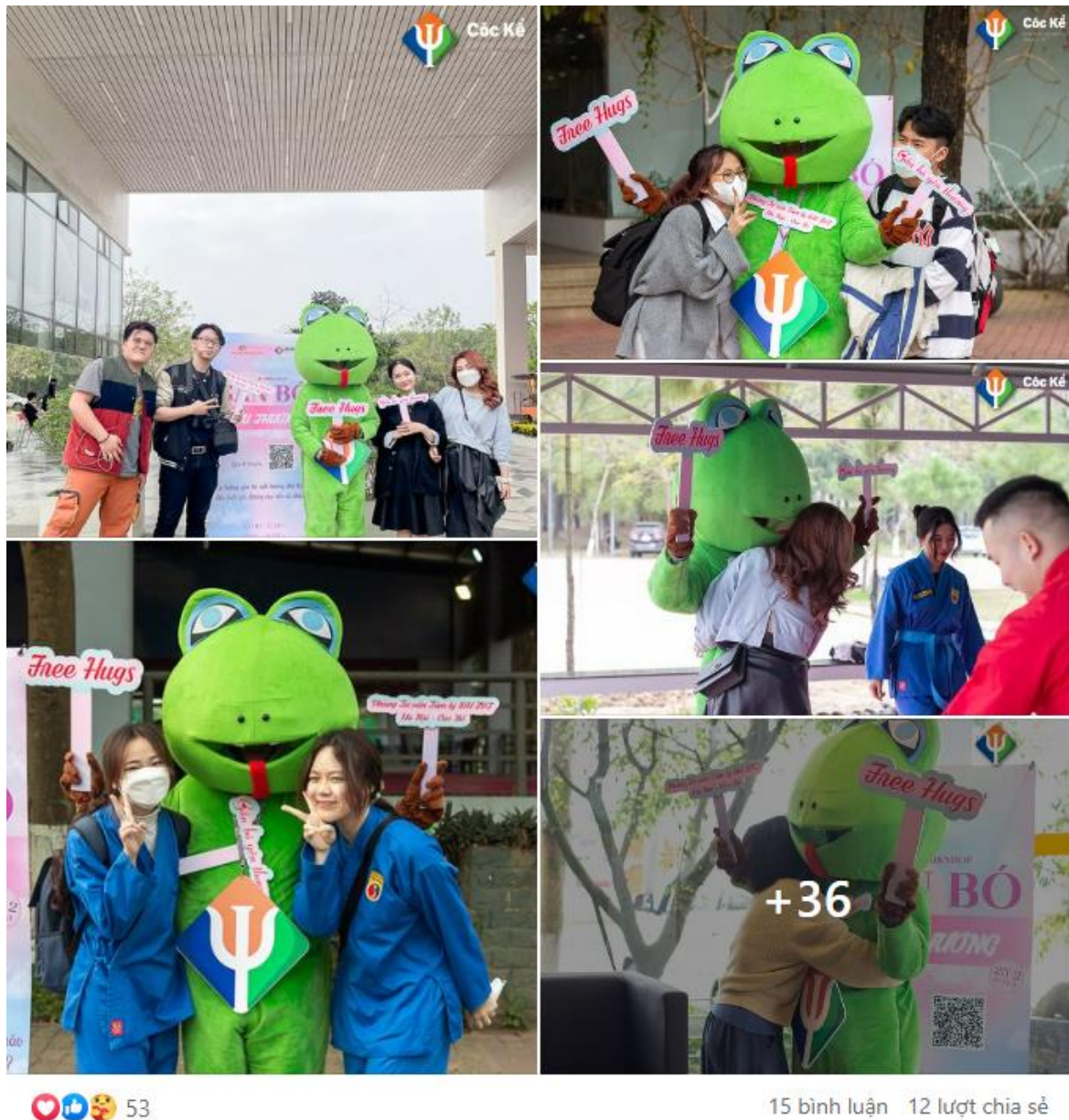
Figure 14: Event "Free Hugs" at FPT University
(*Source:* Page of FPT University Psychological Counseling Department - Coc Ke*)*
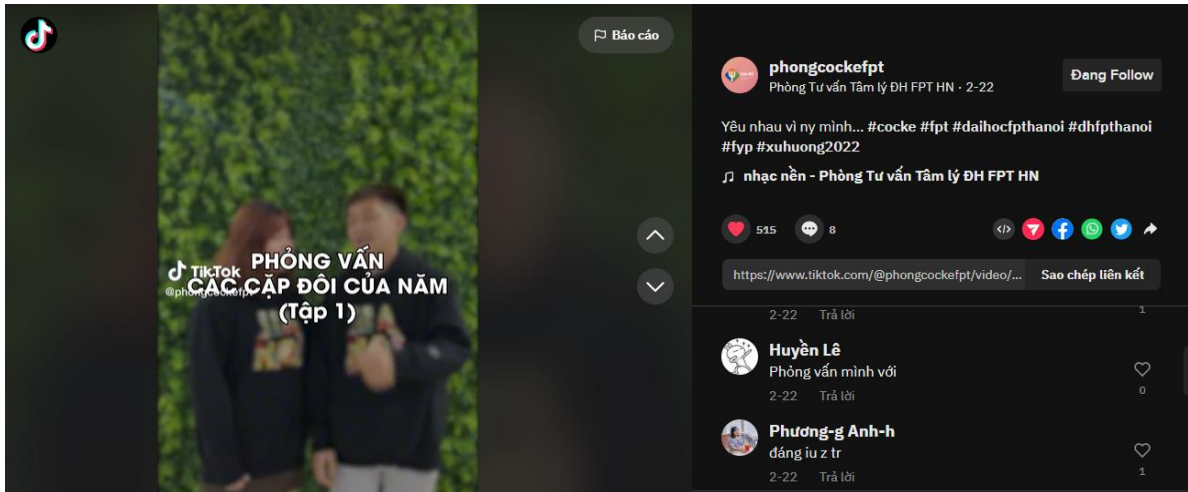
Figure 15: Video interviews on the topic "Gắn bó yêu thương"
(*Source: Tiktok Phongcockefpt*)

- **Criteria:** The Psychology Department has held a meeting to finalize the workshop participation rules and the questions in the application form so that students can better understand, from which they can select students who have the same thoughts as the Psychology Department. , pre-participation survey and post-participation change story. Create a registration form to attend the WorkShop.

Figure 16: Registration form for the WorkShop event "Gan Bo Yeu Thuong"
(Source: Psychological Counseling Department of FPT University)

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Participant portrait analysis

When it comes to attachment tendencies:
- Expressing a desire to understand current trends
- Describe your current situation and your relationship with those around you.
- Use keyword phrases when discussing attachment.

When someone comments on attachment trends:
- It is easy or difficult to accept someone when making such a comment.
- The viewpoint is right, obviously wrong.
- Express a common understanding of attachment trends.

Definition of "attachment":
- Yes, I know, I don't know.
- Everyone has a different definition of attachment tendency.

Personal experience of attachment tendencies.
- Half of them have experience with attachment, the other half have not.

2.2.2.2 Timeline WorkShop "Gắn bó yêu thương"

No.	Time	Activity	Details	Support item
1	15h00– 15h15	Warmup: Team Coordination Game		Băng dính giấy làm bảng tên
2	15h15 – 15h20	Agree on general principles when attending Workshop (5')	Unite together: Listening and Respect What happened in the workshop left the workshop… except for knowledge	
2	15h20 – 15h40	PART 1: What is attachment tendency (20') - Description of Ainsworth's experiment "Strange situation test" - Question: In your opinion, what kind of reactions will the children have? - Watch the video about the experiment - Analyze 3 types of children's reactions in the experiment	1. The way children attach to their parents, especially mothers, affects the way they attach to their lover. HTGB: Biomechanics in the brain responsible for the desire to seek closeness with a favorite partner 2. Origin: - Raising: + Sensitive, always by your side, caring: safe + Aloof, rigid and indifferent: Avoiding + Not often interested: Anxiety - Genes: - Life experience 3. Attachment Trends (1) Secure attachment: (2) Anxious attachment (3) Avoidant attachment	

3	15h40 – 16h15	PART 2: Identify your attachment tendency and your partner's - Group activities: Divide into 4 groups: Read, analyze the situation and answer the question "What is the character's tendency to stick in the situation?" "What information tells you that?" - Summarize the characteristics to identify attachment tendencies	Decoding attachment patterns + Seeking intimacy Avoidance: No, Yes: Safety or anxiety + Degree of preoccupation with MQH and sensitivity to indifference Anxiety: Vulnerable to what you say, worried about your future, sensitive to details implying separation eg: You make decisions without taking her into account + Other signs + Effective communication Safety: Understand and do best to support demand Anxiety: Welcome the opportunity for more intimacy and to be more direct and open Avoidance: Increased intimacy discomfort "I lack affection" "Stop analyzing" "Don't want to talk about it" + Things they don't do Avoidance: Not making their intentions clear Stay with them for a long time, don't say 'I love you'	
	16h15 – 16h45	PART 3: Attachment is more secure - Group activities: Role play + Scenario 1: He is very busy at work and you can hardly see him + Scenario 2: She ignores your calls a lot and calls you back when it's convenient for her + Scenario 3: He talks about his ex-girlfriend, it makes you feel insecure + Scenario 4: He always calls at the last minute to make plans	1. A guide to an anxious attachment style when dating 2. A guide to avoidant attachment style when dating 3. Communicate effectively - What specific actions by my partner will make me feel more secure and loved? - Which of the above actions makes me feel most comfortable bringing up the discussion? Response 4 components Understanding the opponent + Situation + Emotion + Demands	
6	16h45 – 17h00	Answer questions from attendees (15 minutes)		
7	Feedback	Hand out feedback sheets for Workshop		Feedback sheet

2.2.2.3 Communication Product in Work Shop "Gắn bó yêu thương"

PRE-EVENT

Facebook:

Media publications "Free Hug" & "Gắn bó yêu thương"

- Standee, Poster, A3, Banner
- BTC Card, Guest
- Avatar, Cover
- Hashtags

Figure 17: Media publications "Free Hug" & "Gắn bó yêu thương" (Source: Design Team)

Free Hugs Photos
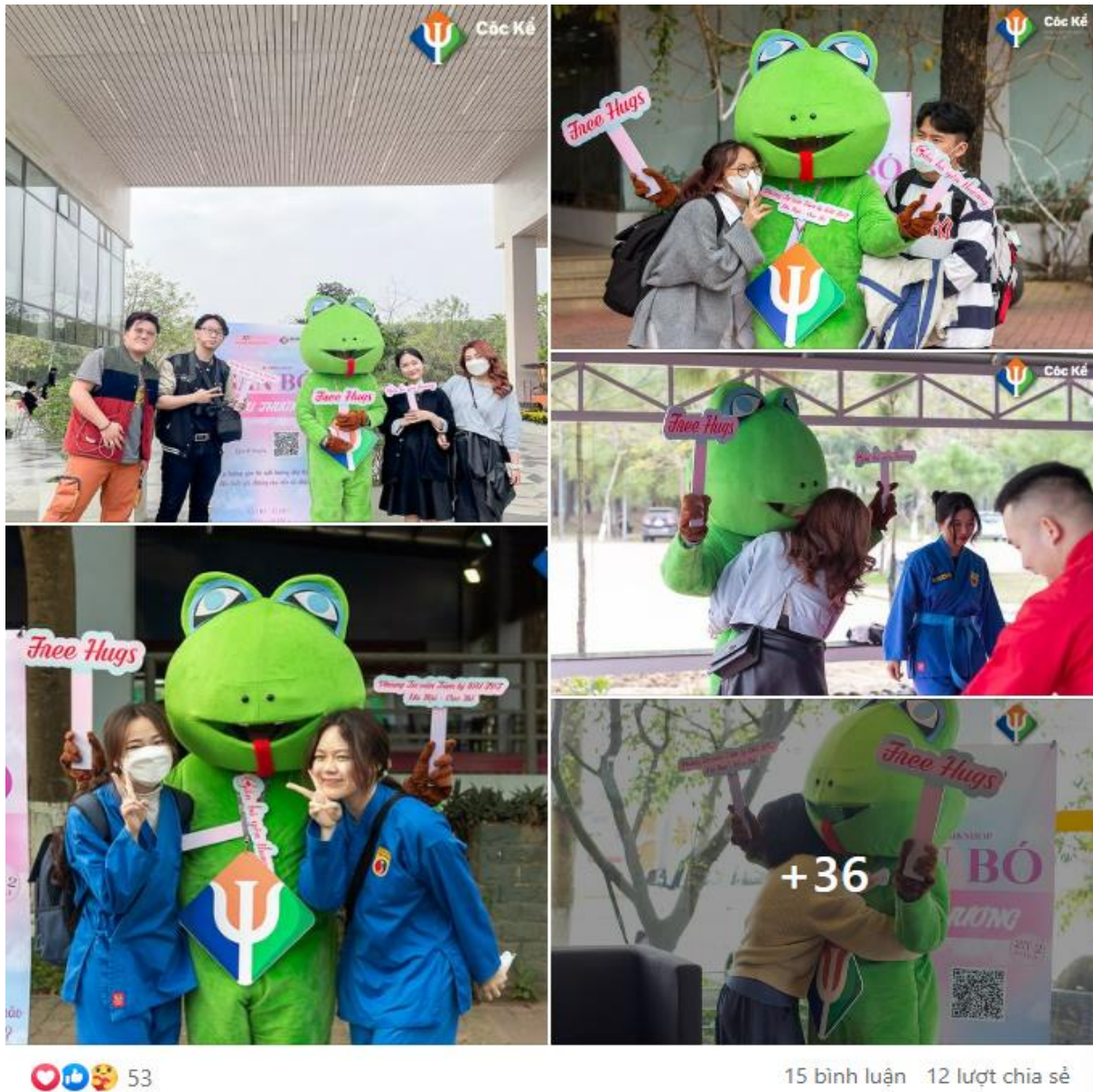
Figure 18: Check-in photo of event FreeHug
(Source: Page of Psychological Counseling Department of FPT University)

Photo cutting from Video interview

Figure 19: Participants interviewed about the secret of long-term love for WorkShop "Gắn bó yêu thương" (Source: Page of Psychological Counseling Department of FPT University)

TikTok:
Video interview
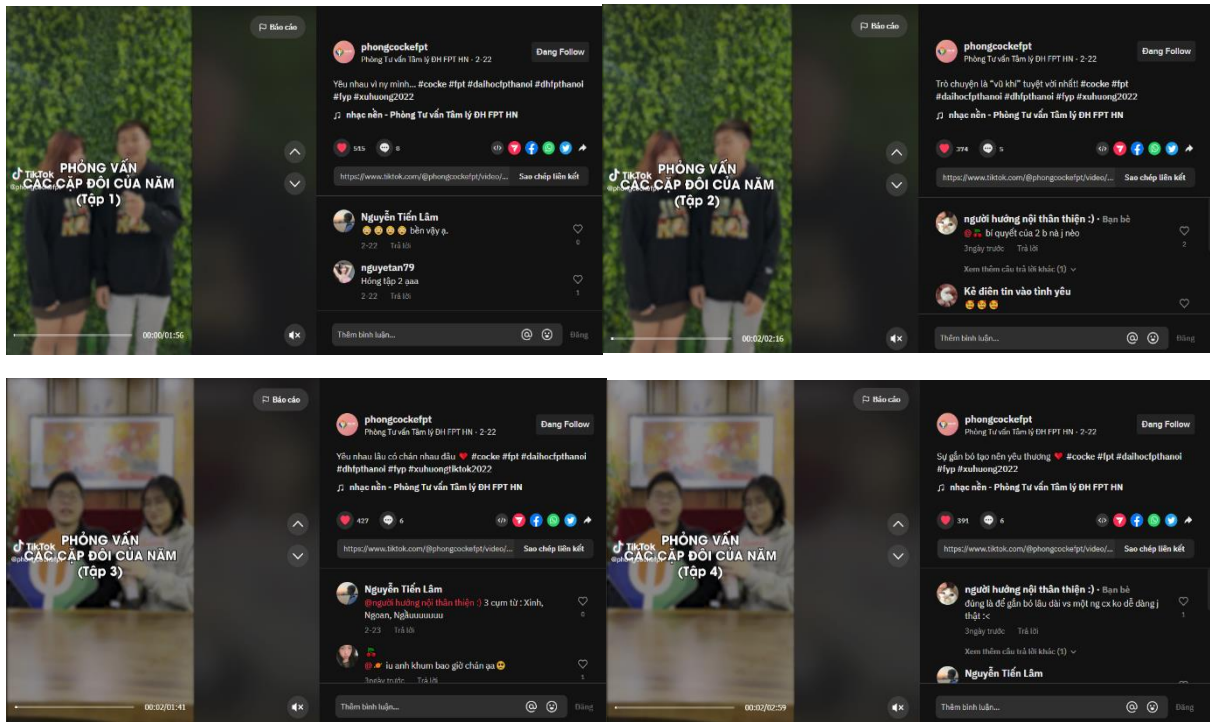
Figure 20: Participants interviewed about the secret of long-term love for WorkShop "Gắn bó yêu thương" (Source: Tiktok Phongcockefpt)
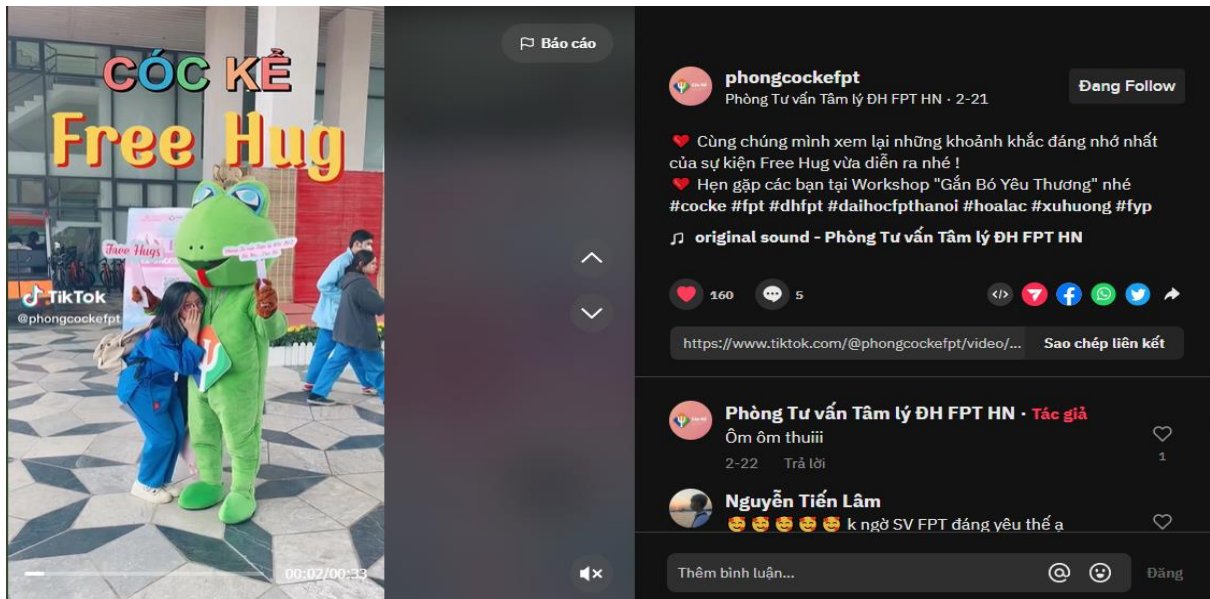
FreeHugs (recap)

Figure 21: Event Recap "FreeHugs" (Source: Tiktok Phongcockefpt)

Video reminding events according to trends
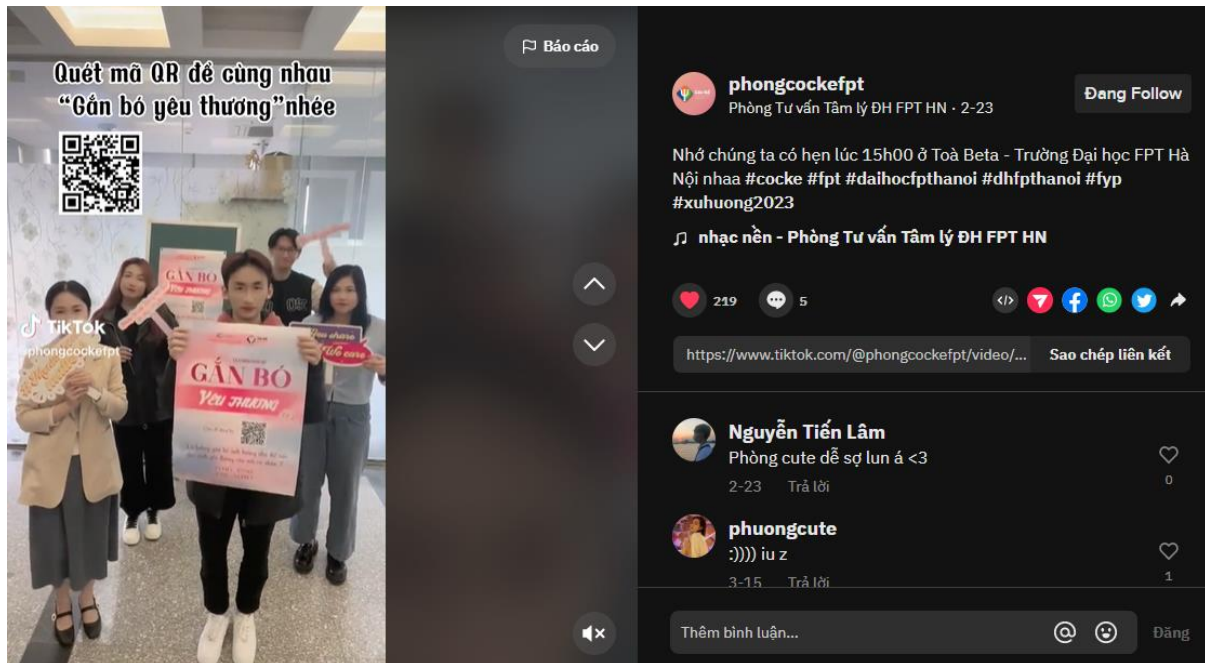
Figure 22: Remind event by trending music
(Source: Tiktok Phongcockefpt)

POST - EVENT
Facebook:
Post photos of event

Figure 23: Photos of event "Gắn bó yêu thương"
(Source: Page of Psychological Counseling Department of FPT University)

2.2.2.4 Report

In order to get the best results, the team collaborated with the Post-event Feedback Survey Department. And many good results have been obtained, which helps the team to use images and data for the summary of the report.

Post-event Feedback
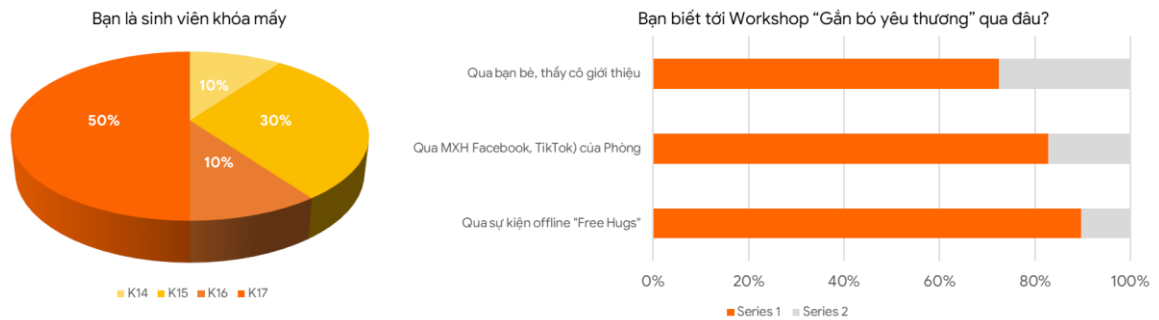
Figure 24: Survey of students participating and knowing about the event "Love attachment" through any form of the Psychological Counseling Department of FPT University (Source: Psychological Counseling Department of FPT University)
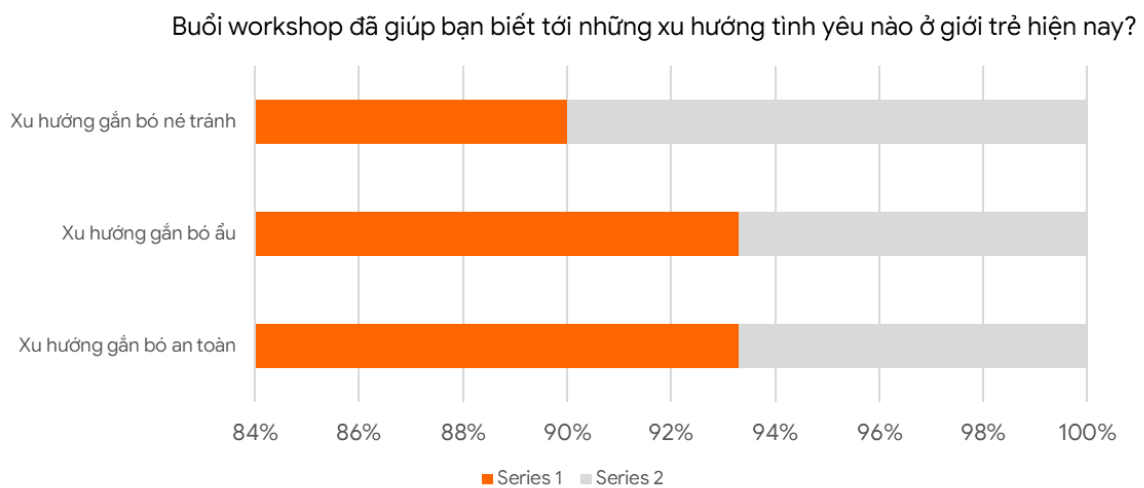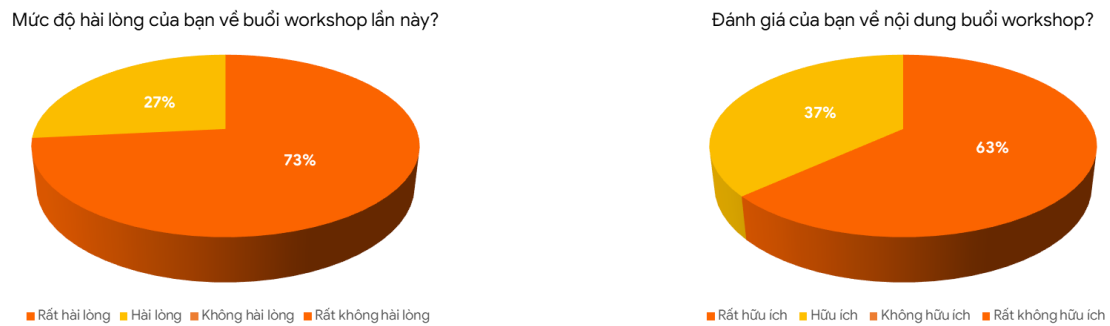
Figure 25: Student survey after attending the event "Gắn bó yêu thương" (Source: Psychological Counseling Department of FPT University)

2.2.3 Communication Product: Talkshow "Không Sợ yêu" (27/2/2023 - 19/3/2023)

To attract more participants, the group held check-in to receive body care and birth control products at Alpha lobby. Also, communicate in class to introduce more about the event. Posting content, situations, and lessons related to "Khong so yeu" on the TikTok platform.

Figure 26: Check in event "Không Sợ Yêu" at Alpha Hall
(Source: Psychological Counseling Department of FPT University)
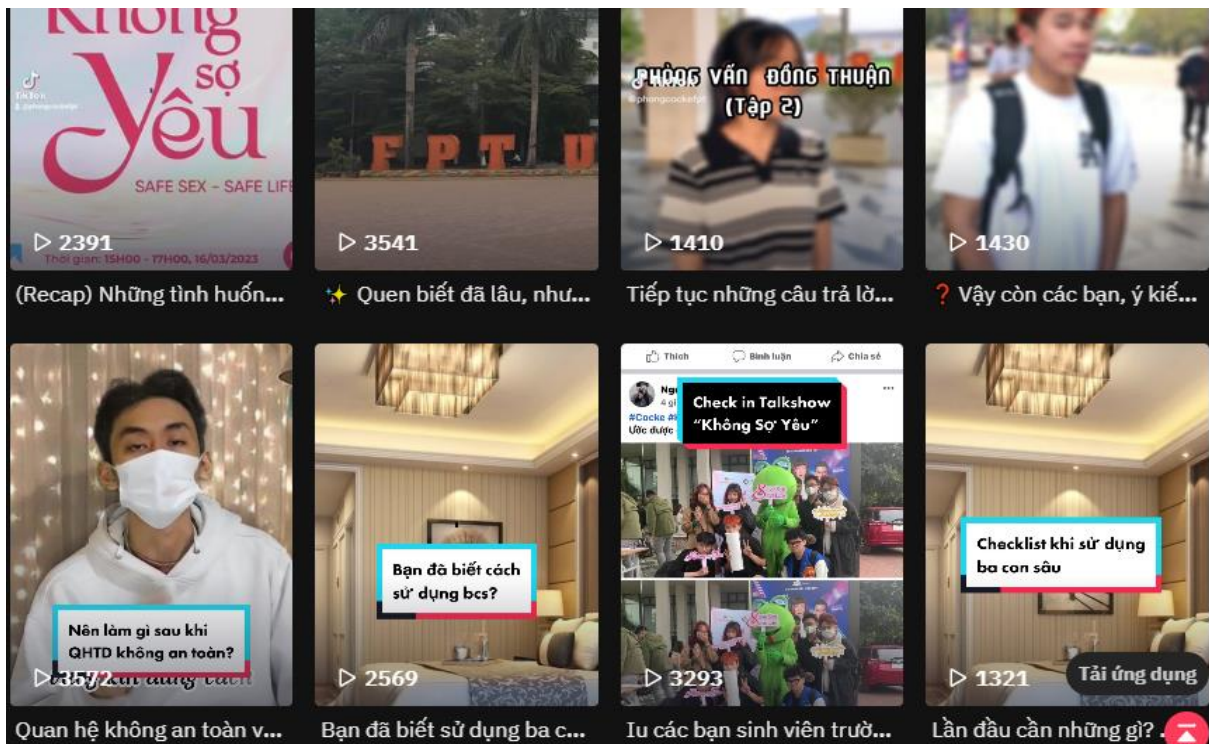
Figure 27: Comedy situations and TalkShow related videos
(Source: Tiktok Phongcockefpt)

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2.2.3.1 Criteria and analysis of participant portraits

The group and the department have had a meeting to finalize the participation guidelines and the questions in the registration form so that students can have a better understanding of the upcoming event and prepare themselves before joining. The experience has changed their perspectives. Create a sample registration form to attend the TalkShow

Figure 28: Register form for TalkShow "Không sợ yêu"
(Source: Psychology Department FPT)

Target audience analyze

When talking about "love" in young people:
- Expressing the desire to understand clearly the current "love" issue
- Common "Love" problems today
- The right way to "love"
- When you hear other people comment on "love"
- Show understanding of "love"
- It's easier to understand the true meaning of "love" more
- Personal experience of "love"
- Most of you know "Love" but the rate of understanding "Love" is not clea

2.2.3.2 Timeline

No	Task	Timeline	Details	Content	Notes
1	Before event	Morning 16/02/2023	Arrange the person to receive the guests, arrange the resting area	Contact, finalize the pick-up time with the guests Take guests to the pre-	

				arranged guest room	
			Replay content, timing, and related stuff with guests	Check with the guests about the content and details of the program	
			Seat arrangement	Collaborators to support the organizers	
			Securing electronic devices		
		30 minutes before event	Time to settle in seats, arrange positions for the audience	- Turns on music to create atmosphere, attract audience's attention	
				- Arranging and stabilizing the seating position for the audience	
				- Backstage: Inform guests that there are 30 minutes left until the event starts. CHECK all content for guests to clear	
2	Opening	14h50 - 15h00	MC announce the shows about to begin	Please notify. The departments "Không sợ yêu" program is about to begin. hope the audience will settle down so that the show can start on time	
		15h00 - 15h05	Starting performance		
		15h05 - 15h10	MC greets the audience, introduces the program and guests to the audience	About the program (Name, why there is program, program objectives)	
				Introduction of guests - Outside guests - Guest from the Psychological Counseling Department - Introduce yourself MC (Host)	

3	Sharing from the department Topic: Frequently asked questions by students about safe sex	15h10 - 16h00 (50p)	MC invite guess in the Psychological Counseling Department	
			guest introduce them selfs	
			MC and guests started sharing, talking about the main topic	- MC giving question for department
				- Health department shares stories
4	Sharing of department + Guest Topic: Questions about safe sex + Actual activities	16h00 - 16h10 (10p)	Tea Break + music performance	
			Filming the event story	
		16h10 - 17h00 (50p)	MC invites guests, introduces guests	
			Guests introduce themselves	
			Invited guests to share questions	- Answer questions about sex, guests share reality
				- Answer question from student
5	End of show	17h00	MC thanked the 2 guests, thanked the audience, instructed to leave	
			Photo activities after the event for the audience with guests	
			Cleanup	

Table 19: TalkShow event time frame "Không Sợ Yêu"
(Source: Content Team)

BEFORE EVENT

Facebook:

Media publication "Không sợ yêu"

- Standee, Poster, A3, Banner
- Thẻ BTC, Khách mời
- Avatar, Cover
- Hashtag

Figure 29: Media Material from TalkShow "Không sợ Yêu"
(Source: Design Team)

Event check-in " Không Sợ Yêu" in Alpha lobby
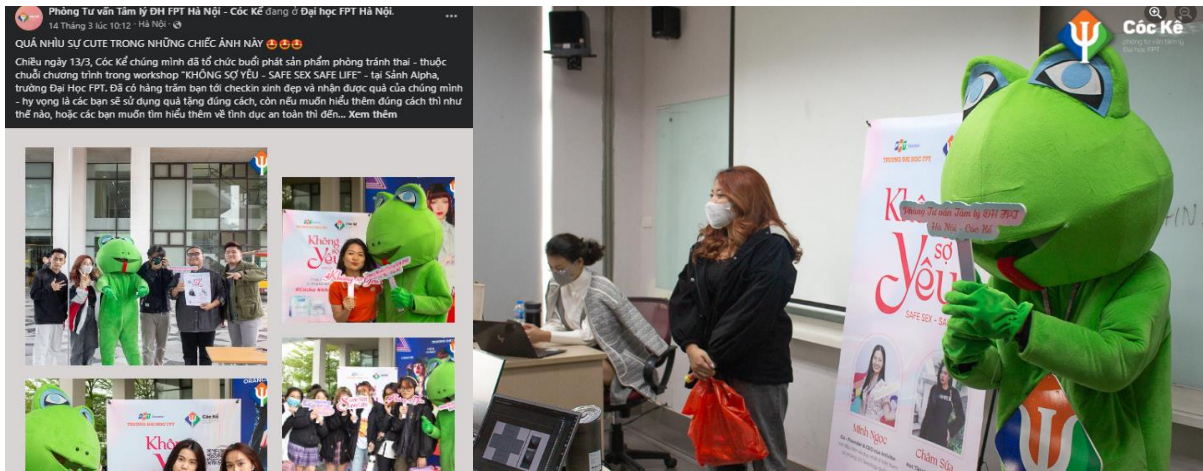
Figure 30: Check in photo to receive health and communication products at TalkShow events"
(Source: Page of Psychological Counseling Department of FPT University)
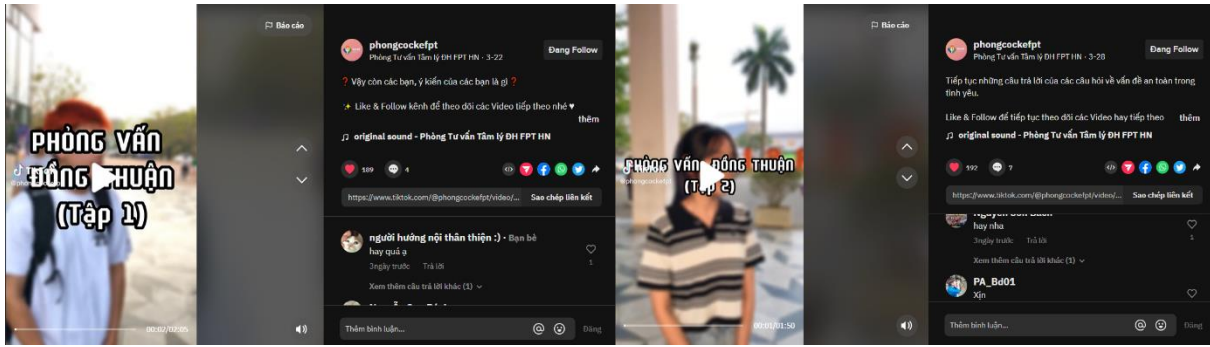
TikTok:

Figure 31: TalkShow related case videos and interviews "Không sợ yêu"
(Source: Tiktok Phongcockefpt)

Figure 32: Recap checkin event according to trending
(Source: Tiktok Phongcockefpt)

AFTER EVENT
Facebook:
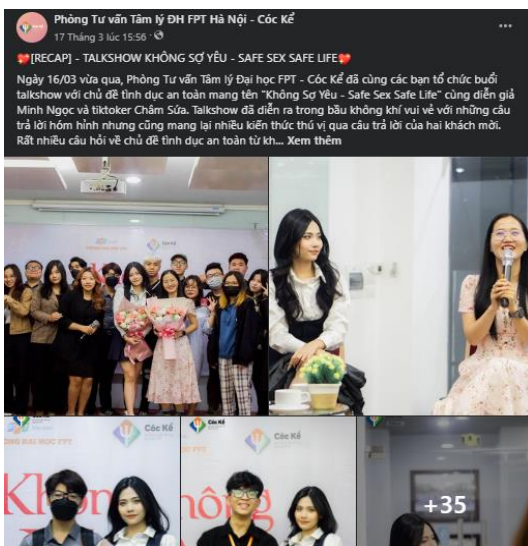
Figure 33: Photo of TalkShow "Không Sợ Yêu"
(Source: Page of Psychological Counseling
Department of FPT University)

Tiktok:

Picture recap and video from speaker
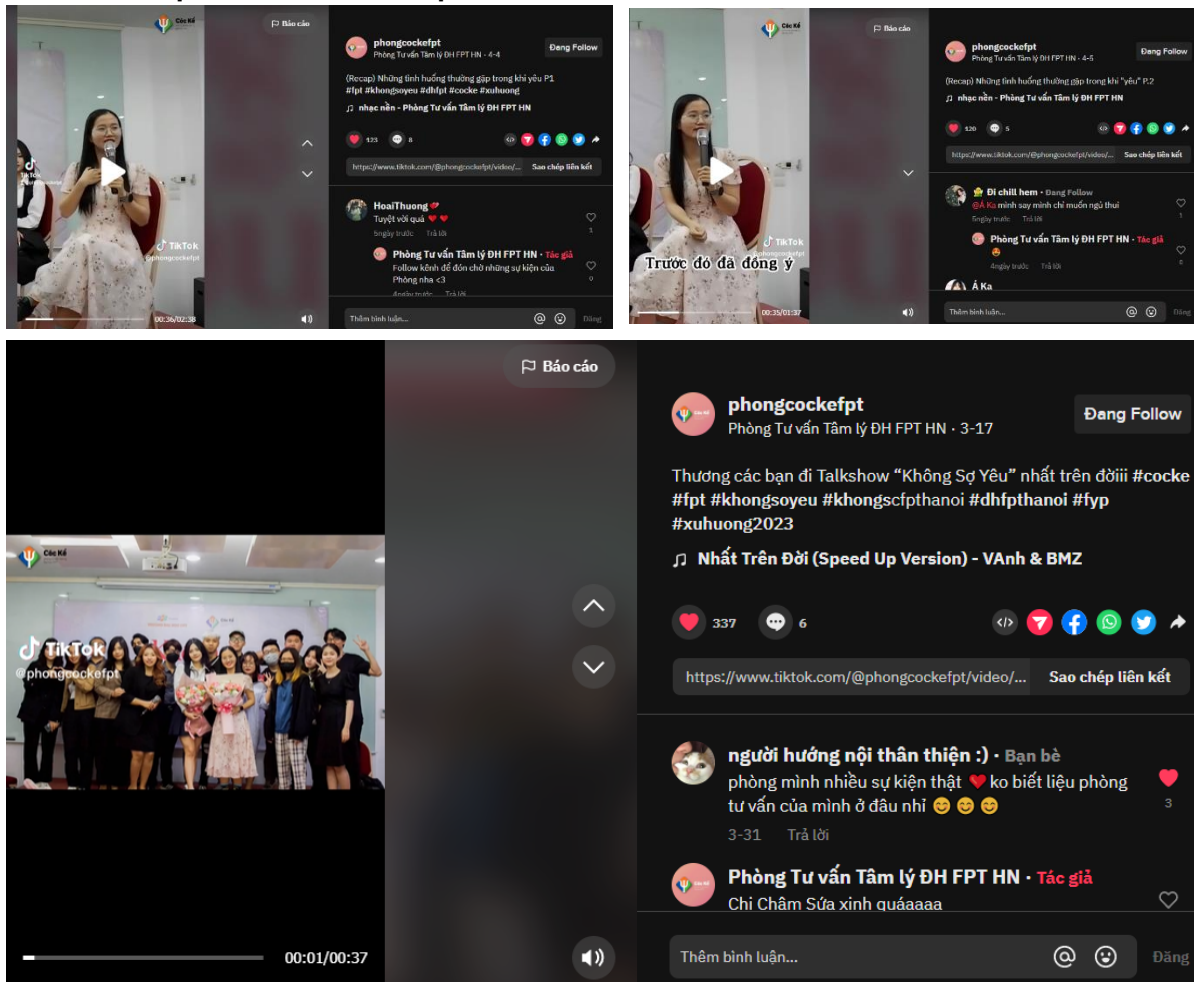
Figure 34: Recap video and picture of the workshop
(Source: Tiktok Phongcockefpt)

2.2.3.4 Report

To get the best results, the team collaborated with the Post-Event Feedback Survey Department. And about 100 results were obtained, which made it possible for the team to use the images and data for the summary of the report.

Post-event Feedback

Figure 35: Survey of students participating and knowing about the event "Không sợ yêu"
through any form of the Psychological Counseling Department of FPT University
(Source: Phòng Tư vấn Tâm lý đại học FPT)
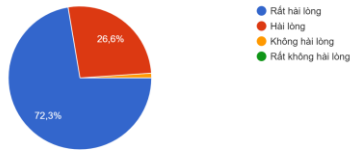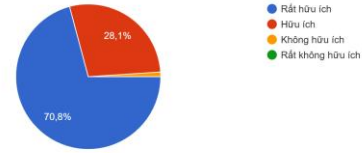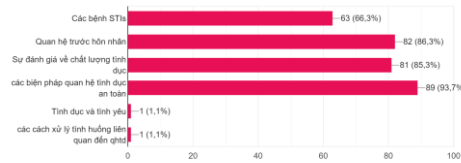
Figure 36: Student survey after attending the event "Không Sợ Yêu"
(Source: Page of Psychological Counseling Department of FPT University)

2.2.4 Supported by other Fanpage Communication

- In this campaign, the team collaborated with the Department to improve the efficiency achieved by contacting communication support from big clubs and fanpages such as iGo Club, FPTU Basketball Club, FPT education, HN.FPT.Edu newspaper. .Vn, and also promote on the TikTok platform to achieve the most effective results.

Figure 37: Communication support from Clubs and FPT education
(Source: Page of Psychological Counseling Department of FPT University)

2.3 Phase 3: PROJECT SUMMARY (20/3 – 23/4)

2.3.1   Goals

After the completion of the two events, the TalkShow and the Workshop, the Psychology Department received feedback from the attendees. Additionally, the group posted surveys on large group forums such as FU-HL and received positive responses. This helped the group gather accurate statistical data for the most effective report.

- Using the results obtained in the campaign to complete the project documents: Through two offline events and other activities, the Psychology Department collected results

from surveys and practical activities to answer questions for the project, thereby completing the group's graduation project.

- Using the results to provide direction for future development: Through the campaign, the group and the Coc Ke Counseling Department at FPT University Hanoi have defined the image of their target customers, which has helped them better understand their audience. Additionally, they identified the goals, content, and topics that attract students, which will help them develop relevant content in the future

2.3.2 Report

Currently, this campaign has received a lot of answers and feedback from students on current sexual issues, contributing to the most accurate measurement of effectiveness and at the same time the group has produced many TikTok video content products to exploit and obtain the most accurate and effective information.

The group would like to summarize the important indicators as follows:

2.3.2.1 Survey results before project implementation:

Knowledge about safe sex and relationships

- The percentage of sexually active students who do not use safety measures is high.
- The problems you face in love and sex are still unresolved and limited.

Bạn đã từng QHTD chưa ?
1.990 câu trả lời
- Rồi
- Chưa
27,3%
72,7%

Nếu đã QHTD, bạn đã từng QHTD mà không sử dụng các biện pháp an toàn chưa ?
1.983 câu trả lời
- Rồi
- Chưa
41,5%
58,5%
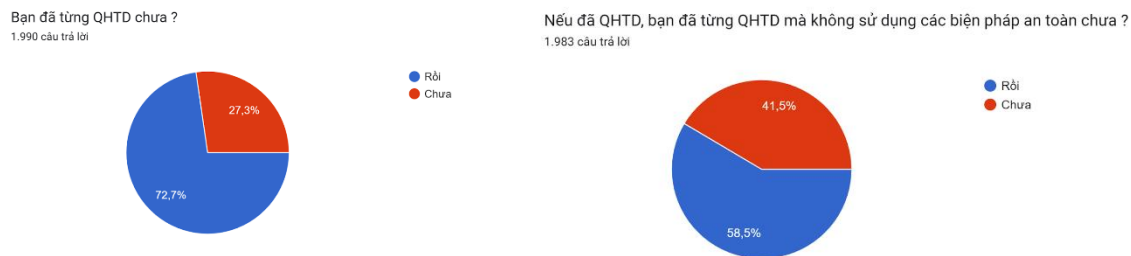
Figure 38: Student survey on SAFETY SEX at FPT University (Source: Research Team)

Bạn đã từng chia tay / chấm dứt quan hệ với một người vì vấn đề an toàn tình dục chưa ?
1.990 câu trả lời
- Rồi
- Chưa
53,1%
46,9%

Bạn đã từng trải qua mỗi quan hệ "độc hại" bao giờ chưa?
1.990 câu trả lời
- Rồi
- Chưa
39,1%
60,9%

65
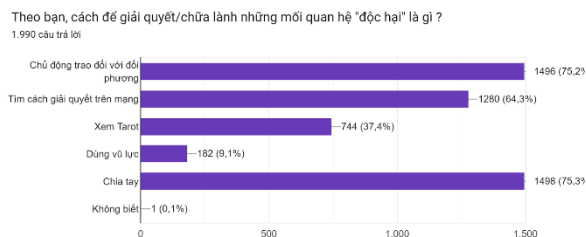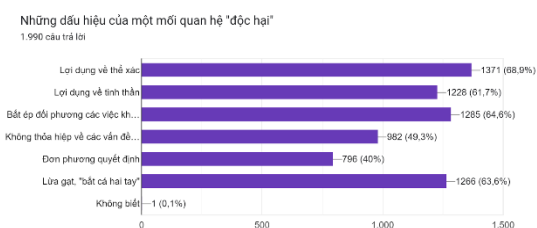
Figure 39: Student survey on SAFETY RELATIONSHIP at FPT University (Source: Research Team)

2.3.2.2 Survey results after project implementation

MORE UNDERSTANDING ABOUT LOVE AND SAFE RELATIONSHIPS

Although the numbers and data below are only in TalkShow and WorkShop Events, it has helped some students have a different view on issues of love and sex.

Students have cultivated more knowledge about love/sex issues.

Participants answered questions.
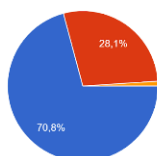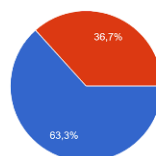
Figure 40: Content review of TalkShow and WorkShop sessions
(Source: Psychology Department of FPT University Hanoi)
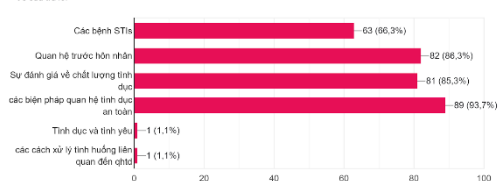
Figure 41: After campaign survey result about safety sex and safety relationship knowledge
(Source: Psychology Department of FPT University Hanoi)

3. KPIs

3.1 Channels Evaluation

No	Content	KPI	Results	%Results/KPI
Official fanpage likes (Facebook)				
1	Increased amount of likes on the official fanpage (16/1/2023 – 23/4/2023)	50	30	60

Post's total index (Facebook)					
1	Likes amount		300	585	195
2	Comment amount		100	145	145
3	Shares amount		50	61	122
TikTok					
1	Likes amount		2000	4553	227,65
2	View		17.000	69.322	407,78
Workshop					
1	The amount of responded the event		1500	1000	66,6
1	The number of people registered via the form		250	185	74
2	Actual participants in workshop		130	110	84,6

Table 20: KPI

3.2. The change of attitudes

ABOUT BRAND
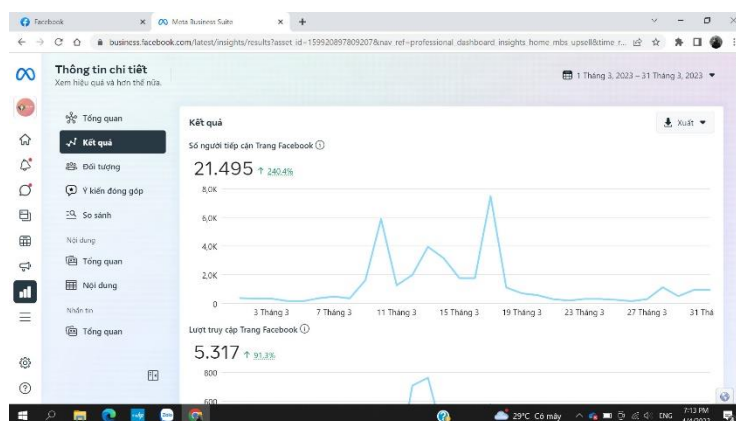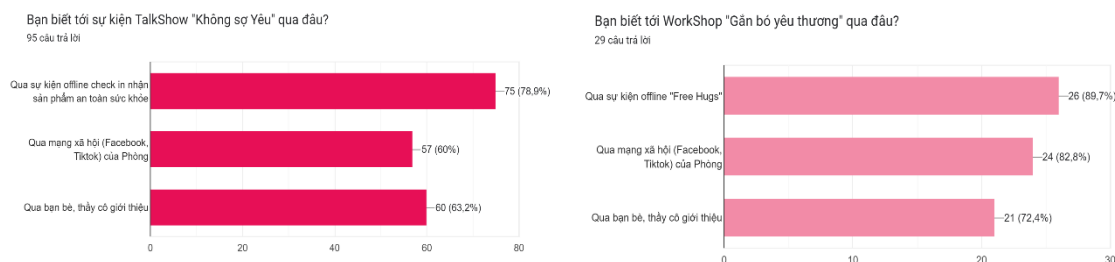
Figure 42: Result of The Psychological Counseling Department after the campaign
(Source: Research Team)

Pre-events: The Psychology Department is not known to many students. However, after the event, most of them were known and accepted by more students. In which, up to 71.2% (similar to 1417 students) know about the The Psychological Counseling Department, and actively through Facebook and TikTok channels (41.7%), from friends (27.6%), and events (29.4%). This shows that the Department has received more attention and interest from students.

4. Team's Difficulty While Running the Campaign

Difficulties:
- **When deployed on the TikTok:**
+ Copyright infringement of images, sound, and content (using memes, external sound)
+ The content is not attractive enough and requires repeated production (due to the combination of knowledge and humor elements in the video, as well as The Psychological Counseling Department requirements)
+ There are many restrictions on image copyright application (time limitation)

- **When deployed on the Facebook:**
+ The reach of the page is too low, so the article is easy to flop (Articles are difficult to reach many students because the level of awareness available on the Fanpage is low)
+ Do not directly hold the page of the Psychology Department to post because Due to security reasons, it is easy to affect the timeline (Because they do not have control over the Fanpage, the group is not proactive in managing the posting time, there is a risk of not keeping up with the Deadline)
+ The rule of the psychology department is that they have to wait for the content to be approved first before being posted, leading to miss the deadline.

When hosting a event:
Check-in event:
+ Due to the large number of people checking-in than expected, there was a shortage of gifts
When doing workshop, talkshow
+ Speakers and event guests were busy, so they had to leave the schedule unexpectedly.
+ Calculating the time is not correct, so the start time is late than planned
+ Due to the lack of connection with the room, The Psychological Counseling Department event was missed, leading to the lack of timely communication on the TikTok platform
+
When deploying workshops, talkshows
+ Speakers and event guests were busy, so they had to leave the schedule unexpectedly.
+ Calculating the time is not correct, so the start time is late than planned
+ Due to the lack of connection with The Psychological Counseling Department, the event that The Psychological Counseling Department held its own talkshow was missed, resulting in no timely communication on the TikTok platform.

5. General Assessment

5.1 RESULTS of the entire Campaign

Official fanpage likes: - Organic growth of 48 likes after three months

Posts' interactions: (facebook)
- Our campaign's total posts interactions objectives: 30% growth compared to the time before 7/11
- Likes: 585
- Comments: 145
- Shares: 61

TikTok:
- Get 01 TikTok channel
- Total interaction 4553 likes until the end of the campaign (23/4)

Workshop:
- Number of people responding to events: 1000
- Number of people registered to attend: 185
- Number of people qualified and participating in the workshop & talkshow: 110

5.2. Evaluation

Despite the small scale of the project, numerous communication activities, and short timeframes, the team is still able to meet and exceed most key performance indicators. Due to the loss of The Psychological Counseling Department information, the project progress is slow and the stage is shortened. However, this is still a successful project.
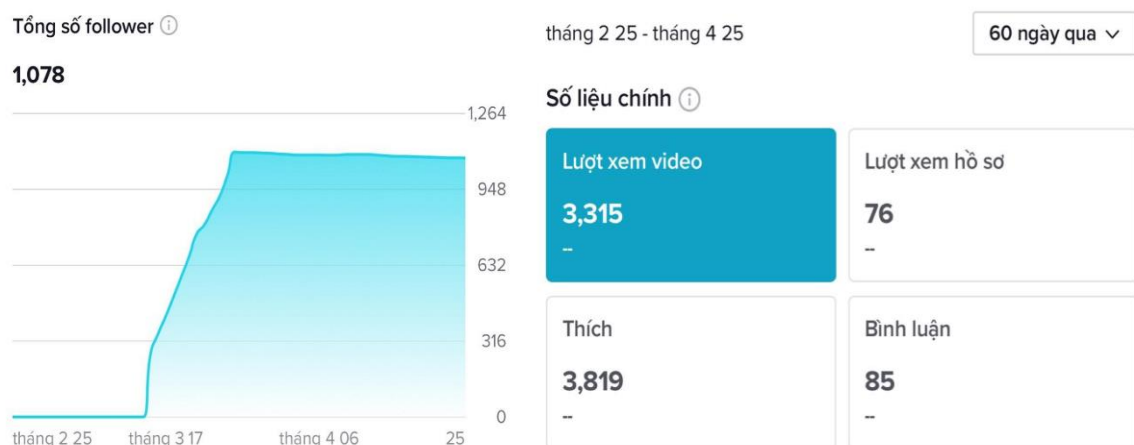
Figure 43: TikTok channel data analysis table
(Source: Tiktok PhongCocKeFPT)

5.2.1. Channel Evaluation

Target Audience
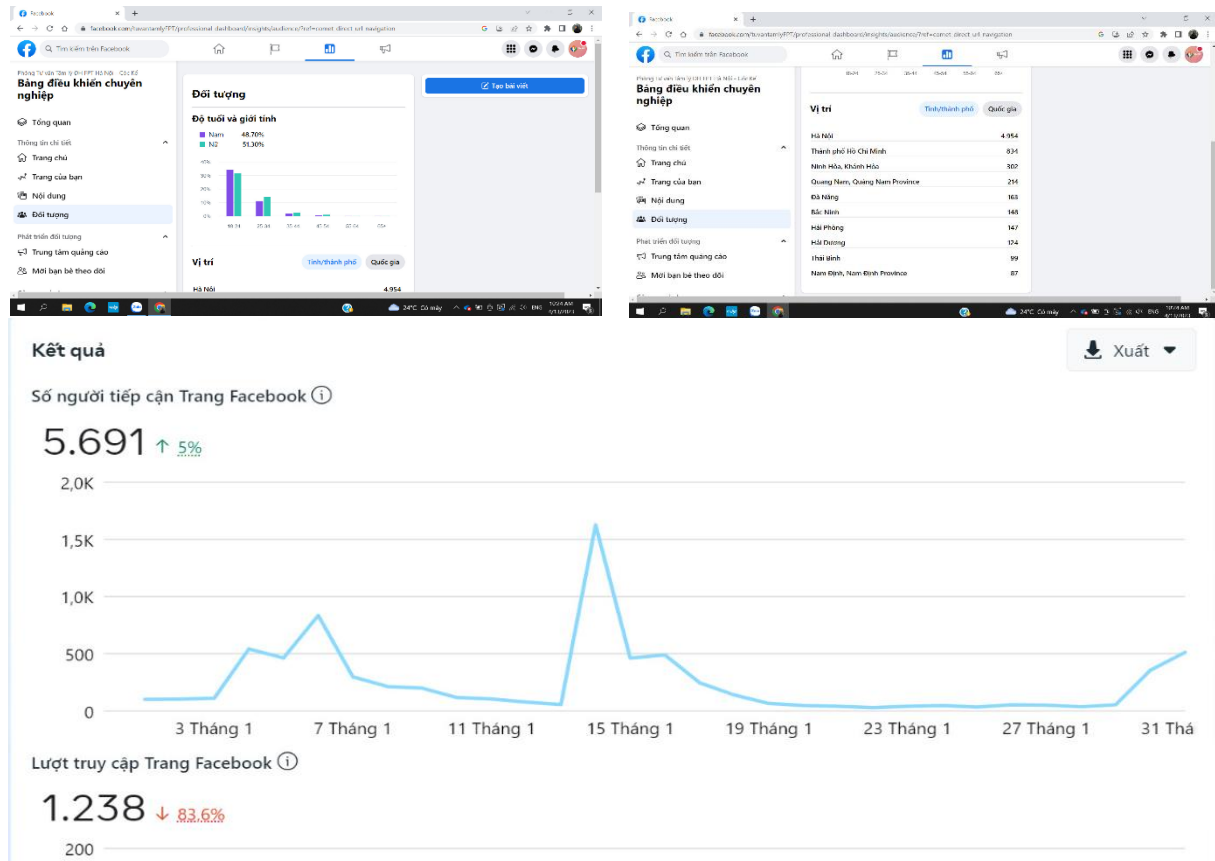
Figure 44: Reach Level in January

(Source: Psychological Counseling Department of FPT University)
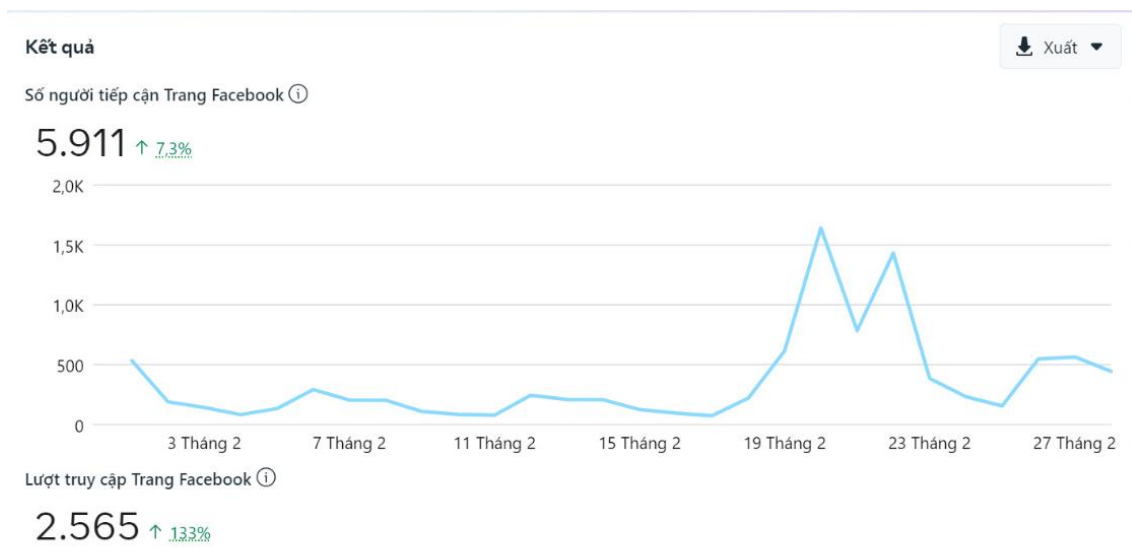
Figure 45: Reach Level in February

(Source: Psychological Counseling Department of FPT University)
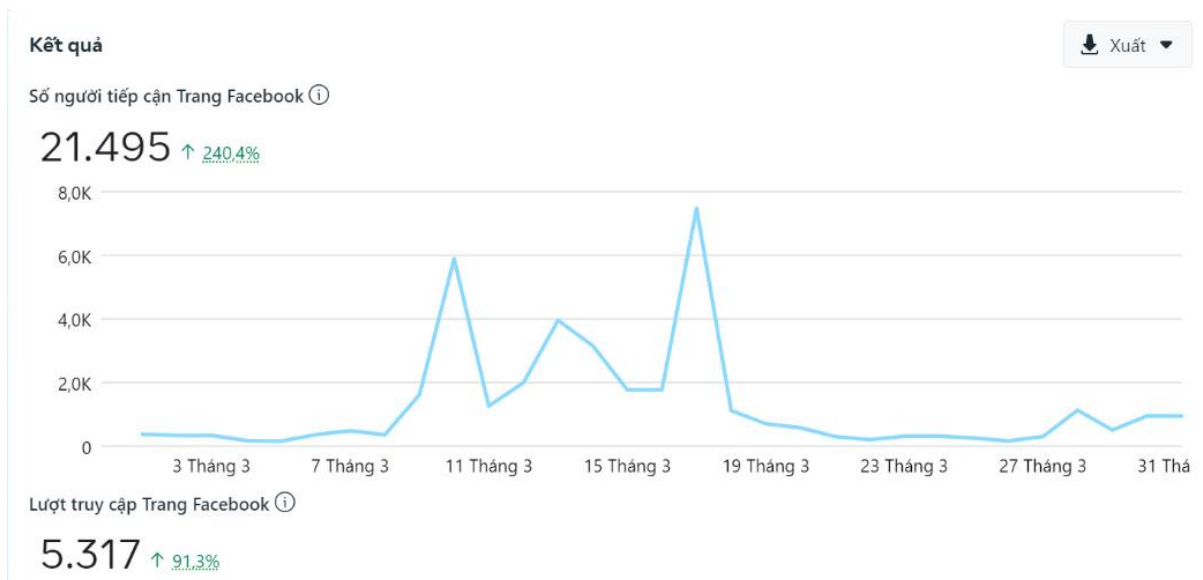
Figure 46: Reach Level in March
(Source: Psychological Counseling Department of FPT University)

5.2.2. The Effect of the Campaign On The Target Audience's Attitudes

The team collected opinions through seminars, talk shows, interviews and post event surveys. Most people only consider sexual safety, safety precautions, and how to solve love conflicts before visiting Fanpage, TikTok, and psychological laboratory workshops. Through this activity, students on FPT University campus have gained a more multidimensional perspective on sex and love, and have gained many solutions to sexual safety and love issues. This is the success of action.

When asked about their feelings after attending the seminar, most people feel safer in sharing sexual issues and resolving love conflicts. This is one of the main objectives of this event. We hope that in the future, people will continue to spread it to unknown people, helping them improve a better and safer life.

6. Future Activities

The Psychological Counseling Department continues to deploy the TikTok channel to increase The Psychological Counseling Department coverage and further enhance audience knowledge

Maintain the posting and interaction of Facebook posts to enhance the credibility of the Psychological Counseling Department.

Continue to hold workshops and talk shows to share knowledge about psychology, love, and sexual safety.

With the team:

- The team will continue to support the Psychological Counseling Department on TikTok and Facebook platforms to retain content and themes in the future.

- The team completes the research and reports on the project. Utilize knowledge and actual figures during operation to make the most accurate assessment of the effectiveness of the project.

The team made preliminary preparations for the second phase of the project, shifting their awareness from "knowing" the Psychological Counseling Department of FPT University in Hanoi - Coc Ke to "understanding" the Psychological Counseling Department. The team will use the activities of posting and preparing mini games on the fan page to guide students to the fan page - Coc Ke of the Psychological Counseling Department of FPT University, thereby creating opportunities for students to learn more about the department.

Phase 2 of the project: Converting awareness from "knowing to the Psychology Department" to "understanding the Psychology Department".
Objective:
- Transforming perception from "Knowing" to "Understanding"
- Let more students understand the Psychological Counseling Department.
- Laying the foundation for the third stage - transition from understanding to liking
Action:
- The series of articles provides a more in-depth introduction to the Psychological Counseling Department: The content series aims to change students' perspectives by analyzing logos, analyzing the Psychological Counseling Department activities, projects, activity plans, and more. It also created a predictive mini game to attract students (Funnel Channel).

4 POST - LAUNCH PROJECT & REFLECTION

1. Project Evaluation

1.1 Overview

1.1.1 Team's Other Works for the Organization & Campaign

1.1.2 Brand Identity

Analysis of the Logo of the Psychological Counseling Department of FPT HN University - Coc Ke

Figure 47: Logo of the Psychological Counseling Department of FPT HN University - Coc Ke

The logo used is a combination of trident images, combined with the three overall colors of FPT.

Explanation

- Trident: Trident is an international representative of psychology. The symbol represents psi, the penultimate letter of the Greek alphabet, and the first letter of the Greek word "psuche", meaning thought or soul. (Source: all about psychology. com) In addition, many sources believe that the trident symbolizes the image of a butterfly, which is a creature representing light, change, and hope.
- FPT logo image: The logo of the Psychological Counseling Department uses three representative colors of FPT, indicating that the Psychological Counseling Department belongs to the FPT organization, namely the FPT University.

Brand identity: Even if the Psychological Counseling Department has Logo, there is synchronicity in media publications, but brand awareness is still very low. This is partly because the logo and related images of the Psychological Counseling Department did not truly attract the audience (students), and partly because the Psychological Counseling Department was not attractive, nor did it attract students to a certain extent. Realizing this issue, the group proactively chose "Green Toad" as the mascot for this stage of Coc Ke (toad image).

The reason for choosing the image of a toad: When choosing a mascot as the 'green toad' at this stage, the team considered the following aspects:

1. The toad image is a familiar image from FPT University, so for students, it will be a familiar image that creates a closer feeling when approaching the project. For external audiences, this photo is an eye-catching one because it is cute and unforgettable.
2. In ancient times, the image of a toad was compared to a 'god', possessing enormous internal power and strength. The team also hopes that offline projects and activities related to sexual and relationship safety will help students gain better inner strength, have more confidence in themselves, and have confidence in life.

The image of the toad and the Logo of the Chamber were widely used by the group, synchronized in the two pre-events, thereby attracting attention and helping the students remember the Department more.

Figure 48: Image of a toad - mascot of the Psychology Department.

1.1.3 Support Future Events

For the future activities Psychological Counseling Department, the team will support:
- Provide creativity for seminars/speech activities.
- Support content construction for TikTok channel: content on summarizing events and event related scenarios (such as what the team is currently working on)
- Help you contact registered students.
- Assist in preparing the activity area

In addition, the team will provide personnel support for the event in case the department needs it. The team will also closely monitor the content of future activities and provide contributions and opinions to make the content attractive and accessible to students.

1.1.4 Positive Points
- This project highlights the image and mission of the Psychological Counseling Department of FPT University in Hanoi, supporting students at FPT University in terms of psychology and personal skills, thereby improving and enhancing the quality of psychological life.
- This project aims to help students better understand and follow the image of Coc Ke through the increase in the number of Like Fanpage and Like Psychological Counseling Department posts on the Facebook platform.

- Although the project was only implemented within 2 months, the number of participants in conference the Psychological Counseling Department seminars and talk show projects increased by 1.5 to 4 times.
- The image of the mascot "Green Toad" has been welcomed and loved by many students and FPT university campus lecturers. At the same time, when it comes to "green toads", the Psychological Counseling Department is also mentioned - indicating an increase in its visibility.
- The campaign has collected many opinions and responses from surveys on the topic of safe sex & safe relationships, thereby contributing resources to the project team, as well as giving a perspective. Multi-dimensional for Toad Tell Psychology Department, creating an image of potential customers.
- The group has built a TikTok channel for the Psychological Counseling Department , with a content platform suitable for the development direction of the Psychological Counseling Department. The channel has more than 1k followers, 4k5 likes and 69k views
- This is a suitable premise for the Psychological Counseling Department on the TikTok platform.

1.1.5 Negative Points
- The team's project time was shortened (due to the re-selection of the theme and the Lunar New Year time), resulting in the interruption of the first phase of time, putting pressure on the team to choose a theme and carry out activities.
- Due to the small number of personnel in the department and project team, activities are often understaffed or one person must handle many different tasks. Therefore, communication products or related work are often delayed. In addition, due to the lack of experience in establishing large-scale events among department personnel, the team also encountered many difficulties and lacked initiative during the activities.
- Due to security issues with customer information, the team is unable to access and manage the fan page of the "The Psychological Counseling Department of FPT University Hanoi - Coc Ke", so they do not have the initiative when publishing media. This leads to communication delays for the action.
- Due to limited funding for the event, the project team needs to study and calculate costs very carefully to avoid exceeding the limits. This affects the activity, its level of dissemination, and expected activities.
- The theme chosen for this project remains a sensitive and untouched one - widely disseminated. Therefore, reaching out to students or allowing them to participate freely is a major obstacle to project success.
- The group has encountered many image and audio copyright issues on Facebook and TikTok media channels. Due to image copyright issues, KOL's participation has made media publishing more difficult. In addition, the audio copyright on TikTok has also caused difficulties for the team, resulting in significant modifications to the video content and slowing down the progress.

1.2 Coc Ke's Evaluation to Team

FEEDBACK NHÓM ĐỒ ÁN KỲ TRUYỀN THÔNG PHÒNG TÂM LÝ KỲ SPRING 2023 Inbox ×

hoantt83@fe.edu.vn   Wed, 19 Apr, 17:47 (7 days ago) ☆ ↩ ⋮
to me, Trinh, Nguyen ▾

文A Vietnamese ▾ > English ▾ Translate message   Turn off for: Vietnamese ×

Nhóm đồ án thân mến 🥰🥰!

Trước hết, thay mặt phòng tâm lý, chị gửi lời cảm ơn tới các bạn trong nhóm về dự án truyền thông cho phòng tâm lý trong kỳ Spring 2023 vừa qua.

Cụ thể là nhóm đã cùng với phòng tâm lý xây dựng lên kênh tik tok truyền thông cho phòng. Đồng tổ chức 01 chương trình Workshop và 01 chương trình Talk show về các chủ đề tâm lý. Ngoài ra nhóm cũng có những hoạt động truyền thông cho sự kiện phòng tâm lý rất thú vị như Free hugs, check in tặng quà, truyền thông trực tiếp tại lớp học,…

Trong thời gian nhóm đồ án làm việc truyền thông cho phòng tâm lý, phòng có một số nhận xét về nhóm như sau:

Về thái độ học tập và làm việc của các bạn, các bạn rất chủ động, nghiêm túc trong công việc. Tôn trọng và nhiệt tình với cán bộ phòng tâm lý, với các bạn sinh viên tham dự sự kiện. Tinh thần ý thức học hỏi, tiếp thu những góp ý từ phòng tâm lý.

Về kỹ năng chuyên môn, phòng tâm lý đánh giá cao sự chỉn chu trong truyền thông từ nội dung các video Tik Tok tới kế hoạch truyền thông, kế hoạch cho các sự kiện,…

Về chất lượng của công việc, nhóm đồ án đã giúp các bạn sinh viên biết tới phòng tâm lý nhiều hơn, sinh viên có những phản hồi tốt từ các sự kiện truyền thông. Hầu hết các bạn sinh viên tham dự sự kiện đều đánh giá hài lòng và rất hài lòng về sự kiện. Các video truyền thông tạo được ấn tượng tốt đối với sinh viên.

Hi vọng trong tương lai các bạn trong nhóm sẽ phát triển hơn về chuyên môn nghề nghiệp, sớm đạt được những thành tựu tốt đẹp ở các dự án khác nữa!

Chúc các em bảo vệ đồ án thành công!

Figure 49: Feedback from the Psychological Counseling Department of FPT University

2. Conclusion
2.1 Team's Contribution to the Project

After joining and accompanying the Psychological Counseling Department of FPT University in Hanoi, the team studied the communication department of the department and found that there were still many areas that needed improvement in order for the department's mission to spread not only within the FPT University campus but also in society. The team has developed a series of communication strategies to help the organization communicate faster and more deeply to its target audience. Some suggestions are:
- Post posts with more attractive content, align with trends, and reach out to target customers
- There are many types of content related to real people.

2.2 Activities involved the Psychological Counseling Department of FPT University Hanoi - Coc Ke
- Participate in offline meetings, seminars, talk shows, and conference the Psychological Counseling Department to develop event ideas and overall communication plans.
- Offline interviews on the "Gắn Bó Yêu Thương " workshop and the "Không Sợ Yêu" talk show
- Social media platform

Facebook:
- Posted 24 posts on the fanpage of the Psychological Counseling Department of FPT University Hanoi, 22 design products.
- Design banners, edit videos and publish articles with more eye-catching content and colors.
- Planning, seeding, and collecting metrics for reporting.
- As a result, all fanpage development indexes increased by at least 100% - 195%

TikTok:
- Posted 24 posts on the Department's fanpage, 22 design products.
- Design banners, publish articles with more eye-catching content and colors.
- Plan, seeding groups and collect those metrics for reporting.
- As a result, all fanpage indexes increased by at least 100% - 195%

Workshop and Talkshow:
- Posted 24 posts and 22 design products on the fan page of the the Psychological Counseling Department of FPT University Hanoi - Coc Ke.
- Banner design to publish articles with more eye-catching content and colors.
- Plan, group seeds, and collect these indicators for reporting.
- As a result, all fan pages have increased by at least 100% -195%

2.3 Lessons Learned

- A thorough study of the organization: Before proposing new methods of communication strategy, it is necessary to investigate the steps taken by the organization to achieve optimal planning. In addition, more resources and budget are needed to drive the event in the best possible way
- Teamwork: It is necessary to agree on ideas early and have a specific implementation plan. The consciousness of each individual is inevitable, especially in an organization with thin human resources. Members must adhere to more precise deadlines to ensure campaign output
- Content production process: It is necessary to agree on the script and content and to ensure the accuracy of the content due to the nature of the Department. Content needs to be on schedule and with consistency. Make sure the device is rotating and consciously take care of your equipment
- Risk Management: It is necessary to agree on the script and content and to ensure the accuracy of the content due to the nature of the Department. Content needs to be on schedule and with consistency. Make sure the device is rotating and consciously take care of your equipment.
- Internal Communication: For any organization, internal operations are an extremely important factor. The cohesion and consensus of the team members is also part of the success of the whole campaign. The group learned how to communicate
- **The value of learned knowledge for practical implementation activities:** Through the specialized knowledge of multimedia communication that the group has learned at FPT University, the group has found that the knowledge learned is highly practical, suitable for the needs and supports the group in growing up. deployment plan. From basic knowledge such as defining media psychology, creative writing and storytelling, to specialized knowledge such as defining Target Audience, organizational research, media planning, creating and editing photos - videos, managing brands,... The knowledge helped the team not go in the wrong direction, identify the work that needed to be solved, and from there create a right campaign. The practical application also helps the team realize how important it is to apply the knowledge in practice as well as the need to use the knowledge in a reasonable way to get the best results.

2.4 Suggestions & Recommendations for Coc Ke future project

- Expanding the media scale further: Through this activity, we can see the significant impact of Tik Tok platform, especially other social media platforms, in delivering knowledge to target audiences. However, the department still focuses on using Facebook channels rather than other platforms. More use of other social media platforms can increase credibility and win the favor of target audiences in the psychological sector.
- Personal skills: The members of the Psychological Counseling Department should improve basic skills in communication, and event organization, etc. So that, in the future, offline events can be held methodically, on a larger scale and with greater influence.
- Personnel: Due to the nature of the Department, it is necessary to organize a lot of workshops and talk shows, in addition, after the campaign, the Department will have to take over the TikTok channel, so the addition of personnel is necessary to reduce the pressure and work for the staff. current members.

3. APPENDIX

3.1 List of Figures

3.2 List of Table

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THANK YOU
FOR READING

GROUP

GRA497_G5

Nguyen Mai Hoa
Supervisor

Nguyen Le Ha Chi
HS150623

Nguyen Minh Hieu
HE141757

Nguyen Nhat Long
HE140433

Nguyen Tien Lam
HE141618

CÓC KỂ
Phòng tư vấn tâm lý
Đại học FPT