

GRADUATION THESIS

MULTIMEDIA

Communication

The topic is

**“COMMUNICATION CAMPAIGN FOR FPT UNIVERSITY
PSYCHOLOGY CONSULTING ROOM - COC KE”
ON SOCIAL MEDIA – 1ST PERIOD**

GROUP: GRA497_G5 HANOI, 4th MAY, 2023

Mrs **Nguyen Mai Hoa**
Supervisor



Mrs **Nguyen Le Thuy Dung**
Coc Ke's Representative



//// — **Our Member.** — ///



Nguyen Le Ha Chi
Team leader



Nguyen Nhat Long
Team Member



Nguyen Minh Hieu
Team Member



Nguyen Tien Lam
Team Member



PROJECT INTRODUCTION



EXECUTION



FORMATIVE RESEARCH



EVALUATION



FUTURE ACTIVITIES



COMMUNICATION PLAN



REFLECTION



Thesis Outline.



Chapter I.

INTRODUCTION

1. Project Introduction
2. Project Overview
3. Company Overview



Get Started

01. Project Introduction

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).

▼ **Get Started**



REASON

For Choosing The Project

“

Every day, about **1.000.000** people are infected with
sexually transmitted diseases

”

___ According to WHO ___



THE SUITABILITY *of* The Project For Team

Four members of the group are all students of FPT University Hanoi, majoring in Multimedia Communication.

Have experience in building channels on various social networking platforms

Interested in learning about psychological issues and especially interested in safe sex

Joined and laid the foundation for the TikTok channel of the Psychological Counseling Department of FPT University Hanoi - Coc Ke from the beginning when the new channel was established

THE MEANING *of* The Project To Team

Completion of graduation project Spring 2023

Learn and cultivate experience when working with "traditional" brand

Achieve certain achievements in organizing psychological projects

Draw practical lessons about a narrow specialty, thereby accumulating more practical knowledge.

Challenge yourself with a new project: Bringing values and good messages to society, especially towards the students of the University that the group is attending.



Cóc Kê
phòng tư vấn tâm lý
Đại học FPT

02. Project Overview

 [Get Started](#)

The Current Project

- The brand awareness extending plan of FPT University Psychology Counseling Department - Coc Ke starts from January 2023
- The project will produce meetings and sharing sessions around the issues of love and sex at the student age. From there, building communication on a new platform - TikTok for the organization, changing people's old view of the Psychological Counseling Department - Coc Ke



Our Mission



Contribute ideas for offline events



Media planning for offline events



Organize workshops, talkshows



*Building and managing
Coc Ke's official communication channel*

Our Mission



Support other jobs such as logistics, design, filming



Make scripts, post content for TikTok channel Psychological counseling department Coc Ke - FPT University, Hanoi.



Filming, uploading products to the TikTok platform.



*Building and managing
Research and learn Tik Tok's rules so you don't get flagged.*

Our Contribution to the Project



Nguyen Le Ha Chi

Control the work of members, support content for 2 Workshops, Talkshow, write content for Fanpage, main contact between group, Coc Ke psychological counseling room and the guests



Nguyen Nhat Long

Build timeline, write knowledge content for TikTok channel, support video editing for TikTok



Nguyen Tien Lam

Create scripts, find ideas for humorous content to share knowledge, assist in video editing, design and editing of publications



Nguyen Minh Hieu

Main role for the room's TikTok channel, together with Lam wrote the script, filmed for fun knowledge-sharing content, the contact point between the group and the Coc Ke psychological counseling room.

The whole team is responsible for receiving data, viewer feedback, receiving information, statistics and improving in the next products produced.



03.

Company Overview

 [Get Started](#)

Company Overview

1 Purpose

Create a channel to support personal psychology and skills for FPT students. After using the service, students can exploit their potential to improve and enhance the quality of their spiritual life to maximize their learning and independent living.

2 Function

Support students with psychological difficulties related to life's problems. Especially psychological difficulties related to:

- School life
- Practice and develop study skills
- Practice and develop soft skills

3 Work

The Psychology Department offers a variety of activities to assist students in preventing and coping with psychological difficulties. Here are some of the main prevention activities of the room:

- Skills training workshop
- Mini-workshop program called The connected corner
- Knowledge articles about mental health on Fanpage
- In-depth handbook on mental health issues



Cốc Kế
phòng tư vấn tâm lý
Đại học FPT



Chapter II.

FORMATIVE RESEARCH

1. The state of Safe Sex and Healthy Relationships in FPT University and in the age of 18 to 26 in general
2. Media Channels Analysis



Get Started

01 The State Of Safe Sex & Healthy Relationships In General

FPT University & In The Age Of 18 To 26 In General.



According to the *Ministry of Health*:

“

The average age of first sexual intercourse among participants (14 to 24 years old) was 18.7 years old, earlier than the previous survey results (19.6 years old in 2010).

Among them

15%

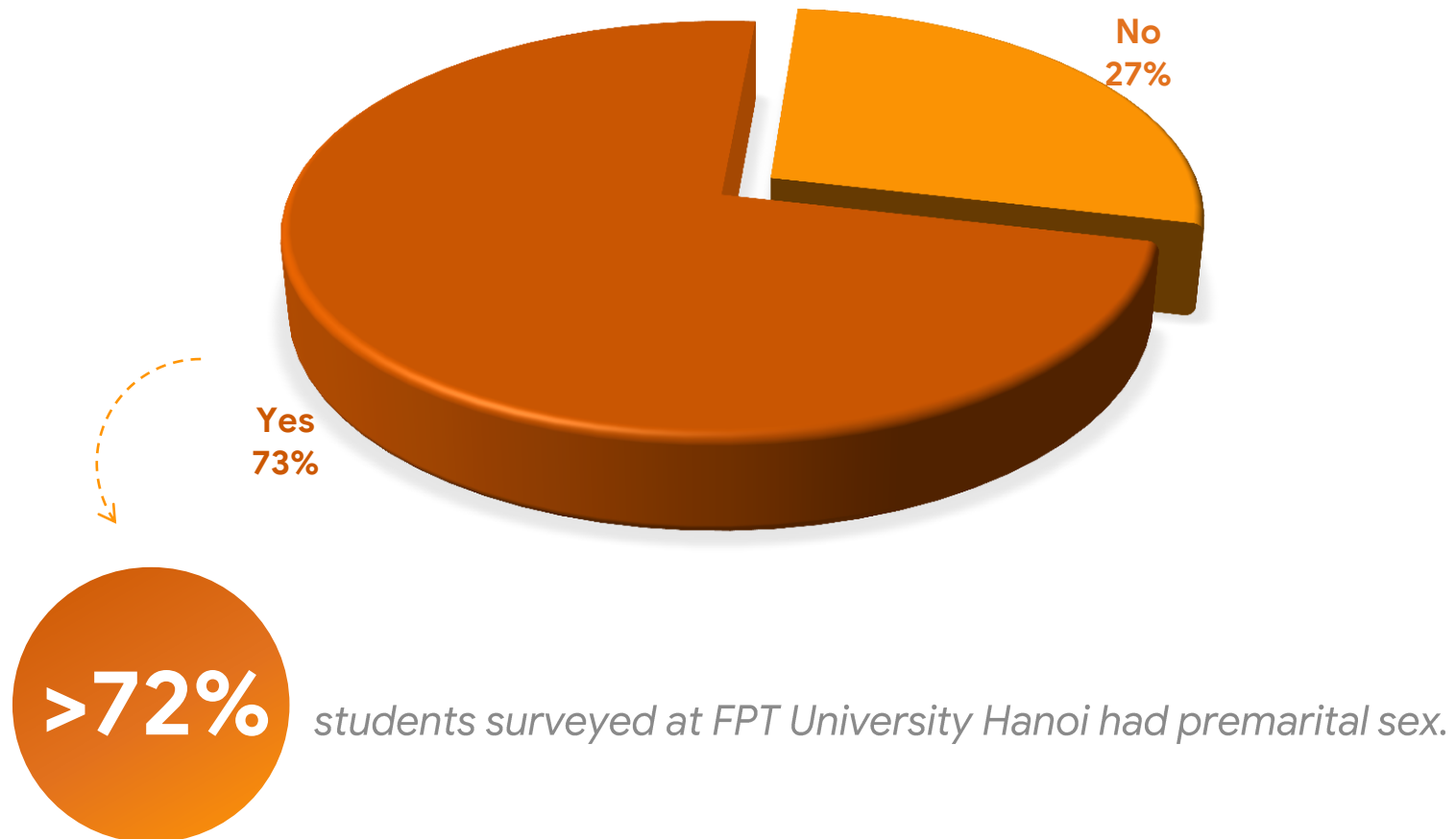
said they had premarital sex.



90% of Vietnamese teenagers aged 10-24 obtain information through the internet, but only one-third seek information about sexual safety and reproductive health.

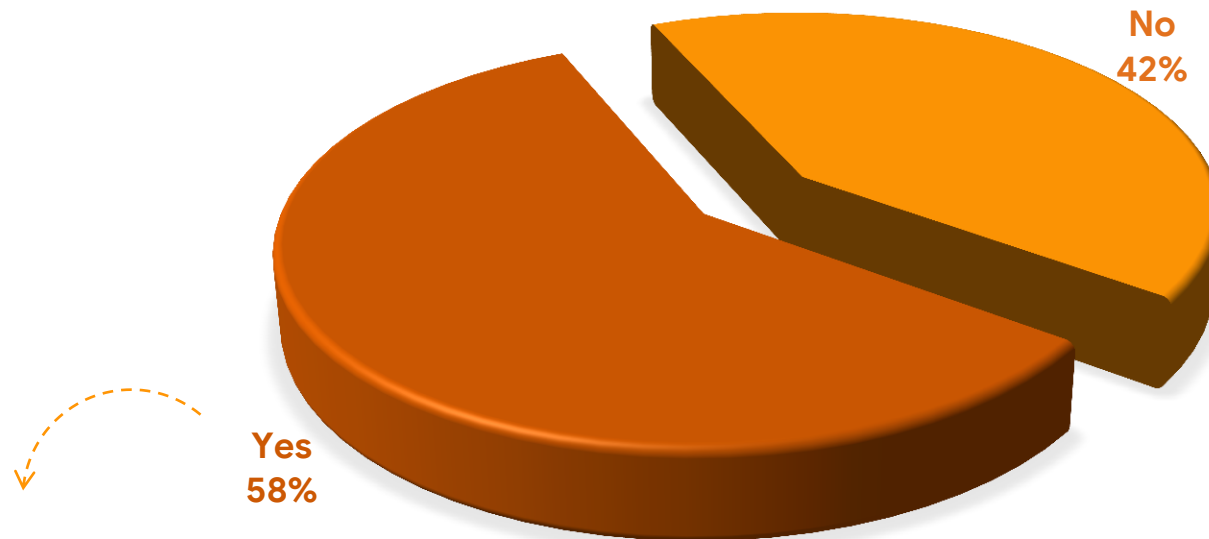
01 The State Of Safe Sex & Healthy Relationships In General

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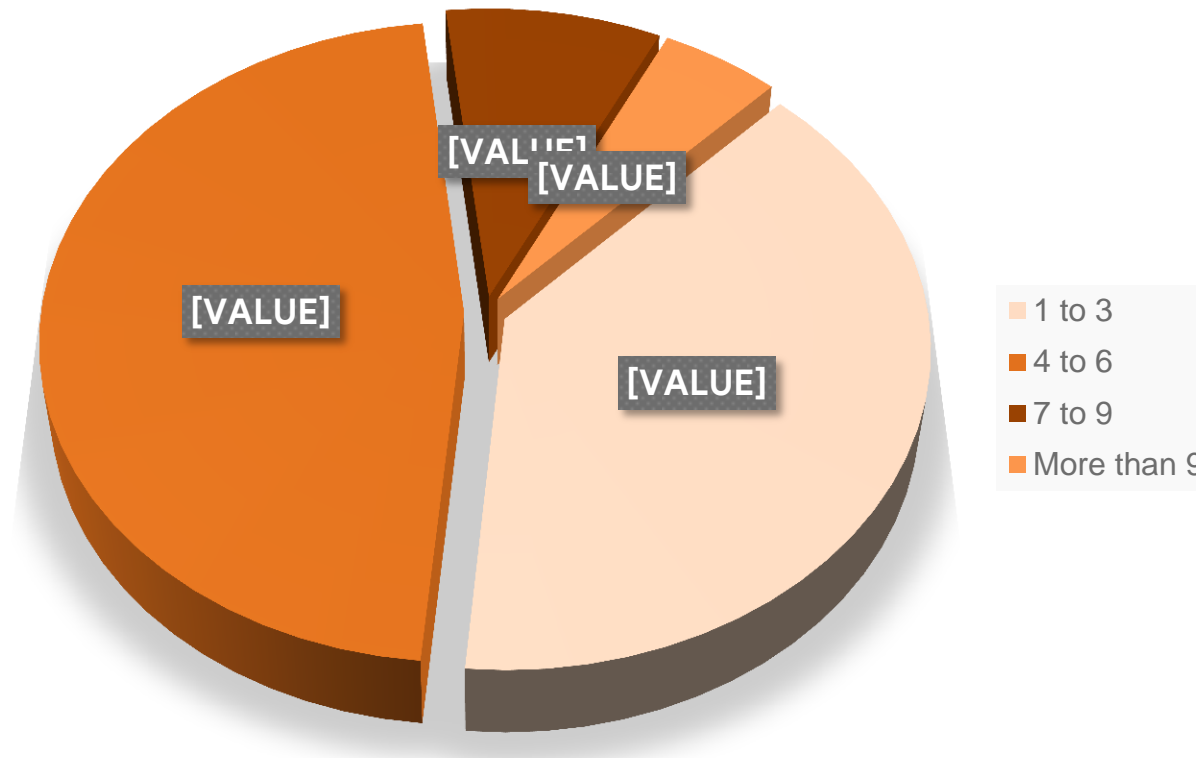


58%

of the students surveyed at FPT University Hanoi have had sex without using protective measures.

01 The State Of Safe Sex & Healthy Relationships In General

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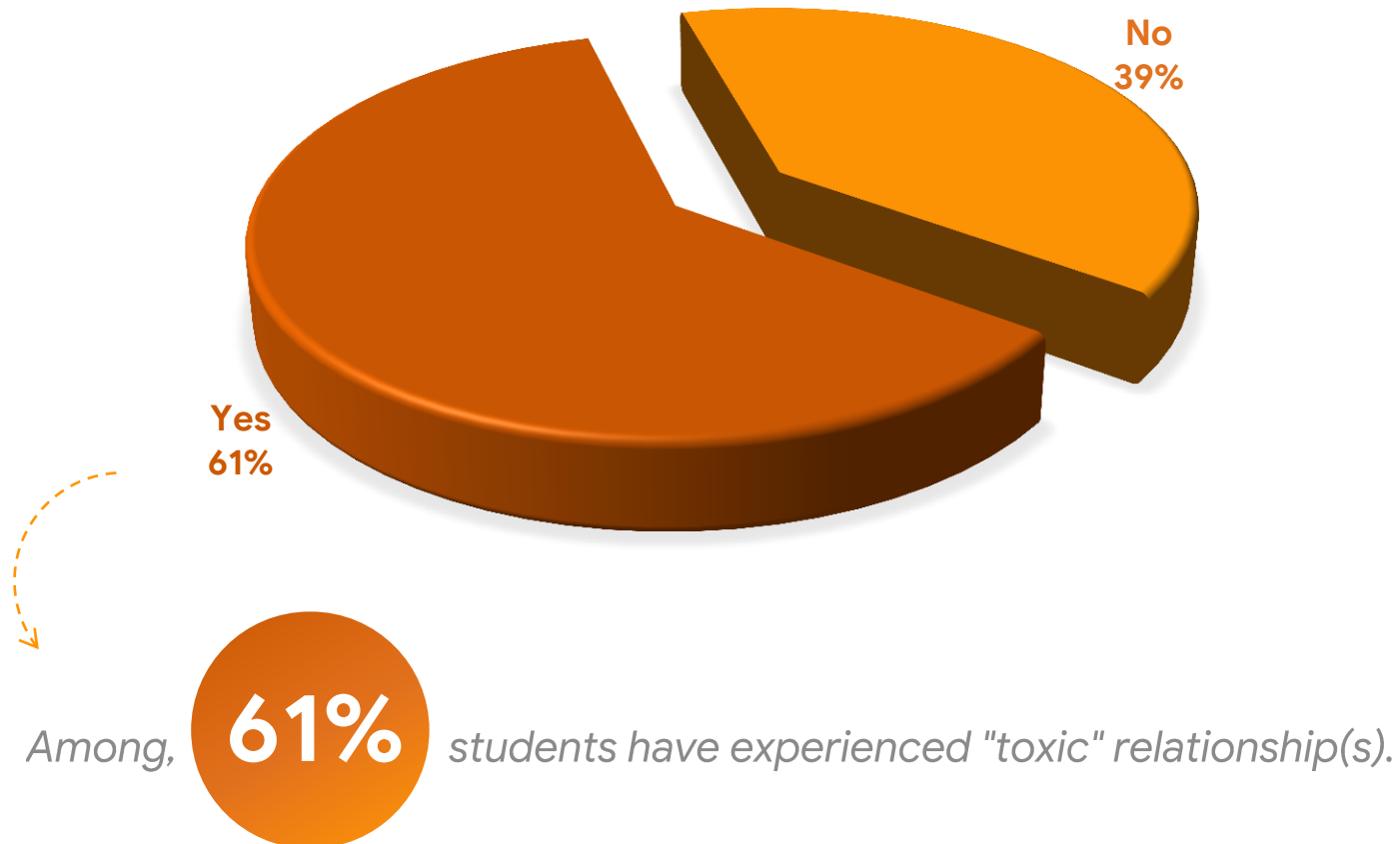


>46%

of students at FPT University Hanoi have experienced more than 4 romantic relationships.

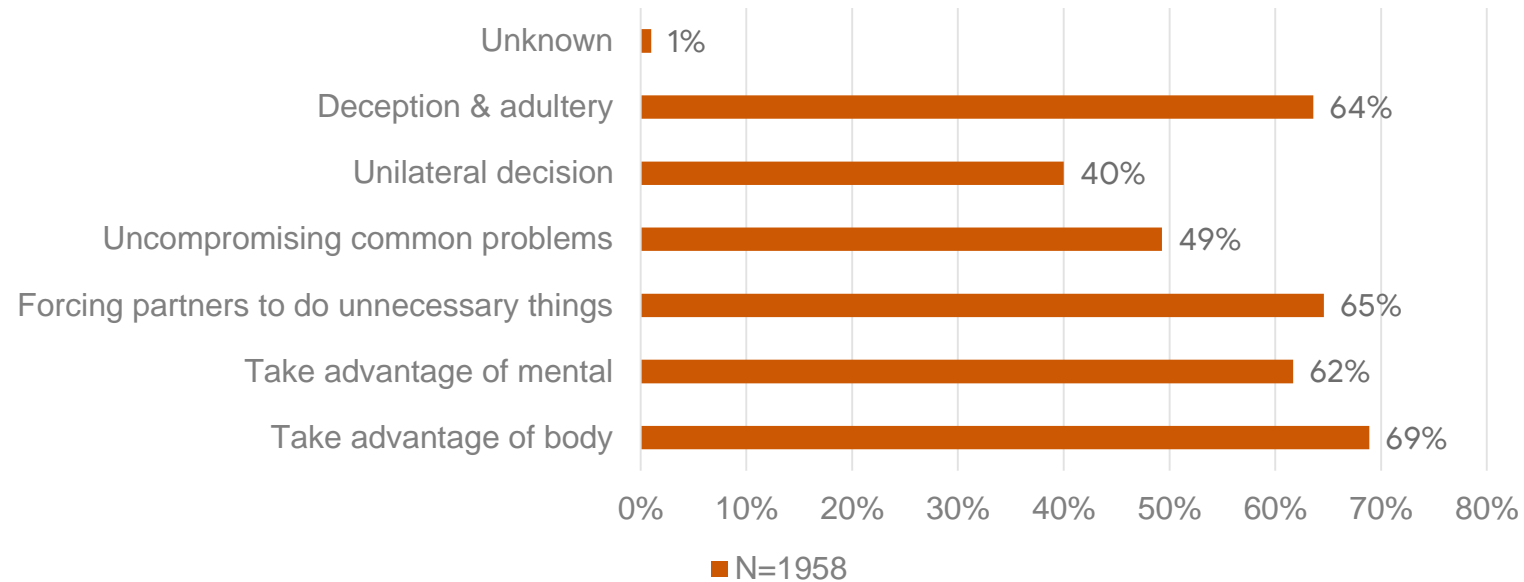
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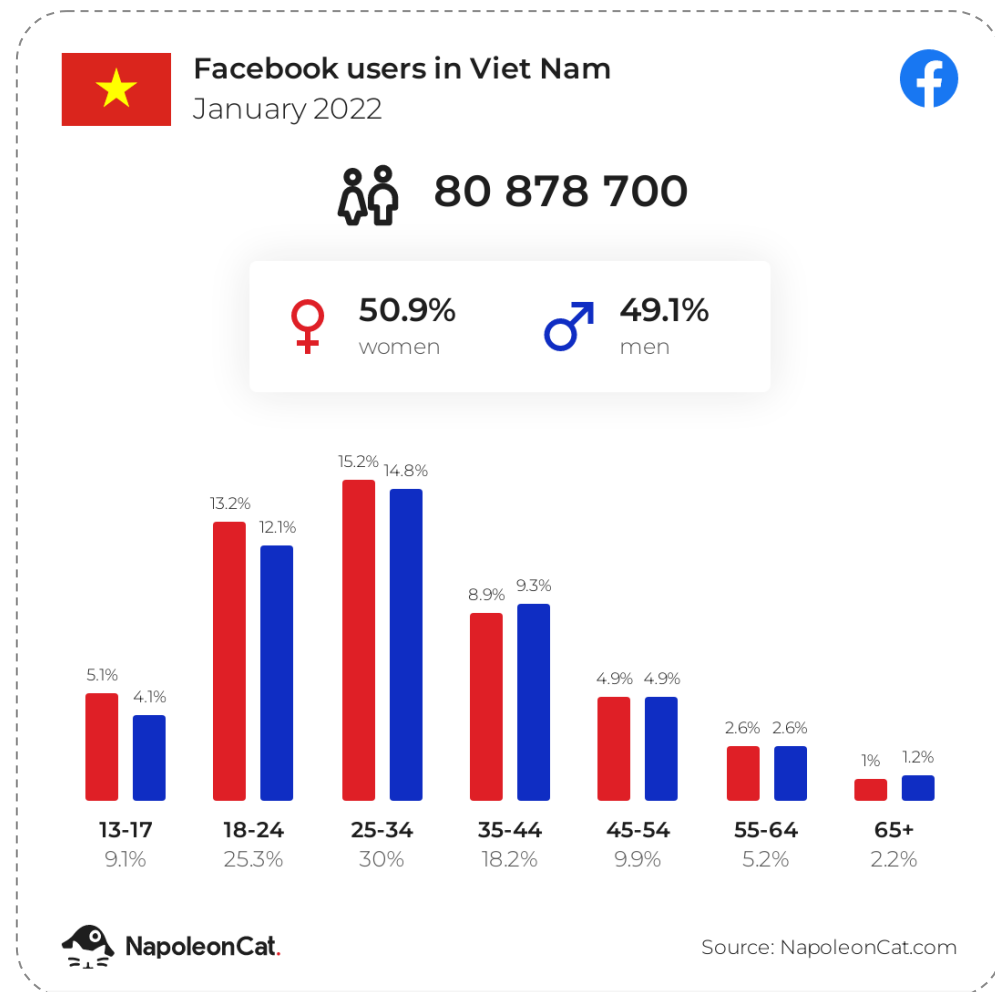


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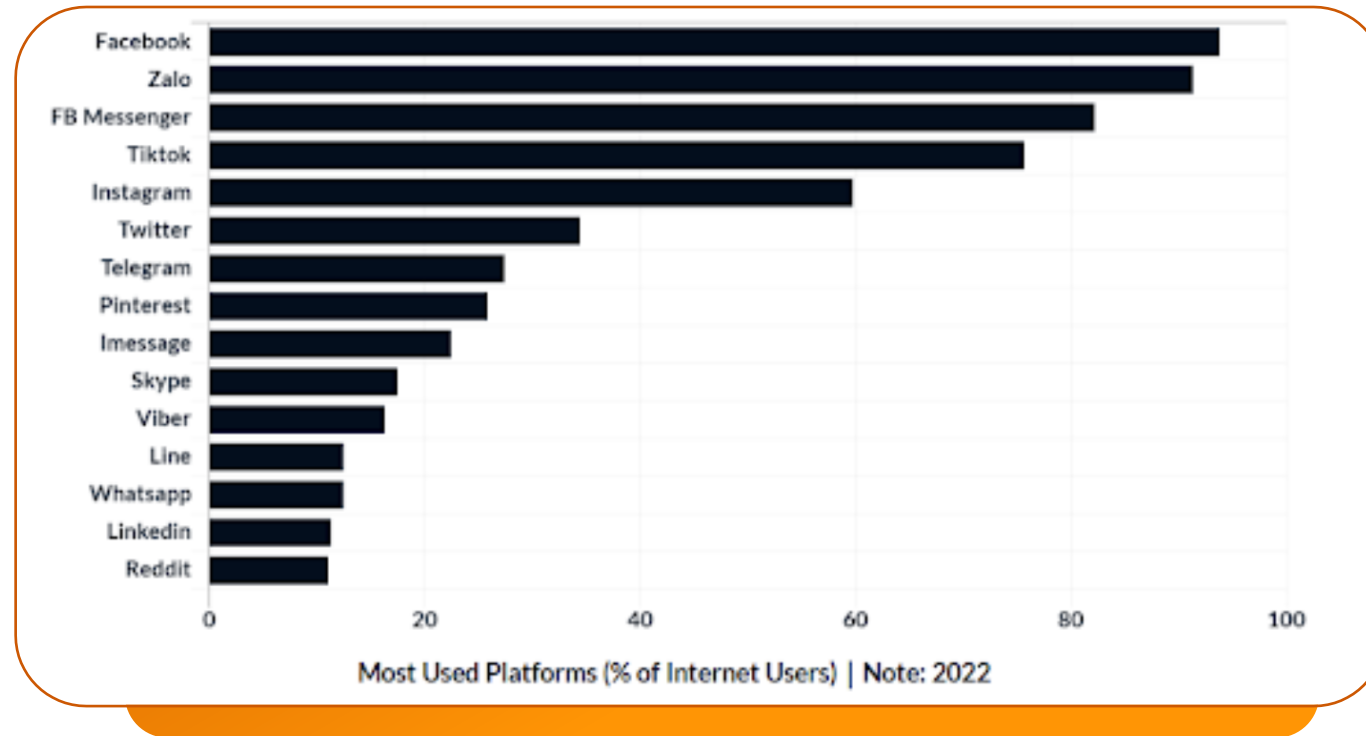
02. Media Channels Analysis



80 million Facebook user

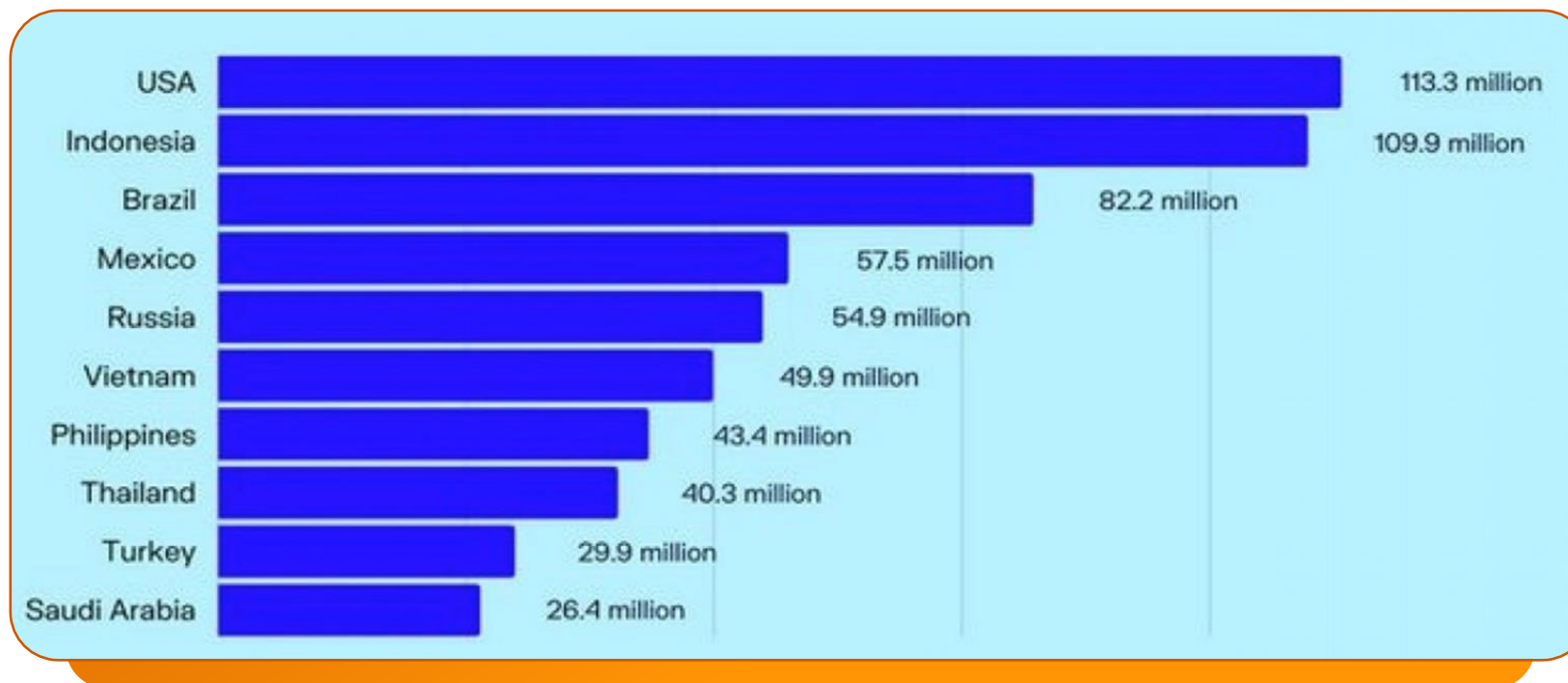
25 - 35 years old use Facebook the most

02. Media Channels Analysis



According to the above statistics, TikTok is in **4th place** on the statistics table.

02. Media Channels Analysis



Vietnam is recorded in **6th place** with nearly **50 million** users

(equivalent to 64% of internet users in Vietnam)



Chapter III.

COMMUNICATION PLAN

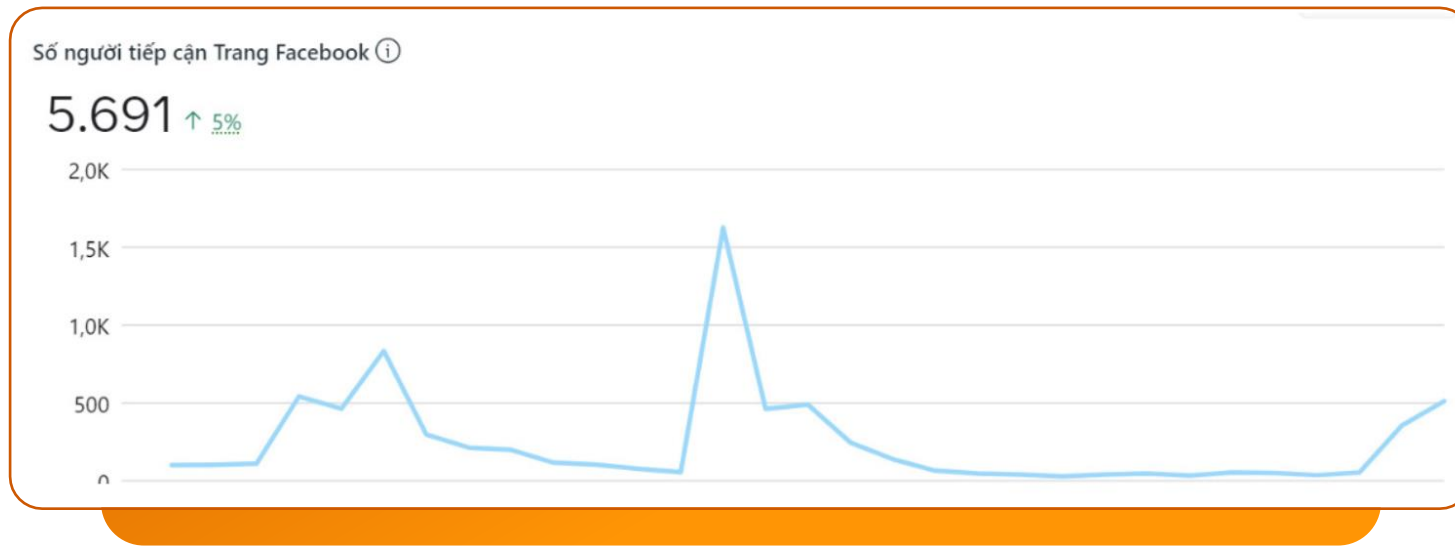
1. Situation Analysis
2. Goals & Objective
3. Target Audience
4. Big Idea
5. Media Channels
6. Strategies & Tactics
7. Budget
8. Risk Management



Get Started

1. Situation Analysis

Communication In FPT Psychology Department - Coc Ke (Before campaign)



Fewer posts - fewer interaction.

The department has no experience in establishing Tiktok channel.

Coc Ke mainly communicates through Fanpage and sends Gmail to the students' mailbox. Part of the reason is that the department is understaffed and the direction of the department is not suitable for most students.

No extensive plan/campaign; The Division's activities are carried out sporadically and have not yet cooperated with other prominent organizations.

1. Situation Analysis

Workshop “Gắn bó yêu thương”

Standard Background



Understanding your connection with your partner will help you make the right partner choices and improve the relationship.



The nature of this connection, as well as how it is cultivated and cared for, will affect our future connections with our partners.

1. Situation Analysis

Talkshow “**Không Sợ Yêu**”

Standard Background



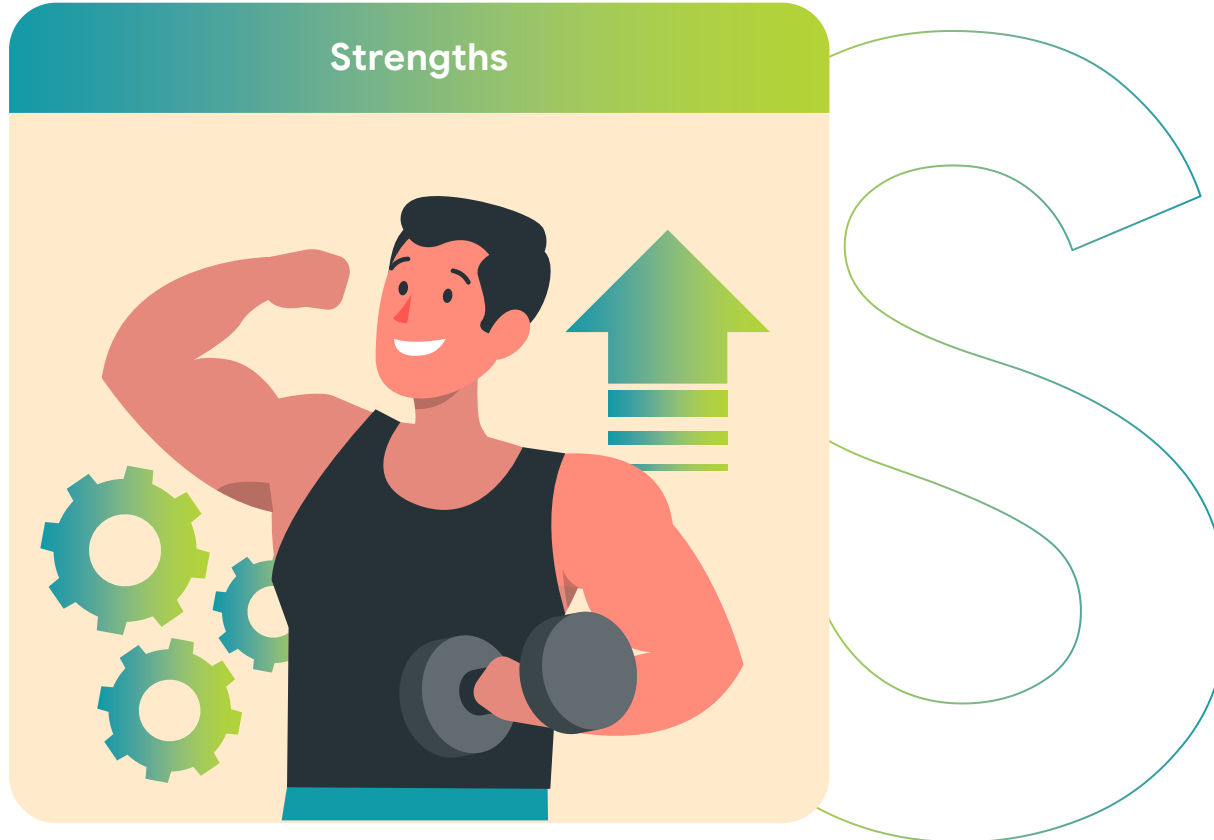
Students are still ashamed to learn and share about safe sexual behavior seriously.



This lecture helps you understand sexual knowledge, sexual consent, safety measures for preventing sexually transmitted diseases, safe and appropriate contraceptive methods.

1. Situation Analysis

Project's SWOT

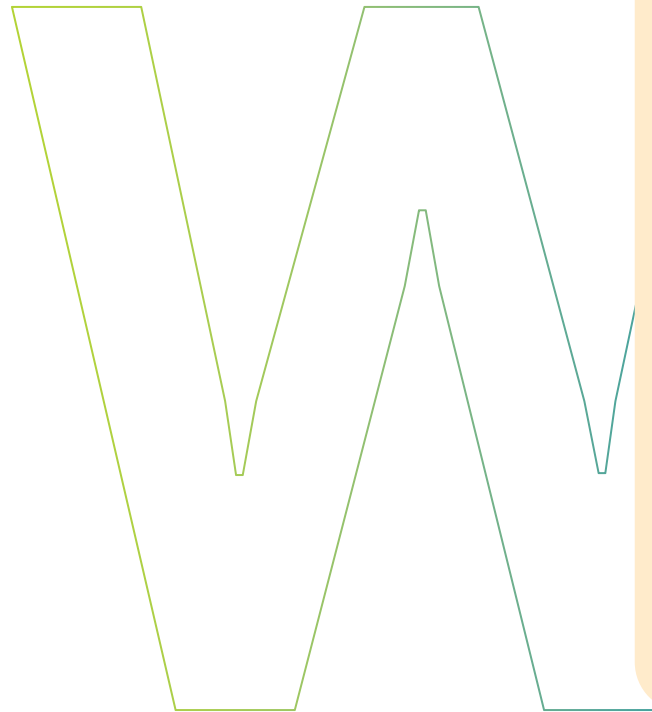


- Old but gold, this topic can attract attention
- When choosing a newer, safer and more intimate approach, students will feel safe to connect.
- Establish on-site outreach activities (interviews, classroom communication, gift registration activities, free hugs, etc.) to convey information more easily.
- Team members have always been active in the media field, they are able to catch-up trends and prominent issues related to project topic.

1. Situation Analysis

Project's SWOT

- Low budget, hindering many activities as well as project size.
- The department has established many rules on content to ensure the information security of sharers, therefore, the production of content is limited.
- There are very few personnel in this department and most of them have professional knowledge in psychology, they do not have much professional knowledge in communication.



1. Situation Analysis

Project's SWOT



- With the development of today's society, the issue of sex and safe relationships is becoming more and more accepted.
- This is also the first large-scale project organized by the room spontaneously, which is the largest ever done by the department.
- This is a good opportunity for members of department to prepare for the next breakthrough development in communication skills and event organization.

1. Situation Analysis

Project's SWOT

- The budget is limited, so the activities surrounding the event will be difficult, and most activities must be changed to adapt to the actual situation.
- The activity occurs at the end of the student's semester, which will affect the project's ability to achieve key performance indicators.
- Short project preparation time, changes in content and media platforms, which cause the Timeline to be delayed.



2. Goals & Objective

SHORT TERM GOALS



Improve the interaction level of the psychological department on social media.



Convey accurate information about sexual safety and safety relationships through video content.



Establish close relationships between psychological staff and students.

2. Goals & Objective

LONG TERM GOALS



Enhance the recognition and reputation of the Psychological Counseling Department of FPT University Hanoi - Coc Ke.



Support the development of loyalty audience profiles of the Psychological Counseling Department to create more meaningful activities in the future.



Based on these activities, the Psychological Counseling Department will have the opportunity to expand its coverage of other target audience profiles.

2. Goals & Objective

KPIs

TIKTOK

- Building a good foundation for the Coc Ke's TikTok channel.
- Like & Follow: 500 Follow, 1000 Like for posted videos.
- Uploading videos related to knowledge and room 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.

FACEBOOK

- 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

3. Target Audience



18

25

 FPT University's College Students

 Hanoi (Hoa Lac)

Personality

- Out-going
- Receive information
- Like to share

Behaviors

- Find out new information
- Follow events on social networks
- Read news, Follow FPT University news
- Like to share content on social media
- Have interests and concerns about sex and love issues.



3. Target Audience



Status

- 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.

Sexual

Love

Agree

Safe

Communication Channel

Use popular social networks in Vietnam, such as Facebook, TikTok.



4. Big Idea

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

“**KHÔNG CHỈ VỀ TÂM LÝ,
MÀ CÒN VỀ CON NGƯỜI**”

Not only about psychological, but also human.

Key Visual

HEX: #CCDCF3, #A6B5D5



HEX: #FFE9EB, #F4C6C9



5. Media Channel



6. Strategies & Tactics

Strategies



Phase 1

15/1 - 30/1

Research & Report



Phase 2

31/1 - 17/3

Raise Awareness



Phase 3

18/3 - 23/4

Project Summary

6. Strategies & Tactics

Tactics

PHASE	Action	Requirement
Learn & development	<ul style="list-style-type: none">• In-depth interviews• Email Interview• Create report and collect information	<ul style="list-style-type: none">• Take careful notes of the information provided by the students & the information of the interviewees• Analyze the information and come up with suitable ideas
Awareness Enhancing	<ul style="list-style-type: none">• Upload social post (Facebook)• Upload video post (TikTok)• Deploy 2 pre-events & 2 events	<ul style="list-style-type: none">• The content of the article should meet the requirements, design layout, and the content outlined.• Posts on social media platforms need to be on-air accurate to the timeline.• The published content requires correct knowledge and reviewed by The Psychological Counseling Department to avoid duplication/errors.
Summary	Data collection	Collect the most accurate data for reporting

6. Strategies & Tactics

Content Strategy

Posting on Fanpage

Content	<ul style="list-style-type: none">• Spread the brand Psychological Counseling Department• Recap events• Introduce the topic of safe attachment in love• Safe in relationships• Safe sex
Tone of content	<ul style="list-style-type: none">• Reveal about the upcoming WorkShop, TalkShow.• Realistic, friendly, and emotional.• Be gentle, don't criticize, condemn or ask anyone to do anything
Keywords	<ul style="list-style-type: none">• Connection of love• Love to share• Psychological Consulting Department• Safety Sex
Hashtag	#Cocke, #daihocFPT, #ganboyeuthuong, #KhongSoYeu
Image requirements	<ul style="list-style-type: none">• 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

7. 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

8. Risk 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 team, the Psychological Counseling Department and media channels, as well as the mentality of some media units to avoid project topic.	High	Prepare good, interesting and wise publications about this subject 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.



Chapter IV.

EXECUTION

1. Project Overview
2. Campaign Production
3. Key Activities



Get Started

1. Project Overview

Project Timeline

2/1-31/1



**Research
& Development**

31/1-19/3



Awareness Enhancing

- Workshop "Gắn Bó Yêu Thương"
- Talkshow "Không Sợ Yêu"

20/3-23/4



Summary

1. Project Overview

Project Activities



Social Media



Word of Mouth



Events

Phase 1:

Research & Development (2/1-31/1)

No.	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

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



Phase 2:

Raising Awareness (31/1 – 19/3)

Workshop

”Gắn Bó Yêu Thương”

15/2 - 27/2



RAISING AWARENESS

Workshop "Gắn bó yêu thương" (15/2 - 27/2)



Media Schedule



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. Online news: HN.FPT.EDU.VN Upload content and photo of event

RAISING AWARENESS

Workshop "Gắn bó yêu thương" (15/2 - 27/2)

Media Product



Facebook Post

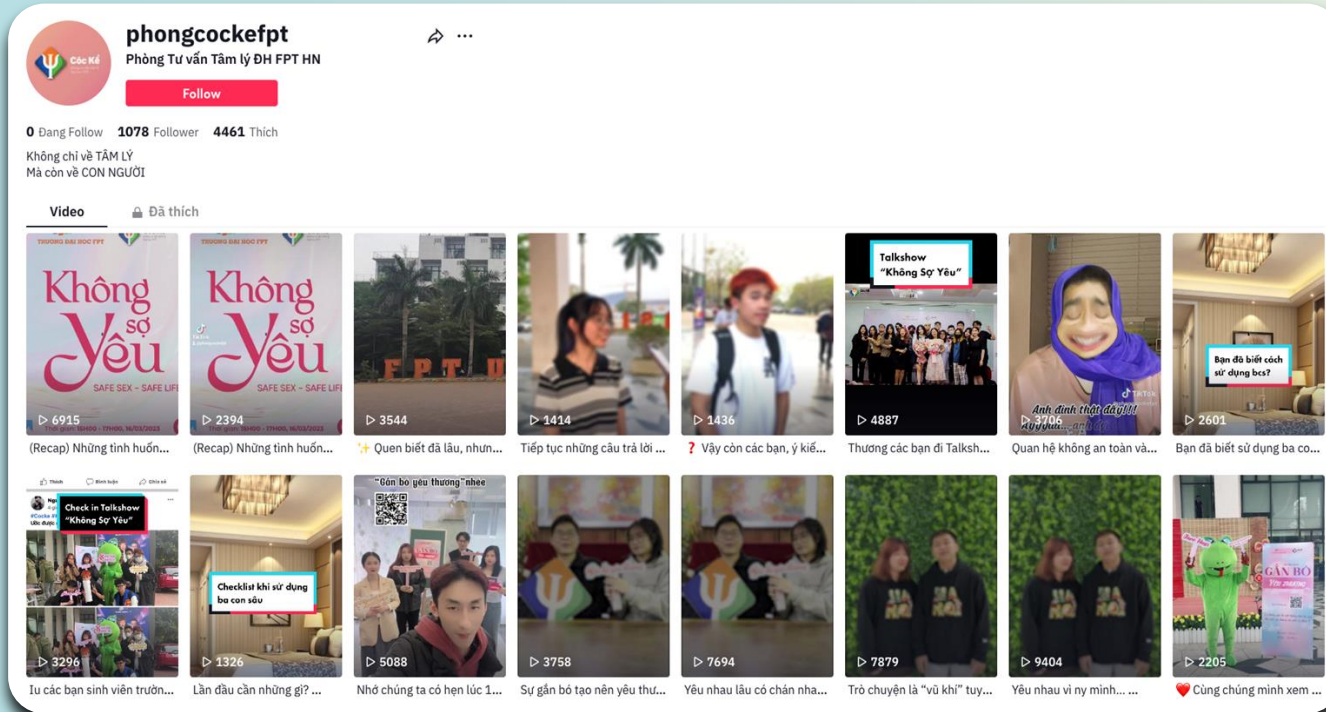


RAISING AWARENESS

Workshop "Gắn bó yêu thương" (15/2 - 27/2)

Media Product

▶ Tiktok Video



RAISING AWARENESS

Workshop "Gắn bó yêu thương" (15/2 - 27/2)

Other Activities



Free Hug Event

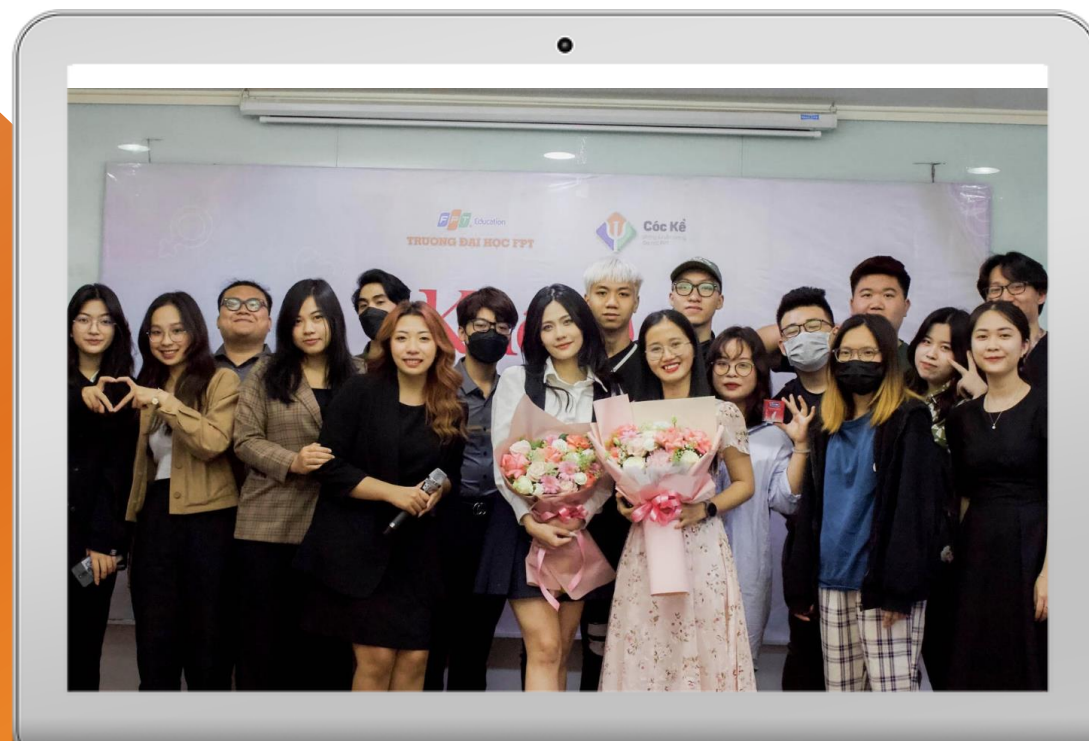


Phase 2:

Raising Awareness (31/1 – 19/3)

Talkshow
”Không Sợ Yêu”

27/2 - 19/3



RAISING AWARENESS

Talkshow "Không Sợ Yêu" (27/2 – 19/3)



Media Schedule

TRƯỜNG ĐẠI HỌC FPT **Cốc Kê**
phòng tư vấn tâm lý Đại học FPT

Không Sợ Yêu

SAFE SEX - SAFE LIFE

Minh Ngọc
Co - Founder & CEO của Intivibe - nơi đầu tiên và duy nhất ở Việt Nam có chứng chỉ Sexology quốc tế.

Châm Sữa
Hot Tiktoker với 3tr Follower, hơn 92tr lượt thích.
Chiến Thần Chép Đới phổ đi bộ.

♂ Thời gian: 15H00 - 17H00, 16/03/2023 ♀
Địa điểm: P102 - P104R, Alpha, ĐH FPT HN

Talkshow "Không Sợ Yêu"			
27/2	7/3-9/3	10/3 - 12/3	13/3
<p>TikTok Upload photo of event "Gần Bỏ Yêu Thương"</p>	<p>Fanpage Post event & speak introduction (FB) + Case video (TikTok)</p>	<p>Fanpage. Upload content related to TalkShow TikTok: Upload video related to TalkShow</p>	<p>Offline: Implement the Check-in event to receive gifts Tiktok: Upload Recap video for event Check in - receive gifts..</p>
14/3	15/3	16/3	17/3
<p>Fanpage Upload photo of Check-in event</p>	<p>Fanpage: Remind Talkshow Event TikTok: Upload video related to TalkShow</p>	<p>Fanpage & Group: Upload post remind và update guest. Offline: Talkshow on-air.</p>	<p>Fanpage: Upload event photos and thank participants Tiktok: Fanpage Upload video recap Talkshow.</p>

RAISING AWARENESS

Talkshow "Không Sợ Yêu" (27/2 – 19/3)

Media Product

▶ Facebook Post



Fanpage Post



Seeding Post



Personal Post

RAISING AWARENESS

Talkshow "Không Sợ Yêu" (27/2 – 19/3)

Media Product

► Communication support on Facebook

The Club

School Online News

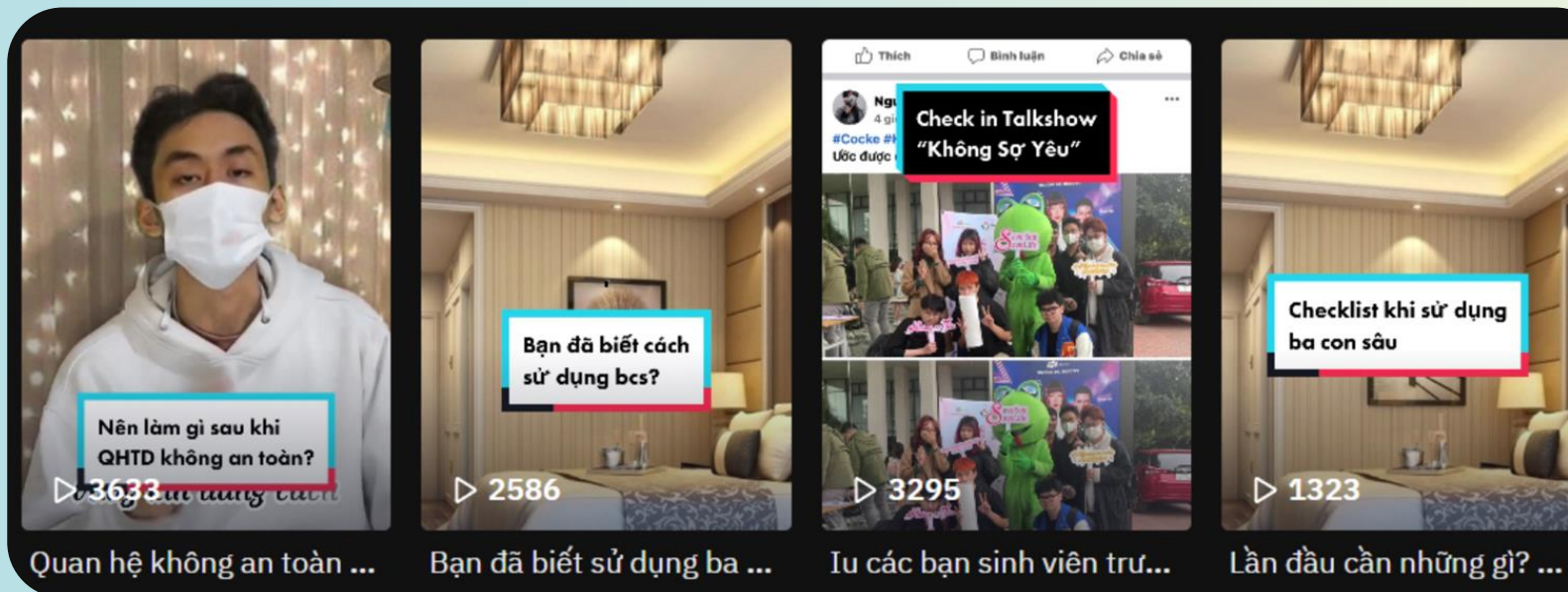


RAISING AWARENESS

Talkshow "Không Sợ Yêu" (27/2 - 19/3)

Media Product

▶ TikTok Post



RAISING AWARENESS

Talkshow "Không Sợ Yêu" (27/2 - 19/3)

Other Activities

▶ Event Check-in & receiving gifts



Phase 3:

Project Summary (20/3 – 23/4)

GOALS



Use the results in the campaign to complete
the project papers



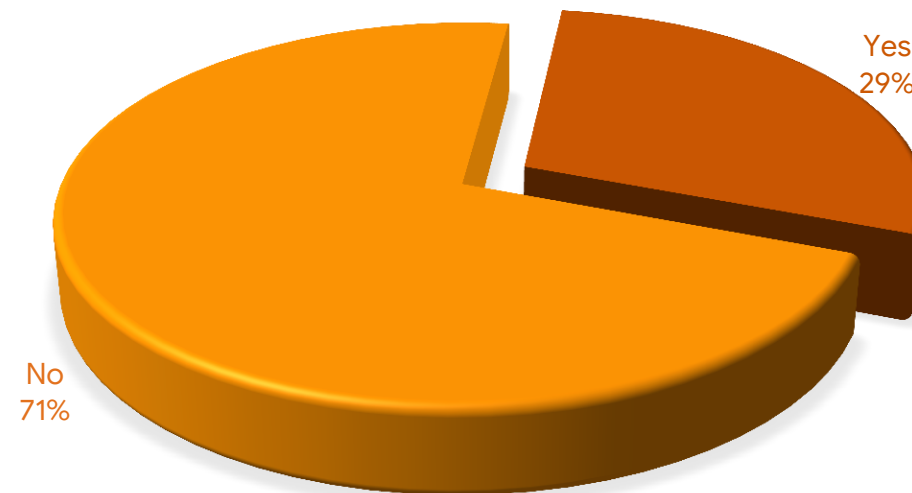
Use the results to guide future
development for The Psychological
Counseling Department

Phase 3:

Project Summary (20/3 – 23/4)

BEFORE OUR TEAM'S PROJECT

*Do you know the psychology department of
FPT University Hanoi?*

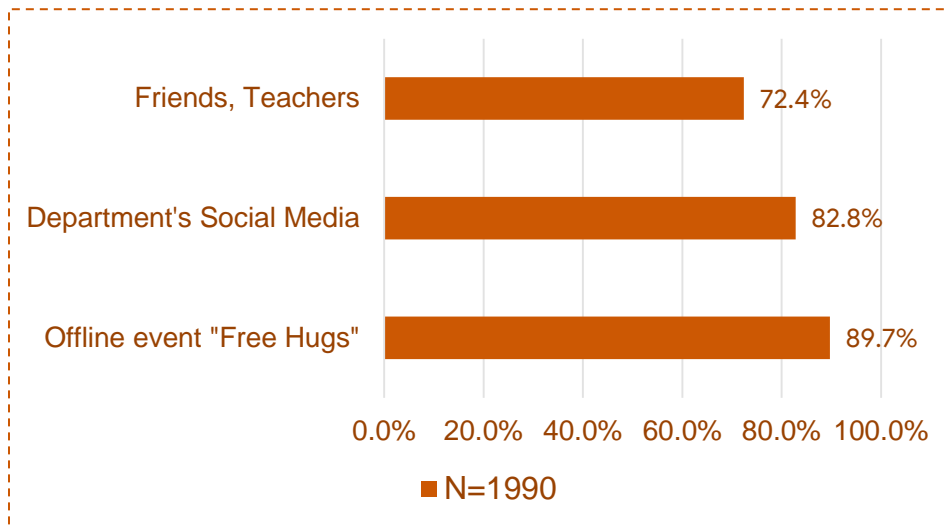


Phase 3:

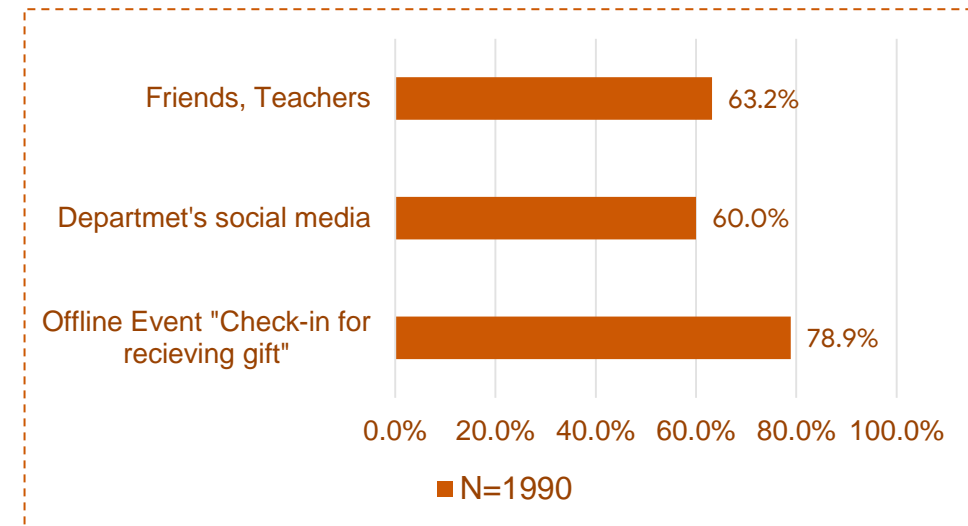
Project Summary (20/3 – 23/4)

AFTER OUR TEAM'S PROJECT

Where did you know about the workshop
"Gan bo yeu thuong"?



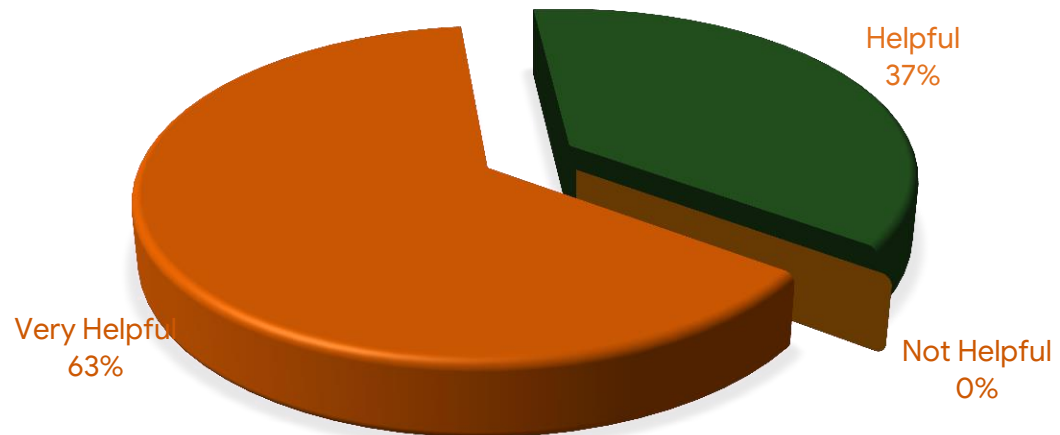
Where did you know about the talkshow
"Khong so yeu"?



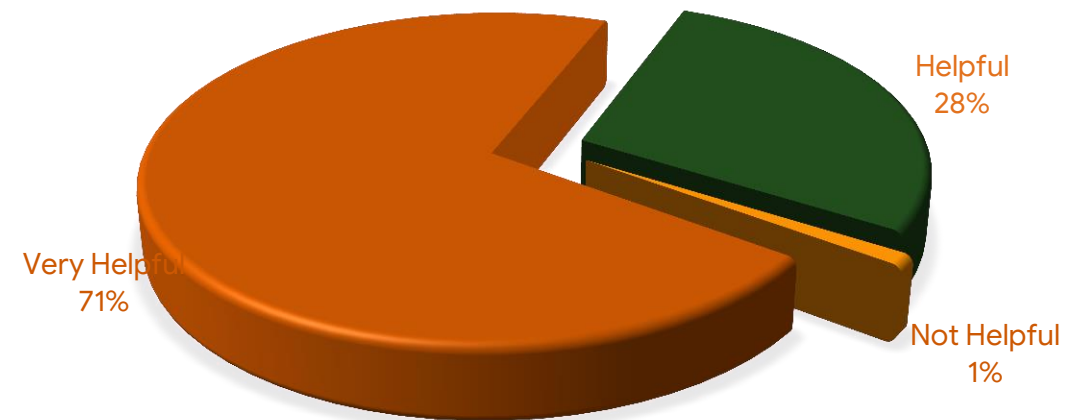
Phase 3: Project Summary (20/3 – 23/4)

AFTER OUR TEAM'S PROJECT

Your rate about the Workshop
“Gắn Bó Yêu Thương”



Your rate about the Talkshow “Không Sợ Yêu”





Chapter V.

EVALUATION

1. Social Media Effectiveness
2. The change of attitude
3. KPIs and Result



Get Started

EVALUATION

Pre-campaign	Post-campaign
Fewer post - Fewer engagement	More variety of posts - Get more people to reach the posts
Have not extensive plans/campaigns yet	The series of events were all related to each other
Activities of the Psychological Counseling Department are carried out sporadically and have not cooperated with other prominent organizations yet.	The Psychological Counseling Department had relationships with media channels and clubs in FPT University.
The Psychological Counseling Department mainly communicates through Fanpage and sends Gmail to the mailboxes of students	The Psychological Counseling Department had more media platforms: Facebook, TikTok, Gmail
The Psychological Counseling Department wants to build a TikTok channel but has no experience.	The Psychological Counseling Department knew how to edit basic TikTok videos, but still needs our team's support in the beginning.

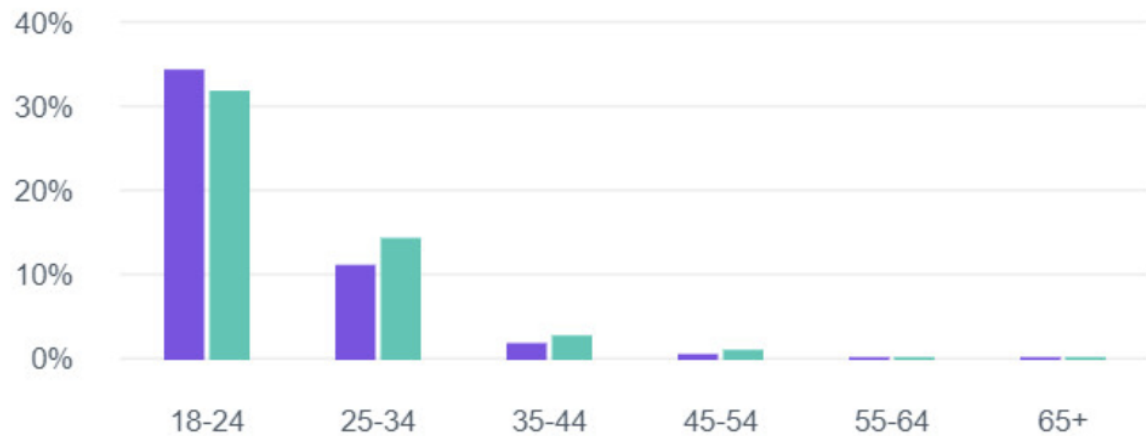
1. Social Media Effectiveness

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



1. Social Media Effectiveness

TARGET AUDIENCE



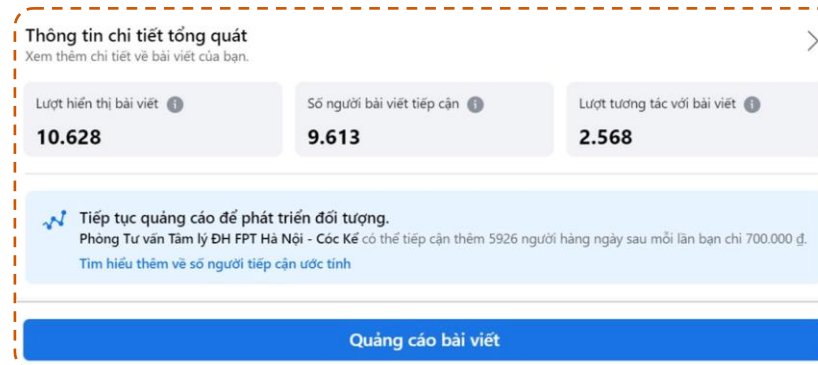
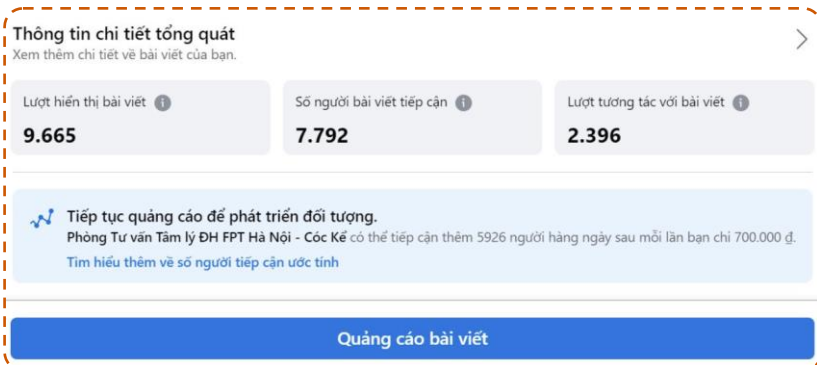
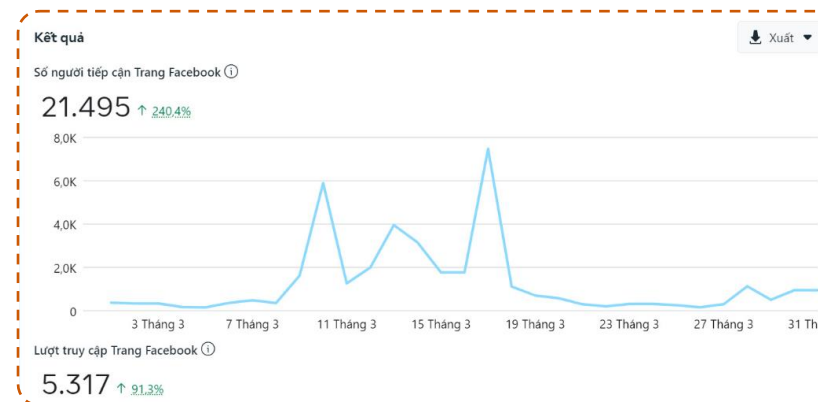
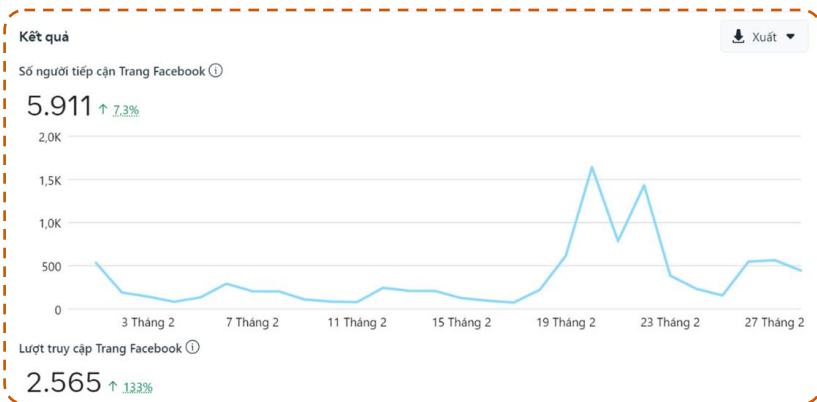
51.3%



48.7%

1. Social Media Effectiveness

FANPAGE FACEBOOK



1. Social Media Effectiveness

TIKTOK CHANNEL

tháng 2 25 - tháng 4 25

60 ngày qua ▾

Số liệu chính ⓘ

Lượt xem video

3,315

--

Lượt xem hồ sơ

76

--

Thích

3,819

--

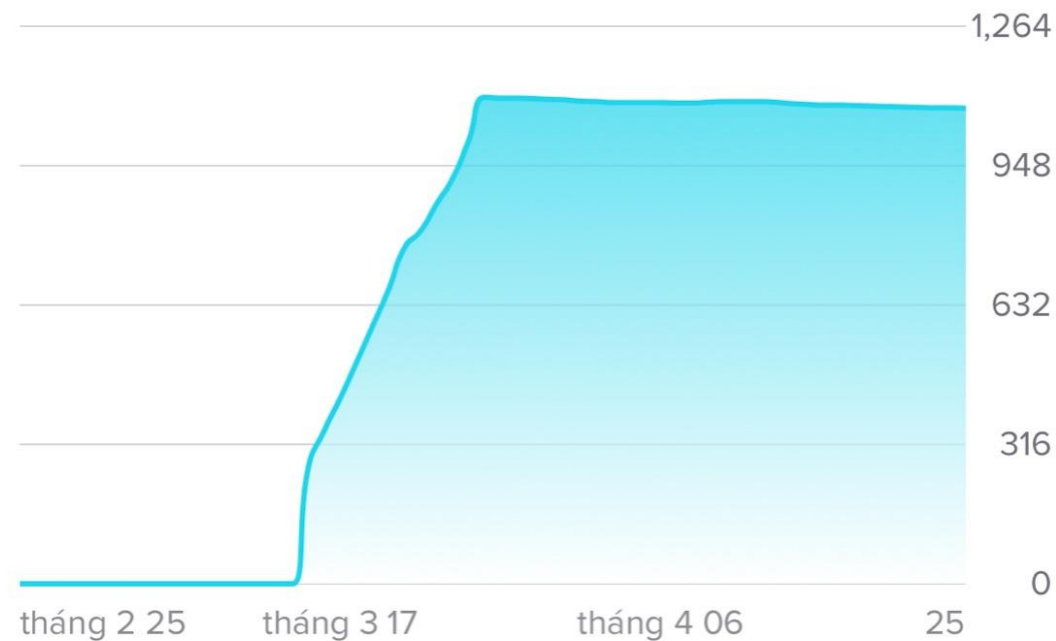
Bình luận

85

--

Tổng số follower ⓘ

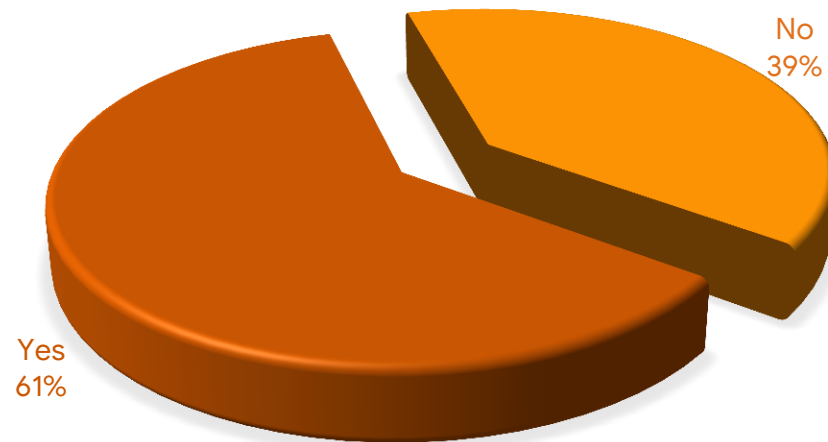
1,078



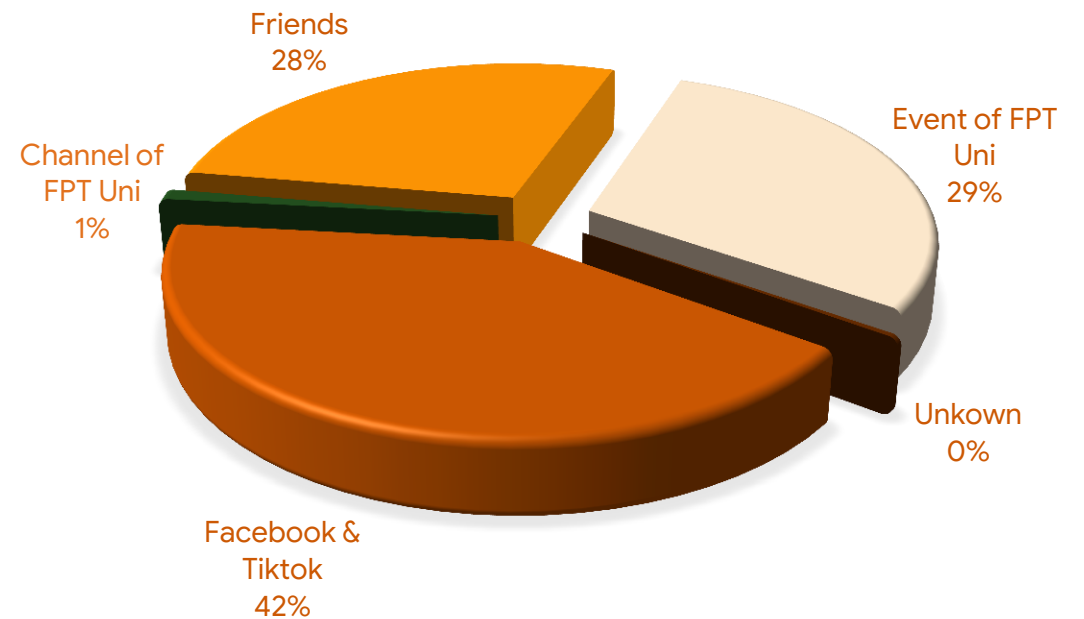
1. Social Media Effectiveness

THE AWARENESS OF COC KE DEPARTMENT

Do you know the psychology department of FPT University Hanoi?



How did you know about the psychology department of FPT University Hanoi?



2. The Change Of Attitude

**Number of Attendance:
Gain from 1.5 to 4 times**



3. KPIs & Result

No	Content	KPI	Results	%Results/KPI
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



Chapter VI.

REFLECTION

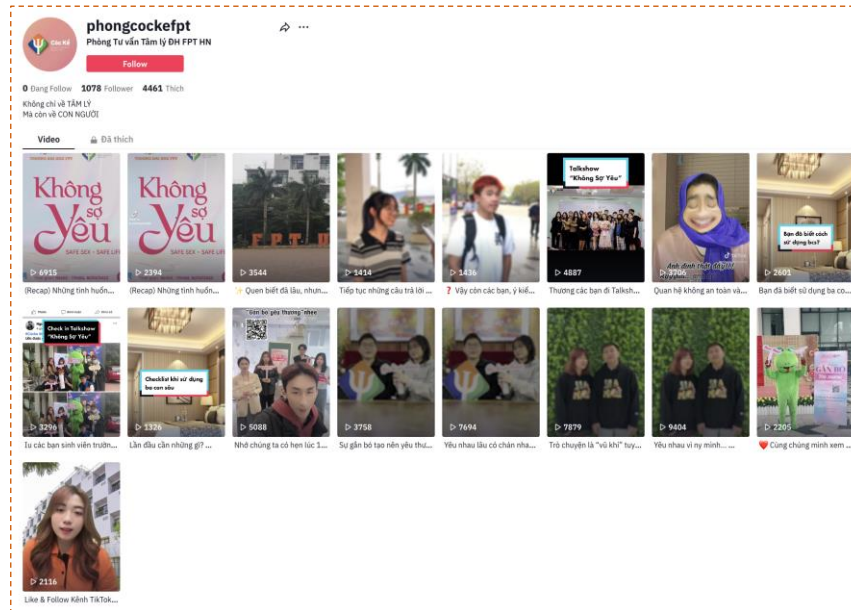
1. Campaign Results Overview
2. Recommendation



Get Started

1. Campaign Results Overview

Positive Points



This project highlights the image and mission of the Psychological Counseling Department of FPT University in Hanoi

The image of the mascot "green toad" is well received and loved by many students and lecturers on the campus of FPT University.

The number of people attending Workshops and Talkshow projects of Toad Tell Psychology Department has increased from 1.5 to 4 times.

The group has built a TikTok channel. The channel has more than 1k followers, 4k5 likes and 69k views. This is a suitable premise for the development of the Psychological Counseling Department on the TikTok platform.

1. Campaign Results Overview

Negative Points



Posting frequency is not stable since some contents can not be posted because of not meeting the requirement of department.

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.



Because of customer information security, the team can NOT have the right to access and administrate the Fanpage "Psychological Counseling Department of FPT University Hanoi – Coc Ke"

The group has encountered many image and audio copyright issues on Facebook and TikTok media channels.

1. Campaign Results Overview



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



hoantt83@fe.edu.vn

to me, Trinh, Nguyen ▾

Wed, 19 Apr, 17:47 (7 days ago)



Vietnamese ▾ > English ▾ [Translate message](#)

[Turn off for: Vietnamese](#) x

Nhóm đồ án thân mến,

Trước hết, thay mặt phòng tâm lý, chỉ 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 chẫn 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!

2. Recommendation



01

The Psychological Counseling Department should use multi-platform for communication rather than using only two common communication channels, Facebook and Gmail.

02

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.

03

The Psychological Counseling Department will have to take over the TikTok channel, so the addition of personnel is essential to reduce pressure and work for current members.



Chapter VII.

FUTURE ACTIVITIES

1. About Psychological Counseling Department - Coc Ke
2. About Our Team



[Get Started](#)

1. ABOUT

PSYCHOLOGICAL COUNSELING DEPARTMENT – COC KE

01

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

02

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

03

Continue to host workshops and talkshows to share knowledge about psychology, love, and safety sex.

2. ABOUT

OUR TEAM

01

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

02

The team has made preliminary preparations for the second phase of the project, shifting their awareness from "knowing" to "understanding" the Psychological Counseling Department

03

The team will use publishing activities to prepare mini games on the fanpage, guiding students to the fanpage of the Psychological Counseling Department, thereby providing students with more opportunities to learn about the Psychological Counseling Department.

GRADUATION THESIS

THANK YOU

for Listening

GROUP: GRA497_G5

HANOI, 4th MAY, 2023
