



APPLYING ABU&VOV 'S CREATIVE SOCIAL STORY-TELLING METHODS IN BUILDING A TIKTOK CHANNEL WITH SOCIAL MEANING FOR FPT UNIVERSITY STUDENTS

1ST PERIOD



CODE:
GRA497_G2



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TABLE OF CONTENTS

ABSTRACT

I. INTRODUCTION

About us and our project

Reasons to choose this project

Project Overview

II. THEORETICAL BASIS APPLIED TO THE PROJECT

1. The applied theories

1.1. Branding

1.2. EVN

1.3. TikTok Policy 2023

2. Research methodology

2.1. Data collection

2.1.1. Defining data

2.1.2. Data classification

2.2. Data Processing Methods

2.2.1. Research data processing

2.2.2. Categorizing Research Data

3. Research content

3.1. Research on TikTok

3.1.1. Overview

3.1.2. Harmful content on TikTok

3.1.3. Solutions to provide good content when building a Tiktok channel

3.1.3.1. Background

3.1.3.2. What is happiness?

3.1.3.3. Research on The happiness in Vietnam

3.1.3.4. The current state of happiness among Gen Z individuals

3.1.3.5. Social networks impact on the happiness of Generation Z

3.2. Competitors

3.2.1. The "Dan Choi Ep Pi Ti" Channel

3.2.2. FPT Education Channel

4. Target Audiences

4.1. Insight

4.2. Persona

4.3. Customer journey

4.4. Information consumption habits:

5. Platforms used to communicate for TikTok channel and create Topy ecosystem in FPT

5.1 Online Communication Channels

5.1.1 Overview of Internet Usage Situation:

5.1.2 Facebook:

5.1.3. Influencers:

5.2. Offline Communication:

III. PRE-PRODUCTION

1. Goals & Objectives

1.1. Goals:

1.2. Objectives

1.2.1. Quantitative goal:

1.2.2. Qualitative goal:

Goals & objectives of communication for channel

2. Strategies & Tactics

2.1. Strategy

2.1.1. Content Strategy

2.1.2. Channel Communication Strategy for TikTok

2.1.2.1. Online Communication

2.1.2.2. Offline Communication

2.2. Tactics

2.2.1. Building the TikTok Channel

2.2.1.1. Development Roadmap

2.2.1.2. Building a TikTok Channel: Step-by-Step Guide

2.2.1.3. The production process

2.2.1.4. Character Lines

2.2.1.5. Portrait of the Main Character: The Inspirational Figure

2.2.1.6. Content Stream

2.2.1.7. Implementation Plan: Through 3 Phases: Pre-Production Phase, Production Phase, Evaluation Phase

2.2.1.8. TikTok Ads

2.2.2. Communications Strategy

2.2.2.1. General Tactics

3. Methods of Implementation

3.1. SWOT analysis

3.1.1. Strengths:

3.1.2. Weaknesses:

3.1.3. Opportunities:

3.1.4. Threats:

3.2. POEM models

3.2.1. Paid media:

3.2.2. Owned media:

3.2.3. Earned media:

3.3. Storytelling Methods from ABUSVOV Workshop

3.3.1. The Three Act Structure:

3.3.2. Freytag's Pyramid - The Five-Act Structure

4. Implementation plan: PMI Diagram

4.1. Work Breakdown Structure:

4.2. Schedule

4.3. Cost management

4.4. Human Resources:

4.4.1. Internal

4.4.1.1. Planning Phase:

4.4.1.2. Deployment Phase:

4.4.1.3. Post-project phase

4.4.2. Related parties

4.4.2.1. Stakeholders

4.4.2.2. Cooperation goals:

4.4.2.3. Criteria for evaluating the effectiveness of cooperation:

4.5. Risk management

4.6. Communication Management:

4.6.1. Channels and contact methods in the group:

4.6.2. Out-of-group communication:

IV. PRODUCTION

1. Project dashboard

2. Key Activities

3. Media Production

3.1. TikTok

3.1.1. Character Lines

3.1.2 Content Line

3.1.3 Video Format and Image Layout

3.1.3.1. Production Equipment

3.1.3.2. Video Production

3.1.3.3. Production Team:

3.1.4. Detailed Deployment Plan

3.1.4.1. TikTok Timeline "Topy at FPT"

3.1.4.2. TikTok Ads

3.1.4.3. Budget Allocation

3.2. Facebook

3.2.1. Route Content

3.2.2. Content System

3.2.3. Format, image criteria

4. Events

4.1. Workshop: Creative Social Stories: "Making innovative Drama content for on-air, online and Social Media"

4.1.1. Organizational plan

Organizational plan

Budget

4.1.2. Program content

4.2. Talkshow

4.2.1. ORGANIZATION PLAN

4.2.1.1. ORGANIZATION PLAN

4.2.1.2. Actual cost table

4.2.1.3. Human resources

4.2.2. Timeline Talkshow

4.3. Offline Communication

4.3.1. Event "Happy Candy Box"

4.3.1.1. Event plan

4.3.1.2. Budget

4.3.2. Event "Color of happiness":

4.3.2.1. Event plan

4.3.2.2. Budget

4.3.3. Offline Communication in the classrooms

4.3.3.1. Event plan

4.3.3.2. Budget

4.3.4. Offline Communication at Graduation Ceremony

4.3.4.1. Event plan

4.3.4.2. Budget

V. POST PRODUCTION

1. Evaluation

1.1. Phần Sản Xuất Và Đo Lường Kênh Tik Tok

1.1.1 TikTok Analytics

1.2. Evaluate the effectiveness of communication activities for Tiktok Topy channel in FPT

1.2.1. Evaluation of communication channels for Tiktok - Facebook channel: "Topy at FPT"

1.2.2. The other Facebook channels

1.2.3 Evaluation of Offline communication activities.

1.2.3.2. Event "Happy Candy Box"

1.2.3.3 The event "Colors of Happiness"

1.2.3.5. Event "Offline Communication at Graduation Ceremony"

1.2.3.5. Talkshow "KOL&KOC - Glory or Dust?"

1.2.4. Recruitment of Collaborators

1.4 Assessment of stakeholders

1.4.1. Audience rating.

1.4.2. Evaluation from the Supervising Faculty

1.4.2.1. The Capstone project Title

1.4.2.2. Students of The Capstone project defense

a. Thesis content (compare to the research objectives, theoretical basis, data, analysis, application...etc

b. Thesis form (layout, presentations methods, English, citation):

c. Students's attitude (attitude of the group and each team member, roles and contributions of each team member)

1.4.2.4. Conclusion: Pass at what stage? (or not)

a. Achievement level compare to the target (compare to the plan)

b. Limitation

c. Supervising Faculty's opinion

2. Reflection

2.1. About FPT University

2.2. About Sponsors

2.3. About Our Team

2.4. About TikTok Channel

2.5. About Communication Activities

2.5.1. Facebook

2.5.2. Events

2.5.2.1. Workshop Creative Social Stories: "Making innovative Drama content for on-air, online and Social Media"

2.5.2.2. Talkshow "KOL&KOC - Glory or Dust?"

2.5.2.3. Offline Communication

3. Recommendations

3.1. Recommendations for the Team

3.1.1. About TikTok Channel

3.1.2. About communication activities

3.1.3. About financial and human resource management

3.2. Suggestions and recommendations for schools, subjects, juniors

3.3. Project implementation plan in the future

3.3.1. Build a Podcast channel:

3.3.2. Advertising cooperation:

VI. CONCLUSION

1. Thank You

VII. REFERENCES



ABSTRACT

The prevailing trend of succinct content creation and its rapid consumption has engendered various distortions, resulting in the proliferation of dubious content across social media platforms, particularly within the TikTok realm. The Topy Team, composed of K15 students specializing in Multimedia Communication Management at FPT University Hanoi, has initiated the TikTok platform “Topy at FPT” with the central objective of curating salubrious content and conveying resonant messages pertaining to happiness. This mission is targeted not only at FPT University students but also extends to the broader national student community.

The “Topy at FPT” TikTok channel is poised to recalibrate the younger generation’s perspective on TikTok content creation while channeling impactful narratives centered around happiness. Moreover, the project endeavors to establish an integrated ecosystem of online (TikTok, Facebook) and offline (events) media channels, fostering a secure and affirmative online haven for Generation Z. The content repertoire will encompass diverse facets of happiness, adroitly communicated through narrative storytelling, insightful interviews, and thought-provoking social experiments.

The “Topy at FPT” initiative meticulously adheres to four cardinal criteria:

- ☒ **Innovation:** The TikTok channel “Topy at FPT” embodies a pioneering concept, encapsulating a secure and affirmative online enclave. This platform is anticipated to seamlessly accompany Generation Z on their pursuit of happiness. For the project team, this TikTok channel not only demonstrates efficacy but also exhibits potential for sustained growth.
- ☒ **Applicability:** Capitalizing on assimilated foundational theories, the Topy Team had the privilege of participating in and orchestrating the workshop “Crafting Radio Messages with Societal Impact,” a collaborative effort between the Voice of Vietnam (VOV) and the Asia-Pacific Broadcasting Union. Leveraging storytelling techniques, the team adeptly translated theoretical insights into tangible practices.
- ☒ **Societal Humanism:** “Topy at FPT” is poised to disseminate content that underscores the notion that “Happiness is not merely a destination; it’s a journey.” While perspectives on happiness may vary, the universal pursuit of happiness remains an indelible thread across the tapestry of human existence, transcending temporal epochs.
- ☒ **Scientific Rigor:** Employing empirical research techniques, the project meticulously devises concrete plans and gauges outcomes to meticulously evaluate communication effectiveness. The production book underwent comprehensive scrutiny using Grammarly Pro software, yielding a commendable similarity score of approximately 96% with the original. Furthermore, the intricately designed structure and comprehensive content scrupulously adhere to the exacting standards of scholarly research.

The Topy Team commendably fulfilled the stipulated requisites for their graduation project under the astute guidance of FPT University. In summation, the “Topy at FPT” TikTok channel has garnered recognition as a resounding success. In its inaugural phase, the project is poised to amplify awareness and cultivate creative acumen among the youth, skillfully channeling meaningful and optimistic messages to the community. The Topy Team has garnered a plethora of accolades and positive endorsements from entities including the Asia-Pacific Broadcasting Union, the Voice of Vietnam (VOV), FPT Enterprise Relations Department, media sponsorship entities, and particularly the students of FPT University.

I. INTRODUCTION

ABOUT US AND OUR PROJECT

The project represents the beginning and growth of the GRA497 Multimedia Communication graduate project group at FPT University Hanoi. The project is completed under the instructor’s supervision, Mr. Vu Viet Nga.



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REASONS TO CHOOSE THIS PROJECT

The Topy project at FPT University is an initiative driven by a group of students who have identified the pressing need to address the challenges posed by the proliferation of negative content on the popular social media platform TikTok. As participants in and beneficiaries of the Workshop "Creating Short Radio Programs with Social Messages" organized by the Voice of Vietnam (VOV) in partnership with the Asia-Pacific Broadcasting Union (ABU), we are committed to reshaping the landscape of content creation and consumption on TikTok.

With a deep understanding of the significance of happiness, particularly for the Gen Z generation, our project sets out to tackle this societal concern head-on. The pursuit of happiness is a vital aspect of human life, and our project's phase one is dedicated to the theme "Pursuit of Happiness." Our goal is to transmit meaningful messages about happiness, specifically targeted at the Gen Z

demographic and, more specifically, FPT University students.

By leveraging the platform and creativity of TikTok, we intend to counteract the prevalence of negative and inappropriate content. We believe in the potential of technology to drive positive change and inspire young minds. With the guidance and support received from the VOV and ABU workshop, we are determined to create a positive impact by promoting thoughtful and constructive content. Through this initiative, we aim to contribute to the well-being of our generation and foster a healthier online environment.

The Topy project represents our dedication to shaping the narrative of social media content and harnessing its potential for good. Through collaboration, creativity, and a shared commitment to positive messaging, we aspire to create a digital space that nurtures happiness, personal growth, and social well-being.

PROJECT OVERVIEW

Name of the Capstone Project

English name:

Applying ABU&VOV's creative social story-telling methods in building a TikTok channel with social meaning for FPT University students, 1st period

Vietnamese name:

Ứng dụng phương pháp kể chuyện sáng tạo của ABU & VOV trong việc phát triển kênh TikTok mang thông điệp xã hội cho sinh viên Đại học FPT, giai đoạn 1

Field	MEDIA PRODUCTION (TIKTOK CHANNEL)	
Target audience	<ul style="list-style-type: none"> - Age: Youth: 13 - 25 years old + Primary TA: 18 - 25 years old: College students + Secondary TA: 13 - 18 years old: High school students - Gender: All - Region: Vietnam - Occupation: Students (high school and college) 	
Big idea	Currently, harmful content is proliferating on social media platforms, especially on TikTok. We recognize the urgency of transmitting civilized content that carries meaningful social messages. In today's society, everyone desires happiness. Therefore, in Phase 1, our project aims to accompany the Gen Z youth on their journey towards seeking happiness. This is also the overarching theme that FPT Group is focusing on in the year 2023.	
Key messages	Happiness is not a destination; happiness is a journey.	
Tagline	Journey to happiness	
Hashtag	<ul style="list-style-type: none"> #TopyoFPT #Hanhtrinhhanhphuc #FPTUniversity 	
Purpose	Establishing an ecosystem with the TikTok channel "Topy" at FPT and various online platforms (owned and earned Facebook, KOLs) as well as offline (event series).	Delivering content that conveys socially meaningful messages to FPT University Hanoi students.
Objectives	<ul style="list-style-type: none"> -TikTok: <ul style="list-style-type: none"> • 18 videos • 900,000 views • 50,000 likes -Facebook: <ul style="list-style-type: none"> • 30 posts • 30,000 reach -Events: <ul style="list-style-type: none"> • ABU Workshop: 50 participants • Talkshow: 100 participants • Offline media coverage: 200 participants 	Creating content streams revolving around different aspects of happiness and offering various perspectives on happiness.
Scope	Time: From May to August 2023	Human Resources: Topy Team
Projected budget	Communication and Workshop budget (Excluding the ABU event: 51,500,000 VND): 19,156,000 VND Incidental expenses budget (10%): 2,000,000 VND	
		Event Venues: <ul style="list-style-type: none"> • Voice of Vietnam (VOV) Radio Station • FPT University Hanoi Contents of Social Messages with the Theme of The pursuit of Happiness



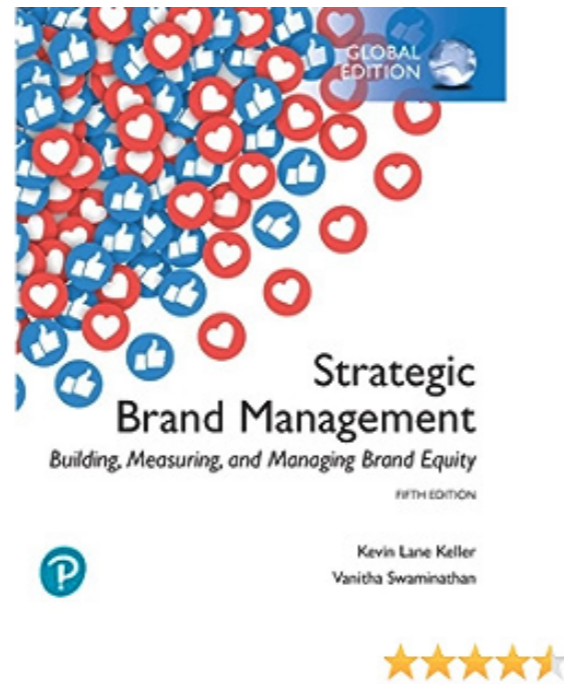
II. THEORETICAL BASIS APPLIED TO THE PROJECT

We used a variety of research techniques to compile more data, specify goals, and find the best strategies before creating an implementation plan. This made it possible for us to make sure that we have a clear grasp of the issue and can go forward with a strategy that is well-informed.

1. THE APPLIED THEORIES

1.1. Branding

- Identity-based Branding: According to this idea, developing a distinctive brand identity is important, and there is a link between that identity and the intentions of consumers. In order to establish a connection with customers, factors including a company's logo, colors, iconography, values, and brand vision are essential. To ensure simple recognition and differentiation within the online community, we have designed our own brand identity with distinguishing color tones.
- Emotional Branding: According to this theory, a strong emotional bond should be established between a brand and its clients. In making purchases and determining long-term loyalty, clients' emotions matter a lot. In addition to aesthetics, we place a high importance on the perception and effect of people's interactions with our brand. Our company wants to be a constant source of consolation, inspiration, and healing for their souls.



1.2. EVN

- **Event Objectives:** A key idea in event management is the precise definition of the event's objectives. These goals can be to boost revenue, develop brand recognition, strengthen client relationships, or support humanitarian endeavors. Every event or activity we plan aims to be in line with previously set goals, such as facilitating communication, advancing initiatives, and encouraging community and project participation. With this strategy, we may arouse empathy and create bonds.
- **Risk Management:** The notion of risk management places a strong emphasis on identifying and reducing any hazards that could

develop during the planning of an event. This comprises determining risks, judging their seriousness, and preparing for any occurrences. We keep a risk management chart for every event and activity in order to track possible hazards and come up with solutions to reduce or eliminate them. By taking a proactive stance, we may be sure that we are ready for any bad circumstances.

- **Event Budgeting:** The theory is relevant to event budget planning and management. In order to ensure that the event is well-organized and doesn't go over budget, managing the budget is a key component. A budget estimate helps us identify the budget and make a strategy to raise money for operations because all events and activities need a budget source to function.

1.3. TikTok Policy 2023

Including guidelines and requirements for utilizing TikTok. All users and all material on the site must adhere to these guidelines. These guidelines were developed using global legal frameworks, industry best practices, and community input.

2. RESEARCH METHODOLOGY

2.1. Data collection

2.1.1. Defining data

When defining data, it is important to ensure that the collected data directly aligns with the research objectives. When identifying data, the following requirements should be adhered to:

-The information contained in the data must be relevant and clearly address the research objectives

-Data must be verified on two different levels:

- Value: The data must quantifiably address the issues of the research
- Reliability: It means that if the same method is repeated, it should produce the same result

These are the minimum requirements necessary to ensure that the collected information is comprehensive and reliable, providing the team with a solid foundation for decision-making. Furthermore, it serves as a valid basis for the team to formulate an appropriate data collection plan.



(Information from the document compiled by Clever Group in 2023)

Lỗi ngôn ngữ, chính tả, lỗi liên quan đến Adtext

- Không được sai chính tả, không được sử dụng teencode
- Không được dùng ngôn ngữ khác ngoài tiếng Việt, nếu dùng ngôn ngữ khác cần có phụ đề tiếng Việt
- Không được viết tắt
- Được sử dụng những từ ngữ tiếng Anh thông dụng (sale off, big sale...) - Không quá 5 từ tiếng Anh trong caption/video/landing page
- Video không được có QR Code/ Barcode

Lỗi hình ảnh nhạy cảm/ hình ảnh bẩn

- Hình ảnh khiêu dâm/gợi cảm như lộ vòng 1/ vòng 3, tập trung vòng 1/ vòng 3 của người mẫu
- Hình ảnh hoạt hình mang tính chất khiêu dâm
- Hình ảnh sexual của trẻ em hoặc trẻ em mặc đồ quá ngắn
- Các hình ảnh thức ăn hoặc vết dơ quá kinh dị
- Các hình ảnh động vật chết với số lượng nhiều như muỗi, côn trùng khác
- Các hình ảnh bạo lực, kích động bạo lực, khủng bố, máu me

Lỗi nói quá về công năng sản phẩm

- Dùng các từ triệt/ trị/ chữa khỏi/ đánh bay/ thổi bay/ triệt sạch... khi nói về tính năng của các sản phẩm thực phẩm chức năng/ mỹ phẩm/ chăm sóc da.
- Dùng 100% khi nói về sản phẩm mà không có các giấy chứng nhận đi kèm (100% tự nhiên, 100% hợp kim, 100% diệt khuẩn...).
- Mô tả tuyệt đối "nhất Việt Nam" sẽ bị từ chối nếu không cung cấp giấy tờ chứng minh.
- Thực phẩm chức năng/ Vitamin; Bộ dụng cụ tẩy trắng răng tại nhà, Thuốc không kê đơn (OTC); Thiết Bị Y Tế; Dịch vụ/ Sản Phẩm Tài Chính và cơ hội việc làm mang lại thu nhập cho người dùng trong một khoảng thời gian cố định (ví dụ: "Kiểm £500 trong 7 ngày"); Sản phẩm quản lý cân nặng (bao gồm thay thế bữa ăn, thuốc giảm cân/ giảm chất béo, thuốc ức chế sự thèm ăn (glucomannan), thuốc tiêm và thuốc giảm cân): nội dung video/ landing page KHÔNG truyền tải việc "Cam kết kết quả - Giới hạn về thời gian cụ thể đạt được kết quả"

(Information from the document compiled by Clever Group in 2023)

Âm nhạc

Không sử dụng những nội dung âm thanh có bản quyền từ bên thứ 3 khi chưa được cấp phép.

Chương trình khuyến mãi/ khuyến mại

Không để cập mức giá sốc, mức giá không hợp lý, mức giá 0 đồng, mức giá không nhất quán so với trong văn bản quảng cáo.

Khác

- Quảng cáo sẽ bị hạn chế/đánh dấu nếu như nhận được tỉ lệ cao phản hồi xấu từ cộng đồng.
- Quảng cáo sẽ bị hạn chế/đánh dấu nếu trang đích quảng cáo nằm trong vùng hạn chế quảng cáo, không có giấy phép quảng cáo và không hiển thị chính sách bảo mật, điều khoản sử dụng.
- Quảng cáo sẽ bị cấm, kênh sẽ bị chặn nếu trang đích có nội dung người lớn hoặc các ngành hàng 18+
- Không lợi dụng đại dịch, những hình ảnh/ngôn ngữ/âm thanh liên quan đến đại dịch để thúc đẩy người xem quan tâm đến sản phẩm được quảng cáo.

(Information from the document compiled by Clever Group in 2023)

2.1.2. Data classification

Data may be categorized in four different ways: by traits, by purposes, by gathering locations, and by gathering sources. The categorization of data depending on the method of data collection will be the main topic of this paper. This indicates that our focus will be on how data is grouped according to the source from which it is obtained.

Primary Data

This is a research method in which the researcher collects data directly from the research subjects, who can be individuals, groups, organizations, etc. It is also known as original data or raw data, as it has not been processed. Therefore, primary data allows researchers to delve deep into the research subjects, understand the audience's motivations, and discover relationships within the subjects. Primary data is collected directly, which makes it relatively accurate and ensures its freshness, but it can be time-consuming and costly. Primary data can be collected through observation, note-taking, or direct interaction with the research subjects. Experimental methods can also be used to collect primary data. To gather primary data, we used qualitative research methods to understand the interests of young people (specifically, Generation Z students at FPT University) regarding the TikTok platform and their happiness.

Qualitative research is a method of collecting information and data in the form of 'non-numerical' data to obtain detailed information about the research subject, survey, or investigation, aimed at serving in-depth analysis or evaluation purposes. This information is often collected through interviews, direct observation, or focused group discussions using open-ended questions. Qualitative research is typically applied in cases where the study sample is small and focused. It allows researchers to gather rich and nuanced insights into the thoughts, feelings, and perspectives of participants, providing a deeper understanding of the underlying factors and motivations.

Secondary data

Secondary data is previously obtained

information that has been extensively disseminated but was not independently gathered. As a result, it is less difficult to gather and requires less effort and money. In essence, secondary data are facts that have been obtained by others for various reasons and are used by us for our own study. To comprehend the intended issue more deeply, conducting research utilizing secondary data is a crucial and critical stage. It is often used in many different scientific domains. Comparatively speaking, this approach saves money and time over gathering primary data.

The most significant drawback of using secondary data in research is that we cannot be certain about the accuracy of the collected data, given the current context of diverse and abundant information, where data reliability might not be high.

Indeed, tackling a novel topic like this poses significant challenges for the team. It requires both time and various methods to acquire accurate and reliable data that can be shared and applied effectively for everyone's use.

However, after a period of research and contemplation on TikTok, the secondary data sources we have found include:

-Peer-Reviewed Academic Sources: These are the websites where peer-reviewed research publishers publish their approved research publications. All research publications posted on these platforms must follow the conventions for academic research reporting and go through peer review before being accepted. Among the global Gen Z population, TikTok has grown in popularity. It offers a venue for the exchange of quick and inventive movies and has built a flourishing online community. The following are some interesting and well-researched elements of Gen Z's use of TikTok:

- Content Consumption: Gen Z often consumes and produces brief content on TikTok. They utilize this app for enjoyment, informational purposes, education, and the creation of original content. TikTok usage by Gen Z can have an impact on their trends, online culture, and tastes.

- **Creative Content Creation:** Gen Z often engages in creating content on TikTok by making short videos, participating in challenges, dancing, and acting. They utilize special effects, popular music tracks, and the short video format to craft creative content and capture attention.
- **Social Interaction:** TikTok users may communicate with one another by following, like, commenting on, and sharing videos. On TikTok, Gen Z frequently creates social networks to interact with friends and people who share their interests. This may have an impact on how they interact with others and build relationships online.
- **Impact of Content:** The thoughts, actions, and attitudes of Gen Z may be influenced by TikTok. Users have access to a wide variety of material that may influence their opinions and preferences.

For the “Happiness” topic, secondary data will be more advantageous for our research. Academic sources that are peer-reviewed and published on reputable research platforms can provide us with reliable and well-validated information. All research articles published on these platforms must adhere to standard academic research reporting and undergo peer review by experts in the field before publication.

- **World Happiness Report:** This is an annual report published by the United Nations, studying the levels of happiness and quality of life in countries around the world. This report is based on a range of indices such as income, social support, life expectancy, freedom, and human development.
- **Research on the factors contributing to happiness:** There have been numerous studies investigating the factors that influence happiness. For example, a study by Martin Seligman and colleagues found that three main factors contribute to happiness: positive emotion, engagement, and meaning. Positive emotion refers to experiencing positive feelings, engagement relates to feeling satisfied and

involved, and meaning refers to having a sense of purpose or significance.

- **Countries' levels of happiness:** Additional initiatives and research projects have looked into the happiness levels of particular nations. For instance, the Gallup World Poll is an international study that has inquired about people's happiness and wellbeing in more than 150 nations. This study gathers information on a variety of wellbeing-related variables and offers perceptions of happiness and comfort among people in various countries.
- **Personal and environmental factors:** Studies have identified several personal and environmental factors that are related to happiness. For example, some personal factors include health, social relationships, self-expression, and success in one's career. Environmental factors encompass economic conditions, security, freedom, and social support. These factors can significantly influence an individual's overall sense of well-being and happiness.

2.2. Data Processing Methods

One of the primary phases in research is data processing and analysis, which includes defining the research topic, gathering data, processing data, doing data analysis, and reporting findings. Clarifying the research issue facilitates and improves the accuracy of data collecting. The requirements for the analysis must be determined in advance of the data collecting procedure in order to guarantee that the anticipated amount of necessary and correct data is gathered.

2.2.1. Research data processing

In modern times, most research involves processing data using computer software. Therefore, data processing follows these steps:

- **Data Encoding:** Qualitative data (categorical variables) need to be converted (encoded) into numerical values. Quantitative data do not require encoding.
- **Data Entry:** The data is entered and

stored in a data file. It's important to design a data file structure that is convenient for data entry.

- **Validation:** This involves checking and detecting errors in the process of transferring data from hand-recorded data tables to the computerized data file.

2.2.2. Categorizing Research Data

There are 2 main types of variables in most research: categorical variables and quantitative variables.

- **Categorical variables:** These variables

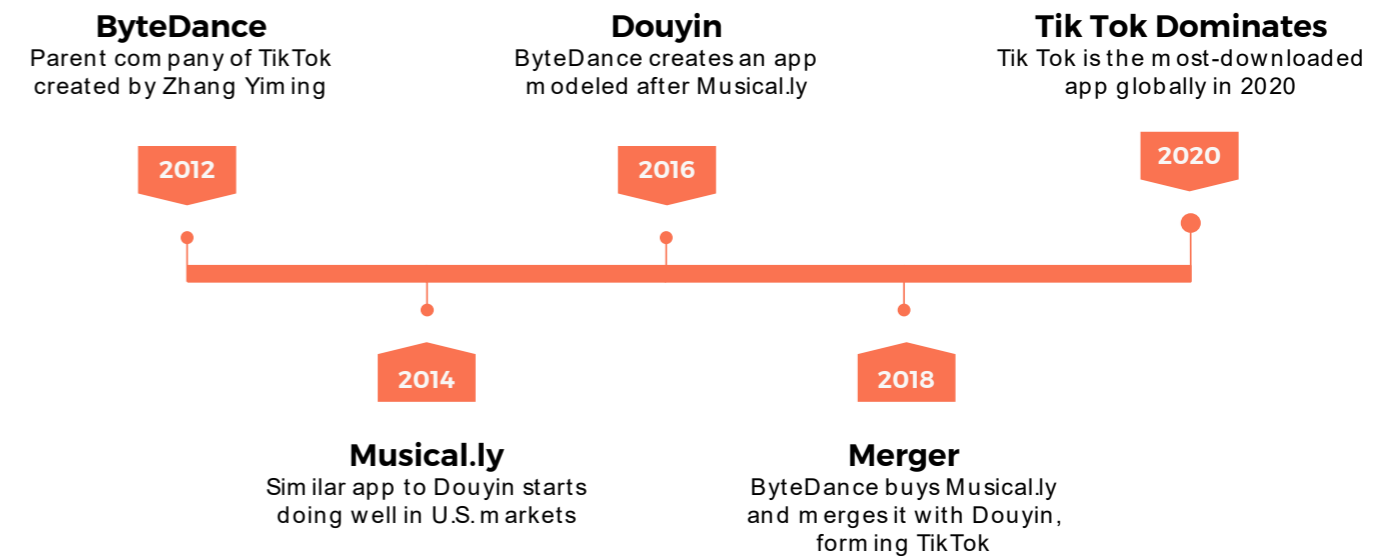
reflect qualities or characteristics. They can be represented in the form of labels (e.g., male/female) or ordered categories (e.g., excellent/good/average/poor). For this type of variable, you cannot calculate the average value of the data. Specifically, we use categorical variables to represent the characteristics of risks in the Risk Management section of the report.

- **Quantitative variables:** These variables are typically represented by numerical values. These values can be continuous or discrete in nature.

3. RESEARCH CONTENT

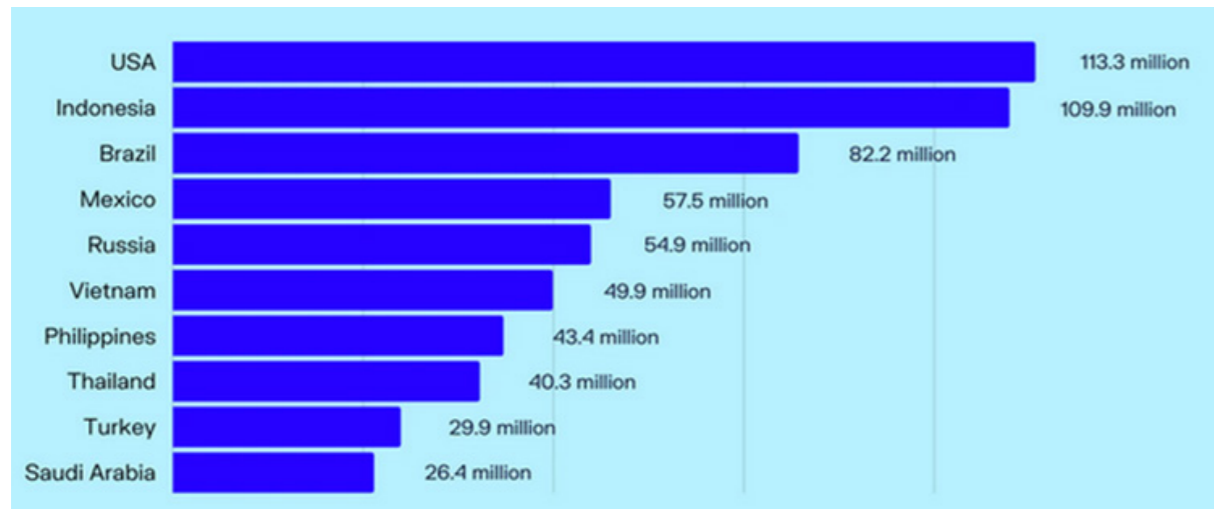
3.1. Research on TikTok

3.1.1. Overview



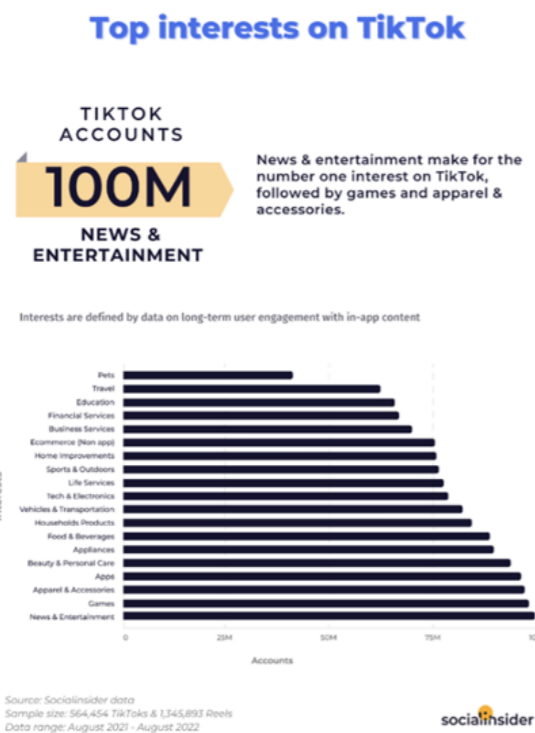
In contrast to Facebook's standard status updates, TikTok is a music video and social networking site where users share brief films. Chinese business ByteDance created TikTok. In China, the initial version, dubbed Douyin, debuted in September 2016. Later, ByteDance purchased the Musical.ly app and combined it with Douyin to produce the TikTok app used internationally. Musical.ly was first made available in 2014. According to Apptopia's market analysis, TikTok had 672 million downloads in 2022, placing it at the top of the list

of the ten most downloaded apps. Most TikTok users are between the ages of 18 and under 30. In Vietnam, the TikTok app's usage rate increased from 34% in 2020 to 62% in 2022, while usage time more than doubled from 4% to 8%. With over 49.9 million users, Vietnam has the sixth-highest number of TikTok users worldwide among the top 10 nations. DataReportal estimates that there would be 77.93 million Internet users in Vietnam as of February 2023. This demonstrates that TikTok is used by more than 64% of Internet users in Vietnam. Vietnam has over 70 million social media users, showing that TikTok users account for nearly 71.3% of that total.



(Top 10 countries with the highest number of TikTok users in the world (Source: DataReportal))

Below is a statistical table of the most viewed content on TikTok. The highest concentration is related to content categories such as entertainment, beauty, news, technology, and more.



A video's appeal is still largely determined by its entertainment value. TikTok advertisements are seen as enjoyable since they are amusing, distinctive, and increase viewer engagement. These are necessary components for a platform promotion to be successful. Advertising efficacy tends to decline when content is entirely focused on making sales. People who represent a brand's narrative inspire trust. TikTok viewers like watching material from creators with whom they connect. Viewers will find the material more relatable and meaningful if the TikTok creator is similar to the brand's target audience in terms of personality or hobbies. Additionally, specialists in the field and industry who offer guidance through their videos based on their experience and knowledge make people feel more connected to them. According to global statistics, TikTok has been downloaded more than 2.6 billion times and is available in more than 50 countries. These are enormous numbers for such a young company. TikTok has unquestionably outperformed other platforms to take the top spot in the social media landscape today thanks to its incredible strength. Short videos, clear information, catchy music, and most significantly, the fact that anybody can create material with the potential to go viral, are all factors in its supremacy. This has enabled TikTok quickly win the hearts of many people, particularly the Gen Z generation.



Although Tiktok has a large user base and is widely accessible, it is primarily separated into three groups, each of which serves the following purposes: This is perhaps the greatest group of people that use Tiktok as spiritual "food" for enjoyment since, as life gets busier and busier, people tend to favor short videos to make the most of their free time. Tiktok not only makes sure of it but also performs an excellent job of it. But the content on this platform is also incredibly varied, fresh, and full of knowledge for experience exchange. When it comes to attracting the desired audience or drawing in users, TikTok is also quite clever. The TikTok team has since examined user habits, behaviors, and preferences in order to build a channel that fully meets these many needs. Utilizing TikTok for content development also abides by the idea of supply and demand. With a sizable audience, it is inevitable that content creators will show up to satisfy the demand for interesting content. This idea also applies to TikTok, which functions as a buzzing playground where users can express their creativity through their own content. TikTok has the ability to support personal branding and creative expression, as evidenced by the many people who have independently created strong personal brands on the platform. There are numerous factors contributing to TikTok's immense appeal and its establishment as a daily habit for the Gen Z population.



☒The feeling of happiness when scrolling through TikTok

The brain will produce the “happiness” hormone - dopamine when people browse social media in general and TikTok in particular. And after each dose of dopamine, the brain craves the next dose, more and stronger. With this mechanism, the more users scroll through TikTok, the more they hope to find stimulating content that brings joy, causing the brain to produce more dopamine. According to neuroscientist Dr. Sanam Hafeez (Columbia University, New York, USA), “When you scroll up and down and come across something that makes you laugh, the brain receives a dose of dopamine. Dopamine is a neurotransmitter released by tyrosine, and it creates a sense of pleasure and excitement. When you see something you don’t like, you can quickly switch to something that generates more dopamine.” Similarly, Professor Julie Albright (University of Southern California, California, USA) shares, “When you scroll continuously, you will feel comfortable being in a state where dopamine is provided. It’s almost mesmerizing and keeps you watching, keeps you engaged.”

However, this also leads to some concerning issues. Dr. Anna Lembke, a psychiatrist and Chief of the Dual Diagnosis Clinic at Stanford University, mentioned in Teen Vogue that, “The problem with releasing a lot of dopamine at once is that our brains have to compensate for it. TikTok videos actually push dopamine levels below baseline, leading us into a state of dopamine deficit... And in a state of dopamine deficit, people can experience symptoms of depression and anxiety. It weakens our impulse control and increases our immediate gratification desires.”

In psychology, there’s a concept known as “variable intermittent reinforcement.” This is a repeating process where the reward center in the brain (the reinforcement part) isn’t satisfied every time it releases a desire or craving. This very factor drives users to scroll through TikTok more in the hope of finding something interesting. It’s an alternating process where sometimes users find what they want and sometimes they don’t. This unpredictable variability keeps people curious, and it triggers the release of dopamine. This dopamine then bounces back, making the brain more excited and gradually leading users to become addicted to scrolling through TikTok.

The short duration provides a wealth of information and captivation

Gen Z prefers forms like livestreams, tales, content from influencers, or user-generated content like memes and videos. Their use of social media platforms differs from that of earlier generations as a result. The information offered in these little movies is either quite helpful or brief, again satisfying viewers’ curiosity and energizing them. With its real-time videos and ongoing trend updates, TikTok has become the go-to platform for viewers these days. This is another reason why TikTok is gradually overtaking Google Search, the current market leader in terms of popularity.

According to TechCrunch, Prabhakar Raghavan, Senior Vice President in charge of Google Search, mentioned that young users have been shifting towards social media platforms like Instagram and TikTok when they want to search for something. “Our research shows that nearly 40% of young people access TikTok or Instagram when looking for a place to have lunch, without using Google Maps or Google Search” (This result is based on Google’s internal research with users in the United States aged 18 to 24.)

However, this feature of TikTok also leads to a concerning issue – the reduction of human attention span. One reason to explain the phenomenon of decreased long-term concentration is the development of video platforms, especially short-form videos like TikTok.

According to a study that appeared in the journal Nature Communications, the average human attention span has significantly decreased over time. A trending Twitter hashtag (indicated by a #) in 2013 occupied the top spot for an average of 17.5 hours, according to researchers at the Technical University of Denmark. By 2016, meanwhile, comparable hashtags had an 11.9-hour average shelf life. This shows that people are progressively becoming less interested in particular events and are devoting less time to engaging in and learning about various subjects.

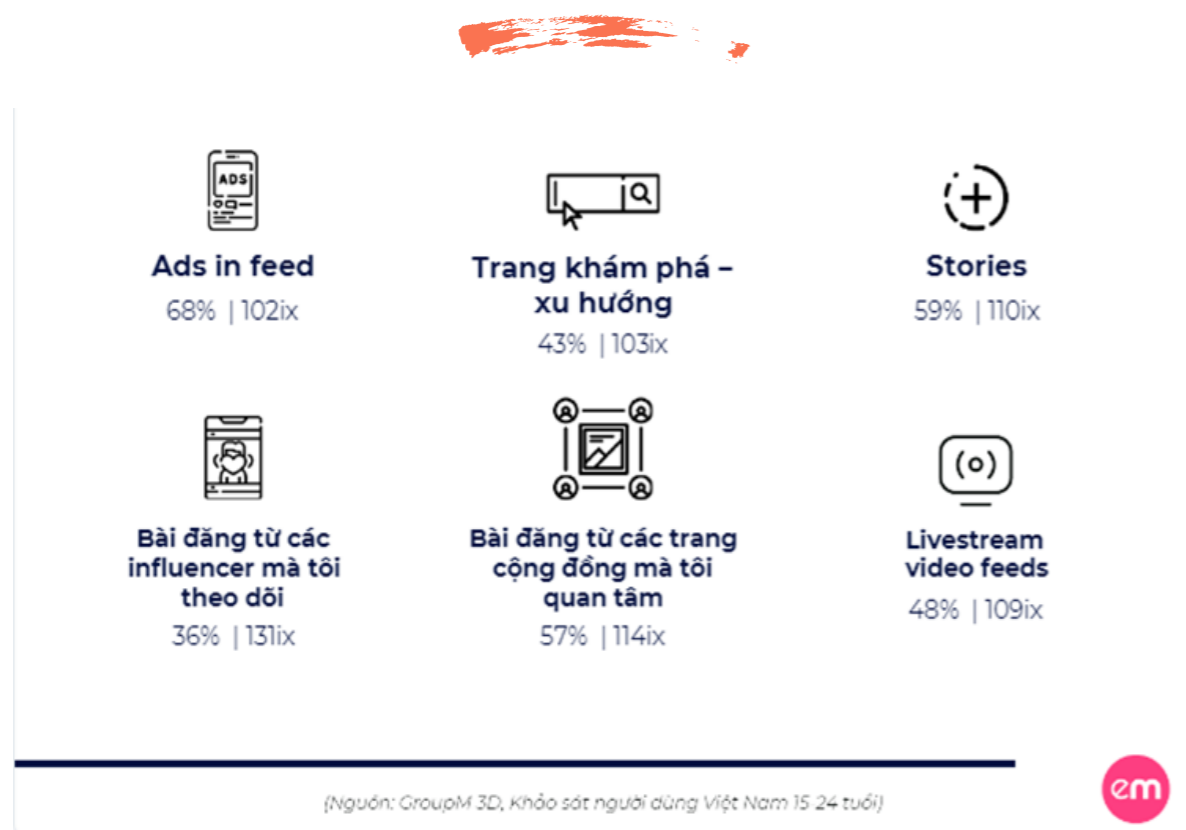
According to TikTok’s algorithm, users are shown a new video every 15, 30, or 60 seconds. Jessica Griffin, Associate

Professor of Psychiatry and Pediatrics at the University of Massachusetts Medical School, states: “If you’re on TikTok for an extended period of time, it can lead to issues with attention span, focus, and short-term memory.” Although TikTok has expanded the maximum video duration from three to ten minutes, short videos can still have specific consequences. When the habit of repeatedly watching short videos sets in, viewers’ brains become “trained” to anticipate something novel appearing within a few seconds of attention. Some individuals report that they used to be able to watch a video segment lasting 10-30 minutes, but now they easily lose interest after just a few minutes, quickly becoming impatient even if they are genuinely interested in the content.

Easily become a content creator

TikTok is currently the platform that enables users to easily become the most content creators. Videos on TikTok don’t need to invest in lengthy scripts or elaborate effects like YouTube, they don’t require captivating writing skills like Facebook, and you don’t need photography talent to gain fame like on Instagram. TikTok videos simply need to capture trends, be quick and impressive, and they can become trending, propelling content creators to the spotlight. This is why many users feel comfortable posting their videos, regardless of the negative content they may contain, which can influence many people around them, as long as they become trendy and bring them “momentary fame.” In fact, some users go to great lengths to create nonsensical, unhelpful, and sometimes harmful content in their pursuit of becoming famous on this platform.

As a group, we have collectively built the TikTok channel “Topy at FPT” since October 2022. The initial purpose was to serve the CSP201m course, and later, with the support of friends and instructors, we decided to continue developing this TikTok channel to make use of the available data on the platform. Despite TikTok’s shortcomings, the group still sees it as a suitable platform based on our capabilities and the preferences of our target audience. We will strive to minimize the platform’s limitations in order to convey content accurately, adequately, and in the most wholesome



manner possible.

3.1.2. Harmful content on TikTok

In recent days, harmful content has been spreading on the social media platform TikTok, such as anti-cultural short films, explicit material, false information, the promotion of superstitious and extremist beliefs, and various content encouraging criminal behavior. These disturbing distortions of video content on TikTok are being produced by many people despite the alarming concerns, all in pursuit of views.

Unlike platforms like Facebook and YouTube, where users actively seek out information or only view content from pages they follow, TikTok distributes content through an automated algorithm that provides information to viewers. The danger lies in the fact that harmful content, if not promptly restricted, will continue to appear on users' feeds. In a recent report, VTV highlighted the trend of online challenges - one of the ways people are making money regardless of the explicit and vulgar content on TikTok, a social media platform with nearly 50 million users in Vietnam.

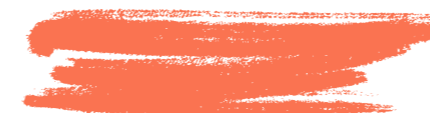


The images from the report depict an online challenge on the TikTok social media platform, where the loser has to perform various actions, such as smearing waste on themselves, undressing, or engaging in suggestive dancing (Source: VTV24).

According to TikTok's transparency report, the platform removed 1.7 million videos in Vietnam for policy violations in Q4/2022, with 94.9% being proactively removed. In the first half of 2022, TikTok received 292 video removal requests from the government, of which 197 videos were taken down, accounting for 67.5% of the total requests.

In order to foster a healthy environment for TikTok's activities in Vietnam, strong

legal regulations and state management are necessary to ensure consumer rights, business benefits, and national interests. Additionally, it's important for viewers to learn how to filter information and choose legitimate and safe channels to access information and knowledge. With the ambitious mission of accompanying Gen Z on their journey towards happiness, the TikTok channel "Topy ở FPT" aims to create high-quality and valuable content for the community.



Regardless of the pursuit of "views" on TikTok - (VTV24)

3.1.3. Solutions to provide good content when building a Tiktok channel

3.1.3.1. Background

After participating in the ABU storytelling workshop and engaging with fellow learners from Bhutan, we have come to realize that the pursuit of happiness is a significant societal concern, especially for the Generation Z. The pursuit of happiness, or the search for happiness, is a crucial aspect of human life. Happiness is regarded as a positive mental state and emotion that brings satisfaction, contentment, and meaning to one's life. It is essential to understand that the pursuit of happiness does not only affect our psychological well-being but also deeply affects our overall health.



3.1.3.2. What is happiness?

Over the last few decades, there has been a significant increase in the experimental study of happiness (Kullenberg and Nelhans 2015). A variety of social scientific fields, including psychology, economics, public health, political science, and, to a lesser extent, sociology, have contributed to this expansion. Research on happiness has proliferated across disciplines, including philosophy, psychology, and cognitive neuroscience, demonstrating a common academic interest in how human emotions and expectations manifest in a range of living conditions.

This phrase is frequently used to convey a variety of happy feelings, such as pleasure, joy, pride, and happiness. But first, researchers must define happiness in order to comprehend its sources and effects. The term “happiness” is typically used to refer to “subjective well-being,” which is frequently assessed by asking people about their level of life satisfaction (evaluation), the degree to which they typically experience both positive and negative emotions (affect), and how much they feel like their lives have meaning and purpose (eudaimonic). Sonja Lyubomirsky, a positive psychology researcher, provided a detailed explanation of happiness in her 2007 book “The How of Happiness,” defining it as “the experience of joy, contentment, or positive well-being, combined with a sense that one’s life is good, meaningful, and worthwhile.”

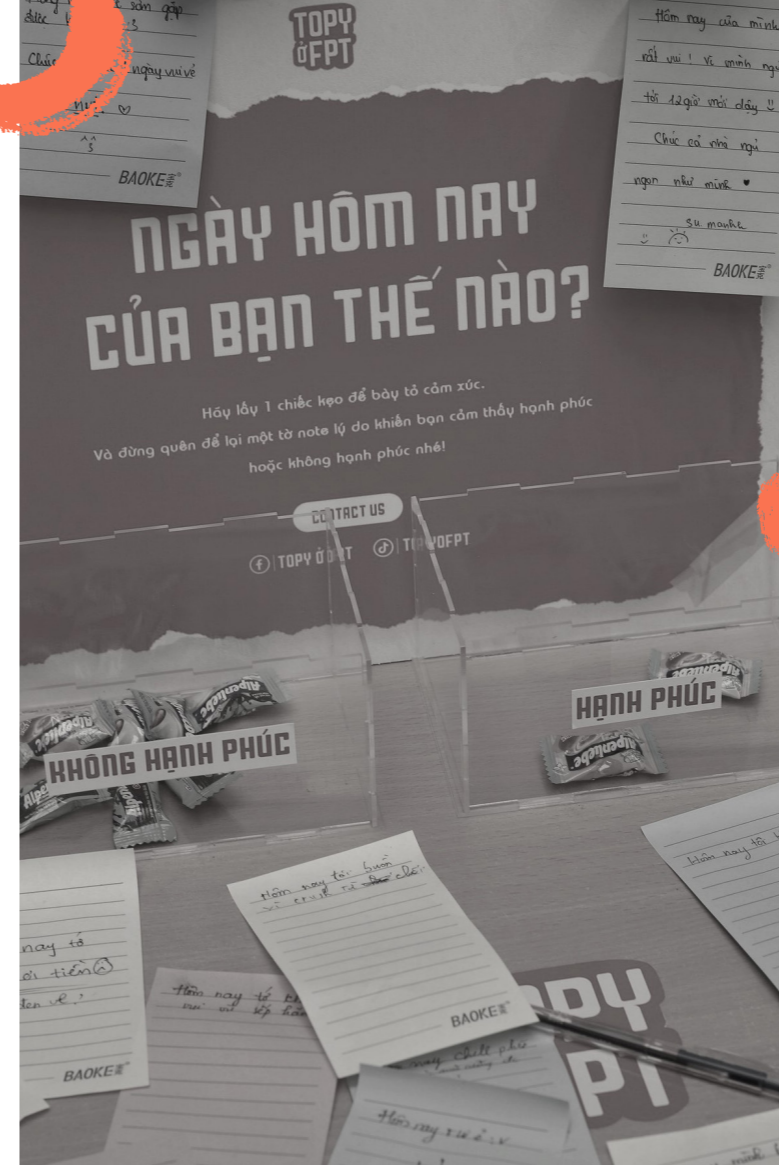
Happiness is frequently defined in the study writings of Western writers as the fulfilment of one’s own needs within a particular social environment, including one’s material, emotional, natural, and social requirements. According to the OECD (2013), happiness is a person’s overall assessment of their present quality of life. It’s crucial to understand that pleasure does not entail a lack of grumbling or boredom. Even if someone is generally happy with their life, they may nevertheless worry and experience anxiety. Furthermore, these concerns can help us create enjoyment for the future. Happiness, according to Veenhoven (2003), is the total of pleasure and suffering.

3.1.3.3. Research on The happiness in Vietnam

Vietnam has a long history that dates back thousands of years, thus it is familiar with the quest for happiness. The slogan “Independence - Freedom - Happiness” has been strongly linked to Vietnam’s national character ever since President Ho Chi Minh read the Declaration of Independence on September 2, 1945. Every Vietnamese person wants to be happy. Researchers, managers, and politicians now rely heavily on happiness as a source of data and use it as a benchmark and policy-making indicator. Happiness is a vital factor to take into account when evaluating one’s well-being and quality of life because it may be tied to all societal concerns.

In contrast, numerous international organizations have recently rated Vietnam favorably when comparing it to other nations in terms of happiness indexes. Which information, though, can you trust? Are Vietnamese citizens genuinely content? Is happiness common or uncommon? These are queries that demand in-depth responses. Despite much thought on happiness, countless attempts to acquire it, and favorable assessments of the effects of happiness on human existence, the majority of authors have relied on personal experience, which lacks scientific rigor. Happiness research in science is still substantially underdeveloped.

Associate Professor, Dr. Le Ngoc Van is the individual behind the first state-funded research project on happiness in Vietnam. He believes that happiness is an open concept. Happiness encompasses not only joy but also losses, sorrows, and suffering. However, when viewed collectively, the joy and satisfaction outweigh the negatives, and when contentment prevails over dissatisfaction, that is happiness. A nation, a group, a community, an organization, or an individual all evaluate happiness in this manner. Happiness is a process. The Vietnamese perspective on happiness is characterized by its own unique traits. It’s cultural, influenced by ethnicity, gender, age, and more. This



identified three crucial factors to gauge peoples’ levels of happiness:

- Citizens’ satisfaction with their economic-material life, natural environment
- Citizens’ satisfaction with family and social relationships
- Self-satisfaction

3.1.3.4. The current state of happiness among Gen Z individuals

Gen Z, also known as Homelanders, The Founders, iGen, and Centennials, are those people who were born between 1997 and 2012 who are the first to have been raised at a time where the line separating the actual world from the virtual one is fast blurring. The Gen Z generation is skillfully portrayed as being the one most skilled in redefining ideals and realities via the use of digital technology in Part 3 of the SogetiLabs’ Digital Happiness Report.

Generation Z is motivated by a strong desire for a better world. Technology and social media enable them to pursue pleasure through new experiences, but the things that represent their existing contentment are less tech-related. It’s not unexpected that Gen Z seems pessimistic given their poor mental health, lack of faith in institutions and the government, and attention to pressing problems like the climate disaster. Despite their pessimism, they are nonetheless ready to take substantial action to build the better future they see.

perspective isn’t solely an individual factor; it is significantly influenced by family, the surrounding community, and social relationships. An individual’s happiness depends on the consensus of their loved ones and the people around them.

Science-based investigation of happiness in Vietnam is still in its infancy. “Happiness of the Vietnamese People: Perceptions, Status, and Evaluation Indices” is one of the few in-depth studies on the happiness of Vietnamese people. According to this study, happiness is a “vague” term. There are more ways to gauge happiness besides just asking yourself “Are you happy?” or “How happy are you?” Such inquiries may result in unreliable answers. Some people could think the researchers are interested in personal feelings, while others might think they are looking into whether people are generally satisfied with things. As a result, the study has



Stress and poor mental health

The 2019 World Happiness Report was the first in-depth study to offer profound insights into Gen-Z's wellbeing. Gen-Zers have poor mental health, as seen by the frequency of negative markers including depression, suicidal thoughts, and self-harm, according to findings given in Chapter 5 of the study by American psychologist Jean Twenge. Gen-Zers are particularly conscious of their poor mental health, according to other surveys, with 70% of respondents in one study saying they think anxiety and sadness are widespread among their peers. According to Twenge's research, Gen-Z is less mentally healthy than Millennials at the same age, and most significantly, there is a link between the rising use of digital technology and the observed fall in teenage happiness. Twenge carefully distinguishes between correlation and causation, but her thesis argues that the dominance of digital media in taking up time that was formerly reserved for face-to-face encounters may have negatively impacted happiness levels. This is particularly important when taking into account the demonstrably negative effects of social media on confidence and self-esteem brought on by their unattainable beauty and happiness standards.



Lack of trust in the government, organizations, and businesses

The 2021 World Happiness Report emphasizes the importance of trust in fostering happiness and self-assurance. Trust between people and trust in the government are both seen as essential to success, particularly during trying times like economic crises or pandemics. Gen-Z in particular loses faith in business and government because they feel they could and should be doing more to solve social challenges. The pessimism about social and political concerns, propensity for resistance, and desire for authenticity based on peer and societal evidence are all indications of Gen-Z's lack of faith in enterprises and the government.

in active lifestyle habits brought on by decreased physical activity and sleep problems.

Depending on different emotional reactions or experiences, social media exposure and use and happiness have a complicated relationship. From a neurophysiological standpoint, media use on screen devices is linked to the hormones that cause stress to be released because it prevents melatonin from being secreted. Sedentary habits, such as using social media, prevent the production of neurotransmitters that make us happy, such as serotonin, noradrenaline, and dopamine. Furthermore, it is generally accepted that, in accordance with the 24-hour movement recommendations for children and adolescents, sleep and physical activity are crucial elements determining health. Additionally, activity theory contends that more extensive social and recreational activities are associated with better levels of enjoyment from a psychological standpoint. Observations do, however, show interactions between activities that have an impact on happiness: participating in one activity decreases the chance of participating in another, and the beneficial interactions in this context are complicated in terms of their impact on happiness. The internet use compensation model further states that good experiences can only be improved by engaging in online activities that satisfy a person's social and psychological requirements. But it's important to remember that fulfilling social and psychological needs cannot be accomplished by undermining efforts to meet fundamental requirements. From these angles, current research has investigated the relationship between PSMU and lifestyle choices in terms of happiness.

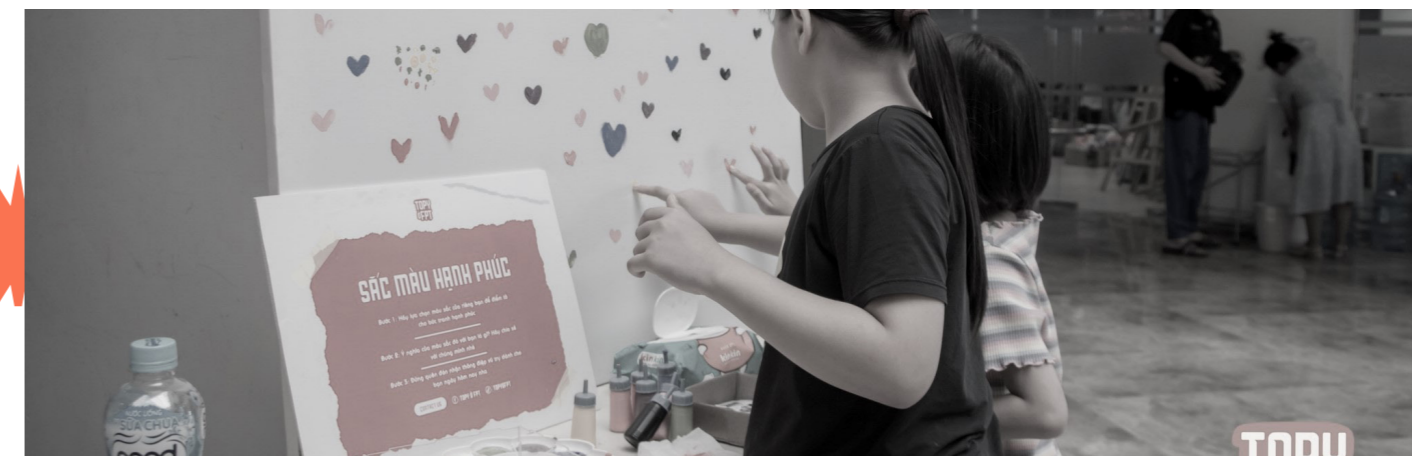
The lists of particular activities connected to happiness are still lacking, despite the knowledge that online activities are associated with lower life satisfaction. Increased physical activity might help avoid symptoms of addiction when using social media, according to certain research, which also show that high levels of physical activity frequency are positively associated to teenagers' and young adults' happiness. It is possible to surmise that the association between PSMU and teenage happiness is mediated by how frequently adolescents engage in physical exercise.

Additionally, sleep, a fundamental daily requirement, appears to regulate the link between PSMU and happiness. Problematic internet use has been linked in the past to poor sleep, poor life quality, and other undesirable outcomes. More particular, it has been proven that lower levels of happiness are strongly correlated with greater levels of sleep problems. Consequently, PSMU may have a direct connection to a number of health issues, including sleep issues.

In conclusion, the pursuit of happiness is a shared journey that transcends borders and generations. Through the art of storytelling, we can create a more diverse and empathetic society, supporting the mental development of each individual. As we continue to learn and grow, we are committed to utilizing our platform to spread positive messages and contribute to the collective search for happiness within the community.

3.1.3.5. Social networks impact on the happiness of Generation Z

Social media use may have a positive and negative effect on Gen Z's happiness. On the one hand, social media may help regular users manage their lifestyle habits, strengthen their connections, get social support, and build their social capital, which will raise their happiness and self-worth. Social media, on the other hand, can sometimes provide problems. The existence of symptoms similar to those of addiction, such as fixation, tolerance, withdrawal, persistence, relapse, difficulties, dishonesty, escape, and conflict, is what is specifically referred to as problematic social media use (PSMU). PSMU can result in a number of difficulties, including subpar academic performance, cyberbullying, and psychological stress. According to experimental research, people who use social media problematically may feel less happy as a result of unpleasant experiences and/or a decline



3.2. Competitors

Currently, within FPT University Hanoi, there are competing channels such as “Dan Choi Ep Pi Ti,” “FPT Education,” and “Dai Hoc FPT Ha Noi.” As part of the FPT channel system, their content revolves around the daily life, studies, and entertainment of FPT students. Common aspects of their content include being lively, dynamic, and relatable.

3.2.1. The “Dan Choi Ep Pi Ti” Channel -

Managed by the Admissions Department of FPT University Hanoi, focuses on student life-related content and personal perspectives on various topics. The channel employs various formats such as live interviews with an MC, short school-life films, poetic recitations, and more. Most of the videos on this channel have a duration of less than 1 minute.

- » Channel Start Date: November 18, 2021
- » Followers: 34.5K
- » Likes: 1.7M
- » Advantages: The channel brings entertainment to students in a fun and enjoyable manner. The frequency of video uploads is consistent, and the channel has a strong team.
- » Disadvantages: The content categories are not very diverse and primarily focus on interview formats.



3.2.2. FPT Education Channel

Managed by FPT Education organization. Content: Focuses on school-related content, sharing knowledge about various academic fields, addressing students' questions and doubts, reviewing the university, and featuring short films.

- » Channel Started: 18/09/2020
- » Followers: 16.8K
- » Likes: 346.9K Likes
- » Strengths: Student-friendly content focusing on topics that students care about, and a cheerful tone.
- » Weaknesses: Lack of substantial educational value, content might not feel natural, insufficient investment in audio and visual equipment.
- » video uploads is consistent, and the channel has a strong team.
- » Disadvantages: The content categories are not very diverse and primarily focus on interview formats.



It can be seen that TikTok is currently the social media platform extensively used by Gen Z. The content on TikTok is rapidly increasing, which has led to strong competition from other players within FPT University. These competitors have gained significant advantages by joining the platform early and keeping students updated. At present, due to the rapid development of this social media platform, there is an influx of harmful content on TikTok that seriously affects viewers. Therefore, to provide wholesome content with positive social messages, specifically focusing on the theme of pursuing happiness, we have decided to establish the TikTok channel “Topy at FPT.”

4. TARGET AUDIENCES

4.1. Insight



The project targets Generation Z within the age range of 13 to 25 nationwide, with a specific focus on students of FPT University. The project's primary target groups consist of students (13-18 years old) and college students (18-25 years old).

	Primary Target Audience	Secondary Target Audience
Demographic	Gender: Male, Female Age: 18-25 years old Occupation: College students	Gender: Male, Female Age: 13-18 years old Occupation: Students
Geographic	Region: Vietnam City: Big cities Living in urban areas provides the ability to access information quickly and easily through diverse media sources such as television, radio, print media, and the internet.	
Psychographic	- Attitude: idealistic, socially conscious, individualistic, speak their minds - Motivation: personal success and freedom is priority, they define themselves through relationships (social media/networking) - Lifestyle: They are focused on making a difference, helping those in need and making the world a better place.	- Attitude: open minded, creative, ready for new challenges - Motivation: They are at an age of desiring exploration and personal growth; They yearn for the liberty to do as they wish. - Lifestyle: They concentrate on showcasing their individuality and asserting themselves as mature adults.
Behaviour	Daily Social Media Usage: They typically do so for entertainment purposes without dedicating excessive time or abusing the application. The number of students using TikTok for over 3 hours per day accounts for only 5.3%, and they are exclusively students majoring in social sciences. (According to a study on TikTok usage behavior among Hanoi students)	Daily Social Media Usage: 37.6% of students use TikTok for under 1 hour each day. Two groups use it for 3-4 hours and over 5 hours, each accounting for 4%, while the group that uses it on average around 2 hours per day is the one with the highest results.
	- Curious about the world around them, yet not having developed their own information filter, they easily absorb misleading and harmful information. - Despite the age difference between the two target groups, they both belong to Generation Z and the generational gap isn't too wide, resulting in some similarities. In the "World Happiness Report 2019," Generation Z is reported to have poor mental health, evaluated through negative indicators such as depression, suicidal ideation, and self-harm. The young Generation Z is also self-aware of this, with 70% stating that anxiety and depression are common among the youth in the present era. Increased screen time and diminished face-to-face interactions contribute to declining happiness. Moreover, unrealistic standards of beauty and happiness on social media significantly impact the self-esteem and confidence of these young individuals. Today's Generation Z faces numerous challenges and is prone to stress due to peer pressure.	

4.2. Persona

To gain a deeper understanding of the two target groups, we have crafted customer portraits for both the primary and secondary target audiences. Additionally, we have constructed a customer portrait for negative customers, enabling us to identify profiles that are not suitable for our channels, thereby avoiding misalignment with the intended target audience.

CUSTOMER PERSONA 01

HOBBY *

Trang is an active, creative and passionate gen Z. Trang is very active in the school's extra-curricular activities. Trang is also someone who is interested in social networks and spends a lot of time chatting with friends.

ONLINE BEHAVIOR *

- Usually use the phone 6-7 hours a day.
- Use TikTok for 3-5 hours a day and find a lot of information on TikTok (Education, cooking, beauty, entertainment, ...)

INFLUENCE FACTOR *

- Friends, family (especially sisters)
- KOLs, KOCs, forms of Affiliate marketing

PAIN POINT *

- Seeking comfort, understanding and sympathy for the stresses of adulthood.
- Enjoy watching content about healing, self-discovery such as Tarot, zodiac, ...

FRUSTRATIONS *

- Too much fast-paced and trending content makes it difficult for Pages to switch to "slow but steady" content consumption.
- TikTok platform with Pages is for entertainment only, not for meaningful content

MOTIVATION *

Content

Image quality



Name Trang

Age 17

Gender Female

Job Student

SOCIAL MEDIA PLATFORM







Negative Customer Persona

HOBBY *

Quang is a real estate entrepreneur. He is very busy with work and does not have time for social media. He is passionate about playing tennis and often watches tennis matches on TV or plays with friends via the Nintendo Switch game console.

ONLINE BEHAVIOR *

- Usually use phone 2 hours a day.
- Do not use TikTok, the main platform he used is Zalo to communicate with employees and customers

INFLUENCE FACTOR *

- Friends, partners
- Family: wife and daughter

PAIN POINT *

- Want to have a private, noise-free rest time
- Interested in the content about investment, business and building the image of a tough, strong man,...
- Don't like emotional, sentimental content

FRUSTRATIONS *

- The TikTok platform is very foreign to him and never interested
- He has neither the need nor the habit of using social networks to avoid wasting time and being less interested in negative content.

MOTIVATION *

Content

Image quality



Name Quang

Age 35

Gender Male

Job Businessman

SOCIAL MEDIA PLATFORM




4.3. Customer journey

CUSTOMER PERSONA 02

HOBBY *

Tuan is a student at FPT University with a passion for photography. Photography for him is a way to relieve stress during his studies. Tuan loves to capture moments in everyday life.

ONLINE BEHAVIOR *

- Usually use the phone 3-4 hours a day.
- Use TikTok for 1-2 hours a day and upload the pictures and videos I take on TikTok

INFLUENCE FACTOR *

- Friends, especially friends in the community of like-minded people
- Family

PAIN POINT *

- Tuan faces a lot of pressure in adulthood because his passion does not bring income to support himself
- Interested in photography content

FRUSTRATIONS *

- The TikTok platform for Tuan has only stopped at a playground, not yet profitable for him
- Content about celebrities and successful people on TikTok makes him feel more pressured.

MOTIVATION *

Content

Image quality



Name Tuấn

Age 22

Gender Male


Job Student

SOCIAL MEDIA PLATFORM





Customer Journey Map

	Awareness	Consideration	Decision	Experience	Loyalty
Customer Actions	Vô tình nhìn thấy video, bài viết hoặc booth sự kiện của dự án	Tìm kiếm các kênh của dự án, xem lượt views, likes, và tương tác	Quyết định theo dõi page và kênh TikTok	Tương tác với các kênh MXH, đôi khi có thể tranh luận với những người xem khác của kênh	Chia sẻ trải nghiệm và truyền miệng tới mọi người xung quanh về dự án
Touch point	<ul style="list-style-type: none"> Các kênh mạng xã hội: FB, TikTok Booth sự kiện offline của dự án 	<ul style="list-style-type: none"> Các kênh MXH: FB, TikTok Truyền miệng 	Các kênh MXH: FB, TikTok	<ul style="list-style-type: none"> Tương tác của dự án với đối tượng mục tiêu Truyền miệng 	<ul style="list-style-type: none"> Các kênh MXH: FB, TikTok Truyền miệng
Customer Experience	 <p>Interested, hesitant</p>	<p>curious, excited</p>	<p>excited</p>	<p>neutral</p>	<p>satisfied, happy</p>
KPIs	Tăng lượng người tiếp cận dự án	Có thêm nhiều lượt tham quan page và kênh TikTok	Tăng lượt like, follow page và kênh TikTok	Nhận được nhiều comment tương tác giữa những người xem, tạo nên những cuộc thảo luận	Nhận được nhiều lượt tag và chia sẻ trên các kênh MXH
Project Goals	Đẩy mạnh paid media và share media để tiếp cận được nhiều đối tượng mục tiêu hơn	Đẩy mạnh paid media và shared media để thu hút người xem	Sản xuất nội dung thực sự gây ấn tượng và đánh trúng insight đối tượng	Tích cực tương tác và sản xuất nhiều nội dung chạm vào cảm xúc người xem với thái độ trung lập	Tiếp tục tương tác với người xem để cảm ơn và tiếp cận được nhiều đối tượng mới hơn



4.4. Information consumption habits:

Based on the aforementioned studies, we can observe that Generation Z is dedicating more time to social media compared to previous generations – averaging around 2 hours and 51 minutes per day. While they are unlikely to be entirely displaced from their leading position, some users are actively seeking ways to reduce their online time and allocate it to the real world.

In 2023, 30% of Generation Z intends to cut down on their social media usage and is trending towards more offline behaviors. In the United States, a third of them are proactively attempting to limit their time on social media, and their Fear of Missing Out (FOMO) is gradually decreasing. Moreover, Generation Z is the only generation to have seen a decline in daily social media usage since Q1 2021.

To gather primary data from user experiences on TikTok, we employed a survey focused on personal experiences on the platform. We collected opinions from 183 individuals, among whom:

Regarding the number of TikTok users, we obtained 90.2% (165 individuals) who use TikTok and 9.8% (18 individuals) who do not. Reasons for not using TikTok included time consumption, device load, disliking

short videos, etc.

Out of the 165 TikTok users surveyed, the age diversity was considerable, with 80% being university students aged 18-25 and the second-largest group being high school students aged 13-18, accounting for approximately 8%.

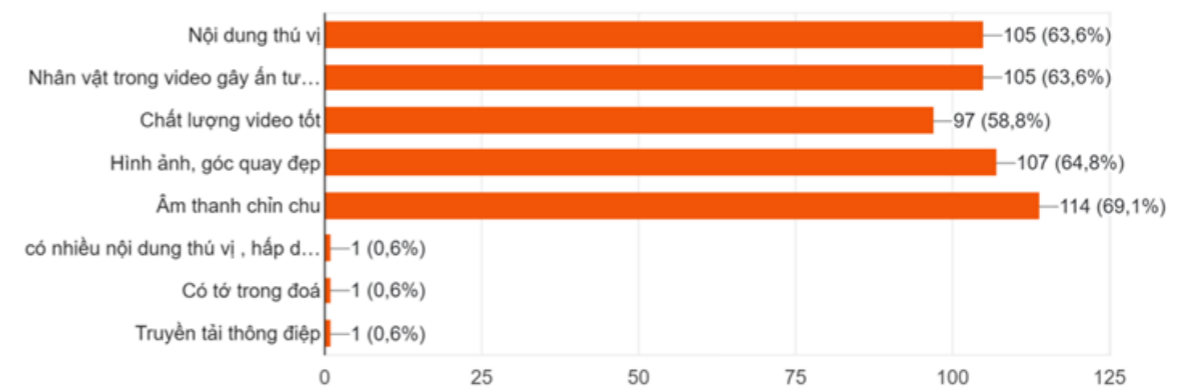
Among the 165 TikTok users, we inquired about their daily usage frequency. The table below demonstrates that users who spend under 2 hours on TikTok are the minority, while the majority of the surveyed users spend over 2 hours, with some even spending up to 13 hours per day.

To better understand whether the content they consume on TikTok is helpful for their life issues, we found a relatively high number of users who perceive TikTok as aiding them in problem-solving. We posed a question to users, rating from 1 to 5, corresponding to “Cannot help at all” to “Completely solves the problem.”

There is a wide range of content that the 165 TikTok users have sought and experienced. Those who enjoy watching TikTok videos do so for various reasons, including the content itself, the personalities in the videos, the camera angles, and the audio.

Những yếu tố nào khiến bạn thích kênh TikTok đó?

165 câu trả lời



Through this survey approach, we can conclude that the TikTok usage behavior of these researched subjects is highly diverse. However, it's noticeable that only a small number of individuals exhibit a strong information filtering ability when using TikTok. This vulnerability creates an opportunity for creators of "low-quality content" to exploit and profit from this situation.

Collecting primary data about the concept of happiness has proven to be more challenging. Specifically, we conducted numerous interviews with two groups: educators, staff, and personnel within FPT University, and a group of young individuals aged 18-22. The purpose of these interviews was to achieve a profound understanding of the research topic by listening to the perspectives of the target audience that the communication campaign is directed towards. Additionally, with this research method, the study subjects (those being interviewed) can comfortably share their opinions and personal viewpoints, enabling the researcher (the interviewer) to delve into various aspects of the issue in detail. The interviewer uses pre-prepared or open-ended questions, often without

predefined answer options, to conduct in-depth interviews and gather information from the respondents in a flexible and comprehensive manner.

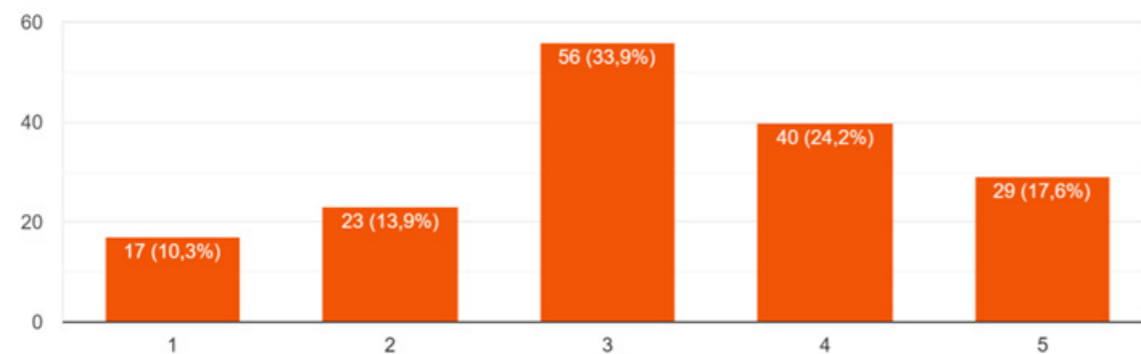
It can be said that although Generation Z is attempting to reduce their social media usage, the reality is that social media, especially TikTok, has deeply integrated into their lives and become a hard-to-break habit. Moreover, this implies that Generation Z will be more selective about the content they consume daily, creating opportunities for clean and meaningful content to be more valued, noticed, and embraced than ever before.

5. Platforms used to communicate for TikTok channel and create Topy ecosystem in FPT

Building a TikTok channel is already challenging, but what's even more difficult is effectively promoting that channel to the target audience, optimizing the performance of the marketing campaign, content production, and running advertisements for the TikTok channel within the financial constraints set by the self-sought sponsorships and self-investments. Below are some key points when analyzing communication platforms.

Nội dung trên TikTok giúp bạn giải quyết các vấn đề của mình.

165 câu trả lời



5. PLATFORMS USED TO COMMUNICATE FOR TIKTOK CHANNEL AND CREATE TOPY ECOSYSTEM IN FPT

Building a TikTok channel is already challenging, but what's even more difficult is effectively promoting that channel to the target audience, optimizing the performance of the marketing campaign, content production, and running advertisements for the TikTok channel within the financial constraints set by the self-sought sponsorships and self-investments. Below are some key points when analyzing communication platforms.

5.1 Online Communication Channels

5.1.1 Overview of Internet Usage Situation:

According to a report by We Are Social, there were 77.93 million internet users in Vietnam as of January 2023, and the internet penetration rate in Vietnam was 79.1% of the total population at the beginning of 2023.

Internet users in Vietnam spend approximately 6 hours and 23 minutes online, with 55.4% of their internet usage occurring on mobile devices.

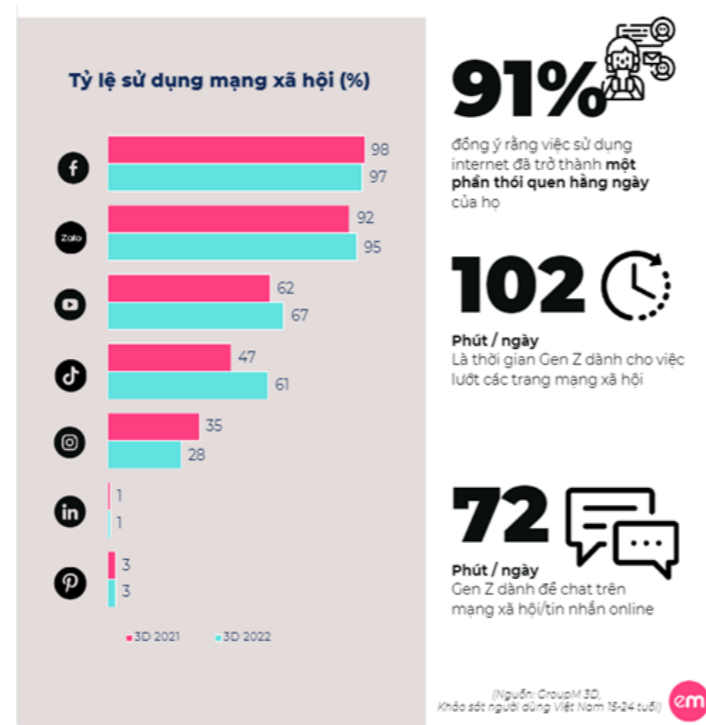
The top 5 social media platforms used in Vietnam are: Facebook (91.6%), Zalo (90.1%), TikTok (77.5%), Facebook Messenger (77%), and Instagram (55.4%). 34.4% of social media users say that Facebook is their favorite platform, while 21.3% prefer Zalo and 20.3% favor TikTok.

According to a report by Essence Mediacom Vietnam in February 2023, Gen Z sees social media as an essential part of their lives. 91% of Gen Z users consider using the internet a daily habit, and platforms like Facebook, TikTok, and YouTube are witnessing consistent increases in usage year after year.

The time spent on these platforms is also significant, making social media an integral part of how the younger generation consumes information.

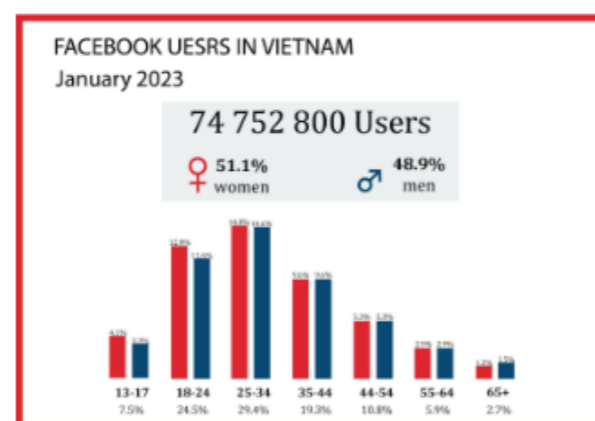
5.1.2 Facebook:

Globally, Facebook is the most widely used social media platform as of January 2023. According to Meta, Vietnam had 66.2 million Facebook users at the beginning of 2023.



The monthly active user count of Facebook continues to surge dramatically, with an increase of +51 million users (from January 2022 to January 2023).

Despite the growing diversity of social media platforms and intense competition, Gen Z is faced with more choices than ever before. Nevertheless, Facebook remains one of the secondary social media platforms that cannot be replaced, boasting over 1 billion users aged 18 to 34.



In Vietnam, Facebook remains the most popular social media platform. According to statistics from NapoleonCat, as of January 2023, there were approximately 74,782,800

Facebook users. Among them, the age group of 18 to 34 accounted for 53.9%. Within this age group, females tend to use Facebook slightly more than males, although the difference is not significant. This platform serves as the primary means for young people to stay updated and engaged in entertainment activities. More specifically, our group evaluates Facebook as the interactive channel with the most touchpoints for FPT University students since all group members are currently enrolled students and we possess a dataset related to this audience. Based on this, our group decided to utilize Facebook as a communication platform for the TikTok channel "Topy at FPT". In addition to the self-developed Facebook channel, Topy at FPT, we also leverage the group's strengths by participating in various events and clubs within the university to promote the Topy at FPT channel on FPT University's Facebook pages such as "FPT University" and "FPT Career Center".

5.1.3. Influencers:

To bring the content closer to the target audience, our team utilizes communication through influential figures within specific environments. With the target audience being FPT University students, we plan to request Fanpages of the university to post advertisements and have professors and lecturers share posts on their personal pages. Particularly, Professor Vu Viet Nga is beloved and admired by numerous FPT students, and her posts often reach a large number of students. Additionally, the group members themselves and the network of collaborators are effective communication channels that need to be consistently utilized.

For the audience beyond FPT University, we intend to have Ms. Nguyen Thuy Hoa, Head of International Cooperation

at the Voice of Vietnam (VOV), share on her personal Facebook and her private group "Cảm ơn đời mỗi sớm mai thức dậy..." (Thanking Life Every Early Morning Awakening...). Furthermore, the speakers at our Talk Show events are Key Opinion Leaders (KOLs) with influence on social media, a valuable resource that the group can exploit to reach various target audiences.

5.2 Offline Communication:

In addition to online communication channels, we plan to organize offline communication activities at FPT University to engage with the primary target audience, which is the students. FPT University is an experiential learning institution with numerous vibrant activities for students. Particularly, the group's strength lies in the presence of two Coc Phong movements and the dynamic activities of various student clubs. We have devised plans to leverage these strengths to execute the project:

- Organizing activities to expand the network of Collaborative Associates
- Hosting small-scale offline communication events to enhance interaction with students
- Arranging Talk Show events to exchange and share insights on creating clean content on TikTok.
- Furthermore, we plan to capitalize on certain university events to promote the channel to FPT students.
- Having conducted research on the targeted audiences, happiness, and the impacts of social media, we have concluded that the media consumption habits of these target audiences are highly diverse. This forms the basis for us to formulate and develop a project plan with an ecosystem of online (TikTok, Facebook) and offline (events) communication channels.

III. PRE-PRODUCTION

1. GOALS & OBJECTIVES

1.1. Purpose:



- * Create an ecosystem with TikTok Topy channel at FPT and media channels on online (Facebook earned and owned, KOL) and offline (series of events) platforms.
- * Bringing content to convey social messages to FPT University students

1.2. Objectives

1.2.1. Quantitative goal:

No	Content	Time	Unit	KPI
Facebook				
1	The totals of posts		Post	30
2	The totals of videos	20/05 - 15/08	Video	3
3	The total of reaches		People	8.000
Tiktok				
1	The totals of videos		Video	18
2	The totals of likes	20/05 - 15/08	Like	50.000
3	The totals of views		View	900.000
4	The totals of shares		Share	100
Event				
1	Workshop: Creative Social Stories: "Making innovative Drama content for on-air, online and Social Media"		Participants	50
2	Event "Happy Candy Box"		Participants	100
3	Event "Colors of Happiness"	20/05 - 15/08	Participants	100
4	Event "Offline Communication in the classroom"		Participants	100
5	Talkshow "KOL&KOC - Glory or Dust?"		Participants	100
6	Event "Offline Communication at Graduation Ceremony"		Participants	10

1.2.2. Qualitative goal:

Construct content lines revolving around different aspects of happiness, various perspectives on happiness. Organizing activities and events offers individuals the chance to immerse themselves in meaningful experiences and share the happiness they bring.

Goals & objectives of communication for channel



COMMUNICATION CHANNEL IN GENERAL

Purpose	Objectives
Enhancing Recognition of FPT University Students, Staff, and Faculty Members through Strategic Communication on the Official TikTok Channel.	Reach 8000 people on online platform and 200 people in offline activities.
Delivering and promoting engaging content to captivate the interest and foster a favorable impression among the intended audience.	At least 100 individuals participate and engage in project activities.
	Increase engagement and followers by 40% on the main platform, Tiktok

FACEBOOK	
Purpose	Objectives
Share project information	Reach 400+ likes and followers page



Share information about the current situation and the motivation for us to do this project	Increase engagement and followers by 10% on the main platform, Tiktok
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EVENT "OFFLINE COMMUNICATION AT GRADUATION CEREMONY"	
Purpose	Objectives
Increase the awareness of students, staff and lecturers in FPT University, and communicate for the main TikTok channel.	Interviewed 6+ graduates
Interviewing the feelings of brothers and sisters to serve the production of TikTok	Produce 2 Tiktok videos
	Increase engagement and followers by 3% on the main platform, Tiktok



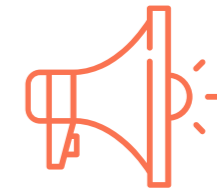
EVENT "COLORS OF HAPPINESS"	
Purpose	Objectives
Increase the awareness of students, staff and lecturers in FPT University, and communicate for the main TikTok channel.	The color picture is painted about 70%
Create an emotional sharing corner for everyone through watercolor painting with the hope that everyone's psychology will be comfortable when looking at colorful colors.	About 100 people experience the activity
A synergistic event in conjunction with offline media outreach is being orchestrated to magnify the publicity of the "KOL&KOC - Thorn or Rose?" talk show. Our objective is to captivate a widespread audience for registrations.	Increase engagement and followers by 5% on the main platform, Tiktok



TALKSHOW "KOL&KOC - GLORY OR DUST?"	
Purpose	Objectives
Increase the awareness of students, staff and lecturers in FPT University, and communicate for the main TikTok channel.	100 participants
Provide insightful information about KOL&KOC	Increase engagement and followers by 10% on the main platform, Tiktok
Provide knowledge about TikTok	
A session to help students interact with experts and KOLs in the profession	



WORKSHOP CREATIVE SOCIAL STORIES: "MAKING INNOVATIVE DRAMA CONTENT FOR ON-AIR, ONLINE AND SOCIAL MEDIA"	
Purpose	Objectives
Learn how to build a play and video based on the knowledge of the experts	100% of team members receive knowledge and theory to apply to the project
Experience and learn the scale and organization of events of a state-owned enterprise	Received help and support from the International Cooperation Department VOV



EVENT "OFFLINE COMMUNICATION IN THE CLASSROOM"	
Purpose	Objectives
Increasing awareness of students, staff and lecturers in FPT University, communicating for the main tiktok channel and the Talkshow event "KOL&KOC - Gai or rose?"	Each class has an extra 10+ people registered
Invite everyone to register for the Talkshow	Increase engagement and followers by 7% on the main platform, Tiktok

EVENT "HAPPY CANDY BOX"	
Purpose	Objectives
Increase the awareness of students, staff and lecturers in FPT University, and communicate for the main TikTok channel.	There are over 40 notes shared by everyone
Create an emotional sharing corner for everyone through handwriting in an age where technology makes us dependent.	Out of 100 candies in the box
A "debut" event that makes everyone aware of the project's appearance	About 100 students experience
	Increase engagement and followers by 10% on the main platform, Tiktok



2. STRATEGIES & TACTICS

After developing the content strategy, the sections of strategy and tactics are divided into two main parts:

- Communication Strategy and Tactics for TikTok Channel
- Strategy for TikTok Channel Production

To create an ecosystem of online and offline communication channels, providing a safe and positive online space for Generation Z.

2.1. Strategy

2.1.1. Content Strategy

- Message Strategy:

- Highlight the current situation and consequences of the harmful content that has been spreading on the social media platform TikTok. Showcase the urgency of propagating clean content creation practices on TikTok as a result.
- Illustrate the various shades and ways of experiencing happiness, emphasizing that everyone's perception of happiness is different. Highlight that happiness is not a destination but rather a journey in itself.

-Positioning Strategy:

- Positioning Based on Needs:
 - The construction and dissemination of harmful content by content creators on the TikTok platform are pressing issues that society is deeply concerned about and strongly condemns. This project aims to address the need for disseminating methods of content creation and delivering meaningful social messages to the audience, especially to the Gen Z generation - the primary content creators of both the present and the near future.
 - The pursuit of happiness is a constant human endeavor. However, many people misunderstand the concept of "happiness," often thinking of it as something distant and chasing after what is considered virtual happiness. This project addresses the need for spiritual values that help people gain a better understanding of the true value of happiness.
 - Value-based positioning: Affirming the project's value in conveying accurate information and effective content creation methods with social messages on the TikTok social media platform. Additionally, the project carries spiritual value by addressing the true psychological pursuit of happiness in individuals, especially the Gen Z generation.

- **Color palette:** The orange color symbolizes warmth, joy, happiness, and positive energy, bringing a sense of trust, credibility, and representation of high quality. Furthermore, the vibrant orange prominently featured in the logo of FPT University embodies the warmth of the sun, exuding vitality, dynamism, youthfulness, and igniting creative enthusiasm. Therefore, we have chosen the orange tone as the primary color throughout the project.

2.1.2. Channel Communication Strategy for TikTok

2.1.2.1. Online Communication

- TikTok Ads
- Facebook: Own media (Topy at FPT), Earned media (Fanpage: "Business Relations," "FPT University Hanoi," "FPT University Student Affairs Office"...)

2.1.2.2. Offline Communication

- Event "Box of Happiness"
- Event "Colors of Happiness"
- Event "Offline Communication in Classroom"
- Talkshow "KOL & KOC: Glory or Dust"
- Event "Offline Communication at Graduation Ceremony"



BRAND
IDENTITY



The Organization for Pursuing Youthful
Happiness

TAGLINE

HÀNH TRÌNH HẠNH PHÚC

FONT

AA

ICIELBC DOWNTOWN

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XYZABCDEFGHIJKLMN OPQRSTU
VWXYZ1234567890!@#\$
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Aa

Montserrat

ABCDEFGHIJKLMN OPQR
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LARGE HEADING

SUBHEADING

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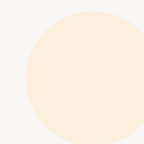
COLOR PALETTE



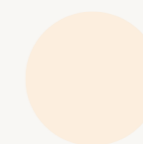
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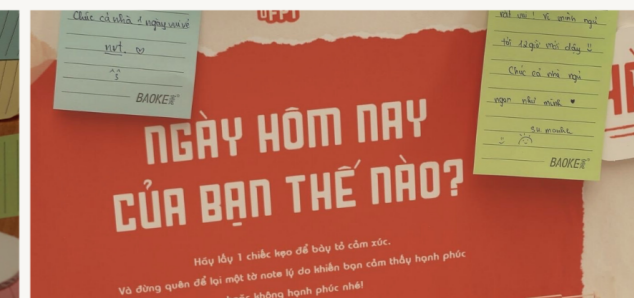
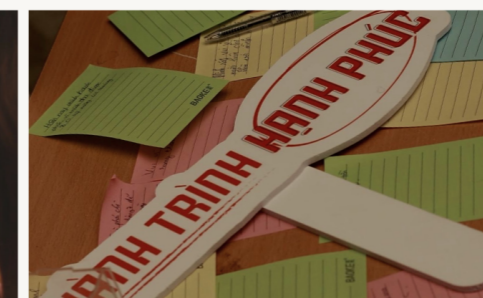
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#FPTUNIVERSITY



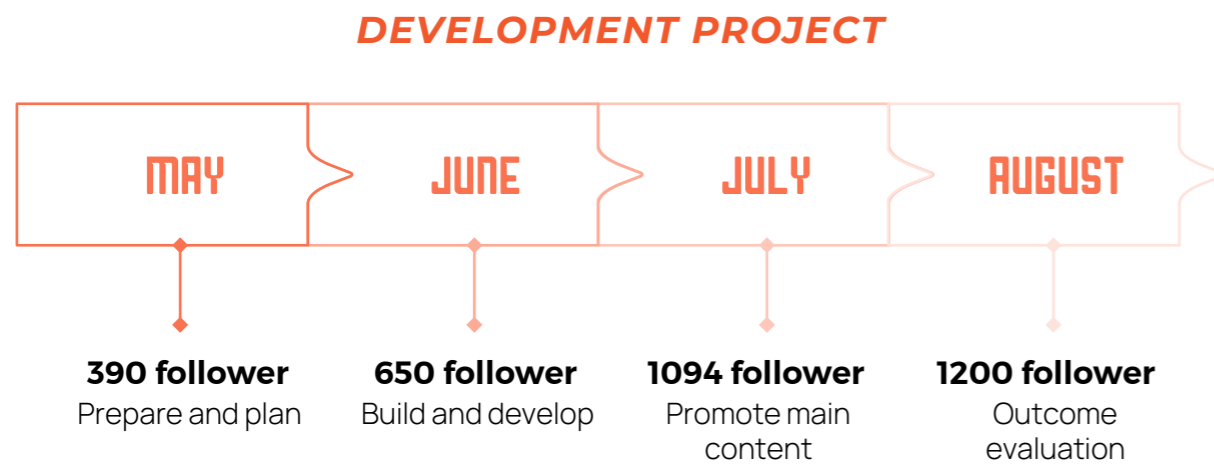
2.2. Tactics

The strategy comprises: Building the TikTok channel and the communication tactics for the Topy ở FPT channel.

2.2.1. Building the TikTok Channel

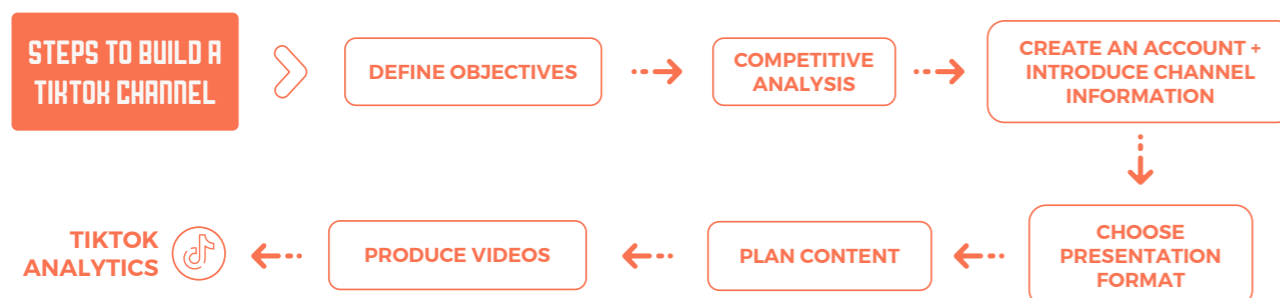
One of the biggest social media networks in the globe, TikTok is particularly well-liked by the younger generation. TikTok offers a variety of features, from trends and challenges to video effects and music, to let users produce fascinating and interactive content. This makes it possible for the Topy FPT channel to provide interesting and interactive content that will grab students' attention. Increasing Engagement and Brand Recognition: By sharing material and connecting with students, TikTok may increase engagement and brand recognition. This can easily introduce students to Topy FPT. TikTok is a cost-effective yet successful marketing platform, which is particularly useful for small to medium-sized new channels. This allows Topy to reach students without the need for heavy investment in traditional advertising campaigns. Marketing Strategy Optimization: TikTok provides tools and features to optimize your marketing strategy on the platform. These tools include data analytics and audience targeting capabilities to help Topy ở FPT optimize their channel's marketing strategy.

2.2.1.1. Development Roadmap



2.2.1.2. Building a TikTok Channel: Step-by-Step Guide

To build the "Topy at FPT" TikTok channel, we will follow the process of constructing a TikTok channel as follows:

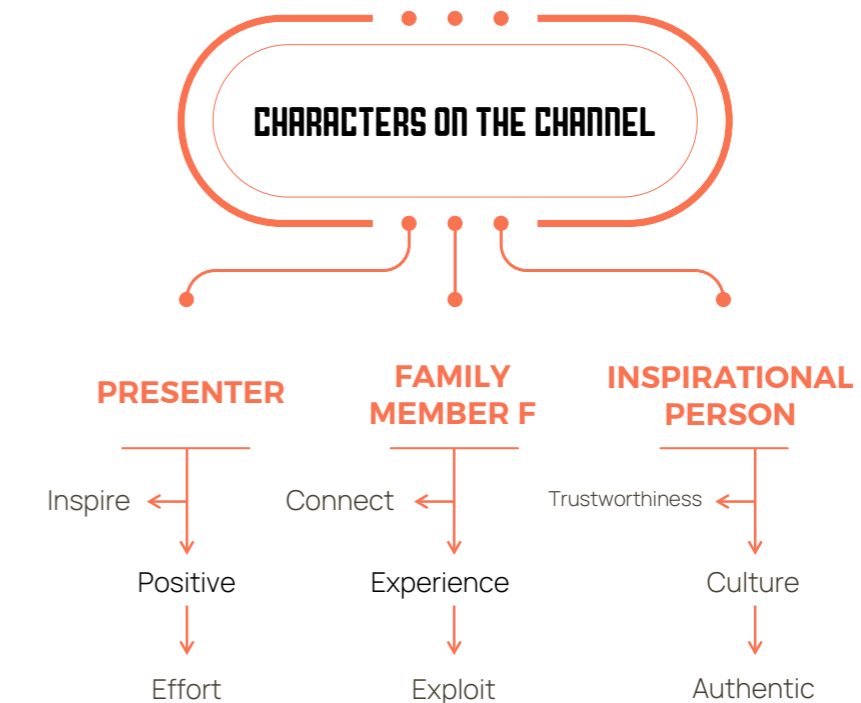


2.2.1.3. The production process

Building a cohesive concept for the channel -> Executing ideas into content series -> Detailed script writing -> Production (Filming + Editing) -> Publishing videos -> Engaging with users -> Content optimization.

2.2.1.4. Character Lines

The characters on the channel include three individuals: The Host, The FPT Member, and The Inspirational Figure.



The Host:

The Host possesses the ability to experience and explore stories and experiences from FPT students, bringing forth authentic and relatable messages. By interacting and connecting with FPT students, the Host can create a conducive environment for sharing information, opinions, and experiences.

The FPT Member:

This character will establish a high level of trust. The F Family Member will be represented by students, staff, faculty members, and employees working and studying at FPT. They act as ambassadors of the institution, conveying messages from the perspective of the "F Family Member," which can enhance credibility and authenticity for the audience. This approach creates harmony, allowing FPT students to better understand the school's culture and message, fostering consistency in message delivery and introducing the institution to the community.

The Inspirational Figure:

This individual possesses the ability to inspire and ignite passion within FPT students, helping them discover their unique paths and personal growth. By continuing and renewing the mindset of Generation Z, the Inspirational Figure can bring creativity and fresh ideas to FPT students, simultaneously arousing interest and participation in social trends.

2.2.1.5. Portrait of the Main Character: The Inspirational Figure

Appearance: The Inspirational Figure has a youthful and energetic appearance. They often dress in simple attire, opting for jeans and a t-shirt or a casual shirt. Their demeanor is tidy, confident, and approachable, with a friendly and warm tone of voice. Their voice can convey joy, excitement, admiration, or even sadness, yet always maintains an open and inviting quality, guiding the listeners through various emotional nuances.

Personality: The Inspirational Figure is highly enthusiastic, dynamic, and approachable. They possess excellent communication skills and effortlessly build trust with students. With an open and positive spirit, they are always willing to listen and share personal experiences. They are ready to embrace new experiences to make the most out of their vibrant youth.

Values: The value the Inspirational Figure brings is that of profound experience and perspective. They have gone through various life and learning experiences, extracting valuable lessons from them. They see challenges as opportunities for personal growth and self-discovery and want to share these insights with students to help them become the best version of themselves.

Product: The primary product of the Inspirational Figure is the connection and interaction with FPT students. They use an approachable method and share stories, personal viewpoints, and important lessons to create a motivational environment and inspire students. The ultimate product is the personal development and positive transformation of students after listening to and interacting with the Inspirational Figure.

Main Character: The Inspirational Figure is someone who easily taps into and effectively conveys messages to students. This character is capable of flexibly combining and diversifying content, creating images and stories that resonate with FPT students. By continuing and refreshing the ideas of the Gen Z, the Inspirational Figure can bring forth creativity and fresh ideas for FPT students, while also sparking interest and participation in social trends.

2.2.1.6. Content Stream

- **Art of Happiness:** Exploring the imagery of FPT students through visuals, stories, and the experiences they share. Drawing on the wisdom, definitions, and research about happiness, while crafting content that promotes positivity and well-being.



- **Sharing Love, Receiving Happiness:** Showcasing the persona of the FPT family through activities, visuals, and lifestyle choices that exude kindness and enthusiasm.



- **Journey to Happiness:** Unveiling the stories of successful individuals through interviews and personal experiences. Spreading positivity, energy, and life inspiration to motivate others on their own paths

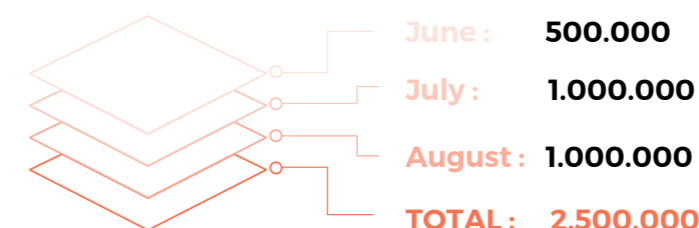


2.2.1.7. Implementation Plan: Through 3 Phases: Pre-Production Phase, Production Phase, Evaluation Phase

TIKTOK		
Pre-Production Phase (20/05 - 20/6)	Production Phase (21/06 - 06/07)	Evaluation Phase (07/07 - 15/08)
Analysis and Understanding	Companionship and Sharing	Experience and Refinement
Approachable, Genuine		
Understanding the psychology of people when using the TikTok platform, how they use social media, and how they perceive information. Surveying the behavior of students to understand how they view the concept of pursuing happiness.	Content focuses on elements, activities, and behaviors that make students feel happy. It stimulates sharing and empathy, creating a joyful and happy educational environment. Conveys the message that happiness is not a destination but a journey.	Evaluating the channel's results will involve various metrics and gathering feedback from students. This will help derive valuable insights and lessons for the project's improvement.
-Introduction of the Project -Survey and Interviews on the Topic "Using TikTok, Happiness Across Different Groups, Especially Students" -Definition of Happiness -Understanding Psychological Patterns => Tailoring Relevant Content	-Conveying Meaningful and Positive Messages to the Community -Walking Alongside Students in Their Pursuit of Happiness -Sharing Authentic Examples to Evoke Emotions	-Evaluating the Project Journey -Extracting Lessons Learned -Proposing Solutions and Remedies -Charting the Next Steps

2.2.1.8. TikTok Ads

To expand the reach of the TikTok channel "Topy at FPT" and engage a wider audience, your plan to create an advertising campaign for highly viral clips is a strategic approach. Allocating a budget of 2,500,000 VND over a 3-month period demonstrates a thoughtful effort to maximize the impact of the campaign



Advertising Element:

The advertisements will be based on clips that adhere to TikTok's policies, possess a high potential for wide reach, contain clear and beneficial content for the community, and have the capability to guide users towards other platforms (specifically the "Topy at FPT" fanpage).



2.2.2. Communications Strategy

2.2.2.1. General Tactics


Content	Main communication channel	Activities	Requirement
Update information	Facebook	-Share posts, information, and the situation about harmful content issues on TikTok and perspectives, viewpoints about happiness -Share media products from TikTok	Concise and succinct information Neat visuals, design following the same concept, relatable to Gen Z Ensure the content of the main posts is credible, reliable, and uses language that does not provoke controversy Diversify the forms of information: gifs, videos, images,...
Spread, convey messages about happiness	TikTok	-Build a dynamic, youthful TikTok channel with refined content creation, providing value through various perspectives on happiness -Utilize inspirational stories from Influencers	Diversify content, allowing freedom for idea development Videos that engage with the viewers Clean content, images without causing discomfort
Call to Action	Facebook, TikTok	Encourage the target audience to participate and engage	Mini-games on Facebook Activities that require the target audience to engage in discussions on TikTok Offline media events
Events, Talkshow	Facebook, TikTok, Truyền thông Offline	-Provide information about the Talkshow, invite the target audience to participate -The content of the Talkshow shares about creating content on social media and the theater competition on the theme of seeking happiness	Diverse and high-quality publications, images Accurate information, verified The content of Talkshow requires thorough moderation.

2.2.2.2 Facebook

Facebook is the largest social media platform in the world with over 2.9 billion monthly active users as of 2023. Thanks to this massive user base, it can attract a significant number of individuals interested in the project. Interaction capabilities: Facebook enables users to engage with each other through comments and sharing posts. This benefits students as they can receive feedback from Topy and have the opportunity to build a community interested in the Topy project at FPT. No advertising costs: Compared to other media channels, Facebook group members typically have extensive friend lists and influence on the platform. Easy management: Facebook provides numerous tools for easy page management. It allows tracking interaction metrics, managing posts and advertisements, as well as swiftly creating and sharing new content. Notably, Facebook serves as an effective promotional channel for TikTok, facilitating wide dissemination of information about the project and rapid user engagement. Facebook supports reminders and notifications to students about project-related activities, optimizing communication and contributing to building trust and reinforcing student confidence.

a. Facebook "Topy at FPT" (Owned channel)



 FACEBOOK TOPY AT FPT			
Phase	Pre-Production Phase (20/05 - 20/6)	Production Phase (21/06 - 06/07)	Evaluation Phase (07/07 - 15/08)
Key	Analysis and Understanding	Companionship and Sharing	Experience and Refinement
General tone	Approachable, Genuine		
Purpose	-Help students know the TikTok channel "Topy at FPT". -Survey people's opinions, behavior, psychology. -Introduce the project	Bringing a multitude of values to students through reputable knowledge and authentic imagery helps reinforce students' confidence in the project and their tracking of it	Evaluating the outcomes of the channel through various metrics and students' perceptions. Extracting lessons to gain insights for the project.
Content	- Introducing the special TikTok channel project. - Conducting surveys and interviews on the topic "Utilizing TikTok for the happiness of various groups, particularly students." - Recruiting collaborators for the project.	- Conveying meaningful and positive messages to the community through real-life stories - Providing reputable knowledge about happiness - Sharing videos from TikTok - Updating project visuals - Announcing activities and events	- Assessing the project's progress - Extracting lessons learned from the experience - Offering solutions and strategies for improvement - Outlining the next steps forward

b. Facebook(Earned media)

- FPT Career Center - FPTU Career Center is a job information platform specifically designed for students of FPT University.
- FPT University Hanoi - Providing high-quality human resources following international standards.
- FPT University Student Affairs - Addressing any inquiries, including those from parents.
- Mr. Do Tuan Hai - CEO of The A List.
- Mr. Bui Ba Hieu - Content Creator.
- Mr. Ngo Duc Khanh - Content Creator.
- Nguyen Thuy Hoa - Head of International Cooperation Department at the Voice of Vietnam.

Sharing information featuring TikTok images of "Topy o FPT."

2.2.2.3. Offline communication

Offline communication tactics include:

- Event " Happy Candy Box"
- Event "Colors of Happiness"
- Event "Offline Classroom Communication"
- Talkshow "KOL & KOC: Thorns "
- Event "Offline Communication at Graduation Ceremony"

EVENT "HAPPY CANDY BOX"

No	Phase	Time	Content	Purpose
1	Before the event	05/06/ - 11/06	Make a plan and prepare	Set up events so that individuals can express their emotions to Topy. By doing this, students will be more familiar with the "Topy at FPT" TikTok channel.
2	During the event	12/06	Held at the FPT University's Delta Building	
3	After the event	13/06 - 18/06	-Upload photos at event on Facebook -Update videos on TikTok	

EVENT "COLORS OF HAPPINESS"

No	Phase	Time	Content	Purpose
1	Before the event	01/07 - 16/07	Make a plan and prepare	Plan events that encourage individuals to express their emotions and discover their favorite hue. Out-of-band communication for the talk program "KOL & KOC thorns or roses" Which is how "Topy at FPT" on TikTok is in close connection. contrasted with students.
2	During the event	17/07	Held at the FPT University's Delta Building	
3	After the event	18/07 - 24/07	- Upload photos at event on Facebook - Update videos on TikTok	

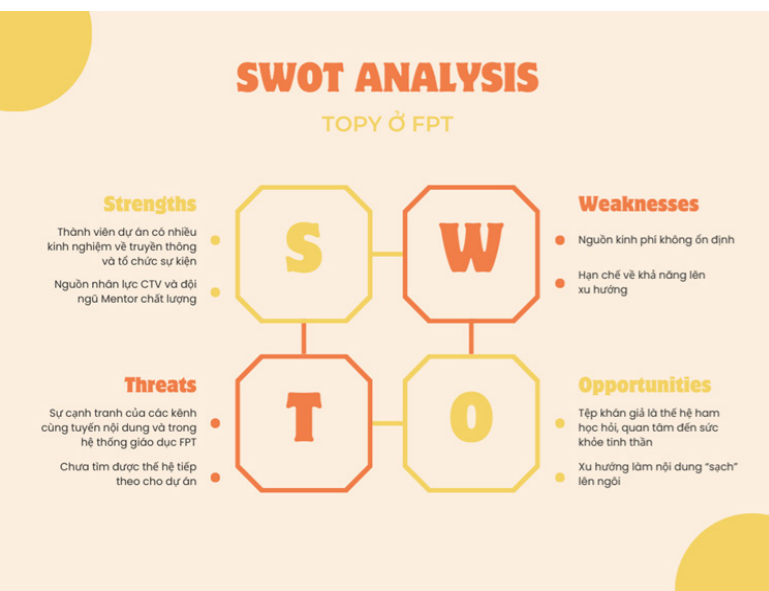
EVENT "OFFLINE CLASSROOM COMMUNICATION"

No	Phase	Time	Content	Purpose
1	Before the event	01/07 - 16/07	Make a plan and prepare	Introducing the TikTok channel "Topy o FPT" and the talk show "KOC & KOL: Thorn or Rose" to the students. Sharing valuable content for students who participate in the talk show and follow the TikTok channel "Topy at FPT"
2	During the event	17/07	<ul style="list-style-type: none"> • Conducting offline communication at 15 classrooms of the Alpha, Delta, and Gamma towers at FPT University. • Introducing the TikTok channel "Topy at FPT" and the talk show "KOC & KOL: Thorn or Rose" 	
3	After the event	18/07 - 24/07	- Upload photos at event on Facebook - Update videos on TikTok	

TALKSHOW "KOL & KOC: THORNS OR ROSES: "

No	Phase	Time	Content	Purpose
1	Before the event	20/06 - 18/07	<ul style="list-style-type: none"> -Develop content and detailed plan for the Talk Show Seek sponsorship -Contact speakers and judging panel -Collaborate with FPT University's Business Relations Department for organizing -Recruit organizing committee members -Recruit participants, hold meet-ups, and provide skills training -Offline promotion at FPT University 	Share real-life stories through the lens of "Industry Insiders," such as: "The Journey to Becoming a KOL/KOC," "Creating Clean and Trending Content," and "Effectively Utilizing KOLs and KOCs in Communication Campaigns." These stories will provide students with valuable opportunities and practical knowledge to enrich their life experiences. Additionally, guide students on how to critically select information from social media, distinguishing between trustworthy and unreliable sources, and recognizing what constitutes positive versus harmful content. This process will contribute to promoting the TikTok channel "Topy at FPT" while empowering students with essential skills and insights.
2	During the event	19/07	<ul style="list-style-type: none"> -Opening Ceremony -Cultural Exchange Performance -Insights from Speakers -Tea Break -Insights from Speakers -Appreciation and Commemorative Photos 	
3	After the event	20/07 - 01/08	We appreciate the important contributions made by our sponsors, speakers, competitors, judges, and organizing committee	

EVENT "OFFLINE COMMUNICATION AT GRADUATION CEREMONY"					
No	Phase	Time	Content	Purpose	
1	Before the event	01/07 - 22/07	Make a plan and prepare		
2	During the event	23/07	<ul style="list-style-type: none"> Interviewing Students, Parents, and Teachers about "Journey of Happiness at FPT" Setting Up a Booth for TikTok Channel "Topy at FPT" Promotion 	Capturing the Joyful Emotions of Students, Parents, and Teachers at FPT University's Graduation Ceremony: Collecting Content for the TikTok Channel "Topy at FPT"	
3	After the event	05/08	Update videos on TikTok		



that could influence the project. This is an effective tool that greatly assists in setting objectives and constructing plans.

SWOT is a renowned business situation analysis model. This model encompasses four elements represented by the acronym SWOT: S - Strengths, W - Weaknesses, O - Opportunities, and T - Threats. Among the four components of the SWOT model, Strengths and Weaknesses fall under the internal factors category, while Opportunities and Threats belong to the external factors category.

In our case, the SWOT matrix will be applied to identify both the advantages and limitations during the deployment of the "Topy at FPT" TikTok channel.

3. METHODS OF IMPLEMENTATION

3.1. SWOT model

Before establishing strategies and tactics for the campaign, we utilize the SWOT model to analyze factors



3.1.1. Strengths:

- Project members possess extensive experience in communication and event organization: Team members stand out in organizing events at FPT University and company events during internships.

Nguyen Thi Van Huyen:

- Experience working at an event-focused communication company.
- Recipient of a 100% scholarship from FPT University.

Nguyen Huong Giang:

- Experience in event organization through university clubs: Melody Music Club and iGo Community Club.

Duong Minh Nguyet:

- Outstanding Movement Award - Excellent involvement in Spring 2021.
- Content Creator - TikTok Fashion with 85k followers.
- Leader Visual Media - TikTok Moji VN Official with 400k followers.
- Head of Organizing Committee - Freshmen Welcome Event K18 2022.
- Head of Cultural Department - No Shy Club English and Soft Skills Club.

Do Kieu Duc An:

- Outstanding Movement Award - Excellent involvement in Summer 2021.
- President of English and Soft Skills Club - No Shy Club.
- Experience in organizing various events at FPT University, such as F-Camp 2020, 2021, 2022 (freshmen welcome events), International Day 2020, 2021, TEDxFPT University 2021, etc.

Advisory foundation: The team receives guidance from Lecturer Vu Viet Nga, Ms. Nguyen Thuy Hoa - Head of International Cooperation Department at Voice of Vietnam, and various professors and departments within the university.

High-quality human resources: The team plans to recruit supportive collaborators, all of whom are creative and enthusiastic communication students from FPT University.

Connected to the target audience: "Topy at FPT" can leverage the student network and FPT community to establish a strong connection with the target audience on TikTok.

Support from FPT: Endorsement from FPT University can create a conducive environment for promoting

and developing the "Topy at FPT" TikTok channel.

3.1.2. Weaknesses:

- Unstable financial resources: The project lacks sponsorship from a company or financial institution, resulting in unstable income sources.
- Limitations in trend adaptation: The project emphasizes producing "clean" content, avoiding trendy content that lacks meaningful messages. This might make it challenging for the uploaded content to compete with trendier videos.

3.1.3. Opportunities:

- Audience base is Gen Z, particularly FPT University students: This generation is eager to learn and intrigued by novel concepts, with Gen Z focusing on mental health and personal experiences. FPT students, living in a dynamic and creative environment, provide ample opportunities to create accessible content catering to this demographic. FPT aims for happiness.
- Clean content trend on the rise: After an influx of harmful content on social media (especially TikTok), users have become more selective in content consumption, rejecting "dirty" content. TikTok's tighter content management policies and media condemnation of harmful content provide opportunities for meaningful and clean content to gain prominence.

Interaction and community building: TikTok facilitates community-building through audience interaction, allowing the creation of a supportive "Topy at FPT" community. The TikTok channel provides an opportunity to connect with the target audience and expand the project's network.

3.1.4. Threats:

- Competition from similar content channels: FPT Education's educational system already boasts numerous TikTok channels catering to students' lives, focusing on tangible

aspects like facilities and activities. In contrast, “Topy at FPT” Phase 1 centers around the intangible concept of happiness, which is harder to express and define.

- Rapid trend changes: TikTok is a platform known for its swift trend shifts, demanding agility to keep up with new fads. Regular trend updates are required to attract and retain attention.

- Lack of a successor generation for the project: This poses a significant risk as it directly affects the project’s viability.

3.2. POEM models

3.2.1. Paid media:

Paid media is an essential communication channel to enhance brand awareness in the eyes of users and is also one of the fastest ways to increase traffic. Therefore, we have decided to utilize the paid media channel of Social Ads, specifically advertising on the official TikTok channel “Topy at FPT” of the group. For some users, a sponsored social media post might be their first exposure to the brand. Considering “Topy at FPT” is a new, youthful brand in its early developmental stages, widespread brand promotion is a top priority. Moreover, running advertisements for videos on the TikTok channel helps the group create a more appealing profile, establish a better reputation, and make it easier to seek support from sponsors. Additionally, the results of paid content are more trackable than unpaid content. The TikTok platform provides the channel with detailed analytics about the viewers of each video. This enables the group to better understand their audience and tailor content direction to different audience groups.

3.2.2. Owned media:

Owned media refers to the communication channels that “Topy at FPT” owns and has full control over. The benefits of owned media include complete control over content and

communication with their target audience. It allows for building and maintaining their own brand, collecting data, and establishing direct relationships with the target audience. Currently, “Topy at FPT” focuses on three main channels:

- Fanpage: <https://www.facebook.com/topyofpt/>
The “Topy at FPT” Facebook Page is an online communication channel aimed at increasing interaction and guiding viewers to the main TikTok channel. With this platform, the team has complete authority over content posting, posting schedules, and interaction methods with the target audience. Additionally, engaging with followers by responding to comments, messages, and utilizing Facebook’s interactive tools helps build relationships and connections between the admin team and viewers. The project team can employ Facebook’s analytics tools to gather data about followers, activities, and interactions on the community page. This helps the team gain a better understanding of the target audience and improve their communication strategy for future content deployment.

- TikTok: <https://www.tiktok.com/@topyofpt>

The “Topy at FPT” TikTok channel is the main owned and controlled communication channel by our group. This is a fitting choice for the target audience of “Topy at FPT.” One of the key reasons is that TikTok has attracted a large user base, especially among the younger demographic. The target audience of “Topy at FPT” is identified within the age range of 18-25, the age group that actively uses TikTok as part of their lifestyle. On TikTok, the group can share visually appealing videos that have invested in conveying content, creating interactive experiences that make it easy for viewers to recognize and remember the brand identity. This is the primary communication channel of the group, so we will focus

on creating and delivering multiple pieces of “clean” content, conveying meaningful and humane messages to society while still engaging viewers.

3.2.3. Earned media:

The propagated communication channels are the result of successfully implementing both Paid media and Owned media channels in Digital Marketing. Earned media primarily consists of user voices, discussions, and feedback about the brand. We anticipate receiving propagation and support from the following entities:

- Event attendees who check in and post content about the project, especially the Workshop event.
- Influential individuals with the target audience will share project posts.
- News articles in the media and related channels: Some fanpages managed by FPT University, Cốc đọc newspaper, etc.
- Communication effects (e.g., comments, shares) on viewers’ personal social media platforms.

3.3. Storytelling Methods from ABU&VOV Workshop

In the workshop “Creative Social Stories: Making innovative Drama content for on-air, online and Social Media” organized by the Voice of Vietnam (VOV) in collaboration with the Asia-Pacific Broadcasting Union (ABU), the group was guided and practiced the application of several storytelling methods.

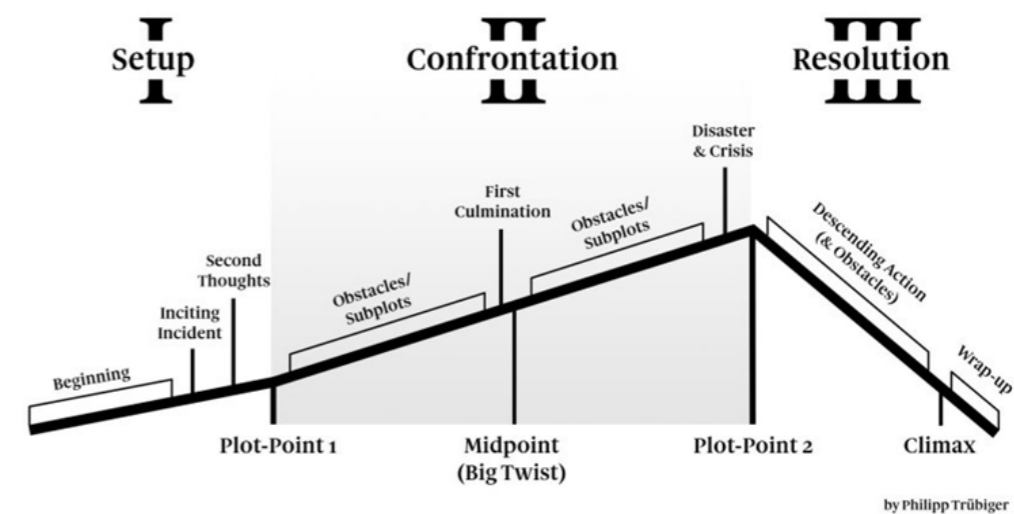
3.3.1. The Three Act Structure:

- Beginning - Setting the context and introducing the characters
- Climax - Presenting the issue and creating a tense situation
- Resolution - Resolving conflicts, reaching the climax, and addressing the mentioned issue.

The structure of these three actions is one of the classic narrative formulas that content creators often employ. We can easily recognize this structure in stories we come across on platforms like Facebook or Instagram.

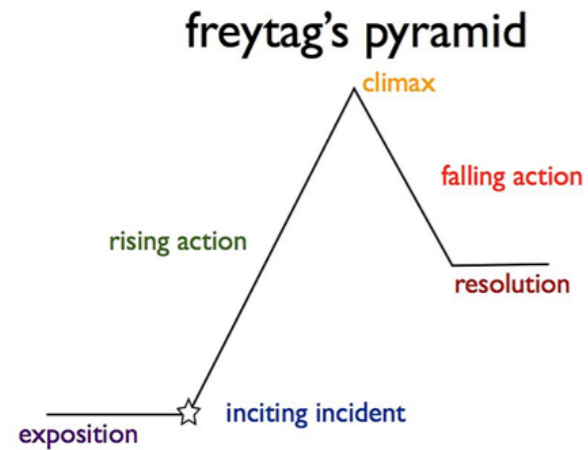
In the first action, the story’s setup and character introduction take place. In the second action, we present the issue that affects the character, creating conflict and tension. The third action resolves the issue introduced in the second step using our product or service.

Three-Act Structure



3.3.2. Freytag's Pyramid - The Five-Act Structure

In 1863, Gustav Freytag, a German novelist and playwright, observed that television shows follow a curve composed of five parts. He divided the structure of a play into five stages, now known as "Freytag's Pyramid" (Freytag's Pyramid):



1. Exposition: Introducing key information and establishing the groundwork for the storyline. This is where you identify the issue to create.
2. Inciting Incident - Conflict: Resolving the issue.
3. Rising Action: A sequence of actions leading to the climax.
4. Climax: The peak of the story, characterized by intense emotions and excitement.
5. Falling Action: Wrapping up the story, arranging everything, and allowing characters to resolve conflicts.
6. Resolution: The conclusion. This is a more intricate version of the three-act structure. The five-act structure places emphasis on the climax and the gradual resolution of actions, further enriching different parts of the narrative.

4. IMPLEMENTATION PLAN: PMI DIAGRAM

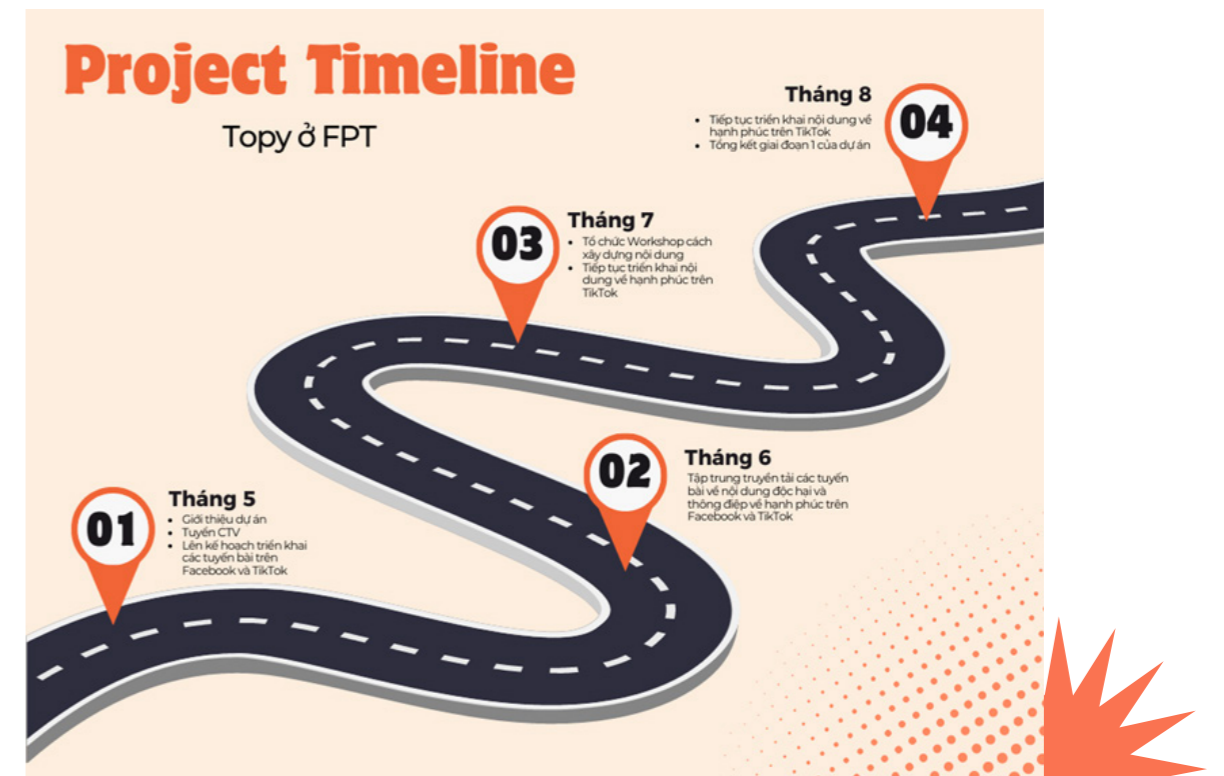
4.1. Work Breakdown Structure:

1. FOOD & VENUE	2. COSTUME CONTEST	3. PROGRAM	4. INVITES & PROMOTION
→ 1.1. Catering 1.1.1. Canvas caterers 1.1.2. Collect food allergy list 1.1.3. Finalize menu 1.1.4. Confirm caterers	→ 2.1. Rules 2.1.1. Draft rules & criteria 2.1.2. Get rules & criteria approved 2.1.3. Set deadlines 2.1.4. Publish rules	→ 3.1. Talents 3.1.1. Hire host 3.1.2. Hire performers	→ 4.1. Invitation 4.1.1. Design invitation 4.1.2. Send out invitation
→ 1.2. Venue 1.2.1. Canvas venues 1.2.2. Sign contract 1.2.3. Pay reservation fee 1.2.3. Full payment	→ 2.2. Signups 1.2.1. Create signup form 1.2.2. Publish signup form 1.2.3. Close signup form	→ 3.2. Props 3.2.1. Identify props 3.2.2. Shop for props 3.2.3. Assign props to hosts and performers	→ 4.2. Guestlist 4.2.1. Send out RSVP 4.2.2. Finalize guest list
→ 1.3. Decor 1.3.1. Finalize theme & design 1.3.2. Finalize theme & design 1.3.3. Buy materials 1.3.3. Put up decor	→ 2.3. Judges 2.3.1. Select judges 2.3.2. Send out invites 2.3.3. Finalize judges	→ 3.3. Program Flow 3.3.1. Draft program flow 3.3.2. Have flow approved 3.3.3. Create script	→ 4.3. Promotion 4.3.1. Social media plan 4.3.2. Create posts 4.3.3. Schedule publishing

4.2. Schedule

Phase 1 of the channel is expected to be implemented over 4 months (from May 2023 to August 2023).

- May:
 - Introducing the channel.
 - Recruit a team of collaborators.
 - Plan the implementation of building the TikTok channel and Facebook communication channel.
- June:
 - Develop the TikTok and Facebook channels.
 - Plan the event and seek sponsorship for Talkshow.
- July:
 - Organize a Talkshow on the art of storytelling.
 - Continue developing the TikTok and Facebook channels.
- Month of August:
 - Continue developing the TikTok and Facebook channels.
 - Summarize and prepare a report for Phase 1 of the channel.
 - Propose plans for the upcoming phases.



4.3. Cost Management

Based on the plan and implementation ideas for building the "Topy ở FPT" TikTok channel, we have identified three expenditure categories: TikTok channel production costs, online communication costs, and event organization costs. As the project is

currently in Phase 1 and has not yet received any third-party sponsorship, financial management becomes a critical focus.

For the TikTok channel production costs, all team members possess experience in TikTok content creation, allowing us to utilize in-house personnel to economize expenses.

Considering the outlined activities in the plan, our team has devised the following budget allocation table:

No.v	Category	Details	Estimated Cost	Percentage
		Media Production		
1	TikTok Channel	Production expense	5,000,000 đ	17%
2		Advertising cost	4,000,000 đ	14%
		Communication		
1	Online	Facebook	0 đ	0%
2		Influencers	2,000,000 đ	7%
3		Talkshow	10,000,000 đ	34%
4	Offline	Event "Happy Candy Box"	500,000 đ	2%
5		Event "Color of Happiness"	500,000 đ	2%
6		Offline communication in classrooms	500,000 đ	2%
7		Offline Communication at Graduation Ceremony	500,000 đ	2%
8		Other costs	Costs incurred	3,000,000 đ
9		Reinvestment	3,000,000 đ	10%
		TOTAL	29,000,000 đ	

We anticipate a total expenditure of around 29 million Vietnamese dong. Given that this is a substantial amount, the team members have decided to seek investment from sponsors to help cover a portion of the costs. Detailed financial plans and sponsorship acquisition strategies will be clarified in the Production section.

4.4. Human Resources:

4.4.1. Internal

4.4.1.1. Planning Phase:

During the planning phase, we have established a detailed task assignment table for each team member:

No.	PIC	Task	Details	Work time	Task requirements
1	Nguyễn Thị Văn Huyền	Lead team & Content creator	<ul style="list-style-type: none"> - Responsible for assessing competencies and assigning tasks to team members. - Facilitate team member connections to enhance cohesion. - Manage the progress and quality of work for team members. - Generate ideas for detailed content according to the plan. 	2 weeks	<ul style="list-style-type: none"> - Ensure timely deadlines. - Lead the team to achieve common goals. - Content quality needs to be accurate, sufficient, detailed, and comprehensible.
2	Nguyễn Hương Giang	Media planner & Content creator	<ul style="list-style-type: none"> - Develop a framework for media production and communication channels. - Create a detailed content plan for each platform, ensuring alignment with the established timeline. - Generate ideas for content as outlined in the plan. 	2 weeks	<ul style="list-style-type: none"> - Ensure timely deadlines. - Develop a feasible and detailed plan. - Content quality needs to be accurate, sufficient, detailed, and comprehensible.
3	Đỗ Kiều Đức An	HRM & Risk manager	<ul style="list-style-type: none"> - Oversee team performance, ensuring the rights and obligations of all team members. - Provide proactive risk assessment and effective risk mitigation strategies. - Manage Fanpage on Facebook. 	2 weeks	<ul style="list-style-type: none"> - Ensure timely deadlines. - Ensure fairness among team members. - Create a comprehensive and detailed risk management plan to the best of your ability.
4	Dương Minh Nguyệt	Publicity manager & Brand manager	<ul style="list-style-type: none"> - Act as the primary liaison with partners and stakeholders. - Responsible for sponsorship acquisition for the channel. - Manage the quality of project visuals when showcasing to external audiences. - Manage TikTok channel 	2 weeks	<ul style="list-style-type: none"> - Ensure timely deadlines. - Build a positive brand image of "Topy at FPT" that resonates well with partners and stakeholders. - Maintain consistent and aligned visuals and videos with the brand identity.

4.4.1.2. Deployment Phase:

Team members have had experience working together in the previous 6 months, which is a big advantage when members have time to understand each other's personality and working style. The project implementation process requires constant coordination and interaction between members, so we have turned meetings and filming sessions into bonding sessions to become more connected. More than that, the group wishes that the relationship between the members is not just between colleagues but actually becoming friends, growing together and being happy. Together we are building a happy cyberspace and the most important thing is that we ourselves need to feel happy when we work together. Agreeing with that

philosophy, team members always actively communicate and share with each other whenever they have a problem or have a small argument.

Before assigning tasks, the team leader needs to have a proper assessment of the capacity of each member, besides we frankly share our evaluations of the assigned positions to ensure that the members are developed. Do your best and have a clear mind when working. The team leader is responsible for connecting, synthesizing the work checklist of each member and reminding regular work deadlines.

In addition, the group has agreed to set up its own set of laws to ensure fairness and responsibility of members:

LUẬT NHÓM

A - DEADLINE:

1. Tất cả các thành viên được phép muộn deadline 1 lần (không quá 24h), từ lần tiếp theo phạt theo các mức: 50k/giờ
2. Trong trường hợp bạn không thể gửi đúng hạn cần báo trước deadline ít nhất 2 giờ và phải gửi lại trong vòng 8 giờ sau deadline

B - HỌP + ĐI QUAY

1. Được phép không tham gia họp trong trường hợp buổi họp phát sinh gấp trùng lịch bận mà cá nhân đã báo trước trên Google Calendar và phải thông báo bạn với nhóm trong vòng 1 giờ sau khi biết lịch.
2. Nghỉ họp (không có lý do chính đáng/không liên hệ được) nộp phạt 100k/buổi, quá 3 buổi sẽ bị OUT NHÓM không khoan nhượng.
3. Muộn họp (kể cả trong trường hợp đã báo trước):
 - Online: nhiều nhất 30 phút, sau 30 phút nộp phạt xung quỹ
 - Offline: nhiều nhất 1 tiếng, sau 1 tiếng nộp phạt xung quỹ
4. Các thành viên nhóm bắt buộc phải đóng góp ý kiến trong buổi họp, nếu phát hiện không đóng góp ý kiến, không tập trung họp sẽ bị nhắc nhở (lần 1), nếu tiếp tục tái phạm trong buổi họp sẽ bị phạt 30.000đ/lần, quá 3 lần sẽ bị tính là nghỉ họp không có lý do chính đáng

The results of group work are guaranteed to be fair and will be met to review and learn from experience. In each detailed work item, the member in charge will set up a separate human resource management table, which will be presented more clearly in the implementation section.

4.4.1.3. Post-project phase

In the post-project phase, the team proposes separate tasks for each team member who is obliged to report on the items they are in charge of, including some necessary reports as follows:

The team leader is obliged to report fully on the results of the implementation of the plan, evaluate the performance of each member to comment and learn from each other.

People in charge of communication channels need to make a report to evaluate the effectiveness of each channel and make recommendations for the channel in the next period.

Publicity manager should make reports on the partners and stakeholders of the project, evaluate the effectiveness of cooperation and draw conclusions on whether to continue cooperation in the next phase or not.

Finally, the project will conduct a survey again to collect the opinions of the target audience and each individual member of the group to get the most objective assessment of the channel.

4.4.2. Related parties

4.4.2.1. Stakeholders

- + International Cooperation Department at Voice of Vietnam (ICD-VOV)
- + FPT University Alumni and Corporate Relations Department
- + Minh Hoang Driver Training Co., Ltd
- + Do Do Milk Tea Shop
- + Pizza Fa't
- + Cup of Candle Shop
- + Phuong Ngoc Bakery
- + MAC studio

4.4.2.2. Cooperation goals:

The cooperation with the International Cooperation Department at the Voice of Vietnam (ICD-VOV) gives the group the opportunity to get acquainted with the mainstream, professional but also very open and creative media environment. Not only that, Topy team is very lucky and honored to contribute to organizing and participating in the intensive regional workshop: "Workshop Creative Social Stories: Making Innovative Drama Content for On-Air, Online, and Social Media." which is organized by Voice of Vietnam (VOV) Radio collaborates with the Asia-Pacific Broadcasting Union (ABU) The workshop is expected to bring us a lot of new knowledge as well as solidify the desire to build a clean and safe TikTok network environment for users.

The cooperation with FPTU Career Center to organize the Talk Show will help the event spread widely to the students in FPT university. Our team also received a lot of support and advice from the department both in terms of finance and organizational experience. Besides, it also helps the team build credibility, easier in the process of external relations with sponsors.

Since our team has not received solid financial support, applying for funding is a necessary countermeasure to balance revenue and expenditure and maintain project activities. The cooperation with 6 sponsors brings great strength to the project. They not only support us financially but also put their trust in "Topy at FPT" even though the project is still young and has not yet achieved many great achievements.

4.4.2.3. Criteria for evaluating the effectiveness of cooperation:

Collaborative performance evaluation is essential to help the team narrow down the selection of partners to save time and increase efficiency. Besides, it helps to control the core benefits for the group, avoiding being "overwhelmed" by the strength of the partner but not what the team needs. Finally, the team needs to better understand the cooperators from which to understand the advantages and disadvantages of the partner in order to take appropriate measures.

The evaluation of cooperation effectiveness is based on the following criteria:

Cooperation results: This is one of the most important factors to evaluate the effectiveness of cooperation between the two parties, the parties need to determine the extent to which the objectives are achieved. and evaluate the effectiveness of the activities implemented.

Partner satisfaction: The team needs to listen to feedback from partners about the activities implemented, then listen to assess the level of satisfaction and improve shortcomings.

Level of consensus and compatibility: The team needs to assess the degree of harmony when cooperating between the two parties to draw conclusions, avoiding focusing on immediate but not long-term benefits.

To enhance the effectiveness of cooperation, the team needs to build a solid brand foundation, achieve high results to have the opportunity to cooperate with larger and more professional partners and enterprises in the future. Besides, it is necessary to strengthen communication and exchange between the two parties to understand and grasp each other's needs and purposes, thereby reaching common results.

4.5. Risk management

Risk management is an essential plan that contributes to the success of the project, helping the team always have a ready scenario to respond and minimize the consequences of problems. The more risks that are introduced and the more precautions taken, the more sustainable the project will be. Here are some of the risks and precautions our team takes:

No.	Risks	Description	Severity	Precautions	Solution plan
TIKTOK CHANNEL					
1	Financials	Lack of production costs			Team members use personal finance to contribute capital to maintain and develop the project.
2		Lack of Advertising cost			- Find more sponsors for the channel - Find partners to advertise products on TikTok channel
3	During production	Device runs out of battery, no device			Notify the media team and members to thoroughly check and repeat 1 hour before the shooting session
4		Can't find the location and actors			Plan carefully when choosing locations and hiring actors
5		Bad weather			See the weather forecast before planning Find a location to shoot back-up
6		Banned by authorities			Before choosing a location, the team needs to scout and ask permission to take pictures, find a back-up location

7	Content	Do not browse sensitive content that is not suitable for the platform and topic				Carefully research the content to be posted Avoid content ideas that are too ludicrous and inappropriate	Replace with other content that meets the requirements Discuss, consult objectively from lecturers and friends before posting
8		The media crisis, the content that inhibits the audience				The content must be censored by the whole team before being posted and asked to be moderated by the instructor	Review posted content thoroughly and check the level of crisis If the content is only controversial, does not inhibit public opinion, the content will remain the same and provide no more information. In case the content causes a big crisis, immediately publicly apologize and delete the posted content
9	Slow progress	Delay in production and posting schedule compared to the set KPI				Regular progress check, cross check Create punishment for those who violate Prepare a list of back-up content to replace	Replace with other content with quick and quality criteria
10	TikTok Policy	Because not updating the policy regularly leads to the loss of channel interaction or the video loses sound,...				Channel managers need to actively update TikTok's Policy and disseminate it to group members	Fix the error and repost the video
11		Commercial music prevents videos from running ads					



FACEBOOK							
1	Content	Do not browse sensitive content that is not suitable for the platform and topic				Carefully research the content to be posted Avoid content ideas that are too ludicrous and inappropriate	Replace with other content that meets the requirements Discuss, consult objectively from lecturers and friends before posting
2		The media crisis, the content that inhibits the audience				The content must be censored by the whole team before being posted and asked to be moderated by the instructor	Review posted content thoroughly and check the level of crisis If the content is only controversial, does not inhibit public opinion, the content will remain the same and provide no more information. In case the content causes a big crisis, immediately publicly apologize and delete the posted content

OFFLINE COMMUNICATION

1		Financial	Cost exceeded expectations				Add a budget item of 10% of the total event amount to reserve for additional costs Survey market prices to be able to estimate the cost with the most accuracy possible Regularly check event's budget	Re-aligning costs Cut costs that can be ignored Report to the team leader and lecturer to find a solution
2	Events		Less audience than expectations				The critical period is 7 and 3 days before the event. If you have not reached 50% of the target before 7 days or have not reached 70% of the target in 3 days, it is very likely that it will not reach the Target. Plan: - Add traffic push source - Add new content - Change the hall to a smaller one	Reduce the hall seats, increase the seat spacing to make the aisles more open and the number of seats less.
3			More audience than expectations				Renting venues can change the hall or increase the size of the hall. Ready to change locations if the number of audience is too crowded or necessary. Important is the process of notifying the audience of this change of location. Need to make sure the audience receives the information and reconfirms.	- Arrange as many seats as possible - Apologies and thanks to the guests for their interest in the event, see them in the next events of the project
4			Audience is late				- Prepare videos to play, sponsor videos, recap videos of old events, funny videos related to event topics, news videos at the time of events. - The MC has a script to announce the start time so that the audience does not have to be impatient	- Play back-up video and announce the start time - Flexibly change the order of performances to ensure the event timeline - Up story on social networking platforms to announce the event has started
5			The audience made noise and disrupted the event				Arrange staff to take care of the audience to solve it quickly and quietly	Ask the audience to leave. The team leader makes the decision.
6	The audience left early				Arrange good performances and gift giving at the end to keep the audience	- The team must always observe the audience's receptiveness to the presentations. Actively keep in touch with MC/host to adjust the program tempo. - Constantly giving prompts: the best part at the end of the show.		
7	MC & Speakers	MC/Speakers cancels event				- Have backup speaker/MC ready - Coordinating 1 staff takecare MC/Speaker, communicate regularly before the event to grasp the situation	Using back-up personnel (MC position can be replaced by internal personnel)	
8		MC/Speakers come late				- Prepare the situation if the speaker or MC is missing - Always have at least 2 people who understand the spirit and event scenario for backup	- Compensate by extending other speaker's share or Q&A - Using back-up personnel (MC position can be replaced by internal personnel)	

9		Technique	Sound/light/net work/air conditioning				- Need to test before the event date - Prepare contact with departments managing each item	Direct contact with the departments managing each item for handling
10			Out of time				- Team leader always keeps in touch with MC to coordinate content. - Always work with the landlord in advance about the situation of extending the lease period.	If the timeline burns out, flexibly cut off unimportant content.
11			Event is missing content				Prepare back-up activities and more gifts to prolong the Q&A	If the speaker talks too fast and has too much time left, immediately make up for it with a mid-time game or an end-of-hour Q&A.
12			Speaker shares lack of charm/shaking/forgetting words				- The MC needs to prepare a recap of each speaker's share so that he can summarize the main idea - For speakers who do not have much experience, it is recommended to invite speakers to come 1 session before or come early to have time to familiarize themselves with the space and stage.	- The MC has to recap the presentation, making the speaker's presentation better - In case the speaker is weak, the host must invite the speaker to the stage to ask and answer questions first to familiarize the mic with the stage, then return the stage to the speaker.
13			Lack of personnel/equipment				Always have internal personnel and back-up equipment ready	Using internal staff as media staff and using personal devices for shooting
14		Media	Poor image and video quality				- Media staff need to come 1 session before or come early to test equipment, align space, light - Media staff need to know the script and brief the highlights to focus on	Edit images to a usable level
15			Sponsors	Sponsor complains for not having enough benefits				- Always pay attention to the sponsor's interests and regularly communicate to agree on the interests of both parties - Publicity manager needs to confirm benefits in writing with sponsors right before the event - Invite sponsors to attend to be able to handle when a crisis occurs
16			After the event, received bad feedback about the content/event				Need to train the team to handle the crisis. Agree in advance on: - Spokesperson, who can speak up? - The image and personality of the event, should use a peaceful and gentle tone of voice	- The speaker's representative should have a conciliatory attitude, gentle but not condescending, and should conciliate in writing to get evidence. - Immediately admit the error if the mistake belongs to the team, avoiding an explosion that creates a communication crisis



4.6. Communication Management:

4.6.1. Channels and contact methods in the group:

The group mainly works and communicates through online group chat (Messenger, Zalo), on average, there will be 2 online meetings via Google Meet platform a week to update progress and motivate each other.

The fact that group members study in the same class and work in the same group in the same subjects is also an advantage to help ensure continuous communication and exchange between members. In addition to the online meeting, the team will regularly hold offline meetings during the filming process to help check the work progress directly.

With a team of collaborators, they are divided into 3 teams, each team is managed by a team member. In each team, the manager will set up a group to exchange via online group chat (Messenger), and at the same time request to update the personal phone number of the collaborator for easy communication. With the entire team, we set up a large group on the Facebook platform, this will be the place to directly announce work items and deadlines. Require 100% of collaborators to read the notice to confirm or report in case of absence

4.6.2. Out-of-group communication:

Communication with teachers, stakeholders and partners is very important and will greatly influence the project implementation process. Therefore, with utmost care and respect, we assign personnel in charge of contacting each party to ensure a consistent source of information and build trust and intimacy in the relationship between the two parties.

Regarding instructors, we will use the main form of exchange via online group chat (Zalo). In addition, the group often asks permission to meet and discuss directly with the Lecturer to ask for her opinion and suggestions so that the project can be developed in the right direction. The group is fortunate to work with Instructor Vu Viet Nga, she is very enthusiastic and always ready to help us when needed, so the exchange between the group and the Instructor is not difficult.

Regarding stakeholders such as the International Cooperation Department of Voice of Vietnam (ICD-VOV) and FPT Career Center & Alumni Department, the group assigned the role of liaison between the two sides to member Do Kieu Duc An. He has experience working with departments in universities.

With the International Cooperation Department of the Voice of Vietnam (ICD-VOV), we are honored to discuss and work directly with Ms. Nguyen Thuy Hoa - Head of the Department. With the FPT Career Center & Alumni Department, our team was able to work with Ms. Nguyen Phuong Thao - Head of the Department. The communication with these stakeholders needs to be very careful because these are all great leaders, have a professional working style and need to be respected.

Regarding sponsors and speakers, the group assigns the role of external relations to member Duong Minh Nguyet because of her experience as head of the external affairs department of many events at FPT University. The team mainly works with partners via email to ensure professionalism and clear written evidence should a dispute arise. Particularly for speakers, it is necessary to ask for a personal phone number to contact in case of emergency.

After considering the specific conditions, we plan to launch the campaign from 05/05/2023 to 01/08/2023. The campaign lasted 3 months, including activities such as: building a TikTok Topy channel in FPT as the center of the ecosystem with Facebook online communication channels, organizing events and other offline communication activities.

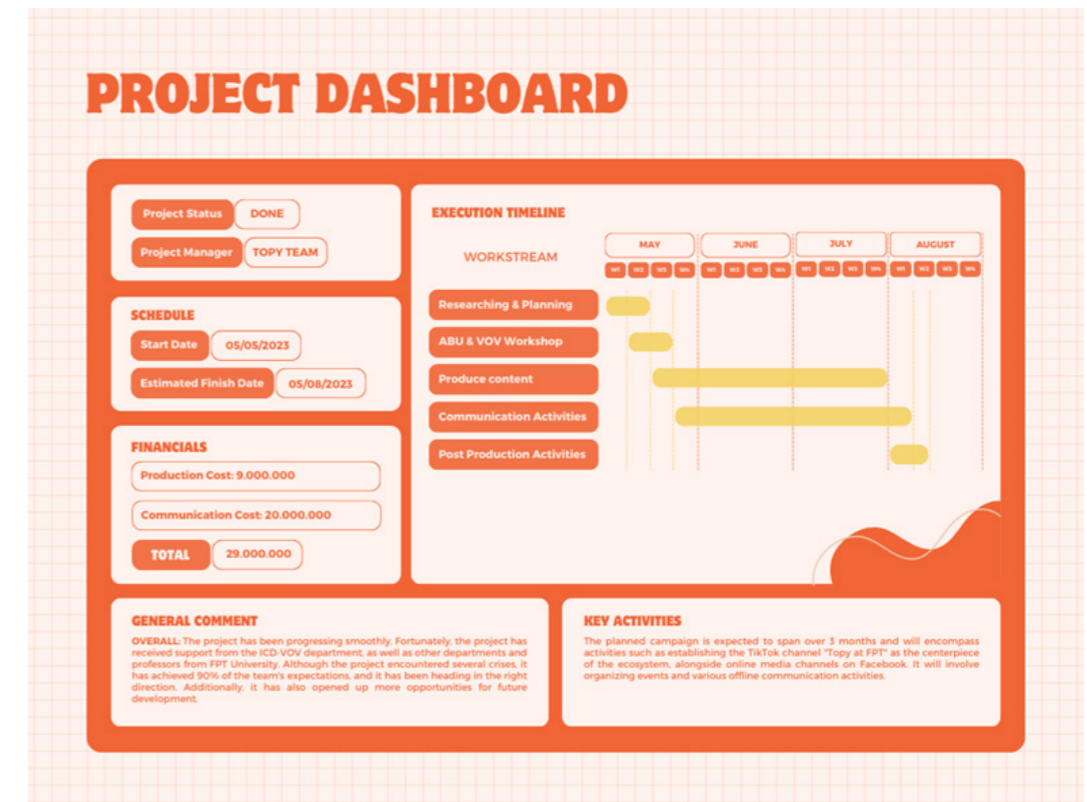
IV. PRODUCTION



Based on the previously established plan, we have proceeded to launch the campaign in alignment with each phase. Below is our detailed report on the activities we have undertaken to build the channel.

1. PROJECT DASHBOARD

Below is the project dashboard summarizing the planning phase prior to transitioning into the detailed implementation stage:



2. KEY ACTIVITIES

After the planning phase, the team compiles a table of key activities including: media production and communication activities.

Media Production: TikTok channel "Topy at FPT"

Communication Activities:

- Online: Facebook page "Topy at FPT"

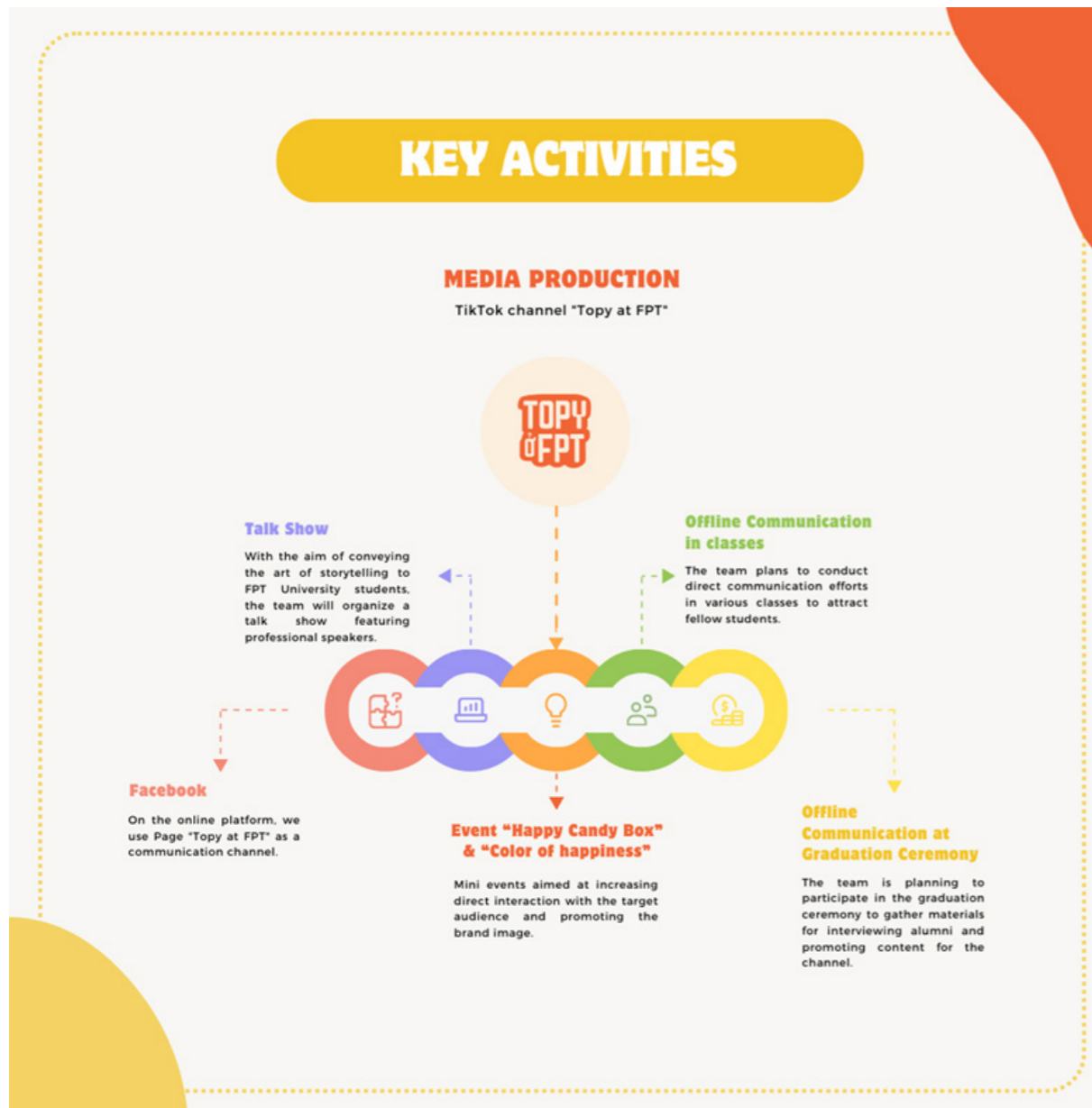
- Offline:

+ Talk show

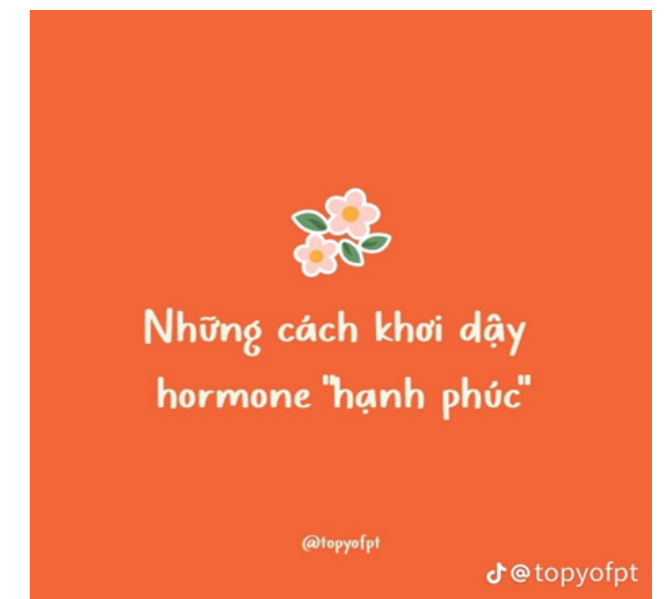
+ Mini events "Happy Candy Box" & "Color of Happiness"

+ Offline Communication in the classrooms

+ Offline Communication at Graduation Ceremony



(Video: Hello, I'm Happiness)



(Video: Ways to Boost "Happiness" Hormones)

3. MEDIA PRODUCTION

3.1. TikTok

3.1.1. Character Lines

The characters on the channel consist of three individuals: The Host, The FPT Member, and The Inspirational Figure.

The Host: The Host possesses the ability to experience and delve into stories and experiences from FPT students, helping to convey authentic and relatable messages. Creating a connection by interacting and engaging with FPT students, the Host can establish a conducive environment for sharing information, opinions, and experiences. By tapping into and exploring the stories and experiences of FPT students, the Host contributes to delivering genuine and intimate messages. Through interactions and connections with FPT students, the Host can foster a favorable environment for sharing information, insights, and personal experiences.



(Video: Offline Communication Activity "Colors of Happiness")

FPT Member: This character will build a high level of trust. The FPT Member could be students, staff, faculty members, and employees studying and working at FPT. They will act as the school's ambassadors. Conveying messages from the perspective of the "FPT Member" can bring a sense of trust and authenticity to the audience. This creates a harmonious connection, allowing FPT students to better grasp the school's culture and messages. As a result, it establishes consistency in delivering messages and introducing the school to the community.



(Video: Social Media Interview on TikTok)



(Video: Graduation Ceremony Interview)

(Video: Pursuit of Happiness Interview)



Inspirational Figure: A person with the ability to inspire and awaken passion within FPT students, helping them discover their own paths and develop themselves. By continuing and innovating Gen Z's ideas, the inspirational figure can bring creativity and fresh perspectives to FPT students, while also igniting interest and participation in societal trends.



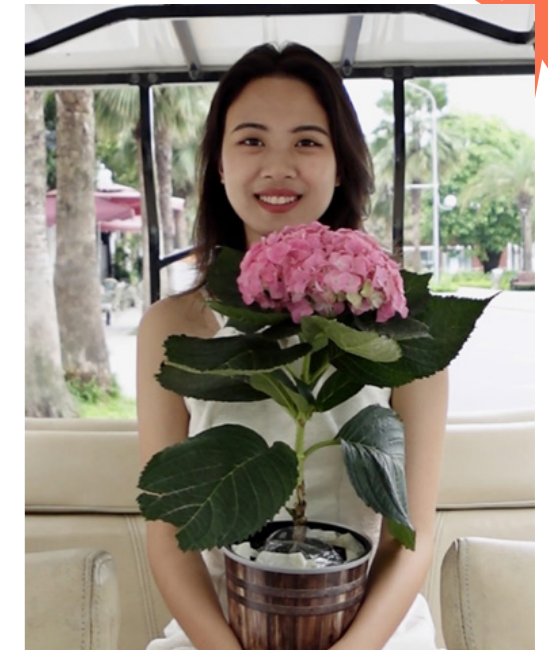
(Video: Journey to Happiness)



(Video: Sharing Love - Receiving Happiness)



(Video: Graduation Ceremony Interview)



(Video: Ngo Duc Khanh: Happiness is Living with Passion) (Video: Bui Ba Hieu: The More Youth Strive, the Happier They Are)

PORTRAIT OF THE MAIN CHARACTER: THE INSPIRATIONAL FIGURE

Physical Appearance: A youthful and dynamic appearance. Typically seen wearing simple clothing, often jeans paired with a t-shirt or button-down shirt. Their demeanor is neat, confident, and approachable, with a friendly and relatable face. Their warm and inviting tone of voice can convey joy, excitement, admiration, or even melancholy, yet they maintain an open and welcoming attitude, willing to guide listeners through various emotional experiences.

Personality: They are highly enthusiastic, energetic, and approachable. They possess excellent communication skills and can easily establish trust with students. With an open and positive mindset, they are always willing to listen and share personal experiences. They are ready to embrace experiences that make their youth vibrant and lively.

Value: They embody the value of experience and profound perspectives. The inspirational figure has gone through numerous life and learning experiences, extracting valuable lessons from them. They view challenges as opportunities for growth and self-discovery, and they want to share these experiences with students to help them become the best versions of themselves.

Product: The main product of the inspirational figure is the connection and interaction with FPT students. They use an approach that is intimate and through sharing stories, personal perspectives, and valuable lessons, they create a motivating and inspiring environment for students. The ultimate product is the personal development and positive transformation of students after they have listened to and interacted with the inspirational figure.



(Interview with Bhutanese Journalist and Retired Military Doctor on the Theme of "Pursuit of Happiness")

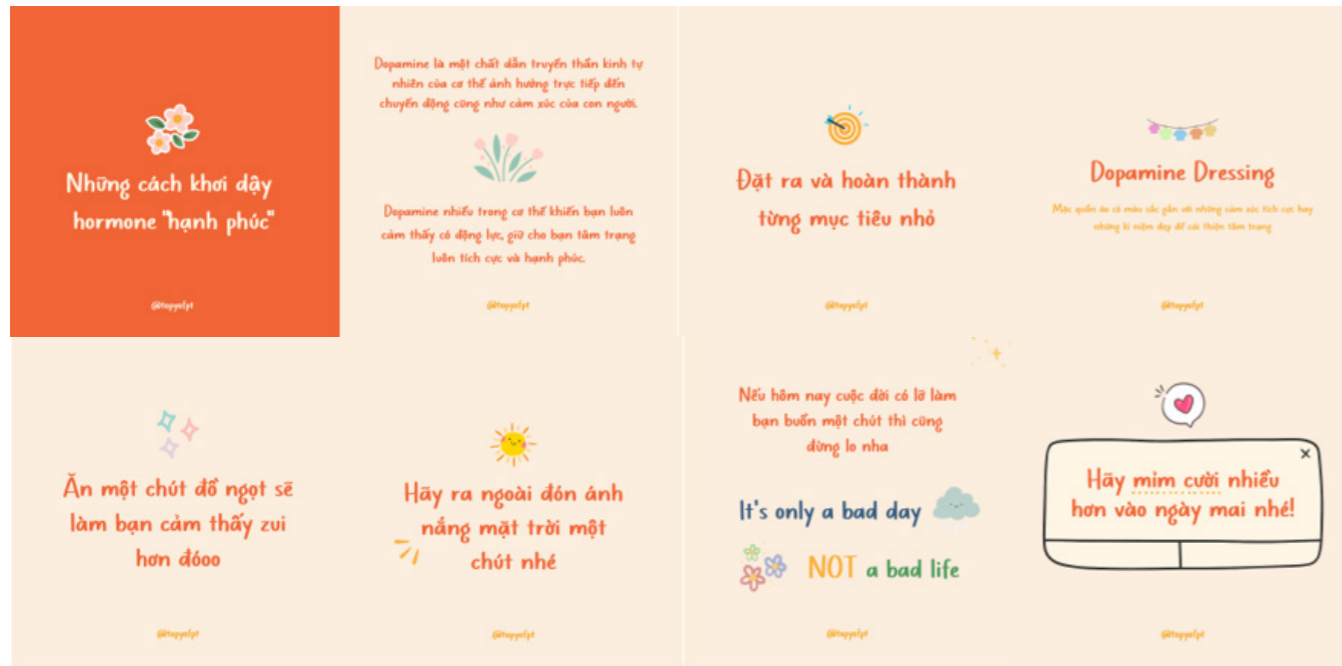


(Video: How's Your Day?)

Main Character: The inspirational figure is someone adept at extracting and conveying messages tailored to FPT students. They are flexible in combining and diversifying content, creating images, and crafting stories about FPT students. With the ability to continue and innovate Generation Z's mindset, the inspirational figure can bring creativity and fresh ideas to FPT students, while also igniting interest and participation in societal trends.

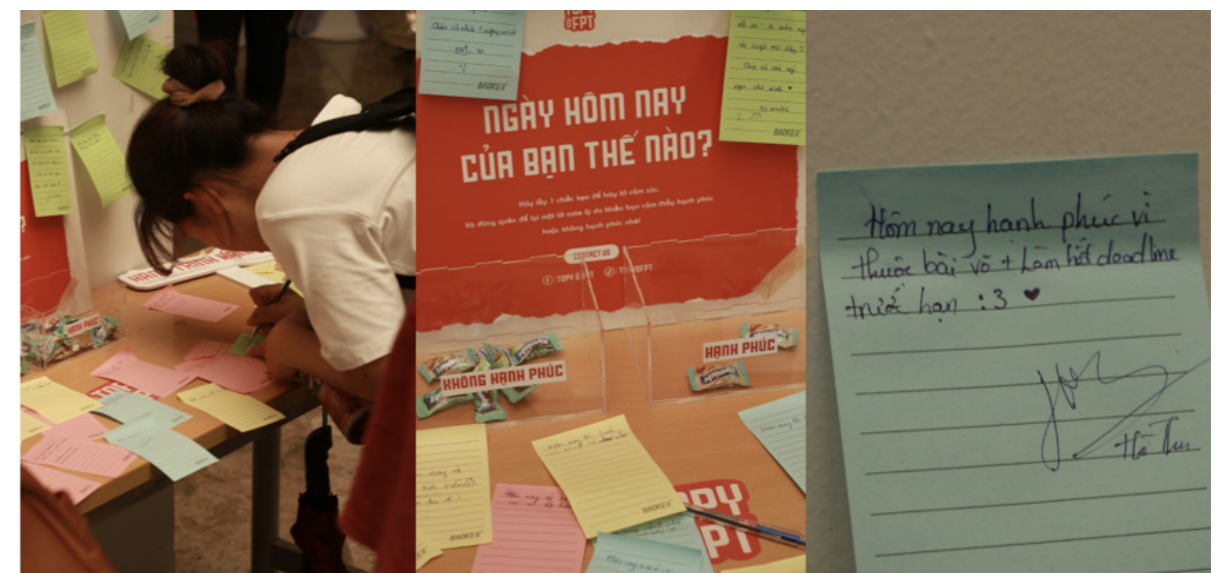
3.1.2 Content Line

Art of Happiness: Exploring the Imagery of FPT Students through Images, Stories, FPT Students' Insights, Definitions, Research on Happiness, and Creating Wholesome Content.



(Video: Ways to Boost Happiness Hormones)

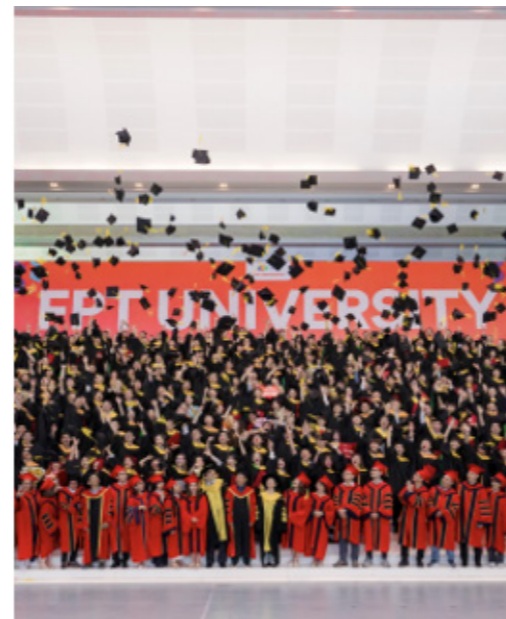
Sharing Love, Receiving Happiness: Exploring the Persona of F's Family Members through Activities, Imagery, and Lifestyle: Generosity, Enthusiasm



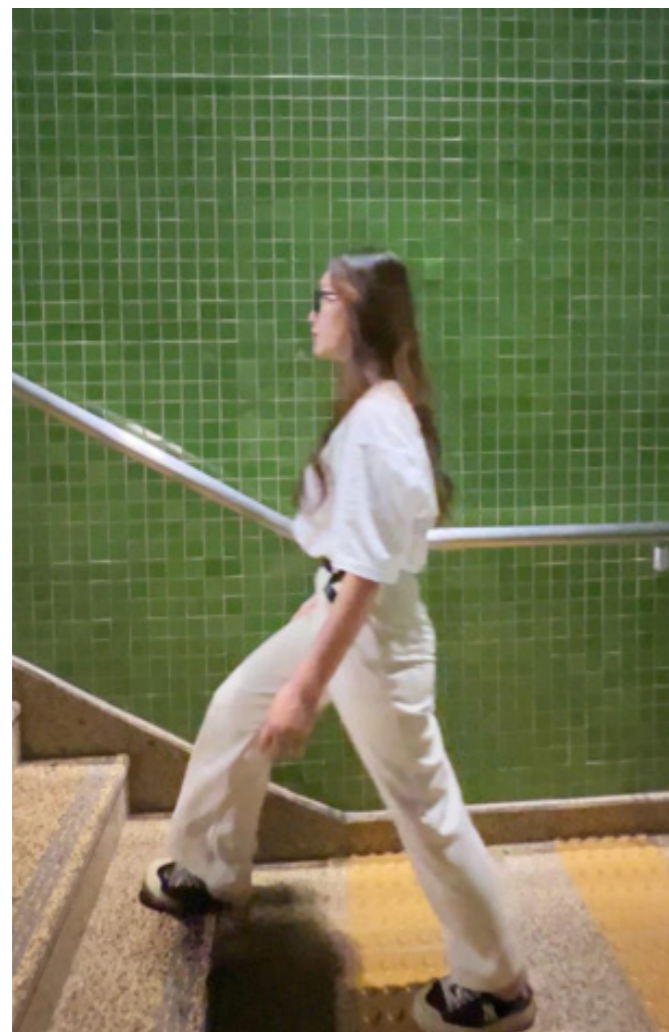
(Materials from videos with the content "Sharing Love, Receiving Happiness")



Journey of Happiness: Explore the stories of successful individuals through interviews and experiences. Spread positive energy and inspire a vibrant way of life.



(Video: "Graduation Ceremony Interview 2023")



(Video series: "Colors of Happiness")



(Materials from the Talkshow "KOL&KOC: Thorns or Rose?" and the video "Inspirational TikTok by Ngo Duc Khanh and Bui Ba Hieu")

3.1.3 Video Format and Image Layout

Audio: Utilize TikTok's commercial audio, upload it in its original form, use catchy trending music that suits the video content.

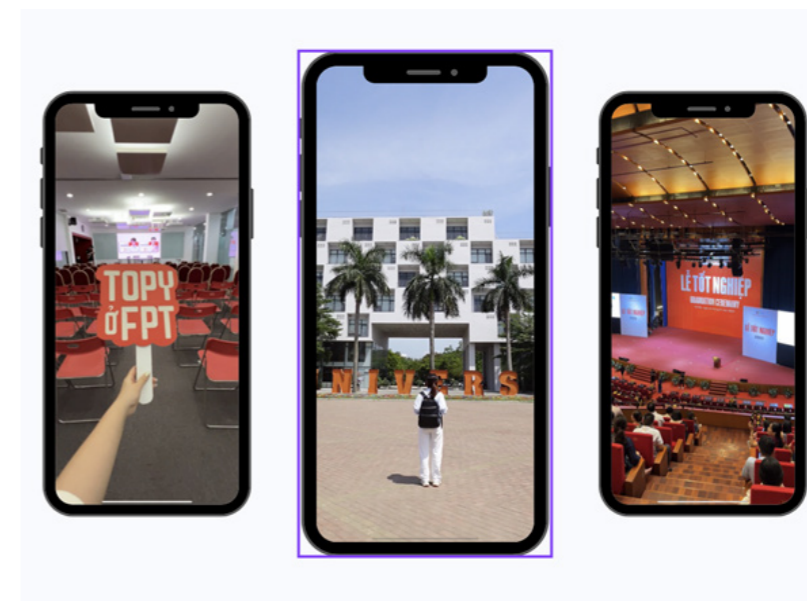
Hashtag:

- #Fptuniversity
- #Topyofpt
- #Hanhtrinhhanhphuc
- #Daihocfpthanoi

SCRIPT



Format of TikTok videos, Video Size for TikTok



Anton

CONTENT BRIEF		
Format	Video	
Video length	< 60s	
Content	Happiness journey at FPT University	
Character	Main Character: The Inspiration Enthusiast Supporting Characters: Students, Teachers, FPT University Faculty Members	
Layout	Scene Selection	Script
Beginning	Entrance of FPT University	Hành trình hạnh phúc, hành trình chinh phục ước mơ
Introduction	- Schoolyard - Elevator - Library - Alpha Corridor	Từ một cô bé 18 tuổi mới lớn chưa có định hướng cho bản thân, bước chân vào cánh cổng Đại học, cô bé ấy dần lớn lên, trưởng thành cùng những trải nghiệm mới, có thêm những mối quan hệ mới, quyết tâm đạt được những mục tiêu mới.
Main content	- FCamp materials - Graduation Ceremony	Tuy đôi lúc trên hành trình ấy có vô vàn những vất vả, gian nan, có đôi lúc mình cảm thấy mệt mỏi, muốn từ bỏ nhưng khi nhìn lại những gì đã trải qua, mình không cho phép bản thân được dừng lại. Hạnh phúc không phải đích đến, hạnh phúc là cả một cuộc hành trình. Từng bước đi trên con đường Đại học là từng bước mình chạm tay vào hạnh phúc riêng của chính bản thân mình. Cuối cùng sau 4 năm, cô bé 18 tuổi ngày nào giờ đã trưởng thành, chinh phục được hạnh phúc trọn vẹn đầu tiên của cuộc đời, đó là trở thành niềm tự hào của bản thân, của bố mẹ và của tất cả những người thương yêu.
Conclusion	- Graduation ceremony - Resounding anthem of FPT, the river of promises	Khép lại hành trình 4 năm, bước đầu mở ra một cuộc hành trình mới gian nan nhưng đầy hứa hẹn, mình vẫn sẽ nỗ lực không ngừng nghỉ để xứng đáng với những nỗ lực của thời thanh xuân rực rỡ này.

3.1.3. Video Production

3.1.3.1. Production Equipment

TikTok Content Production Equipment: Sony VCT-VPRI Tripod, Rode Wireless Go Microphone, Sony WI-SP510 Wireless In-ear Sports Earphones, Sony GP-VPT2BT Support System, Zhiyun Smooth Q3 Gimbal, Canon EOS 9000D Camera, 11-inch iPad Pro M2 (2022)



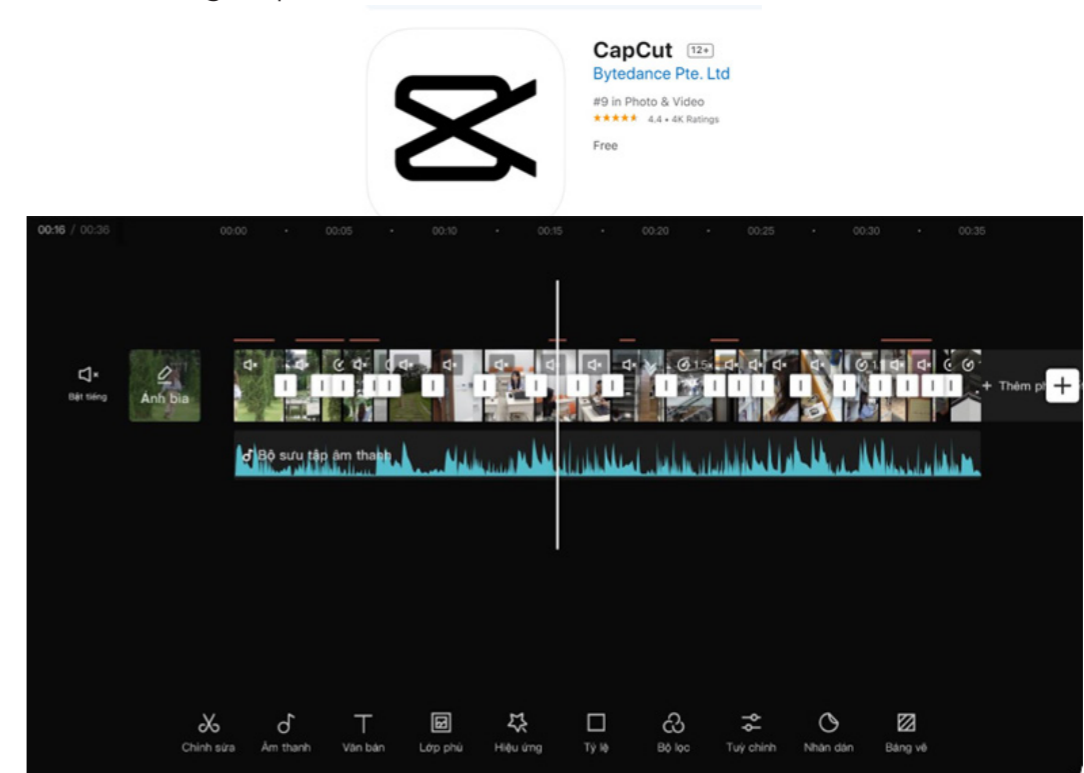


(Content production equipment, annual depreciation cost ~ 10,000,000 VND not included in the project budget)

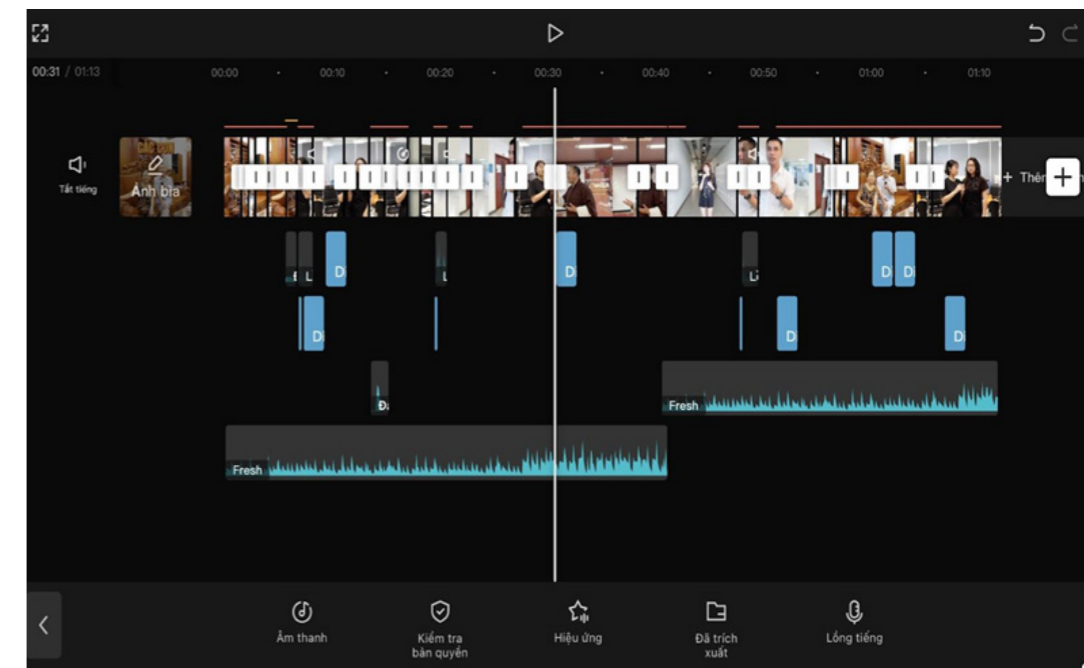
3.1.3.2. Video Production

All of our TikTok videos are edited using CapCut PC and CapCut mobile software. This is a versatile, user-friendly video editing software that is popular among users for streamlining the video editing process. It's integrated with TikTok, making the synchronization of audio and information very convenient

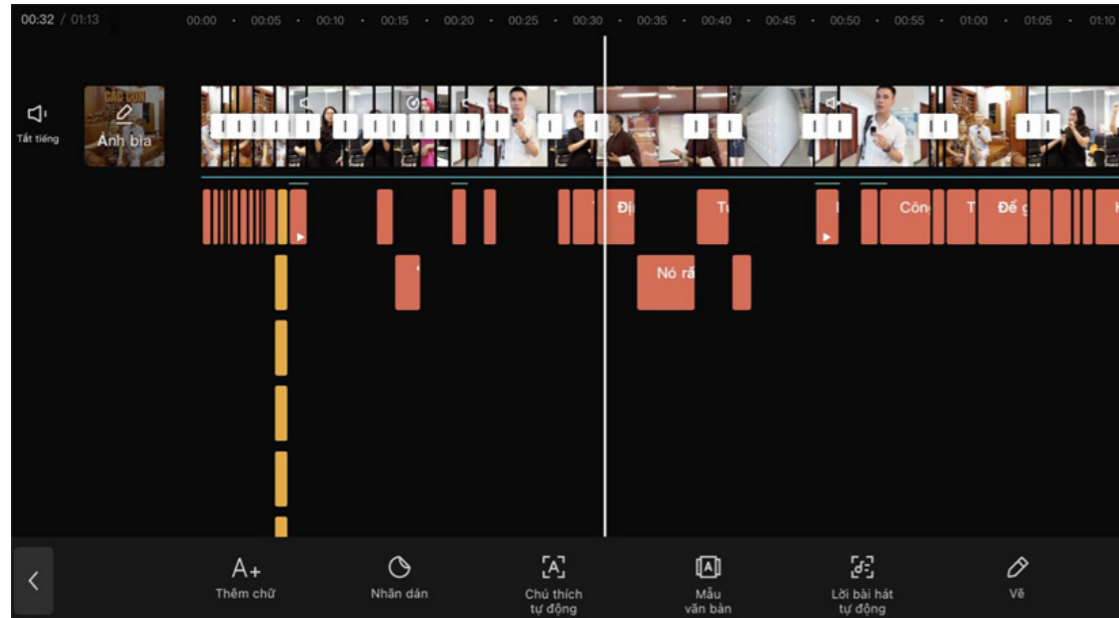
Basic Video Editing Steps:



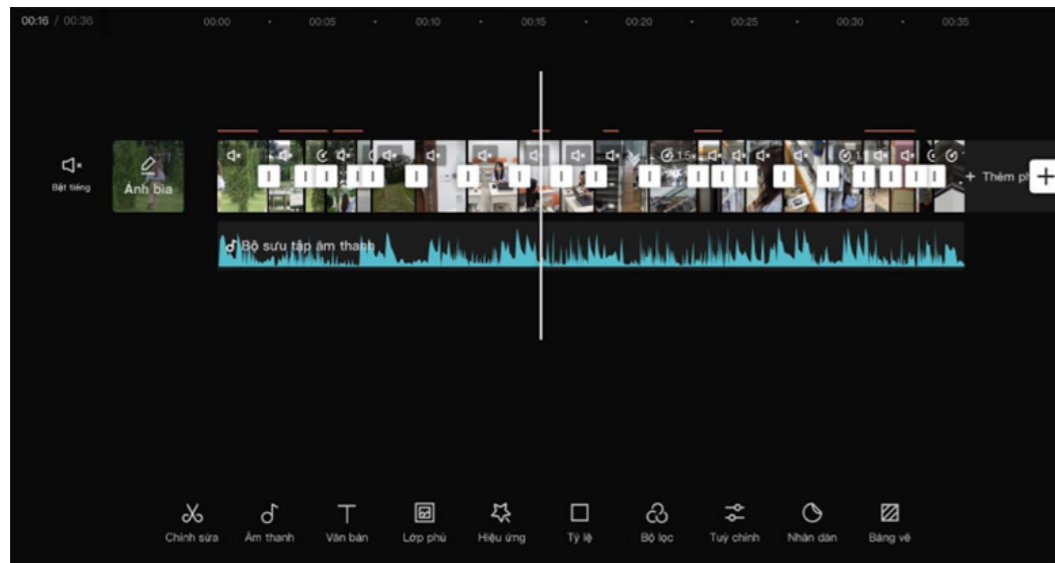
Editing: Edit video elements such as adjusting speed, volume, transitions, dynamic effects, background removal, and aesthetics.



Audio: Select sound, audio effects, and add voice overs to the video. Here, you can refer to the sounds available in CapCut's music library.



Text: Insert text, labels, apply effects, draw, and choose from a diverse range of font styles.



Overlay + Effects + Filters: Harmonize the video's visual presentation with straightforward and visually pleasing effects and filters. True-to-life colors.

3.1.4. Detailed Deployment Plan

3.1.4.1. TikTok Timeline 'Topy at FPT'

TIMELINE TIKTOK: TOPY Ở FPT													
STT	Topic	Publication Date	Publication Time	Content	Script				Shooting Date	Eits + Release			
					PIC	Deadline	Status	Link		PIC	Deadline edit	Status	Link
1	The Art of Happiness	10/6	18h	Introduction of the Project	Nguyệt	5/6	Done	Script	20/6	Nguyệt	10/6	Done	Video
2	The Art of Happiness	13/6	18h	Insights from FPT Students about Using TikTok	Nguyệt	6/6	Done	Script	8/6	Nguyệt	11/6	Done	Video
3	The Art of Happiness	16/6	18h	Happiness Across Generations	Nguyệt	9/6	Done	Script	10/6	Nguyệt	14/6	Done	Video
4	Sharing Love, Receiving Happiness	18/6	18h	How's Your Day Today?	Huyền	8/6	Done	Script	12/6	Huyền	17/6	Done	Video
5	The Art of Happiness	23/6	18h	Ways to Stimulate Happiness Hormones	Huyền	11/6	Done	Script	20/7	Huyền	10/6	Done	Video
6	The Art of Happiness	29/6	18h	Concept of Happiness	Giang	28/6	Done	Script	14/6	Nguyệt	11/6	Done	Video
7	Sharing Love, Receiving Happiness	1/7	18h	Giving Love - Receiving Happiness	Huyền + Giang	29/6	Done	Script	16/6	Nguyệt	14/6	Done	Video
8	The Art of Happiness	7/7	18h	I Am Happiness	Huyền	4/7	Done	Script	18/6	Nguyệt	17/6	Done	Video
9	The Art of Happiness	24/7	18h	Exploring the Shades of Happiness	Huyền	19/7	Done	Script	20/8	Nguyệt	10/6	Done	Video
10	Journey of Happiness	28/7	18h	Journey of Happiness	Giang	24/7	Done	Script	20/6	Nguyệt	11/6	Done	Video
11	Journey of Happiness	29/7	18h	Interviewing Students' Graduation Emotions	Nguyệt	25/7	Done	Script	22/6	Nguyệt	14/6	Done	Video
12	Journey of Happiness	30/7	18h	Interviewing Parents' Graduation Emotions	Nguyệt	26/7	Done	Script	12/7	Nguyệt	15/6	Done	Video
13	Journey of Happiness	10/8	18h	Ngô Đức Khánh: Happiness Lies in Living with Passion	Nguyệt	1/8	Done	Script	14/7	Nguyệt	17/6	Done	Video
14	Journey of Happiness	11/8	18h	Bùi Bá Hiếu: The More Effort, the More Happiness for Youth	Nguyệt	2/8	Done	Script	14/7	Nguyệt	10/6	Done	Video
15	Journey of Happiness	12/8	18h	Shades of Happiness 1	Nguyệt	3/8	Done	Script	15/7	Nguyệt	11/6	Done	Video
16	Journey of Happiness	13/8	18h	Shades of Happiness 2	Giang	4/8	Done	Script	15/7	Nguyệt	14/6	Done	Video
17	Journey of Happiness	14/8	18h	Shades of Happiness 3	An	5/8	Done	Script	4/7	Nguyệt	17/6	Done	Video
18	Journey of Happiness	15/8	18h	Shades of Happiness 4	Huyền	6/8	Done	Script	4/7	Nguyệt	10/6	Done	Video
19	The Art of Happiness	16/8	18h	In Search of Happiness	Huyền	7/8	Done	Script	1/8	Huyền	11/6	Done	Video
20	The Art of Happiness	17/8	18h	Broken	Huyền	8/8	Done	Script	20/7	Huyền	14/6	Done	Video
21	Journey of Happiness	17/8	18h	Bhutan: The Land of Happiness	Giang	9/8	Done	Script	20/6	Nguyệt	17/6	Done	Video
22	The Art of Happiness	18/8	18h	Topy Team Narrates	Giang	10/8	Done	Script	20/7	Nguyệt	14/6	Done	Video

3.1.4.2. TikTok Ads

Optimizing TikTok Advertising: To ensure swift ad approval, we opt for strategically running scientifically designed, intelligent, and cost-effective TikTok ad campaigns. We select videos with high potential for reaching the target audience. Employing various approaches for testing to determine the most effective ads. Precisely targeting the intended audience. Crafting captivating content. Collaborating with Key Opinion Leaders (KOLs) and Key Opinion Consumers (KOCs) to enhance credibility.

3.1.3.3. Production Team:

Option 1: Ekip Inhouse

Script
Characters
Shooting and Editing Video



Option 2: Production Partner

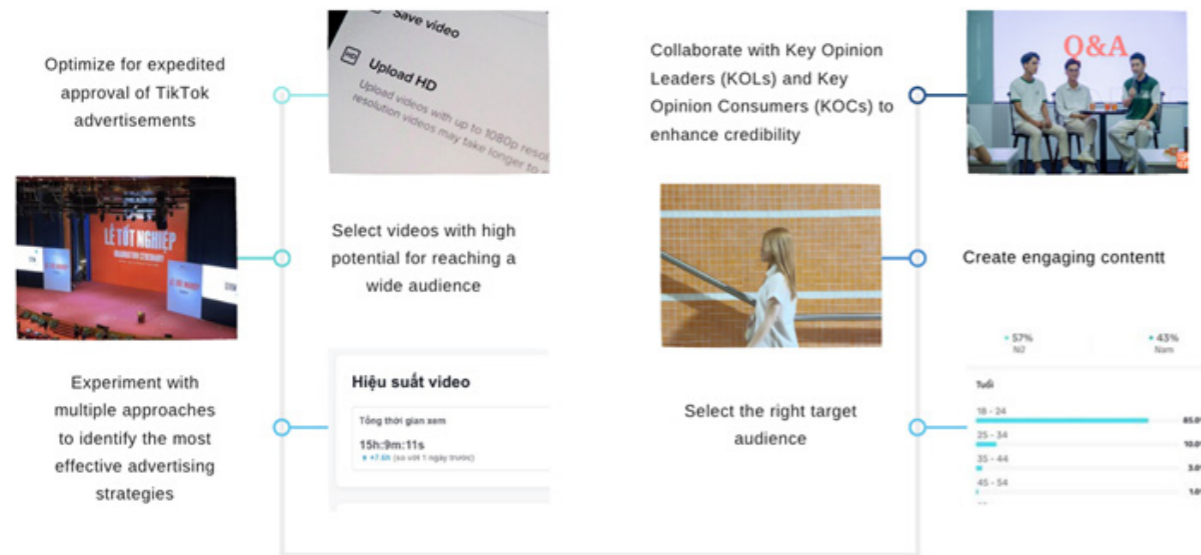
Collaborate with Collaborators



External Collaboration (Mac Studio: Cameraman +Editor)



OPTIMIZING TIKTOK ADVERTISING



3.1.4.3. Budget Allocation

Month	5	6	7	8	TOTAL
Number of videos		6	6	10	22
Reached Followers		678	1203	1378	1378
Total View Time		27,941	53,587	120,903	120,903
Profile Views		515	1157	1891	1891
Average View Time		5.9s	11.1s	30.8s	30.8s
Hashtag #topyofpt Views		494.9k	785.5k	909.2k	909.2k
Completed Views		5.43%	9.01%	27.42%	27,42%
Content Production Budget		1.000.000	1.200.000	1.500.000	3.700.000
Performance Budget		500.000	1.000.000	1.000.000	2.500.000

3.2. Facebook

3.2.1. Route Content

We have 7 content routes with different timelines for communication purposes for the main TikTok channel.

Route Content				
Stream 1: Project Introduction				
No	Chanel	Title	Media	Deadline
1	Facebook	Kick off avatar: Introduce project, mission and mission	Graphic	28/5/2023
2	Facebook	Kick off cover: Happy journey	Graphic	28/5/2023
3	Facebook	Introducing Topy team members	Graphic	30/5/2023
4	Facebook	Share: Video tiktok introducing Topy team members	Link	x
Stream 2: Recruitment of Collaborators				
1	Facebook	We need you: Recruiting collaborators for the project	Graphic	2/6/2023
2	Facebook	Recap interview round: Photo of the interview to recruit collaborators	Image	16/6/2023
3	Facebook	Check you result: Announce the results of the interview round	Graphic	17/6/2023
Stream 2: Inappropriate Content and Hazards				
1	Facebook	Decode Inappropriate content	Graphic	16/6/2023
2	Facebook	Inappropriate content and talking numbers	Graphic	17/6/2023
3	Facebook	Uncover Inappropriate content with Topy	Graphic	17/6/2023
Stream 3: Happiness				
1	Facebook	What is your happiness?: Happy Family's Day	Graphic	16/6/2023
2	Facebook	"We will find HAPPINESS in different ways."	Graphic	17/6/2023
3	Facebook	"Does money and material possessions bring us happiness?"	Image	18/6/2023
Stream 4: Event "Happy Candy Box"				
1	Facebook	How is your day going?	Image	12/6/2023
2	Facebook	Happy or unhappy?	Image	12/6/2023
Stream 5: Event "Colors of Happiness"				
1	Facebook	Announcement of communication activities off Talkshow X Happy colors	Image	x
2	Facebook	Recap media off Talkshow X Happy colors	Image	x
Stream 6: Talkshow "KOL&KOC - Glory or Dust?"				
1	Facebook	KICK OFF Talkshow "KOL&KOC - Glory or Dust?"	Graphic	1/7/2023
2	Facebook	Introduce CEO ĐỖ TUẤN HẢI	Graphic	1/7/2023
3	Facebook	Introduce TIKTOKER BÙI BÁ HIẾU	Graphic	1/7/2023
4	Facebook	Introduce TIKTOKER NGÔ ĐỨC KHÁNH	Graphic	1/7/2023
5	Facebook	Announcement of communication activities off Talkshow X Colors of Happiness	Image	x
6	Facebook	INTRODUCTION OF SPONSORS	Graphic	1/7/2023
7	Facebook	"Application Deadline for Talkshow Attendance"	Image	3/7/2023
8	Facebook	Recap media off Talkshow X Happy colors	Image	x
9	Facebook	INTRODUCTION THE GUEST SINGER: VÂN ANH	Graphic	3/7/2023
10	Facebook	Thank you and see you soon: Thank you everyone for participating in the Talkshow	Image	15/7/2023
11	Facebook	Recap Talkshow: Talkshow's photos	Image	22/7/2023
12	Facebook	[Gratitude & Thanks] SPONSOR COMPANY - Công ty TNHH Đào Tạo Lái Xe Minh Hoàng	Graphic	25/7/2023
13	Facebook	[Gratitude & Thanks] SPONSOR COMPANY - Trà sữa Đô Đô	Graphic	25/7/2023
14	Facebook	[Gratitude & Thanks] SPONSOR COMPANY - Pizza Fa't	Graphic	25/7/2023
15	Facebook	[Gratitude & Thanks] SPONSOR COMPANY - Cup of Candle	Graphic	25/7/2023
16	Facebook	[Gratitude & Thanks] SPONSOR COMPANY - MAC Studio	Graphic	25/7/2023
17	Facebook	[Gratitude & Thanks] SPONSOR COMPANY - Phương Ngọc Bakery	Graphic	25/7/2023
18	Facebook	[VIDEO HIGHLIGHT]"Reflecting on Memorable Moments of the Event"	Video	10/8/2023
Stream 7: Increase interaction				
1	Facebook	Share: Video Tik Tok introducing Topy team members	Link	x
2	Facebook	Encouragement from Topy team	Graphic	16/6/2023
3	Facebook	Share: Video "How is your day going?"	Link	x

CONTENT SYSTEM

No	Chanel	Title	Media	Deadline	PIC Content	PIC Media	Status
1	Facebook	Kick off avatar: Introduce project, mission and mission	Graphic	28/5/2023	An	Hương Giang	done
2	Facebook	Kick off cover: Happy journey	Graphic	28/5/2023	An	Hương Giang	done
3	Facebook	Introducing Topy team members	Graphic	30/5/2023	Huyền	An	done
4	Facebook	Share: Video tiktok introducing Topy team members	Link	x	Nguyệt	Nguyệt	done
5	Facebook	We need you: Recruiting collaborators for the project	Graphic	2/6/2023	An	An	done
6	Facebook	How is your day going?	Image	12/6/2023	An	An	done
7	Facebook	Happy or Unhappy?	Image	12/6/2023	An	An	done
8	Facebook	Recap interview round: Photo of the interview to recruit collaborators	Image	16/6/2023	An	An	done
9	Facebook	Check you result: Announce the results of the interview round	Graphic	17/6/2023	An	An	done
10	Facebook	Share: Video "How is your day going?"	Link	x	An	An	done
11	Facebook	Decode Inappropriate content	Graphic	16/6/2023	CTV	CTV	done
12	Facebook	Encouragement from Topy team	Graphic	16/6/2023	An	An	done
13	Facebook	What is your happiness?: Happy Family's Day	Graphic	16/6/2023	CTV	CTV	done
14	Facebook	Inappropriate content and talking numbers	Graphic	17/6/2023	CTV	CTV	done
15	Facebook	Uncover Inappropriate content with Topy	Graphic	17/6/2023	CTV	CTV	done
16	Facebook	"We will find HAPPINESS in different ways."	Graphic	17/6/2023	CTV	CTV	done
17	Facebook	"Does money and material possessions bring us happiness?"	Image	18/6/2023	An	An	done
18	Facebook	KICK OFF Talkshow "KOL&KOC - Glory or Dust?"	Graphic	1/7/2023	An	An	done
19	Facebook	Introduce CEO ĐỖ TUẤN HẢI	Graphic	1/7/2023	An	An	done
20	Facebook	Introduce TIKTOKER BÙI BÁ HIẾU	Graphic	1/7/2023	Hương Giang	An	done
21	Facebook	Introduce TIKTOKER NGÔ ĐỨC KHÁNH	Graphic	1/7/2023	Hương Giang	An	done
22	Facebook	Announcement of communication activities off Talkshow X Colors of Happiness	Image	x	An	An	done
23	Facebook	INTRODUCTION OF SPONSORS	Graphic	1/7/2023	An	An	done
24	Facebook	"Application Deadline for Talkshow Attendance"	Image	3/7/2023	An	An	done
25	Facebook	Recap media off Talkshow X Happy colors	Image	x	An	An	done

26	Facebook	INTRODUCTION THE GUEST SINGER: VÂN ANH	Graphic	3/7/2023	An	An	done
27	Facebook	Thank you and see you soon: Thank you everyone for participating in the Talkshow	Image	15/7/2023	An	An	done
28	Facebook	Recap Talkshow: Talkshow's photos	Image	22/7/2023	An	An	done
29	Facebook	[Gratitude & Thanks] SPONSOR COMPANY - Công ty TNHH Đào Tạo Lái Xe Minh Hoàng	Graphic	25/7/2023	Nguyệt	An	done
30	Facebook	[Gratitude & Thanks] SPONSOR COMPANY - Trà sữa Đô Đô	Graphic	25/7/2023	Nguyệt	An	done
31	Facebook	[Gratitude & Thanks] SPONSOR COMPANY - Pizza Fa't	Graphic	25/7/2023	Nguyệt	An	done
32	Facebook	[Gratitude & Thanks] SPONSOR COMPANY - Cup of Candle	Graphic	25/7/2023	An	An	done
33	Facebook	[Gratitude & Thanks] SPONSOR COMPANY - MAC Studio	Graphic	25/7/2023	An	An	done
34	Facebook	[Gratitude & Thanks] SPONSOR COMPANY - Phương Ngọc Bakery	Graphic	25/7/2023	An	An	done
35	Facebook	[VIDEO HIGHLIGHT]"Reflecting on Memorable Moments of the Event"	Video	10/8/2023	An	Sponsor	done

3.2.3. Format, image criteria

- + Format of publications to post on Facebook:
- + Size: 940 x 788 pixels (normal post), 1640x924 pixels (cover image), 2400 x 2400 pixels (avatar)
- + Design according to the brand identity
- + Main font: Downtown and Montserrat
- + Stick the logos "Topy at FPT" and "FPT University" in the middle
- + Image criteria
- + High quality, sharp, bright and beautiful photos
- + Show enough detailed content

4. EVENTS

4.1. Workshop: Creative Social Stories: "Making innovative Drama content for on-air, online and Social Media"

4.1.1. Organizational plan

During the initial phase of project ideation and implementation, we collaborated and participated in organizing the Workshop "Creative Social Stories: Making Innovative Drama Content for On-Air, Online, and Social Media." This event allowed us to take the following steps:

Organizational plan



Phase	No	Content	PIC	Degree of completion		May						
				Red	Yellow	Green	Week 1	Week 2	Week 3	Week 4		
Event orientation	1	Theme, program content	Team ICD									
	2	Program script	ABU									
	3	Guests, attending delegates	ICD									
Preparation	1	Contacting speakers, international delegates	ICD									
	2	Takecare speakers	ICD									
	3	Takecare International delegates	Team									
	4	Publication design	Team, ICD									
	5	Press release	ICD									
	6	Script for the opening remarks by the organizing committee's head	Head of ICD									
	7	Content of speaker interactions	Team									
	8	Printing and publishing	Team									
	9	Preparing gifts, prizes, tea break	Team									
	10	Guest transportation and hotel assistance	ICD									
	11	Sound and lighting preparation	Team, ICD									
	12	Media outreach	ICD									
	13	Decoration	Team									
	14	Work assignment distribution	Team, ICD									

Day-of-event activitiesZ	1	Media	Team									
	2	Takecare Teabreak	Team									
	3	Takecare speakers	ICD									
	4	Takecare International delegates	Team									
	5	Reception	ICD									
	6	Technical support	ICD									

Budget

No	Category	Number of people	Number of days	Unit price (VND)	Total amount
Cost for one speaker					
1	Meal expenses	1	6	800.000	4.800.000
	Accommodation expenses	1	5	1.800.000	9.000.000
Conference organization and translation costs					
	Meal expenses for organizers and translators	2	6	800.000	9.600.000
	Interpreter fees	1	6	2.000.000	12.000.000
	Conference teabreak expenses	25	4	60.000	6.000.000
	Design, printing, and installation cost for a 1.8mx0.8m standee	1	3	500.000	1.500.000
2	Design, printing, and installation cost for a 4.1mx2.4m backdrop	1	1	4.000.000	4.000.000
	Design and printing cost for 25 certificates for attending participants, and 05 certificates of appreciation for award-winning groups (hardcover, full-color printing)	30	1	20.000	600.000
3	Reception (Hosted by Leadership Team)	5	1	800.000	4.000.000
Total					51.500.000

Fifty-one million five hundred thousand Vietnamese dong

No	Categories or sections	Main content								
1	Organization	Voice of Vietnam (VOV) Radio collaborates with the Asia-Pacific Broadcasting Union (ABU)								
2	Name	Creative Social Stories: "Making innovative Drama content for on-air, online and Social Media"								
3	Speakers	Mr. Akim Mogaji, Senior Expert, New Media Network, United Kingdom								
4	Seminar coordination	Ms. Olya Booyar, Head of Broadcasting Committee, Asia-Pacific Broadcasting Union (ABU)								
5	Attending delegates	International participants from Bhutan, VOV Radio staff members								
6	Language	English								
7	Workshop content	Creating innovative social message-driven content for multiple platforms: broadcasting, online, and social media. The seminar will discuss the essential steps in the creative process of multimedia content with a groundbreaking approach. Through a 4-day intensive training program, participants will be able to construct their own captivating and value-added creative programs, incorporating both structure and imaginative elements with high editorial value.								
8	Time	<table border="1"> <tr> <td>From May 23rd to May 26th, 2023 Morning sessions from 9:00 AM to 11:00 AM; Afternoon sessions from 2:00 PM to 4:30 PM</td> <td> <ul style="list-style-type: none"> Opening session Introduction to storytelling in radio skits Global trends in producing socially impactful radio skits, practical and theoretical aspects. Researching the background and target audience Studying structure: Why? What? How? </td> </tr> <tr> <td></td> <td> <ul style="list-style-type: none"> Production process Building a content creation team: The Standard Formula <ul style="list-style-type: none"> How to write engaging and impactful content Recording and post-production approaches Actual pre-production stage </td> </tr> <tr> <td></td> <td> <ul style="list-style-type: none"> Teamwork: production and post-production </td> </tr> <tr> <td></td> <td> <ul style="list-style-type: none"> Groups present their work, lecturers comment and give suggestions Finish the training course </td> </tr> </table>	From May 23rd to May 26th, 2023 Morning sessions from 9:00 AM to 11:00 AM; Afternoon sessions from 2:00 PM to 4:30 PM	<ul style="list-style-type: none"> Opening session Introduction to storytelling in radio skits Global trends in producing socially impactful radio skits, practical and theoretical aspects. Researching the background and target audience Studying structure: Why? What? How? 		<ul style="list-style-type: none"> Production process Building a content creation team: The Standard Formula <ul style="list-style-type: none"> How to write engaging and impactful content Recording and post-production approaches Actual pre-production stage 		<ul style="list-style-type: none"> Teamwork: production and post-production 		<ul style="list-style-type: none"> Groups present their work, lecturers comment and give suggestions Finish the training course
From May 23rd to May 26th, 2023 Morning sessions from 9:00 AM to 11:00 AM; Afternoon sessions from 2:00 PM to 4:30 PM	<ul style="list-style-type: none"> Opening session Introduction to storytelling in radio skits Global trends in producing socially impactful radio skits, practical and theoretical aspects. Researching the background and target audience Studying structure: Why? What? How? 									
	<ul style="list-style-type: none"> Production process Building a content creation team: The Standard Formula <ul style="list-style-type: none"> How to write engaging and impactful content Recording and post-production approaches Actual pre-production stage 									
	<ul style="list-style-type: none"> Teamwork: production and post-production 									
	<ul style="list-style-type: none"> Groups present their work, lecturers comment and give suggestions Finish the training course 									

4.2. Talkshow

4.2.1. ORGANIZATION PLAN

To ensure the smooth execution of the event according to the established plan, to mitigate potential risks, and to avoid any shortcomings, we have created an event organization schedule below. This schedule aims to facilitate management and event preparation.

4.2.1.1. ORGANIZATION PLAN

TALKSHOW ORGANIZATION PLAN									
Stage	No	Work Content	PIC	Completion level		July			
				Week 1	Week 2	Week 3	Week 4		
Organizational orientation	1	Program topics and content	Topy team						
	2	Script program	Topy team						
	3	Invited guests and delegates	Topy team						
Preparation	1	Contact the speaker	Topy team						
	2	Takecare the speaker	Topy team						
	3	Takecare participants	Topy team						
	4	Design	Topy team						
	5	Offline Communication	Topy team						
	6	Content of speaker exchanges	Topy team						
	7	Printing	Topy team						
	8	Prepare gifts, rewards, Teabreak	Topy team						
	9	Support speaker shuttle bus	Topy team						
	10	Prepare sound and light	Topy team						
	11	Media contact	Topy team						
	12	Decorate	Topy team						
	13	Division of job positions	Topy team						
Hoạt động ngày tổ chức	1	Media	Topy team						
	2	Takecare Teabreak	Topy team						
	3	Takecare the speaker	Topy team						
	4	MC	Topy team						
	5	Technique	Topy team						

After devising the event organization plan, we created a projected budget sheet to facilitate the event's execution. Due to financial constraints, the estimated expenses amounted to 20,210,000 VND. However, through sponsorships and the assistance of the Corporate Relations Department, we secured 13,800,000 VND, covering the overall project costs. In this scenario, the team collaborated closely with the Corporate Relations Department to reach out to other relevant parties for additional support, enabling us to manage expenditures prudently and effectively.

4.2.1.2. Actual cost table

Actual cost table of TALKSHOW								
CATEGORY	NO	Contents	QUANTITY	Unit	Unit price	Into money	Actual Talkshow expenses	Note
Quà	1	Flowers	6	Bunch	100.000	600.000	600.000	
	2	Scented Candles	15	pcs	100.000	1.500.000	0	Sponsors pay
	3	Đô Đô's Milk Tea	40	pcs	45.000	1.800.000	0	Sponsors pay
	4	Gift bag	15	pcs	10.000	150.000	150.000	
Teabreak	1	Cake	50	Box	50.000	2.500.000	0	Sponsors pay
	2	Cozy tea	6	Box	35.000	210.000	210.000	
	3	Ice bag	2	Bag	10.000	20.000	20.000	
	4	Cup	2	Bag	50.000	100.000	100.000	
	5	Paper plate	1	Bag	50.000	50.000	50.000	
	6	Water bottle	2	pcs	50.000	100.000	100.000	
Communication and printing	1	Standee	2	pcs	200.000	400.000	400.000	
	3	Standee frame	2	pcs	140.000	280.000	280.000	
	4	Media	1	Combo	2.000.000	2.000.000	0	Sponsors pay
	6	Voucher	50	pcs	10.000	500.000	500.000	
Stage	1	The platform	1	pcs	1.000.000	1.000.000	0	Sponsors pay
Speaker	1	Đỗ Tuấn Hải	1	people	5.000.000	5.000.000	0	FPTU Career Center pay
	2	Ngô Đức Khánh	1	people	2.000.000	2.000.000	2.000.000	
	3	Bùi Bá Hiếu	1	people	2.000.000	2.000.000	2.000.000	
The total of money						20.210.000	6.410.000	

4.2.1.3. Human resources

To ensure the seamless execution of the event and to prevent any issues, we established a personnel allocation chart. This chart was designed to distribute tasks among team members responsible for various roles and responsibilities.

COORDINATION OF BANK RESPONSIBILITIES									
STAGE	BIG CATEGORY	SMALL CATEGORY	No	Contents	PIC	Deadline	Note		
BEFORE EVENT	Gifts		1	Flowers	Vân Huyền				
			2	Scented Candles	Vân Huyền				
			3	Đô Đô's Milk Tea	Dương Minh Nguyệt				
			4	Gift bag	Vân Huyền				
	SET UP EVENT ROOM	Part of raw facilities		1	Set up seats	Đỗ Kiểu Đức An			
				2	Take chairs from Azzan coffee	Đỗ Kiểu Đức An			
				3	Take sound from Alpha Building	Đỗ Kiểu Đức An			
				4	Book administrative side: 8 drinks, 8 cups, 2 black linens, 2 teabreak bottles, trays and blankets	Đỗ Kiểu Đức An			
				6	Book 102-104R room	Đỗ Kiểu Đức An			
				7	The platform	Đỗ Kiểu Đức An			
		Tea break table			1	Cake	Đỗ Kiểu Đức An		
					2	Cozy tea	Đỗ Kiểu Đức An		
					3	Ice bag	Đỗ Kiểu Đức An		
					4	Cup	Đỗ Kiểu Đức An		
			5	Paper plate	Đỗ Kiểu Đức An				

		Teabreak table	6	Book 102-104R room	Đỗ Kiểu Đức An		
			7	The platform	Đỗ Kiểu Đức An		
			1	Cake	Đỗ Kiểu Đức An		
			2	Cozy tea	Đỗ Kiểu Đức An		
			3	Ice bag	Đỗ Kiểu Đức An		
			4	Cup	Đỗ Kiểu Đức An		
			5	Paper plate	Đỗ Kiểu Đức An		
	6	Water bottle	Đỗ Kiểu Đức An				
	The media	Online and design	1	Kick off post	Đỗ Kiểu Đức An		
			2	Introduce post CEO Đỗ Tuấn Hải	Đỗ Kiểu Đức An		
			3	Introduce post Tiktoker Bùi Bá Hiếu	Đỗ Kiểu Đức An		
			4	Introduce post Tiktoker Ngô Đức Khánh	Đỗ Kiểu Đức An		
			5	Introduce post Vinh	Đỗ Kiểu Đức An		
6			Introduce post sponsors	Đỗ Kiểu Đức An			
7			Thanks post	Đỗ Kiểu Đức An			

			8	Visual CEO Tuấn Hải	Đỗ Kiểu Đức An		
			9	Visual 2 TikTokers	Đỗ Kiểu Đức An		
			10	Visual Văn Anh	Đỗ Kiểu Đức An		
			11	Visual classic	Đỗ Kiểu Đức An		
			12	Standee Talkshow	Đỗ Kiểu Đức An		
			13	Standee Topy	Đỗ Kiểu Đức An		
			Offline	1	Book space in Delta	Đỗ Kiểu Đức An	
		2		Happy palette	Vân Huyền		
		3		Buy standee frame	Đỗ Kiểu Đức An		
		4		Media	Dương Minh Nguyệt		
		1		MC	Dương Minh Nguyệt		
		2		Media	Dương Minh Nguyệt		
		D-DAY	Human Resources	3	Logistics	Đỗ Kiểu Đức An	
4	Check-in			Hương Giang			
5	Technique			Vân Huyền			
6	Takecare CEO Đỗ Tuấn Hải			CTV			
7	Takecare guests and participants of the whole program			Hương Giang and CTV			

			8	Speaker	Duong Minh Nquyet		
			9	Singer	Vanh vanh		
After event		The media	1	Thanks post	ĐỖ KIỀU ĐỨC AN		
			2	Post recap picture	ĐỖ KIỀU ĐỨC AN		
			3	Thanks sponsors	ĐỖ KIỀU ĐỨC AN		
		Logistics	1	Clean	Topy team		
		Disbursement	1	Disbursement	FPTU Career Center and Topy team		
Mail			1	Mail announcement TALKSHOW	Vân Huyền		
			2	Accept request mail	Vân Huyền		
			3	Feedback mail	Vân Huyền		

4.2.1.4. SPONSORSHIP PROFILE



TOPY OFPT **FPT UNIVERSITY**

HỒ SƠ TÀI TRỢ

Talkshow ...
"KOL, KOC GAI HAY HOA HỒNG"

TALK SHOW

KOL & KOC GAI HAY HOA HỒNG?

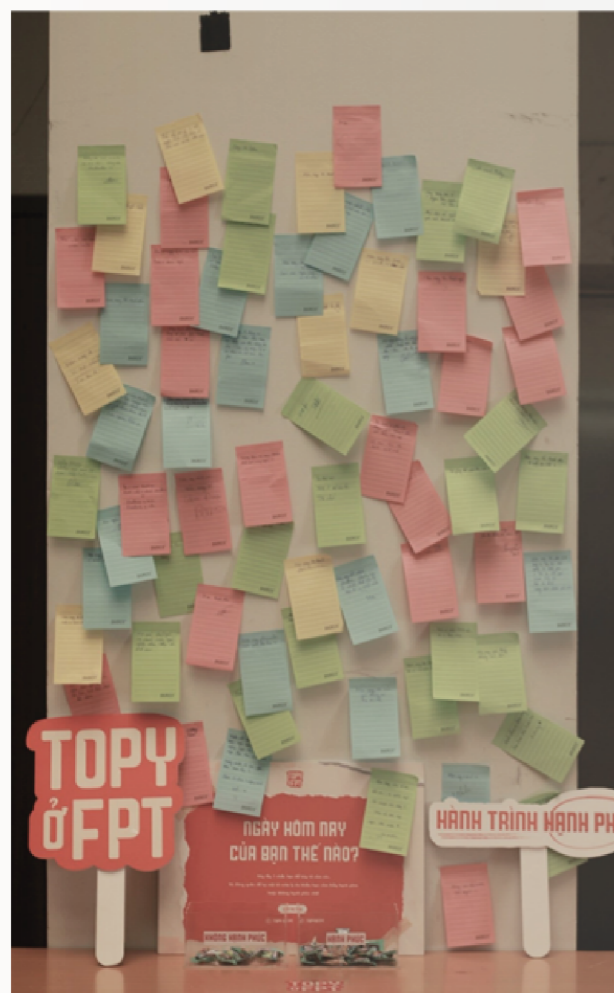
DIỄN GIẢ ĐỖ TUẤN HẢI
★★★★★
CEO THE A LIST

DIỄN GIẢ BÙI BÀ HIỆU
★★★★★
CONTENT CREATOR - INFLUENCER
FOLLOWERS: 100K+
YOUTUBE: 50K+
SUBSCRIBERS: 10K+

DIỄN GIẢ NGÔ ĐỨC KHÁNH
★★★★★
CONTENT CREATOR - INFLUENCER
FOLLOWERS: 100K+
YOUTUBE: 50K+
SUBSCRIBERS: 10K+

MỤC LỤC

- (01) THƯ NGỎ
- (02) TỔNG QUAN CHƯƠNG TRÌNH
- (03) KẾ HOẠCH TỔ CHỨC
- (04) KẾ HOẠCH TRUYỀN THÔNG
- (05) GIÁ TRỊ MANG LẠI CHO DOANH NGHIỆP
- (06) NGÂN SÁCH TỔ CHỨC
- (07) LỜI CẢM ƠN
- (08) THÔNG TIN LIÊN HỆ



THƯ NGỎ

Lời đầu tiên **Topy ở FPT** xin gửi đến quý doanh nghiệp lời kính chúc sức khỏe và thành công trong cuộc sống.

Thưa Quý doanh nghiệp,

Đại học FPT từ lâu đã được biết đến là một trong những đơn vị đi đầu trong khối các trường Đại học, Cao đẳng không chỉ bởi chất lượng đào tạo chuyên sâu, mà còn về những hoạt động, sự kiện sôi nổi, mang màu sắc thực tế do Sinh viên tổ chức. **Topy ở FPT** tự hào là một kênh truyền thông uy tín dành cho sinh viên Đại Học FPT khi tập chung vào cách làm nội dung lành mạnh, tích cực đến cộng đồng. Năm trong khoá luận tốt nghiệp của nhóm sinh viên ngành Quản Trị Truyền Thông Đa Phương Tiện kỳ Summer 2023. **Topy ở FPT** đã đã kết hợp với Trường Đại Học FPT Hà Nội, Phòng Quan Hệ Doanh Nghiệp và Cựu sinh viên cùng Bộ môn Quản trị truyền thông đa phương tiện tổ chức tổ chức sự kiện **Talkshow "KOL&KOC Gai Hay Hoa Hồng"**.

Talkshow "KOL&KOC Gai Hay Hoa Hồng" sẽ được lắng nghe những câu chuyện thực tế dưới lăng kính của "Người trong nghề". Thông qua đó, sinh viên sẽ học được cách xây dựng nội dung sạch mà vẫn lên xu hướng trên nền tảng TikTok. Đây sẽ là cơ hội để giao lưu trực tiếp với 03 vị diễn giả nổi tiếng như: "Anh Đỗ Tuấn Hải: CEO The A List; Anh Bùi Bá Hiếu: Content Creator; Anh Ngô Đức Khánh: Content Creator". Talkshow sẽ giải đáp những câu hỏi của sinh viên bấy lâu nay thắc mắc về cách làm nội dung trên TikTok.

Talkshow "KOL&KOC Gai Hay Hoa Hồng"

🕒 Thời gian: 09h00 - 19/07/2023

📍 Địa điểm: 102R - 104R - Trường Đại học FPT Hà Nội

Topy ở FPT rất mong nhận được sự hợp tác của Quý doanh nghiệp với vai trò Nhà tài trợ cho chương trình.

Ban tổ chức chương trình chắc chắn sẽ tổ chức ra được một talkshow thành công, in đậm dấu ấn, khẳng định giá trị, mang thương hiệu sinh viên Đại học FPT ra toàn thể cộng đồng học sinh, sinh viên tại Hà Nội. Và ban tổ chức tin tưởng rằng, đi cùng với sự hợp tác đó, Quý doanh nghiệp sẽ có cơ hội quảng bá hình ảnh, đẩy mạnh truyền thông thương hiệu cũng như thể hiện sự quan tâm tới cộng đồng giới trẻ. Hi vọng Topy ở FPT có cơ hội được gặp mặt Quý doanh nghiệp trong thời gian sớm nhất để thảo luận về cơ hội hợp tác này.

Một lần nữa xin kính chúc quý doanh nghiệp ngày càng thành đạt và phát triển.

Trân Trọng

Topy Team



02. TỔNG QUAN CHƯƠNG TRÌNH

Tên Chương Trình:

KOL&KOC GAI HAY HOA HỒNG



Đơn Vị Tổ Chức:

Trường Đại Học FPT Hà Nội, Phòng Quan Hệ Doanh Nghiệp và Cựu sinh viên cùng Bộ môn Quản Trị Truyền Thông Đa Phương Tiện



Thời gian tổ chức:

09h00 - 19/07/2023



Đối tượng tham gia:

Giáo viên, cán bộ, nhân viên, sinh viên Trường Đại Học FPT Hà Nội



Lượt Tiếp Cận:

+10.000 sinh viên

MỤC ĐÍCH, Ý NGHĨA:

Chia sẻ những câu chuyện thực tế dưới lăng kính của "Người trong nghề" như: "Hành trình trở thành KOL/KOC"; "Làm sao để xây dựng content sạch mà vẫn on trending"; "Cách sử dụng các KOL, KOC thế nào cho hiệu quả trong các chiến dịch truyền thông". Mang đến cho sinh viên nhiều cơ hội và kiến thức thực tế để thêm vào hành trang cuộc sống. Qua đó còn hướng dẫn sinh viên cách chọn lọc thông tin trên mạng xã hội chuẩn và uy tín nhất, phân biệt đâu là content sạch và đâu là content hại.

MỤC TIÊU:

+10.000

Lượt tiếp cận sinh viên Đại Học FPT

130

Người tham dự offline

100%

Người tham dự đánh giá tốt nội dung Talkshow



03. KẾ HOẠCH TỔ CHỨC

THỂ MẠNH NỘI DUNG

- Lần đầu tiên tại Đại Học FPT Hà Nội có cơ hội tổ chức Talkshow với nội dung tập chung về chủ đề KOL&KOC và nghề Content Creator
- Ciao lưu với diễn giả và trực tiếp nhận được tài liệu về nghề Content Creator
- Nội dung chia sẻ 100% là kinh nghiệm đúc kết quá trình trải nghiệm của diễn giả và chọn lọc thông tin mới nhất về social media



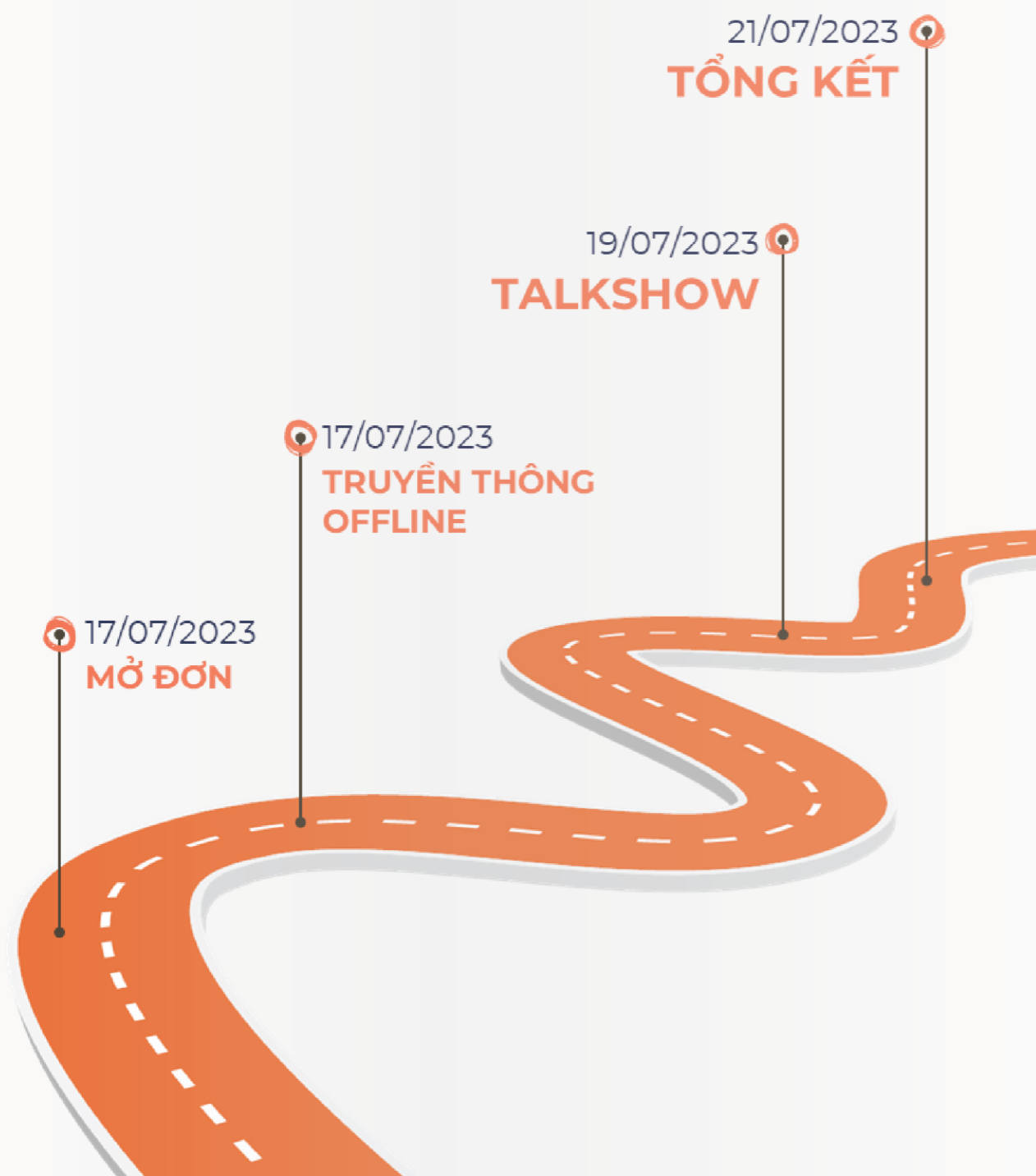
THỂ MẠNH DIỄN GIẢ

AGENDA CHƯƠNG TRÌNH

STT	Thời Gian	Nội dung	Chi Chú
1	08h15 - 09h00	Check in + Đón tiếp khán giả	
2	09h00 - 09h05	Văn nghệ: Mặt Mộc - VAnh	
3	09h05 - 09h15	Khai mạc Talkshow	
4	09h15 - 09h30	Chân dung KOL & KOC (Bùi Bá Hiếu + Ngô Đức Khánh)	
5	09h30 - 10h10	Con đường trở thành KOL KOC - Sử dụng hiệu quả KOL KOC trong Truyền thông (Đỗ Tuấn Hải)	Slide diễn giả
6	10h10 - 10h25	Teabreak	
7	10h25 - 11h00	Cách xây dựng kênh TikTok triệu view (Bùi Bá Hiếu + Ngô Đức Khánh)	
8	11h00 - 11h30	Q&A	
9	11h30 - 12h00	Chụp ảnh và kết thúc chương trình	

04. KẾ HOẠCH TRUYỀN THÔNG

XXXXX



05.

GIÁ TRỊ MANG LẠI CHO DOANH NGHIỆP

NHÀ TÀI TRỢ	SỐ LƯỢNG	MỨC TÀI TRỢ	PHẦN TRĂM HIỆN VẬT (nếu có)
X KIM CƯƠNG	1	10.000.000	50%
X VÀNG	1	7.000.000	40%
X BẠC	2	5.000.000	25%
X ĐỒNG	2	2.000.000	15%
X ĐỒNG TÀI TRỢ	1	500.000	5%

QUYỀN LỢI NHÀ TÀI TRỢ

Quyền lợi được đề cập dưới đây có thể thay đổi dựa trên thảo luận và thống nhất giữa hai bên để đảm bảo quyền lợi tối ưu tương ứng của Quý doanh nghiệp trong khuôn khổ cho phép của chương trình và luật pháp nước CHXHCN Việt Nam. Topy Team sẵn sàng hợp tác với Quý doanh nghiệp trong việc phát triển thương hiệu, giới thiệu sản phẩm và các hoạt động khác của Quý doanh nghiệp tại trường Đại Học FPT song song với việc lựa chọn và giới thiệu nguồn nhân lực có chất lượng cao tới Quý doanh nghiệp. Ban tổ chức xin chân trọng cảm ơn các Quý doanh nghiệp, tổ chức đã quan tâm đến chương trình.

STT	ĐẶC QUYỀN NHÀ TÀI TRỢ	NTT KIM CƯƠNG	NTT VÀNG	NTT BẠC	NTT ĐỒNG	ĐỒNG TÀI TRỢ
1	Logo trên các ấn phẩm truyền thông banner, standees, background, avatar, cover, poster,	✓	✓	✓	✓	✓
2	Được nhắc đến ở phần poster của các bài viết truyền thông ở trên page	✓	✓	✓	✓	✓
3	Tên nhà tài trợ được nhắc tới trong chương trình	✓	✓	✓	✓	✓
4	Nhà tài trợ có thể sử dụng hình ảnh và thông tin của chương trình này vì mục đích PR.	✓	✓	✓	✓	✓
5	Được đăng bài viết quảng bá doanh nghiệp trên fanpage chính của chương trình (thỏa thuận)	✓	✓	✓	✓	✓
6	Treo poster, standee,... thông tin về doanh nghiệp tại ký túc xá, nơi ở của trại sinh (nhà tài trợ chuẩn bị).	✓	✓	✓		
7	Được đăng bài viết thông báo tuyển dụng trên fanpage chính của chương trình(nhà tài trợ chuẩn bị)	✓	✓	✓		
8	Số giấy mời tham dự buổi talk show (hàng ghế VIP)	3	2	1	1	
9	Nhận hoa từ BTC của chương trình	✓	✓	✓	✓	
10	Chiều clip không quá 3 phút ở buổi khai mạc(nhà tài trợ chuẩn bị)	✓				
11	Phát tài liệu riêng về doanh nghiệp tới tất cả sinh viên tham dự Talk show (nhà tài trợ chuẩn bị)	✓				
12	Được tổ chức một hoạt động trong chương trình như: trò chơi,...(nội dung duyệt bởi BTC)	✓				
13	Đại diện nhà tài trợ được phát biểu trong buổi khai mạc chương trình.	✓				

*Khoản tài trợ bao gồm Hiện Vật và Hiện Kim



06. NGÂN SÁCH TỔ CHỨC

TT	Nội dung	Số lượng	Đơn vị	Đơn giá (VND)	Thành tiền
1	Diễn giả	3	Người	10.000.000	30.000.000
2	Truyền thông	1	Gói	5.000.000	5.000.000
3	Teabreak	130	Gói	30.000	3.900.000
4	Sân khấu	1	Gói	6.000.000	6.000.000
5	In ấn	1	Gói	2.000.000	2.000.000
6	Media	5	Gói	800.000	4.000.000
Tổng cộng					50.900.000

Bằng chữ: Năm mươi triệu chín trăm nghìn đồng

07. LỜI CẢM ƠN

Chúng tôi xin trân thành cảm ơn Quý doanh nghiệp đã dành thời gian quý báu của mình để xem bản hồ sơ này. Chúng tôi rất mong được phản hồi và hỗ trợ Quý doanh nghiệp. Sau 02 ngày nếu chưa nhận được hồi âm chúng tôi xin phép được liên hệ với Quý doanh nghiệp bằng điện thoại hoặc email để xác nhận hồi âm.

Kính chúc Quý Doanh nghiệp ngày càng phát triển, thịnh vượng và không ngừng vươn xa.

Trân Trọng!



08. THÔNG TIN CHI TIẾT XIN LIÊN HỆ

1. Phòng Quan hệ doanh nghiệp và Cựu sinh viên

- **Điện thoại:** 024 7300 5569
- **Email:** job@fe.edu.vn
- **Địa chỉ:** Tòa nhà Alpha, Trường Đại học FPT, khu công nghệ cao Hòa Lạc- Hà Nội.

2. Topy ở FPT - Đơn Vị Tổ Chức

- **Điện thoại:** 0974771738
- **Email:** Topyofpt@gmail.com
- **Địa chỉ:** Tòa nhà Alpha, Trường Đại học FPT, khu công nghệ cao Hòa Lạc- Hà Nội.

3. Dương Minh Nguyệt - Ban Đối Ngoại

- **Điện thoại:** 0974771738
- **Email:** Nguyetdmhs150479@fpt.edu.vn
- **Địa chỉ:** Tòa nhà Alpha, Trường Đại học FPT, khu công nghệ cao Hòa Lạc- Hà Nội



4.2.1.5. Sponsoring Entities

After one month of searching and collaborating with various sponsoring entities, the Topy Team is thrilled to announce its partnership with your esteemed company for the “KOL&KOC - Glory or Dust?” Talkshow.



□ Minh Hoang Driving School Co., Ltd - 4th Floor, TH Office Building, 438 Khuong Dinh Street, Thanh Xuan District, Hanoi. Having established a reputation and credibility in this industry, we take pride in being a reliable institution that always prioritizes the interests of our students.

□ Phuong Ngoc Bakery - 90 Cao Lo Street, Uy No Commune, Dong Anh District, Hanoi. With over 22 years of experience, Phuong Ngoc Bakery has become a trusted destination for those who love delicious and fragrant bread. With a mission to deliver high-quality products and exquisite flavors, Phuong Ngoc Bakery has gained trust and support from customers throughout its operation.

□ Cup Of Candle - A special handmade scented candle online shop that focuses on using natural ingredients that are environmentally friendly. It not only brings light and pleasant scents but also creates a warm and relaxing space for your family.

□ Do Do Tea - Opposite to gas station 39, Thach Hoa, Thach That, Hanoi. The brand DO DO - Tea priced at 25K is the first fixed-price bubble tea model in the Northern region, invested and innovated with a professional operating process. Do Do aims to bring the safest and highest quality products at prices that suit every customer's budget.

□ Pizza Fa't - Opposite to gas station 39, Hamlet 3, Thanh Thach, Hanoi. A brand specialized in delivering pizza to your doorstep with classic recipes, providing you with truly flavorful and traditional tasting pizzas.

No	Hạng mục	Nội dung chính
1	The organizing entity	FPTU Career Center along with the Multimedia Communication Management discipline, is organizing the event at FPT University.
2	The talkshow's title.	Talkshow "KOL&KOC - Glory or Dust?"
3	Speakers	<ul style="list-style-type: none"> • Anh Đỗ Tuấn Hải: CEO The A List • Anh Bùi Bá Hiếu: Content Creator • Anh Ngô Đức Khánh: Content Creator
4	MC	Dương Minh Nguyệt
5	Attendees	FPTU Career Center, along with the Multimedia Communication Management discipline, together with students from FPT University, will be participating in the event.
6	Language	Vietnamese
7	Time	09h00 - 19/07/2023
8	Talkshow Content	The talkshow "KOL&KOC - Glory or Dust?" will listen to real-life stories through the lens of industry experts. Through this, students will learn how to create clean content that still trends on the TikTok platform. This will be an opportunity to directly interact with the speakers and address the long-standing questions that students have had about creating content on TikTok.

Agenda Talkshow

STT	Time	Content	Note
1	08h15 - 09h00	Check-in and Audience Reception	
2	09h00 - 09h05	Performance: "Natural Look" by VAnh	
3	09h05 - 09h15	Opening of the Talkshow	
4	09h15 - 09h30	Portrait of KOL & KOC (Bùi Bá Hiếu + Ngô Đức Khánh)	
5	09h30 - 10h10	The Path to Becoming a KOL/KOC - Effectively Using KOL/KOC in Communication (Đỗ Tuấn Hải)	Speaker's Slid
6	10h10 - 10h25	Teabreak	
7	10h25 - 11h00	How to Build a TikTok Channel with Millions of Views (Bùi Bá Hiếu + Ngô Đức Khánh)	
8	11h00 - 11h30	Q&A	
9	11h30 - 12h00	Photo Session and Conclusion of the Program	

□ MAC Studio - With experienced photographers, MAC Studio always satisfies both easy-going and demanding customers. The studio offers communication services, filming, video editing, and photography. With more than 8 years of experience in the field of production, Mac Studio is honored to accompany large enterprises such as VinGroup, Inax, Vietcombank, in their communication campaigns and intern

4.2.2. Timeline Talkshow

The talkshow “KOL&KOC - Glory or Dust?” promises to bring a wealth of knowledge, experience, and authentic perspectives on the Content Creator profession to FPT University students. Below are the detailed information and agenda for the talkshow.

4.3. Offline Communication

In order to bring the channel closer to the target audience, which is FPT University students, we have organized small-scale offline communication events at the campus. Despite their small scale, these events are expected to reach and engage with numerous students. Below is the table outlining the organization plan and budget for each of these small events that we have developed to closely align with the implementation.

4.3.1. Event “Happy Candy Box”

4.3.1.1. Event plan

EVENT "HAPPY CANDY BOX" Event day: 12/06/2023											
Phase	Timeline	No.	Content	PIC	Degree of completion			June			
					Red	Yellow	Green	Week 1	Week 2	Week 3	Week 4
Event Orientation	05/06 - 11/06	1	Theme, program content	Topy Team			Green	Blue			
		2	Event scenario	Topy Team			Green	Blue			
		3	Video script	Minh Nguyệt		Yellow		Blue			
Key resources		1	Mica boxes	Vân Huyền		Yellow		Blue			
		2	Candy	Hương Giang			Green	Blue			
		3	Notes & pens	Hương Giang			Green	Blue			
Printing		4	Handheld standee	Vân Huyền			Green	Blue			
		5	Banner	Vân Huyền			Green	Blue			
		6	Sticker	Vân Huyền			Green	Blue			
Venue		7	Book booth	Đức An		Yellow		Blue			
	8	Table & chairs	Đức An		Yellow		Blue				
Media	9	Media devices	Minh Nguyệt			Green	Blue				
	10	Experience character	Minh Nguyệt			Green	Blue				
Day-of-event activities	12/06	1	Event booth management	Vân Huyền + Hương Giang			Green	Blue			
		2	Take care of participants	Đức An			Green	Blue			
		3	Media	Minh Nguyệt			Green	Blue			

		4	Call to action posts on social media platforms	Đức An + Minh Nguyệt		Green	Blue		
Post-event	13/06 - 18/06	1	Upload TikTok videos	Minh Nguyệt		Green	Blue		
		2	Upload Facebook posts	Đức An		Green	Blue		
		3	- Summary of participants' notes - Synthesize data of channels after the event to evaluate the effectiveness	Vân Huyền + Hương Giang		Green	Blue		

4.3.1.2. Budget

EVENT "HAPPY CANDY BOX"							
No.	Category	Details	Quantity	Unit	Unit cost	Total amount	Note
1	Key resources	Mica boxes	2	box	70,000 đ	140,000 đ	
2		Candy	2	pack	35,000 đ	70,000 đ	
3		Notes	2	pack	10,000 đ	20,000 đ	
4		Pens	10	pcs	3,000 đ	30,000 đ	
5	Printing	Handheld standee	2	pcs	45,000 đ	90,000 đ	
6		Banner	1	pcs	90,000 đ	90,000 đ	
7		Sticker	2	page	20,000 đ	40,000 đ	
8	Staff	Water	4	person	20,000 đ	80,000 đ	
9	Venue	Book booth			0 đ	0 đ	Sponsored
10		Table & chairs			0 đ	0 đ	
11	Media	Media devices			0 đ	0 đ	Internal resources
12		Experience character			0 đ	0 đ	
TOTAL						560,000 đ	

4.3.2. Event “Color of happiness”:

4.3.2.1. Event plan

EVENT "COLOR OF HAPPINESS"											
Event day: 17/07/2023											
Phase	Timeline	No.	Content	PIC	Degree of completion			June			
					Red	Yellow	Green	Week 1	Week 2	Week 3	Week 4
Event Orientation	01/07 - 16/07	1	Theme, program content	Topy Team							
		2	Event scenario	Topy Team							
		3	Video script	Minh Nguyệt							
Preparation		1	Key resources	Canvas frames	Vân Huyền						
		2		Painting colors							
		3		Notes & pens	Hương Giang						
		4	Printing	Handheld standee	Vân Huyền						
		5		Banner							
		6		Standee							
		7	Venue	Book booth	Đức An						
8	Tables & chairs										
9	Media	Media devices	Minh Nguyệt								
10		Experience character									
Day-of-event activities	17/07	1	Event booth management	Vân Huyền + Hương Giang							
		2	Take care of participants	Đức An							
		3	Media	Minh Nguyệt							
		4	Call to action posts on social media platforms	Đức An + Minh Nguyệt							
Post-event	18/07 - 24/07	1	Media	Upload TikTok videos	Minh Nguyệt						
		2		Upload Facebook posts	Đức An						
		3	- Summary of participants' notes - Synthesize data of channels after the event to evaluate the effectiveness		Vân Huyền + Hương Giang						

4.3.2.2. Budget

EVENT "HAPPY CANDY BOX"							
No.	Category	Details	Quantity	Unit	Unit cost	Total amount	Note
1	Key resources	Canvas frames	1	frame	100,000 đ	100,000 đ	
2		Painting colors	1	pack	80,000 đ	80,000 đ	
3		Notes	2	pack	10,000 đ	20,000 đ	
4		Pens	10	pcs	0 đ	0 đ	Reuse
5	Printing	Handheld standee	2	pcs	0 đ	0 đ	Reuse
6		Banner	1	pcs	90,000 đ	90,000 đ	
7		Sticker	2	page	20,000 đ	40,000 đ	
8	Staff	Water	4	person	20,000 đ	80,000 đ	
9	Venue	Book booth			0 đ	0 đ	Sponsored
10		Table & chairs			0 đ	0 đ	
11	Media	Media devices			0 đ	0 đ	Internal resources
12		Experience character			0 đ	0 đ	
TOTAL						410,000 đ	

4.3.3. Offline Communication in the classrooms

4.3.3.1. Event plan

EVENT "Offline Communication in the classroom"												
Event day: 17/07/2023												
Phase	Timeline	No.	Content	PIC	Degree of completion			June				Note
					Red	Yellow	Green	Week 1	Week 2	Week 3	Week 4	
Event Orientation	01/07 - 16/07	1	Theme, program content	Topy Team								
		2	Presentation script	Topy Team								
		3	Make a list of available classes	Vân Huyền							Ask for permission from lecturers	
Preparation		1	Printing	Handheld standee	Vân Huyền							
		2	Media	Media devices	Minh Nguyệt							
		3	Media	Experience character								
Day-of-event activities		17/07	1	Main speakers	Đức An + Minh Nguyệt							
			2	Interact with students	Vân Huyền + Hương Giang							
			3	Media	Minh Nguyệt + Collaborators							
Post-event		18/07 - 24/07	1	Media	Upload Facebook posts	Đức An						
	2		Synthesize data of channels after the event to evaluate the effectiveness	Vân Huyền + Hương Giang								

4.3.3.2. Budget

EVENT "Offline Communication in the classroom"							
No.	Category	Details	Quantity	Unit	Unit cost	Total amount	Note
1	Printing	Handheld standee	2	pcs	0 đ	0 đ	Reuse
2		Poster	1	pcs	90,000 đ	90,000 đ	
3		Sticker	2	page	20,000 đ	40,000 đ	
4	Staff	Water	4	person	20,000 đ	80,000 đ	
5	Venue	Book booth			0 đ	0 đ	Sponsored
6		Table & chairs			0 đ	0 đ	
7	Media	Media devices			0 đ	0 đ	Internal resources
8		Experience character			0 đ	0 đ	
TOTAL						210,000 đ	

4.3.4. Offline Communication at Graduation Ceremony

4.3.4.1. Event plan

EVENT "Offline Communication at Graduation Ceremony"												
Event day: 23/07/2023												
Phase	Timeline	No.	Content	PIC	Degree of completion		June				Note	
					Red	Yellow	Green	Week 1	Week 2	Week 3		Week 4
Event Orientation	01/07 - 22/07	1	Theme, program content	Topy Team								
		2	Ask permission from the ICD-PDP Department	Đức An								
		3	Interview script	Minh Nguyệt								
Preparation	01/07 - 22/07	1	Printing Standee	Đức An								
		2	Venue Book booth	Minh Nguyệt								National Convention Center
		3	Media Media devices									

		4	Experience character									
Day-of-event activities	23/07	1	Main character & Interviewer	Minh Nguyệt								
		2	Take care booth	Vân Huyền + Hương Giang								
		3	Media	Đức An + Collaborators								
Post-event	29/07	1	Media Upload TikTok videos	Minh Nguyệt								
		2	- Summary of participants' notes - Synthesize data of channels after the event to evaluate the effectiveness	Vân Huyền + Hương Giang								

4.3.4.2. Budget

EVENT "Offline Communication at Graduation Ceremony"							
No.	Category	Details	Quantity	Unit	Unit cost	Total amount	Note
1	Printing	Handheld standee	2	pcs	0 đ	0 đ	Reuse
2		Standee	2	pcs	130,000 đ	260,000 đ	
3		Sticker	2	page	20,000 đ	40,000 đ	
4	Staff	Water	4	person	20,000 đ	80,000 đ	
5	Venue	Book booth			0 đ	0 đ	Sponsored
6		Table & chairs			0 đ	0 đ	
7	Media	Media devices			0 đ	0 đ	Internal resources
8		Experience character			0 đ	0 đ	
TOTAL						380,000 đ	

During the project implementation phase, Topy Team has successfully completed all the planned objectives. We achieved 100% progress for the communication channels (TikTok, Facebook) and the organization of events (Talkshow, Workshop, etc.). The success in this phase will facilitate the next step, which involves evaluating and analyzing the effectiveness of Topy Team's graduation project.

U. POST PRODUCTION



The team has evaluated and analyzed the data collected after the project implementation period, which involved building the TikTok channel “Topy at FPT” and utilizing various media platforms for channel promotion. Subsequently, based on the Key Performance Indicators (KPIs) set for a span of 3 months, the team assessed the project’s effectiveness in terms of quantitative metrics as well as from different perspectives, such as evaluating the execution methods, the accomplished content, and team performance. This evaluation allows us to formulate subjective insights and recommendations for further advancing the implementation of “Topy at FPT” in the future.

1. Evaluation

Evaluate the effectiveness of the media campaign						
No	Content	Time	Units	KPI	The number in reality	%
Facebook						
1	The total of posts	20/05 - 15/08	Post	30	35	116
2	The total of videos		Video	3	3	100
3	The total of reaches		People	8.000	10.000	125
Tiktok						
1	The total of videos	20/05 - 15/08	Video	18	22	
2	The total of likes		Like	50.000	64.000	
3	The total of views		View	900.000	909.000	
4	The total of shares		Share	100	150	
Sự kiện						
1	Workshop: Creative Social Stories: "Making innovative Drama content for on-air, online and Social Media"	20/05 - 15/08	Participants	50	60	120

2	Event "Happy Candy Box"	Participants	50	100	200
3	Event "Colors of Happiness"	Participants	50	80	160
4	Event "Offline Communication in the classroom"	Participants	50	70	140
5	Talkshow "KOL&KOC - Glory or Dust?"	Participants	100	130	130
6	Event "Offline Communication at Graduation Ceremony"	Participants	10	15	150

1.1. Phần Sản Xuất Và Đo Lường Kênh Tik Tok

1.1.1 TikTok Analytics

To assess the TikTok channel and measure its effectiveness, the Topy Team relies on metrics such as Likes, Comments, Shares, etc., across the posted videos. By accessing the TikTok Analytics feature, the Topy Team can gain a clear understanding of which content is performing well and most effectively on the account. This enables them to adjust their content strategy to align with what works best and leverage the advantages from previous successful videos. Analyzing the effectiveness of the TikTok channel will encompass three main sections: Account Overview, Content, and Followers.

1.1.2. Content Effectiveness Tracking

Monitoring comprehensive information about the content of uploaded videos on the account, including the most effective videos in terms of views and interactions.

Through this process, we can delve deeper into the content performance of each video on the account.

No.	CONTENT	RESULTS	EVALUATION
1	Number of videos	22	Achieved 100% of set requirements and ensured complete content
2	Number of views	909,000	Met 100% of set requirements and gained reach
3	Effective videos	10	Recommended by TikTok, reaching a broad audience and new demographics
4	Video sources	97.7%	Trend at 97.7%
5	Average video view duration	30.8s	Each viewing phase improved, and the final phase benefited from effective viewer retention through a

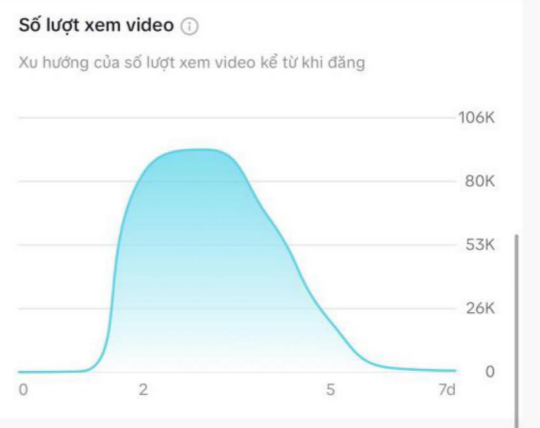
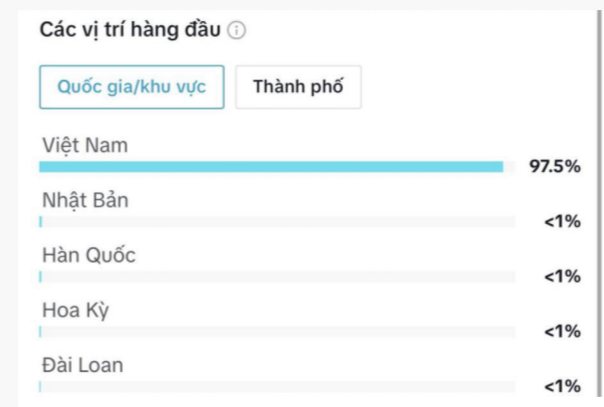
			combination of ad runs
6	Total video watch time	120,903	Total video watch time aggregated from the sum of all phases

1.1.3. Follower Analysis

This is a crucial tab within TikTok Analytics. All the data provided pertains to the entire audience following the channel's activities. We can gain a comprehensive understanding of follower information to enhance the completeness of video content.

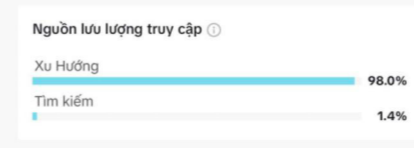
No.	FOLLOWER ANALYSIS	RESULTS	EVALUATION
1	Follower Count	1378	Increased by 988 followers within the projected time frame.
2	Follower Gender	57% female	Through strategic collaboration with TikTok Ads, the gender

		43% male	distribution on the TikTok channel has been harmonized.
3	Follower Locations	97.5% Vietnam 1% Japan 1% South Korea 1% United States	Vietnam remains the most extensive viewer demographic. Main concentrations are in Hanoi, Ho Chi Minh City, Danang, Quy Nhon, and a few other cities.
4	Follower Age	85% 18-24 10% 25-34 3% 35-44 1% 45-54 1% 55+	Reached exactly 100% of the intended audience as set forth in the project.



Tim hiểu các khoảnh khắc quan trọng

Mục này thể hiện sự giảm sút vào giây thứ 2, là thời điểm người xem ngừng xem video của bạn. Bạn nên nhấn vào đồ thị để xem dữ liệu chi tiết nhằm tìm hiểu về hành vi của người xem.



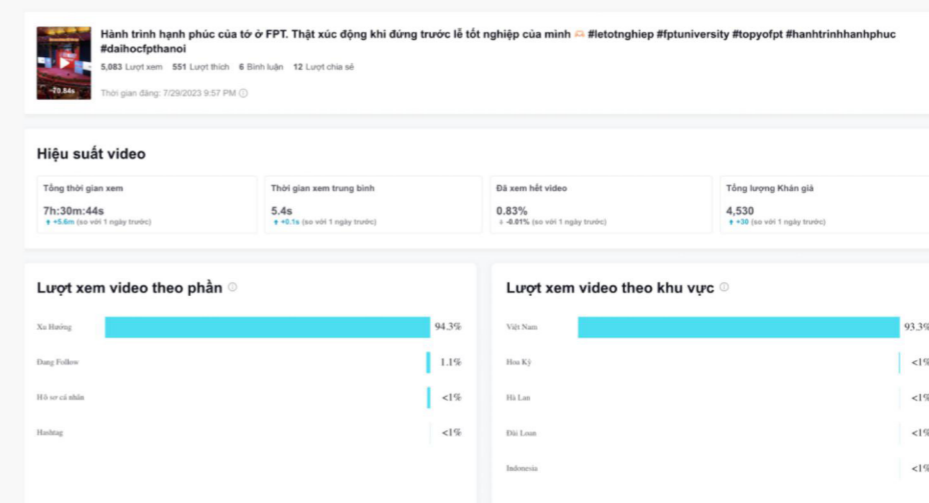
Date	Video Views	Profile Views	Likes	Comments	Shares
2023-06-15	192	20	5	1	0
2023-06-16	1756	88	78	29	17
2023-06-17	2964	97	406	9	6
2023-06-18	3111	81	446	38	16
2023-06-19	1850	44	165	8	3
2023-06-20	283	11	7	0	1
2023-06-21	211	3	6	0	0
2023-06-22	364	13	11	0	1
2023-06-23	660	25	52	8	8
2023-06-24	294	21	13	1	0
2023-06-25	353	16	6	0	1
2023-06-26	262	12	9	0	0
2023-06-27	178	5	3	0	0
2023-06-28	211	9	2	0	0
2023-06-29	631	37	39	3	5
2023-06-30	583	29	40	6	1

2023-07-01	7237	84	95	33	15
2023-07-02	580	22	23	2	2
2023-07-03	478	9	19	1	0
2023-07-04	930	10	22	0	1
2023-07-05	413	4	12	0	0
2023-07-06	342	9	22	3	1
2023-07-07	408	19	26	5	6
2023-07-08	234	5	5	1	0
2023-07-09	198	6	2	1	0
2023-07-10	172	1	2	0	0
2023-07-11	175	8	1	2	0
2023-07-12	1137	6	166	0	0
2023-07-13	1243	9	301	2	3
2023-07-14	387	3	105	0	1
2023-07-15	110	3	1	0	1
2023-07-16	122	4	1	0	0
2023-07-17	157	12	5	1	0
2023-07-18	232	8	2	0	0
2023-07-19	220	9	0	0	0
2023-07-20	197	1	1	0	5

2023-07-21	182	1	1	0	0
2023-07-22	168	4	2	1	0
2023-07-23	169	1	0	0	0
2023-07-24	1152	20	98	6	6
2023-07-25	1216	13	117	2	1
2023-07-26	712	7	50	1	0
2023-07-27	2382	11	342	1	0
2023-07-28	207	7	3	0	0
2023-07-29	1675	21	93	7	5
2023-07-30	2956	39	517	5	7
2023-07-31	412	15	10	0	1
2023-08-01	309	9	4	0	1
2023-08-02	247	9	6	0	1
2023-08-03	268	5	4	0	0
2023-08-04	195	4	1	0	1
2023-08-05	282	7	8	0	0
2023-08-06	202	6	8	0	0
2023-08-07	260	6	2	0	0
2023-08-08	233	6	8	0	0
2023-08-09	178	3	3	0	0

2023-08-10	219	3	1	0	0
2023-08-11	147	2	3	0	0
2023-08-12	1059	9	22	7	3
2023-08-13	491	9	9	0	0

(Data Table Downloaded from the TikTok Channel Topy at FPT)



(Highest Viewed Video: "Journey of Happiness")

Đăng video **Video Thịnh hành** ↓ Dữ liệu tải về

7 ngày qua Tải video lên

	Hành trình hạnh phúc của tờ ở FPT. Thật xúc động khi đứng trước lễ tốt nghiệp của mình 🥰 #letonghiep #fptuniversity #topyofpt #hantrinhanhphuc #daihocfpthanoi	+11.2K Lượt xem	Tháng 7 29, 2023
	Cảm xúc trong lễ tốt nghiệp đời sinh viên bao trùm là hạnh phúc 🥰 #fptuniversity #topyofpt #hantrinhanhphuc	+1.280 Lượt xem	Tháng 8 12, 2023
	Các kiểu bạn cùng phòng KTX (P1) có vẻ mn quan tâm kỷ túc xá FPT ghê hehehe #topyofpt #daihocfpthanoi #ktx	+519 Lượt xem	Tháng 11 02, 2022
	Outfit đi học sương sương của sv FPT 🥰 #topyofpt #daihocfpthanoi	+183 Lượt xem	Tháng 11 08, 2022
	#ad Hy vọng đây sẽ là dự án thành công và được mọi người yêu mến 🥰 #topyofpt #hantrinhanhphuc #fptuniversity #daihocfpthanoi #sinhvien	+79 Lượt xem	Tháng 6 10, 2023
	Trao yêu thương - Nhận hạnh phúc. Là những điều chúng tớ muốn gửi tới mọi người #fptuniversity #topyofpt #hantrinhanhphuc #sinhvien #daihocfpthanoi	+51 Lượt xem	Tháng 7 01, 2023
	Mỗi màu sắc bạn chọn đều có một hành trình hạnh phúc ý nghĩa đặc biệt 🥰	+44 Lượt xem	Tháng 7 24, 2023
	Định nghĩa hạnh phúc của mỗi người là khác nhau #topyofpt #hantrinhanhphuc #fptuniversity #sinhvien #daihocfpthanoi	+41 Lượt xem	Tháng 6 16, 2023
	Hạnh phúc đôi khi rất giản dị và gần gũi #fptuniversity #topyofpt #hantrinhanhphuc #sinhvien #daihocfpthanoi	+34 Lượt xem	Tháng 6 29, 2023

Hiện thị dữ liệu theo mỗi giờ UTC

(Top 9 Videos with the Highest Interactions)

1.2. Evaluate the effectiveness of communication activities for Tiktok Topy channel in FPT

1.2.1. Evaluation of communication channels for Tiktok - Facebook channel: "Topy at FPT"

In the Insights section of Facebook, we gauge the outreach of event-related media to a substantial audience of young individuals with hearing impairment. Specifically, the posted content sustains reach figures ranging from 500 to 5,000 people.

	[CHECK YOUR RESULT] Ting tin... Topy ở FPT	Quảng cáo bài viết	17 Tháng 6 17:25	544 Số tài khoản trong Trun...	357 Lượt tương tác với bài v...	83 Cảm xúc	32 Bình luận	3 Lượt chia sẻ
	[RECAP INTERVIEW ROUND] Trá... Topy ở FPT	Quảng cáo bài viết	16 Tháng 6 20:30	1.7K Số tài khoản trong Trun...	1.5K Lượt tương tác với bài v...	132 Cảm xúc	68 Bình luận	7 Lượt chia sẻ
	Hạnh phúc hay không hạnh phúc... Topy ở FPT	Quảng cáo bài viết	12 Tháng 6 22:40	2.6K Số tài khoản trong Trun...	602 Lượt tương tác với bài v...	95 Cảm xúc	28 Bình luận	3 Lượt chia sẻ
	Ngày hôm nay của bạn thế nào? ... Topy ở FPT	Quảng cáo bài viết	12 Tháng 6 14:59	678 Số tài khoản trong Trun...	155 Lượt tương tác với bài v...	51 Cảm xúc	5 Bình luận	1 Lượt chia sẻ
	[Topy ở FPT] We need You LIN... Topy ở FPT	Quảng cáo bài viết	10 Tháng 6 21:00	1.1K Số tài khoản trong Trun...	446 Lượt tương tác với bài v...	61 Cảm xúc	22 Bình luận	2 Lượt chia sẻ
	Mọi người hãy đón chờ những ... Topy ở FPT	Không thể quảng cáo	10 Tháng 6 15:15	436 Số tài khoản trong Trun...	168 Lượt tương tác với bài v...	43 Cảm xúc	5 Bình luận	1 Lượt chia sẻ
	Topy Team Topy Team ra ... Topy ở FPT	Quảng cáo bài viết	7 Tháng 6 21:38	4.5K Số tài khoản trong Trun...	2K Lượt tương tác với bài v...	401 Cảm xúc	80 Bình luận	15 Lượt chia sẻ
	Topy ở FPT đã cập nhật ảnh bìa của họ. Topy ở FPT	Tạo quảng cáo	6 Tháng 6 22:27	80 Số tài khoản trong Trun...	59 Lượt tương tác với bài v...	56 Lượt thích và cảm xúc	0 Bình luận	1 Lượt chia sẻ
	[WHO ARE WE] Không gian mạng tro... Topy ở FPT	Tạo quảng cáo	6 Tháng 6 22:03	2.3K Số tài khoản trong Trun...	761 Lượt tương tác với bài v...	139 Lượt thích và cảm xúc	17 Bình luận	9 Lượt chia sẻ
	LINK ĐĂNG KÝ: https://bom.so/ls... Topy ở FPT	Quảng cáo bài viết	13 Tháng 7 20:00	2.9K Số tài khoản trong Trun...	1.8K Lượt tương tác với bài v...	217 Cảm xúc	146 Bình luận	15 Lượt chia sẻ
	Đòi khi tiền hay những thứ vật ch... Topy ở FPT	Quảng cáo bài viết	10 Tháng 7 22:02	764 Số tài khoản trong Trun...	492 Lượt tương tác với bài v...	87 Cảm xúc	48 Bình luận	3 Lượt chia sẻ
	"Chúng ta rồi sẽ HẠNH PHÚC th... Topy ở FPT	Quảng cáo bài viết	9 Tháng 7 21:00	288 Số tài khoản trong Trun...	207 Lượt tương tác với bài v...	69 Cảm xúc	59 Bình luận	1 Lượt chia sẻ
	TOPY101: BỐC TRẦN CONTENT "... Topy ở FPT	Quảng cáo bài viết	5 Tháng 7 21:22	489 Số tài khoản trong Trun...	344 Lượt tương tác với bài v...	72 Cảm xúc	54 Bình luận	2 Lượt chia sẻ
	TOPY101: CONTENT "BẢN" VÀ N... Topy ở FPT	Quảng cáo bài viết	1 Tháng 7 21:58	408 Số tài khoản trong Trun...	365 Lượt tương tác với bài v...	83 Cảm xúc	68 Bình luận	2 Lượt chia sẻ
	[What is your happiness?] Nếu ... Topy ở FPT	Quảng cáo bài viết	28 Tháng 6 20:02	433 Số tài khoản trong Trun...	272 Lượt tương tác với bài v...	75 Cảm xúc	41 Bình luận	2 Lượt chia sẻ
	[ENCOURAGEMENT FROM TOPY T... Topy ở FPT	Quảng cáo bài viết	27 Tháng 6 20:13	733 Số tài khoản trong Trun...	312 Lượt tương tác với bài v...	95 Cảm xúc	46 Bình luận	4 Lượt chia sẻ
	TOPY101: GIẢI MÃ CONTENT "BẢ... Topy ở FPT	Quảng cáo bài viết	25 Tháng 6 19:19	807 Số tài khoản trong Trun...	549 Lượt tương tác với bài v...	105 Cảm xúc	85 Bình luận	4 Lượt chia sẻ
	"Ngày hôm nay của bạn thế nà... Topy ở FPT	Không thể quảng cáo	18 Tháng 6 20:43	258 Số tài khoản trong Trun...	79 Lượt tương tác với bài v...	41 Cảm xúc	2 Bình luận	0 Lượt chia sẻ

[LỜI CẢM ƠN VÀ HẸN GẶP LẠI] V...	Quảng cáo bài viết	20 Tháng 7 21:09	422	483	82	58	1
[CỰC HOT] HÉ LỘ KHÁCH MỚI ...	Quảng cáo bài viết	18 Tháng 7 21:07	1,2K	605	111	70	3
[RECAP TRUYỀN THÔNG OFF] Cù...	Quảng cáo bài viết	18 Tháng 7 12:56	393	538	72	26	1
TIN KHẨN CẤP VỀ CON BẢO SỐ 1...	Quảng cáo bài viết	18 Tháng 7 1:01	990	405	55	12	1
[GIỚI THIỆU CÁC NHÀ TÀI TRỢ C...	Quảng cáo bài viết	17 Tháng 7 20:59	319	221	59	40	1
[GÓC TRUYỀN THÔNG OFF] Ngay...	Quảng cáo bài viết	17 Tháng 7 12:20	494	146	49	5	1
[GIỚI THIỆU TIKTOKER NGỒ ĐỨC ...	Quảng cáo bài viết	16 Tháng 7 20:34	367	311	68	56	1
[GIỚI THIỆU TIKTOKER BÙI BÁ HIẾ...	Quảng cáo bài viết	15 Tháng 7 20:30	348	298	64	46	2
[GIỚI THIỆU CEO ĐỒ TUẦN HẢI - ...	Quảng cáo bài viết	14 Tháng 7 20:46	431	260	70	49	2

All of our posts receive a remarkably high level of organic engagement from the audience.

Bài viết tự nhiên hiệu quả nhất
Sau đây là những bài viết đạt hiệu quả cao trong 90 ngày qua. Khi biết rõ yếu tố nào mang lại hiệu quả, bạn có thể quyết định tạo gì và chia sẻ gì tiếp theo, từ đó tiếp tục gạt hái thành công.

Bài viết có nhiều người tiếp cận nhất

Bài viết này tiếp cận được 4.560 người, cao hơn **879%** so với số người tiếp cận bài viết ở mức trung bình của bạn (466 người) trên Facebook.

Bài viết có nhiều cảm xúc nhất

Bài viết này nhận được số cảm xúc nhiều hơn **481%** (401 cảm xúc) so với bài viết ở tầm trung bình của bạn (69 cảm xúc) trên Facebook.

Bài viết có nhiều bình luận nhất

Bài viết này nhận được số bình luận nhiều hơn **342%** (146 bình luận) so với bài viết ở tầm trung bình của bạn (33 bình luận) trên Facebook.

LINK ĐĂNG KÝ: <https://bom.so>

1.2.2. The other Facebook channels

We maintain a range of other Facebook pages dedicated to enhancing our communication strategies. These include pages like "FPT University Hanoi," "FPTU Career Center," and profiles of influential Key Opinion Leaders (KOLs). This concerted communication support has proven instrumental in amplifying the reach of our channels. Notably, each time these posts are shared, we've observed a notable uptick in new visitors engaging with Topy's social media ecosystem.



1.2.3 Evaluation of Offline communication activities.

1.2.3.2. Event "Happy Candy Box"

Being a unique and fresh "Happiness Candy Box" debut event, it managed to draw a substantial crowd of both students and faculty members within the university. Thanks to the enthusiastic interest and support received, the number of attendees reached a remarkable 100 individuals, surpassing the initial projection of 50.



1.2.3.3 The event "Colors of Happiness"

An innovative event, we introduced a corner that facilitated emotional expression through the medium of watercolor painting. Our aim was to provide a comfortable outlet for everyone's emotions, as they gazed upon vibrant hearts. Subsequently, after collaboratively embellishing the canvas of happiness, participants found solace in sharing their experiences.



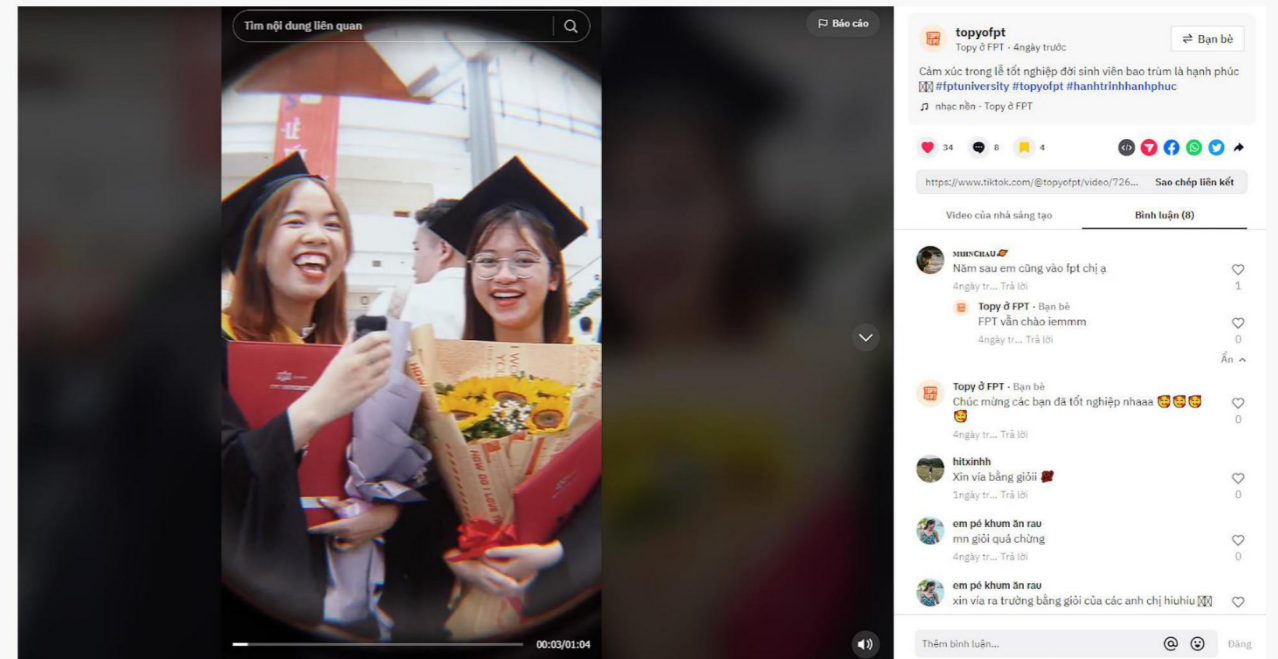
1.2.3.4. Event "Offline Communication in the classroom"

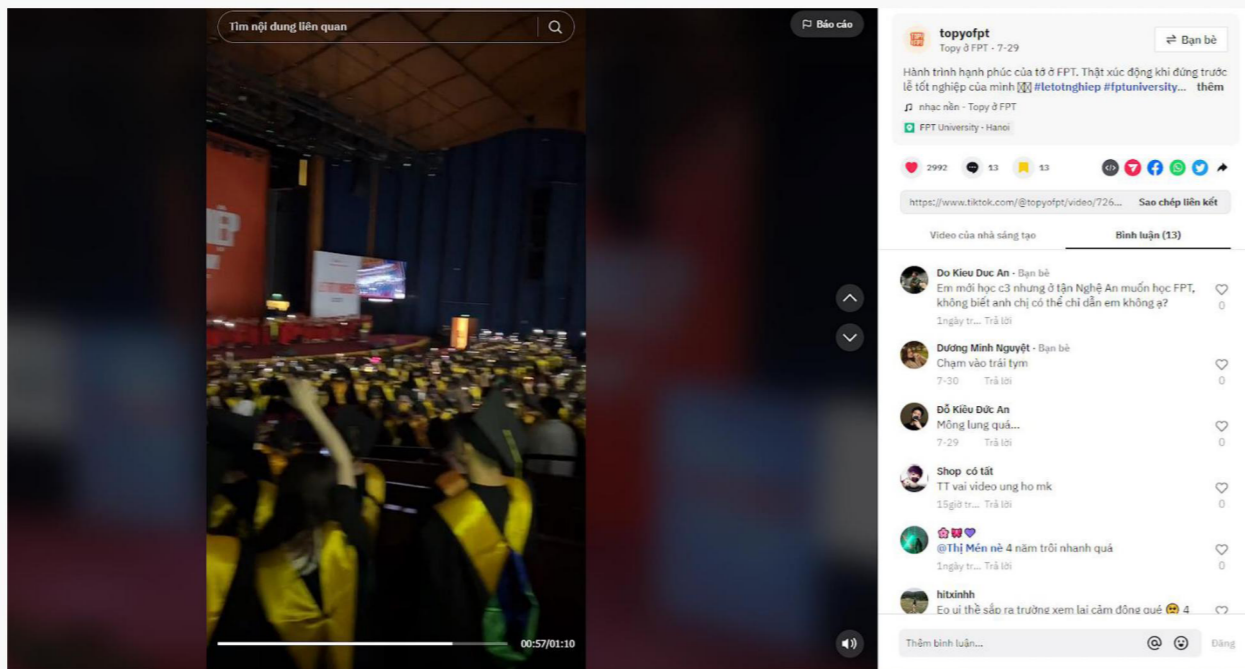
An activity that resonated intimately with the student community and effectively reached a substantial portion of our intended target audience. We actively engaged with 5 class sessions to promote the "KOL&KOC - Thorn or Rose?" Talkshow event offline, and the response was overwhelmingly positive, resulting in a significant number of registrations and enthusiastic support.



1.2.3.5. Event "Offline Communication at Graduation Ceremony"

Upon receiving approval from the Student Affairs Office to conduct an offline mini media campaign at the 2023 Graduation Ceremony, we promptly devised interview scripts and produced two TikTok videos. Given the grandeur of the Graduation Ceremony's organization, the videos showcased stunning visuals, captivating a substantial viewership and eliciting considerable engagement.





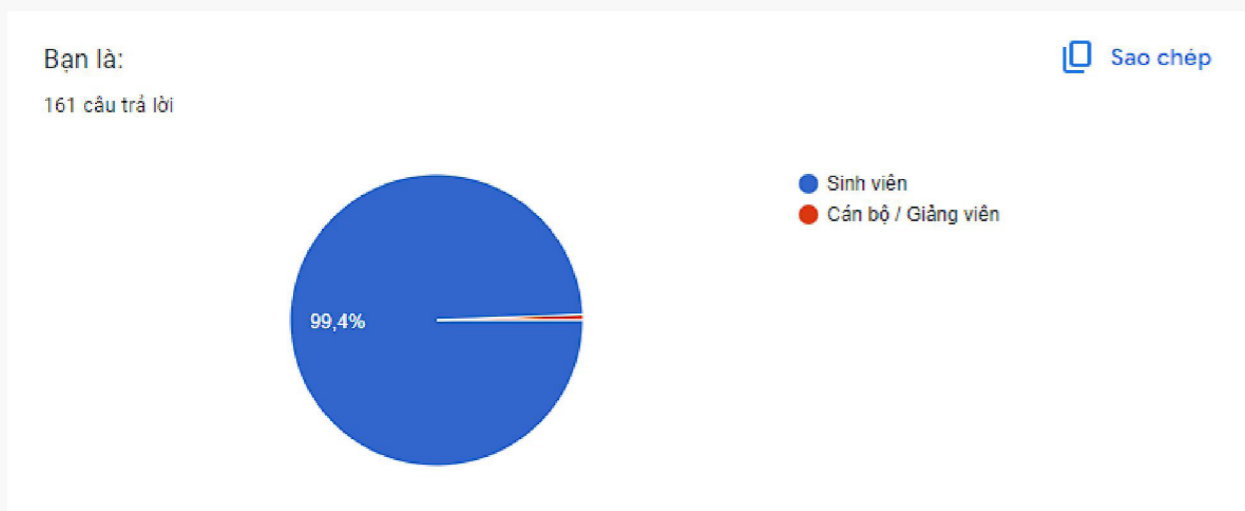
1.2.3.5. Talkshow "KOL&KOC - Glory or Dust?"

With the intention of fostering a sharing and networking session for FPT University students on topics related to the world of KOL&KOC, effective utilization of KOL&KOC in communication campaigns, and the art of crafting TikTok videos and channels, the "KOL&KOC -Glory or Dust?" event garnered significant participation. Registrations exceeded expectations, reaching 161 applications compared to the projected 100. To ensure security and optimize the venue's space, attendance was capped at 100 individuals. However, due to the remarkable interest and support, the number of attendees rose to 130, surpassing the venue's capacity. We had a well-prepared backup plan to accommodate an additional 30 individuals.



1.2.3.6. Workshop ABU&VOV: Creative Social Stories: "Making innovative Drama content for on-air, online and Social Media"

After a seamless collaboration with the International Cooperation Department of the Voice of Vietnam (VOV), we orchestrated a four-day immersive workshop named "Crafting Socially Relevant Radio Features." Throughout this intensive engagement, our team delved into an array of expertise, including scripting for radio sketches and plays, complemented by an insightful perspective on event curation. This event was not only enriching but also furnished our team with invaluable experiences and insights poised to enhance our current project endeavors.





1.2.4. Recruitment of Collaborators

Through two rounds of recruitment for project collaborators, we have successfully onboarded 60 individuals who are poised to support various media-related and video

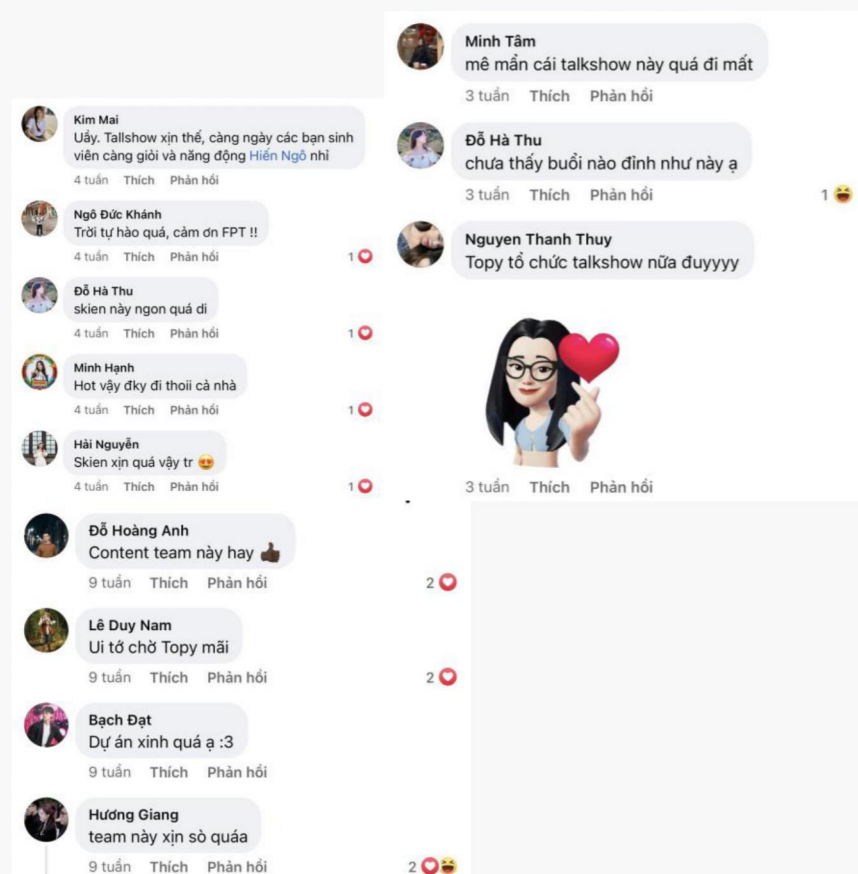
production tasks. While there was a gradual ramp-up during the initial phase, the collaborators made remarkable progress within two weeks. They have provided substantial assistance in tasks such as generating creative content, photography, and videography, contributing significantly to our project's advancement.



1.4 Assessment of stakeholders

1.4.1. Audience rating.

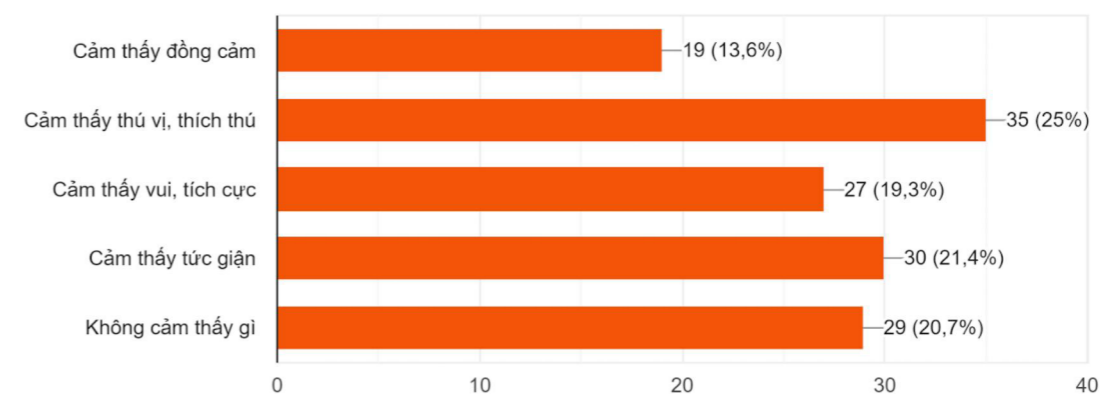
The project was also enthusiastically participated by the students. Some students shared and posted positive content about the event on their personal social media channels:



In addition, we also obtained opinions from 140 people through a survey, with many positive comments for the project:

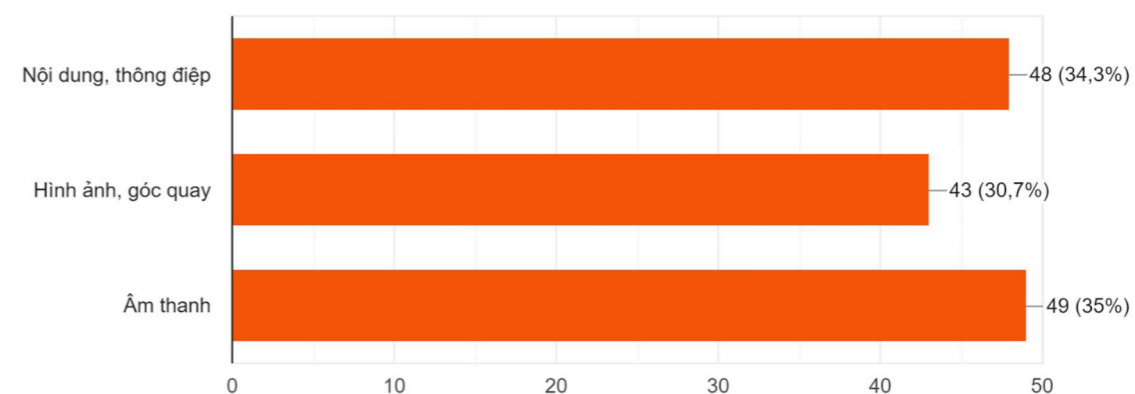
Khi xem video trên kênh TikTok Topy ở FPT, bạn có cảm giác như thế nào?

140 câu trả lời



Bạn thấy yếu tố nào được thể hiện tốt nhất trong các video trên kênh TikTok Topy ở FPT?

140 câu trả lời



1.4.2. Evaluation from the Supervising Faculty

Name of group: GRA497 G2

1.4.2.1. The Capstone project Title

- Vietnamese: Ứng dụng phương pháp kể chuyện sáng tạo của ABU & VOV trong việc phát triển kênh TikTok mang thông điệp xã hội cho sinh viên Đại học FPT, giai đoạn 1

- English: Applying ABU&VOV 's creative social story-telling methods in building a TikTok channel with social meaning for FPT University students, 1st period

- Field: Media Production

1.4.2.2. Students of The Capstone project defense

1) Nguyễn Thị Vân Huyền – HS150085

2) Đỗ Kiều Đức An - HS150089

3) Nguyễn Hương Giang - HS150099

4) Dương Minh Nguyệt - HS150479

1.4.2.3. Comments from the proposed supervisor

- a. Thesis content (compare to the research objectives, theoretical basis, data, analysis, application...etc

The project "Application of ABU & VOV Creative Storytelling Method in Developing TikTok Channel with Social Messages for FPT University Students, Phase 1" was executed by the Topy student team from May 2023 to the end of August 2023.

Based on the theoretical foundations learned at the university and the storytelling approach with social messages from the workshop "Creating Socially Relevant Radio Features" by the Voice of Vietnam (VOV), in collaboration with the Asia-Pacific Institute for Broadcasting Development (AIBD), in which the team participated in organizing, the team utilized its strengths to establish the "Topy at FPT" TikTok channel. Additionally, the project created an ecosystem of both online and offline communication channels for FPT University students. The content streams were centered around different perspectives on happiness, encapsulating various aspects of it.

The team acted as the project leader and undertook all aspects of the project's execution, including bearing the entire project cost. The project not only met the requirements but also exceeded the set objectives for the TikTok channel "Topy at FPT" content production and promotion through online and live activities.

The thesis provided a comprehensive foundation in both theoretical and practical aspects, analyzing four key dimensions (subject, target, method, and content) to lay the groundwork for ideation, planning, execution, and effectiveness evaluation of this project. The thesis also offered insights and recommendations for the future.

- b. Thesis form (layout, presentations methods, English, citation):

The thesis spans over 160 pages, meticulously structured in accordance with the requirements of a specialized undergraduate thesis in the field of Media Communication. It encompasses the following key sections: Introduction, Pre-production (Research, Ideation, Planning), Production, Post-production (Evaluation, Reflection, Recommendations), Appendices, reference lists, and tables and figures. Each section is intricately interconnected and follows a logical progression, complemented by concise summaries and conclusions. The thesis incorporates visually illustrative elements such as diagrams, charts, and tables.

Designed in alignment with Topy's brand identity at FPT, the thesis possesses an aesthetically pleasing layout. The presentation is clear and coherent. The English language usage meets the prescribed standards, and it has undergone plagiarism checks as per university guidelines.

Overall, the thesis stands as a well-crafted work that adheres to high academic and visual standards, effectively presenting its content while reflecting the essence of Topy's identity.

c. Students's attitude (attitude of the group and each team member, roles and contributions of each team member)

This project has been a self-directed endeavor for our team. This necessitated possessing a strong thirst for learning, genuine creative aspirations, a readiness for challenges, and a willingness to overcome difficulties, all coupled with a deep affection for FPT University and our respective roles. Only with these qualities could we effectively achieve the project's goals, fully self-funding it, rallying for sponsorships, and dedicating ourselves to various aspects like advertising campaigns and event organization. The team invested substantial time, dedication, and leveraged our strengths (such as being members of the Coc movement, achieving 100% scholarships, event organizing experience, and being Hot TikTokers) to create socially relevant content, with a particular focus on the pursuit of happiness.

Throughout the project, we approached our work with seriousness, diligence, and complete autonomy. We exhibited creativity from conception to execution, effectively utilizing our strengths and connections for the project's advancement. We were also swift in assimilating feedback and fulfilling the exacting requirements of our supervising faculty members. The team members shared a balanced commitment to the project's tasks, ensuring smooth collaboration to accomplish the project's objectives, compose the thesis, and prepare for the defense.

1.4.2.4. Conclusion: Pass at what stage? (or not)

a. Achievement level compare to the target (compare to the plan)

Excellent

b. Limitation

If you invest more in English, it will be perfect.

c. Supervising Faculty's opinion

No	Roll Name	Agree to	Revised to the second	Disagree to	Note
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		defense	defense	defense	
1	Đỗ Kiều Đức An	x			
2	Nguyễn Thị Vân Huyền	x			
3	Dương Minh Nguyệt	x			
4	Nguyễn Hương Giang	x			

2. Reflection

2.1. About FPT University

The team members have established positive relationships with various departments within the university, such as the Business Relations Department, the Personal Development and International Cooperation Department (IC-PDP), among others. These connections proved invaluable during the project's execution, particularly in the logistical and offline communication aspects.

The Business Relations Department played a pivotal role in event organization. Their assistance was crucial in managing administrative matters that our team might not have been able to handle independently. Thanks to their involvement, various administrative challenges were effectively resolved. In the future, the project will greatly benefit from this kind of support.

Regarding the IC-PDP Department, their close ties with students were evident throughout the project. Their insights and genuine feedback guided the team in making more informed decisions. In the long term, the project will continue to rely on their invaluable input.

The collaboration between the team and these departments underscored the significance of partnerships within the university ecosystem. The mutual assistance and guidance created a synergy that enhanced the project's overall execution. The

relationships formed during this endeavor will undoubtedly contribute to the future success of the project.

2.2. About Sponsors

We planned meticulously to seek sponsorships and crafted sponsorship proposals in order to identify suitable partners to accompany the project and its events. Six sponsors agreed and collaborated with us throughout the process and work. Receiving crucial assistance and support for the project, we achieved significant progress and also ensured to reciprocate the benefits to the sponsors.

- Regarding our sponsor, Minh Hoàng Driving Training Company, your substantial contributions both in terms of resources and enthusiasm have greatly contributed to the success of the Talk Show event. We are deeply grateful for your company's support and sincerely hope that during the project's second phase, we can continue to rely on your sponsorship for upcoming events.
- Regarding our sponsor, Đồ Đồ Bubble Tea, the cups of bubble tea provided an additional source of energy for team members and collaborators, giving us the needed boost to overcome weather-related challenges during event preparations. We hope that in the future, the project will continue to receive the support from your esteemed business.
- Regarding our sponsor, Pizza Fa't, the support from your business has been a significant motivation for us to successfully carry out the Talk Show event. In the future, we sincerely hope to continue partnering with your esteemed company.
- Regarding our sponsor, Cup of Candle, the charming candle cups have become a gift that was handed to the participants of the Talk Show event, with the hope that everyone will always remember.
- Regarding our sponsor, Phuong Ngoc Bakery, the Tea Break segment of the Talk Show would not have been complete without the support from your business, providing delicious and fragrant cakes until the last bite. We hope that in the future, your esteemed company will continue to be a part of our journey.
- Regarding our sponsor, MAC Studio, the memorable and successful moments of the Talk Show were captured through the lens of your business. This support and

assistance have been an immense driving force for us. We sincerely look forward to working with your esteemed company in upcoming events.

2.3. About Our Team

Throughout the work process, each member in our team had specific roles and responsibilities. Nevertheless, we ensured cohesion and maintained a reasonable pace of work. The following is the team's subjective evaluation of the working process

Positive Points:

- The team developed a specific and detailed plan, effectively coordinating various communication channels, including production management and communication strategies, resulting in more flexible directions. This ensured maximum communication effectiveness.
- The team exercised tight control over its products, subjecting them to multiple review stages before public release.
- Team members possessed a strong understanding of social media and had experience in prominent movement activities, facilitating a smooth communication process for the product.
- The team had ample direct working time together, along with substantial input and support from both the instructing faculty and the International Relations Department of VOV. Consequently, the efficiency of the work was enhanced.
- Each team member had a sense of responsibility for their tasks, striving to complete their work as effectively as possible.
- The team members' connection and collaboration were notably strong. Everyone displayed a progressive attitude and mutual respect.
- The team was receptive to objective opinions and contributions from VOV seniors, instructing faculty, and viewers' feedback. They were also open to considering and revising based on these suggestions.
- The communication videos were well-crafted, with a focus on content sharing and participants' stories that evoked empathy from the listeners.

Overall, the team demonstrated a thorough and thoughtful approach to their work, capitalizing on their strengths in communication and collaboration to create impactful content.

Negative Points:

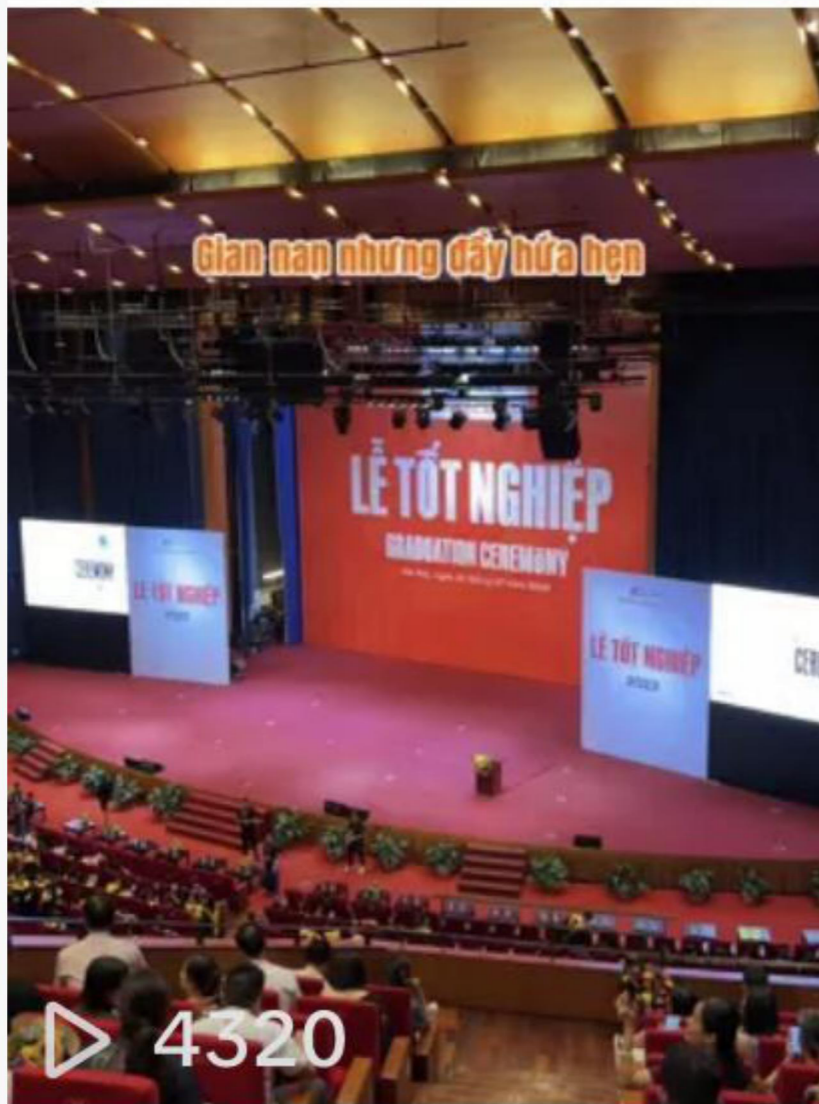
- Despite detailed and specific product development plans and careful phase-by-phase monitoring, there were instances where external factors such as

members' health, personal family matters, unfavorable weather conditions, etc., led to delays in product production, deviating from the initial plan.

- The issue of missed deadlines still persisted. Particularly after the conclusion of events, team members tended to exhibit a tendency to procrastinate and postpone tasks.

2.4. About TikTok Channel

The video that achieved the highest view count



The video that achieved the lowest view count



The video that achieved the highest view count during the project was an inspirational video about a student's journey to conquer their university life at FPT. This video managed to resonate with the intended audience, particularly with Generation Z, specifically students who have experienced or are experiencing similar journeys. This success highlights the video's ability to hit the right chord with its target audience.

On the other hand, the video with the lowest view count was an image-based video uploaded at night, aimed at providing encouragement and motivation. Given the timing and format, it was challenging for this video to gain traction and trend. However, despite its lower view count, it played an important role in the project by conveying the project's

value as a companion, ready to share, listen, and uplift viewers on their personal pursuit of happiness.

Furthermore, the channel's content did not provoke controversy. While this might have slowed down the potential for rapid viral growth, it contributed to the channel's steady progress. The content received positive feedback over time, particularly due to the inspirational stories that resonated well with the audience.

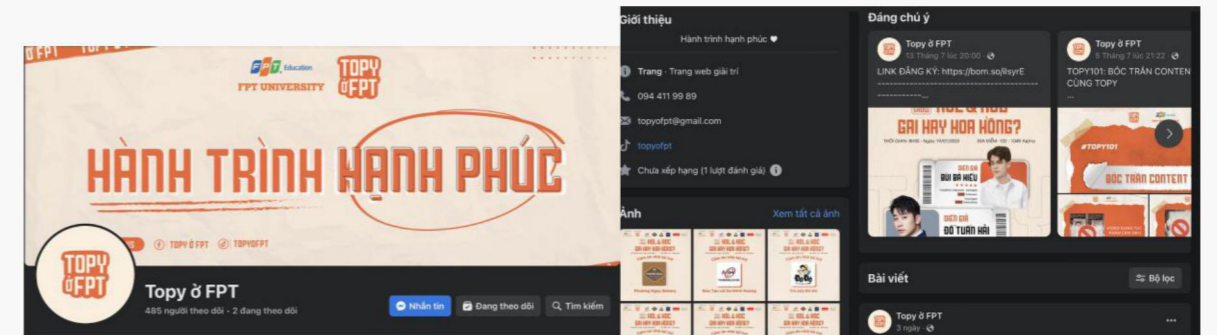
This assessment underscores the importance of understanding the target audience's preferences and behavior when creating content. It also highlights the channel's strategic direction and its emphasis on meaningful, uplifting stories that align with the project's goals.

2.5. About Communication Activities

2.5.1. Facebook

- The Facebook channel was strategically emphasized by the team to convey messages about happiness, as well as knowledge and information that couldn't be effectively communicated through video content. The channel achieved a significantly high level of engagement and at a faster pace than initially anticipated.
- Additionally, the channel was consistently developed and operated to prevent prolonged periods of inactivity. This ensured the maintenance of a stable interaction rate, thereby supporting the primary TikTok channel and enhancing the project's overall visibility.
- In terms of content, the channel was organized around specific themes, and articles were thoughtfully arranged in a logical sequence, aligning with the project's operational phases.
- Regarding presentation, meticulous attention was given to the visual elements, including profile and cover photos, as well as other visual assets. The consistent and polished presentation contributed to a professional and appealing brand image.

The effective use of the Facebook channel showcases the team's ability to diversify communication strategies to reach a wider audience and share content that isn't suitable for video format. The organization and consistency demonstrated in content creation, timing, and branding play a pivotal role in maintaining user engagement and amplifying the project's reach.



2.5.2. Events

2.5.2.1. Workshop Creative Social Stories: "Making innovative Drama content for on-air, online and Social Media"

The seminar was conducted with great success, thanks to the meticulous planning by the International Relations Department of the Voice of Vietnam (VOV) and the Asia-Pacific Broadcasting Union (ABU), as well as the enthusiastic participation of international guests from the happy nation of Bhutan. The team gained a wealth of knowledge on storytelling techniques and acquired diverse perspectives and viewpoints on happiness from the international guests and speakers.

This experience provided the team with valuable insights that were utilized in crafting content. These insights enriched the team's ability to create videos with rich and multidimensional content. The seminar not only offered learning opportunities but also facilitated meaningful exchanges on the concept of happiness, enabling the team to create more engaging and thought-provoking content for the project.



2.5.2.2. Talkshow "KOL&KOC - Glory or Dust?"

The talk show was considered quite successful, with a substantial number of participants attending as planned and receiving positive feedback from the speakers. However, based on the team's subjective impressions and expert feedback from the guests, there were still some shortcomings in the event organization:

- Program Script: The program script had some notable gaps, particularly in introducing the guests and participating speakers.
- Preparation: Some aspects of the preparation process were lacking attention to detail.
- MC Script: The MC's script was not adequately prepared.
- Professionalism: During the talk show, there were instances where team members appeared unprepared or rushed on stage, which affected the overall professionalism of the event.

Despite encountering several shortcomings and challenges, the talk show managed to achieve its planned objectives. It provided valuable insights and information about creating clean content in line with the project's messaging. Additionally, the event facilitated strong media coverage for the project's main product, the TikTok channel "Topy at FPT," contributing to an increase in followers from 1000 to 1300 after the event concluded.

While there were areas for improvement, the overall success of the talk show showcased the team's ability to achieve their goals and effectively support their project's objectives.



2.5.2.3. Offline Communication

The mini events were conducted successfully, receiving enthusiastic participation and positive responses from the student community. Each of these events garnered favorable feedback and active engagement.

3. Recommendations

After completing Phase 1, our team proposes several recommendations for the subsequent phases of channel development and communication to enhance interaction with FPT students and spread our message to students from neighboring universities.

3.1. Recommendations for the Team

3.1.1. About TikTok Channel

The team should prioritize the development of content related to social experiences on the TikTok channel. This content type resonates well with viewers, ensuring authenticity and potential virality. However, it is essential to recognize that this content can also be sensitive, potentially leading to controversies and negative impacts on those involved if not carefully prepared. Therefore, the team should carefully consider and invest more time in developing this content category.

3.1.2. About communication activities

Offline activities at FPT University need to be further promoted, especially those that interact with students, such as drawing "Happy candy box" should become a daily activity. days to interact with fellow students.

3.1.3. About financial and human resource management

- The team needs to find funding for the project or implement profitable activities to maintain the project in the long term.
- Regarding human resource management, because each member of the group has their own orientation, they cannot continue to develop the TikTok channel, so they need to find Gen 2 members to take over.

3.2. Suggestions and recommendations for schools, subjects, juniors

After the end of phase 1 of the channel, Topy at FPT wishes to be recognized by the department as a representative channel for students of communication majors in particular and FPT university students in general. This means that students can participate in projects to serve the subject and expect to be helped by the school and teachers to develop the channel and introduce students who are interested in the channel. become a Gen 2 member.

3.3. Project implementation plan in the future

In the future, our team wants to bring Topy at FPT to become a project, not only a TikTok channel but also a comprehensive development on other social networking platforms and organize workshops, talk shows to share with other people. young people inside and outside FPT University. Some of the activities that the group recommends are as follows

3.3.1. Build a Podcast channel:

Podcast is a new media channel with high potential for growth with the majority of users aged 18-30. This is fertile land and will create great opportunities to reach the Gen Z audience. Podcast content system will revolve around the story of happiness, the guest can be anyone, as long as they share their own story, they can be people who are not happy, people who have been happy, people who have been happy and are on the way to find happiness again.

3.3.2. Advertising cooperation:

To actively maintain the channel's revenue, in phase 2, the TikTok channel can integrate advertising content for brands to increase profits. However, it should be done very carefully to avoid for the sake of profits that fall into the interior, which is easy to cause controversy or propagate and advertise bad products.



VI. CONCLUSION




After being involved in the planning, organization, and completion of Phase 1 of the TikTok channel construction campaign at FPT, we have learned a great deal about conveying messages through video format, the key considerations when crafting content on the TikTok platform. Additionally, we have further enhanced our knowledge of event organization and coordination processes, content moderation stages, soft skills, and risk management when executing communication activities. We have identified our strengths and weaknesses, enabling us to develop and improve even further.

Hanoi, August 15, 2023

THANK YOU

We, the "Topy Team," the cohort responsible for the successful defense of the graduation project in Multimedia Communication Management, entitled "Applying ABU&VOV's creative social story-telling methods in building a TikTok channel with social meaning for FPT University students, 1st period," extend our profound gratitude to:

FPT University Hanoi: Your steadfast support, insightful guidance, and unwavering commitment have provided the essential groundwork for our project's completion and growth within a dynamic educational and research environment, enriched with invaluable experiences.

Departments of FPT University Hanoi, especially the Training and Examination Department: Your wholehearted dedication in orchestrating schedules, examinations, and furnishing meticulous information about the defense process have imbued us with utmost assurance, allowing us to excel in executing our graduation project.

Ms. Vu Phuong Thao - FPTU Career Center: Your meticulous and professional assistance in handling administrative and personnel matters during the organization of the "KOL&KOC - Glory or Dust?"

Ms. Pham Tuyet Hanh Ha - Head of the Student Affairs Office at FPT University: Your pivotal role in actively supporting offline media engagements and providing pertinent student information has significantly contributed to the triumph of our endeavors. Your enduring support and genuine dedication are truly commendable.

Faculty members of Multimedia Communication Management, particularly Ms. Nguyen Thu Hue: We deeply thank the Multimedia Communication Management faculty, especially Ms. Nguyen Thu Hue, for her dedicated guidance, feedback, and instrumental contributions to our project's success. Her role in coordinating with speakers, strategizing the event, and providing invaluable advice for the "KOL&KOC - Glory or Dust?" Talk Show greatly contributed to its success. Her support, along with the faculty's, enabled our event's successful execution.

Ms. Vu Viet Nga - Project Supervisor: We hold immense gratitude and respect for you, as you have been a constant guiding presence throughout our journey. Your unwavering support and dedicated mentorship have played a pivotal role in helping us surmount challenges, transforming abstract ideas into concrete accomplishments, and culminating in the creation of an exceptional project.

Ms. Nguyen Thuy Hoa and the VOV International Cooperation Department: We extend heartfelt thanks for affording us the valuable opportunity to engage in and organize the "Workshop Creative Social Stories: Making innovative Drama content for on-air, online and Social Media."

Collaborating Sponsors: We acknowledge with immense appreciation your unwavering support and collaborative efforts during the "KOL&KOC - Glory or Dust?" Talkshow. Your contributions and sponsorship have empowered Topy Team to furnish students with captivating and insightful content on life, work, and personal growth.

FPT University Hanoi students: We extend our heartfelt gratitude for your enthusiastic participation and steadfast support of our communication products and events. Your engagement has proven to be an invaluable wellspring of motivation, inspiring us to consistently strive for excellence and self-improvement.

Family and friends: Your steadfast presence, unyielding support, and encouragement have been the bedrock of our journey. The genuine encouragement and profound emotions you have shared have invigorated us to surmount every obstacle and fulfill our endeavor with unwavering dedication.

As this journey reaches its culmination, we wish to convey our profound gratitude and appreciation to all those who have contributed, accompanied, and shared in every stride of our graduation project. This project is not merely a component of our academic pursuit; it embodies cherished memories that will forever be enshrined in our hearts.

With sincere gratitude and warm regards,

TopyTeam



1.2. Behind The Scenes



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