



FPT UNIVERSITY

Graduation Thesis

# Multimedia Communications

FECON Corporation's Internal Communication  
Campaign: Depicting The Image of Workers on The  
Construction Site



# Team Members



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Summary

# 01

## Introduction

- Company Overview
- What is FECON?
- Current Situation Analysis





# Company Overview



# Vision, Mission, Core Value



## Vision

Top construction and infrastructure development corporation in Vietnam by 2025, with a vision to 2030



## Mission

Learning and creating to bring sustainable value to society through construction and investment projects.



## Core Value

Growth mindset + Responsibility + Honesty + Passion + Consensus



## FECON audience

- **Internal:** All staffs, engineers and workers currently and have worked at FECON.
- **External:** Construction industry partners, customers, investors, and the government

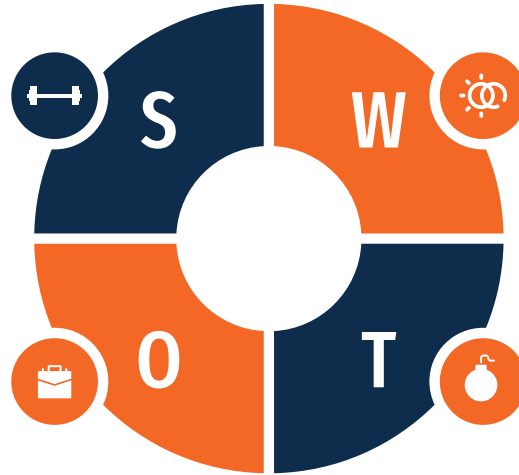
# SWOT Analysis

## Strengths

- Have a high quality team in the field of construction
- Highly reputation
- Good relationship with media

## Opportunities

- More industrial construction and infrastructure
- Have strong corporate culture



## Weaknesses

- No foreign market
- Brand Image less attractive

## Threats

- Many competitor
- Difficult to protect the brand image

# What is FECON?

The logo for FECON features the word "FECON" in a bold, orange, sans-serif font. The letter "O" is replaced by a stylized icon of a house with a chimney, also in orange.

*Listen to the Earth, conquer the height*

LOGO

*“Listen to the Earth,  
conquer the height”*

Slogan



# What is FECON?

## Mascot



## USP

- Construction of foundations, underground works, infrastructure.
- Pile foundation and construction.
- Transport infrastructure project.
- Urban infrastructure project and industrial park.
- Renewable energy project.
- Manufacturing and supplying equipment.
- Construction equipment rental.

# FECON brand personality



+



Friendly

Serious

# Current **situation** analysis



**Benefits of internal  
communication**

+



**Impact of the  
COVID-19 pandemic**

# SWOT FECON internal communication

## Strengths

- Multi online communication channels: Facebook, Youtube, Website.
- 17 years of internal communication development experience.

## Weaknesses

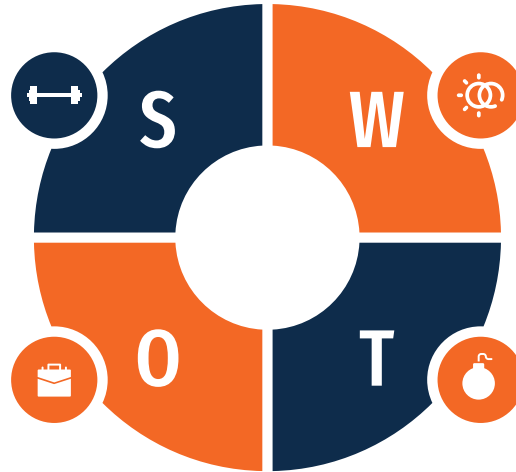
- Offline events are canceled due to COVID-19.
- The production of products faces many difficulties because of travel restrictions.

## Opportunities

- Employees are more receptive to internal communications on the internet.
- There are many case study to learn and be careful.

## Threats

- Communication crises can occur
- Misinformation is easily accessible and spreads internally..



# 02

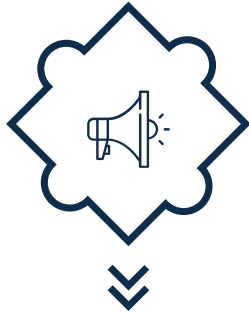
## Campaign Overview

- Goals
- Big Idea
- Target Audience
- Media Selection
- Smart Object
- Human resource
- Cost
- Risk



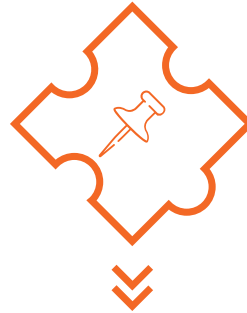


# Goals



## SPREADING

Disseminating meaningful messages to contribute to building a strong internal communication and enhancing brand image with partners.



## THE PREMISE

From our experiences, it will be the foundation for campaign implementation and development in the following stages. We can learn from practice and gain more experience in future activities.



## BUILDING

Develop internal communication to build a strong corporate culture.

## Big Idea

Implement a series of internal communication products to encourage and spiritually connect all members of the company during the epidemic season, distance but not apathetic. Create connections, maintain the working pace of employees at the office and at the construction site.

# Target Audience



## DEMOGRAPHIC

- **Age:** About 22 – 60.
- Workers and staffs who have been working at FECON.
- Ho Chi Minh City and Hanoi and some provinces are having projects.



## BEHAVIOR

- Use social media regularly.
- Regularly update internal news in the company.
- Pay attention to the working environment and colleagues.



## COMMUNICATION APPROACH

- **Tone of voice:** Sincerely, simple...
- Activity towards awareness and construction.
- **Key hook:** Focus on online media products on social media channels and websites.

# Media Selection

- Fanpage FECON Corporation.
- Group NGƯỜI FECON.
- Channel Youtube FECON Corporation.
- Website fecon.com.vn.

## OWNED MEDIA

## EARNED MEDIA

- Newspapers.
- Word Of Mouth.

# Smart Objective



Number of reaching each post  
on facebook fanpage:

**1200**

Number of interactions each  
post on facebook fanpage:

**100**



Number of reaching each post  
on the Facebook group:

**800**

Positive response rate after  
survey and interview reached:

**60%**





# Human Resource

## Content

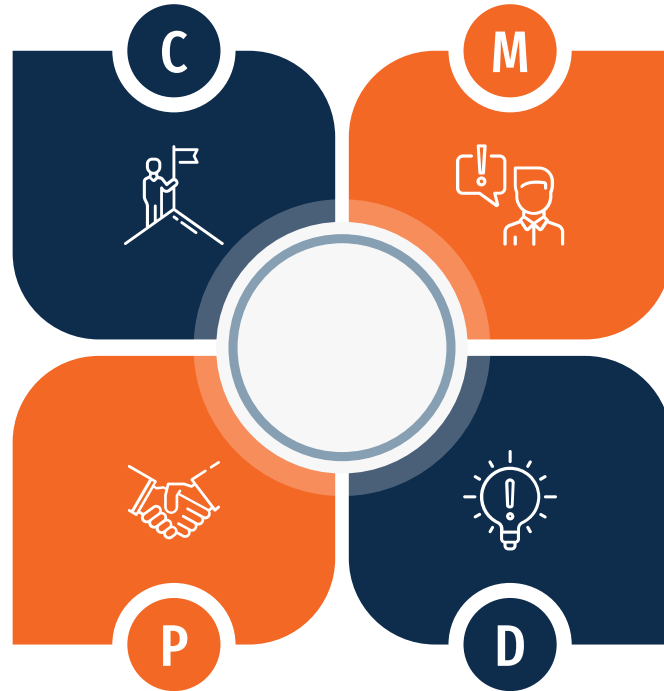
**Quantity:** 6 people.

**Roles:** Research, collect data, information to serve products

## Production

**Quantity:** 5 people

**Roles:** Detailed planning for each project



## Media

**Quantity:** 3 people.

**Roles:** Executing the products according to the script and according to the plan

## Design

**Quantity:** 6 people

**Roles:** Make designs to serve products according to the proposed content team

# Cost



The cost is supported from the communication department of FECON Company.



The cost for each product is shown in detail through the tables of each project



FECON can spend a lot of money on Internal communication.

# Risk

Risk	Level	Reducing method	Handling method
Accidents while working at the construction site.	High	<ul style="list-style-type: none"><li>• Use full protective equipment when approaching the construction site.</li><li>• Plan in detail what to do to minimize visit time.</li></ul>	Talk directly with the site manager to know which areas are safe to reach.
COVID-19 pandemic	Medium	Increase Online activities, reduce Offline activities.	Create backup plans in case of a more complicated epidemic.
Lack of Communications	Low	Use a variety, combine many communication channels.	Word of mouth communication products within the company.

03

## ACTION PLAN



## Plan campaign: **Depicting the Image of Workers on the Construction Site**

Time		19/6 - 30/7	18/6-10/8	20/7-30/7	27/7-30/7	15/7-13/8
Main content		Image Story: 1. Image Story Quality engineer at Quang Binh Wind Power B&T. 2. Image Story of the girls at the front desk.	News production: 1. News articles 2. FECON News June, 2021. 3. FECON News July, 2021.	Facebook avatar frame supports anti-epidemic spirit.	Video Wearing Masks	MV FECON Vững Niềm Tin
Media Selection	Owned Media	1.Fanpage FECON Corporation 2.Group Facebook NGƯỜI FECON 3. Website fecon.com.vn	1.Fanpage FECON Corporation 2.Group Facebook NGƯỜI FECON 3.Cover letter 4.Email 5.Website 6.Youtube	1.Fanpage FECON Corporation 2.Group Facebook NGƯỜI FECON	1.Fanpage FECON Corporation 2.Group Facebook NGƯỜI FECON 3.TikTok	1.Fanpage FECON Corporation 2.Group Facebook NGƯỜI FECON 3.Youtube 4.Website
	Earned media	Sharing and repost	1. Newspaper 2. Word of Mouth	1.Avatar Facebook 2. Word of Mouth	Sharing and repost	Sharing and repost
KPI		1. Reach to posts on Fanpage: 4500-5000. 2. Post interaction on Fanpage: 200-250. 3. Group posts reach: 400-450. 4. Group post interactions: 100-110. 5. Website article views: 400-450.	1. Reach to posts on Fanpage: 400-450 2. Post interaction on Fanpage: 40-50. 3. Group posts reach: 400-450. 4. Group post interactions: 35-40. 5. Website article views: 100-130 6. Article hits on newspapers pages: 450-800. 7. Video views on Youtube: 100-150	1. Reach to posts on Fanpage: 700-750 2. Post interaction on Fanpage: 50-60 3. Group posts reach: 400-450 4. Group post interactions: 30-40	1. Reach of clips written on Fanpage: 700-710 2. Clip interaction on Fanpage: 50-60 3. Group clip reach: 500-510 4. Group clip interactions: 50-60 5. Clip views on Fanpage: 400-500	1. Views on communication channels: 950-1000. 2. Reach to posts on Fanpage: 90-100. 3. Reach to posts on communication channels: 1000-1100. 4. Share on Facebook: 5-10. 5. Fanpage visits increased after MV release: 600-650.
Estimated Cost		3.400.000 VND	0 VND	0 VND	0 VNĐ	1.500.000 VND
Total Estimated Cost		4.900.000 VND				



# 04

## Implementation

- Facebook Avatar Frame
- Video Wearing Masks
- MV "FECON Vững Niềm Tin"
- Fecon News production
- Image Story



## 4.1 Facebook Avatar Frame

(20/7/2021 - 30/7/2021)

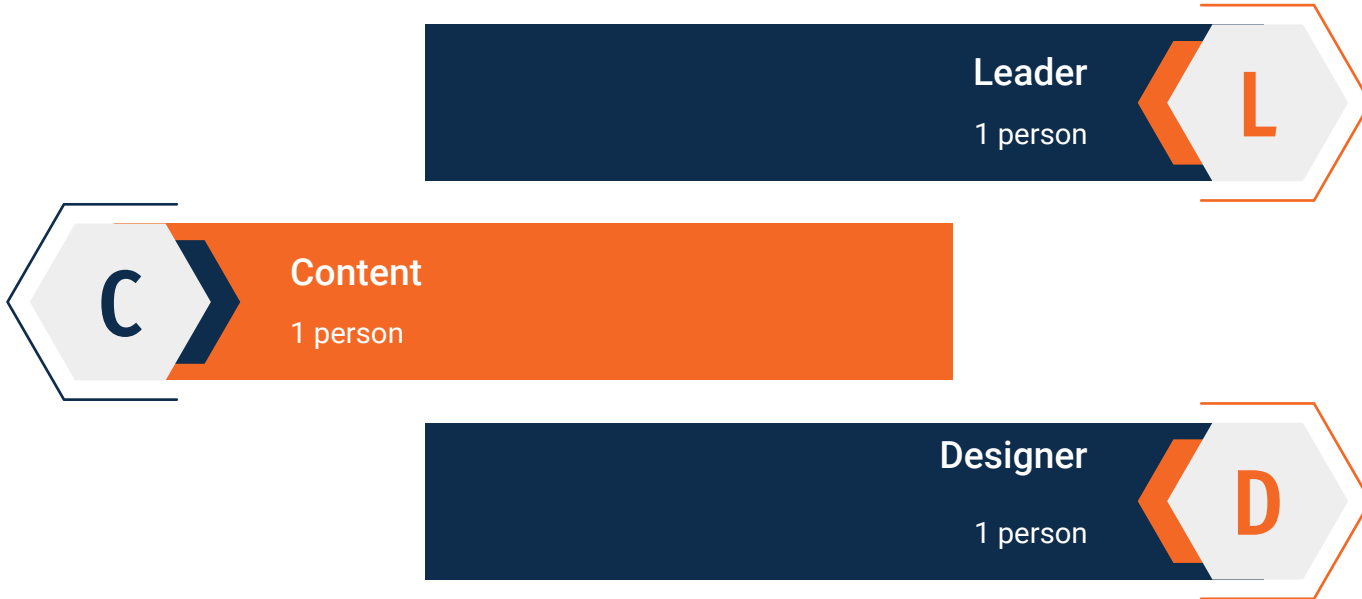
- Idea
- Content
- Target audience
- Human resource
- Stakeholders
- Media selection
- Timeline
- Result
- Risk
- Evaluation
- Media production



# Idea

This is an activity within FECON's internal communication campaign to send positive energies and encourage each other to try to overcome the COVID-19 pandemic together.

# Human Resource



# Content



FORMAT

## Format

Facebook avatar frame



CONTENT

## Content of the post on Facebook

Poetry, with a link to quickly change the avatar frame with the hashtags *#FECON* and *#StaystrongVietnam*.

# Target Audience



## DEMOGRAPHIC

- Age: About 20 - 40 age.
- Staff, engineers, workers, interns in FECON.
- Working at companies under FECON JSC.



## BEHAVIOR

- People who tend to be active on social networks. Often follow and respond to movements.
- Those who are extroverted, have a need to share and spread positive energy to the people around them.



## COMMUNICATION APPROACH

- **Tone of voice:** Serious, close, sincere, reliable and attractive.
- **Key Hook:** strong focus on social networking sites, newspapers and some offline communication channels (OOH).
- Articles calling for action, providing information, knowledge and experience.

# Media Selections

- Fanpage FECON Corporation.
- Group NGƯỜI FECON.
- Internal group of subsidiaries.

## OWNED MEDIA

## EARNED MEDIA

- Facebook avatars of staffs, engineers, workers.
- Word of Mouth.

# Timeline

No.	Time	Type of work	Work content	HR
1	20/7 - 21/7	Brief	Receive brief from leader.	All
			Discuss and present ideas.	All
2	22/7 - 25/7	Preparing	Frame design.	Designer
			Prepare content for the post.	Content
3	25/7 - 27/7	Preparing	Design editing.	Designer
			Edit post content.	Content
			Approve design and content.	Leader
4	28/7	Production	Post a call to change the avatar frame on Fanpage	Fanpage management
			Post to the NGƯỜI FECON group.	Content
			Post to the group of member companies of FECON.	Content
5	30/7	Production	Write Change avatar Fanpage FECON Corporation.	Fanpage management
			Seeding in posts, changed avatars of company members.	Content
6	1/8 - 3/8	Publication	Post a reminder in the NGƯỜI FECON group.	Content
			Post a reminder in the group of member companies of FECON	Content
			Continue seeding and calling in many forms.	All



# Result

Categories	Unit	KPI	Reality
People reaching activity on fanpage FECON Corporation.	Account	700-750	895-900
The number of people interacting with the post on fanpage FECON Corporation.	Interaction	50-60	80-85
Reach the post in the NGƯỜI FECON group.	Reach	400-450	575-580
Interact posts in the FECON PEOPLE group.	Interaction	30-40	30-35

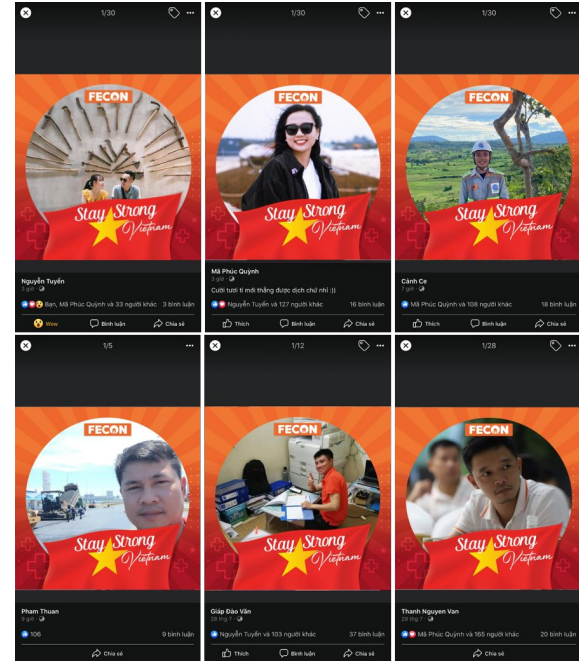
# Risk

Risk	Level	Reducing method	Handling method
The number of participants is not high.	Medium	Increase calling posts on internal groups, continue seeding on Facebook, and promote word of mouth by personal appeal.	Work with other department heads and project leaders in the company to call on employees of different departments to do the same.
The number of people interacting on posts is low.	Low	Promote the sharing of articles, call the fanpage of member companies to help share the post.	Contact senior officials, managers of departments, project leaders to call employees to participate.
The number of people reaching is not high.	Low	Calling people by seeding and Facebook tag.	Increase link sharing of articles in internal groups of the company.

# Evaluation (Interview)

Criteria	General comment
What do you think about our avatar frame design?	<ul style="list-style-type: none"><li>• Eye-catching frame design and outstanding colors.</li><li>• Some people want the FECON logo to stand out</li></ul>
Do you clearly understand the message we want to convey in this activity?	<ul style="list-style-type: none"><li>• Most people clearly understand the message conveyed through this activity.</li><li>• A small number of people (about 15%) reported that it was easy to misinterpret another message.</li></ul>
How do you feel about organizing an activity to call for company employees to hang avatar frames like this?	<ul style="list-style-type: none"><li>• Most people enjoy this kind of activity</li><li>• Few people answered that they do not like such activities, just to have a movement with their colleagues.</li></ul>

# Media Production



## 4.2 Video Wearing Masks (27/7/2021 - 30/7/2021)

- Idea
- Content
- Target audience
- Human resource
- Stakeholders
- Media selection
- Timeline
- Result
- Risk
- Evaluation
- Media production



# Idea

- Activities to support and encourage company employees to work together to overcome the difficult time of the COVID-19 pandemic.
- Through product to show the spirit of consensus not only in FECON's employees in particular but also in the solidarity of the Vietnamese nation in general.



# Content

## Format

Short video TikTok

## Summary

FECN staffs give each other masks to encourage the spirit of anti-epidemic

# Target Audience



## DEMOGRAPHIC

- **Age:** About 22 – 35 age.
- Staff, workers, engineers at FECON.
- Working at companies of FECON Corporation.



## BEHAVIOR

- Use social media regularly
- Interested in news and events in the company

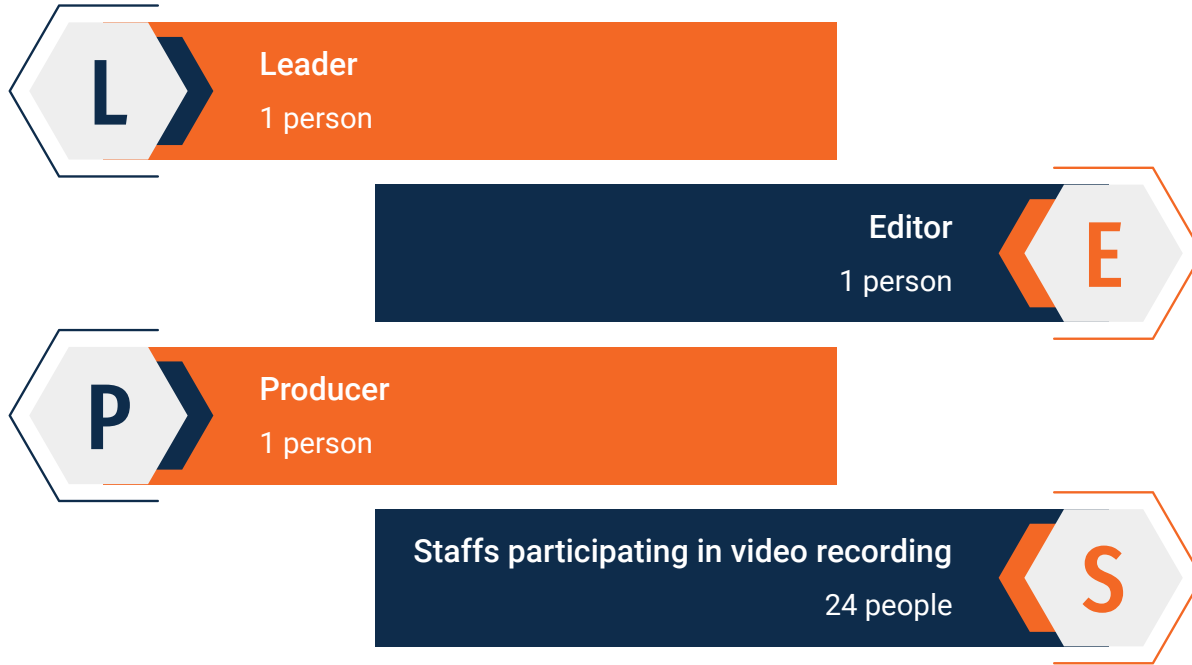


## COMMUNICATION APPROACH

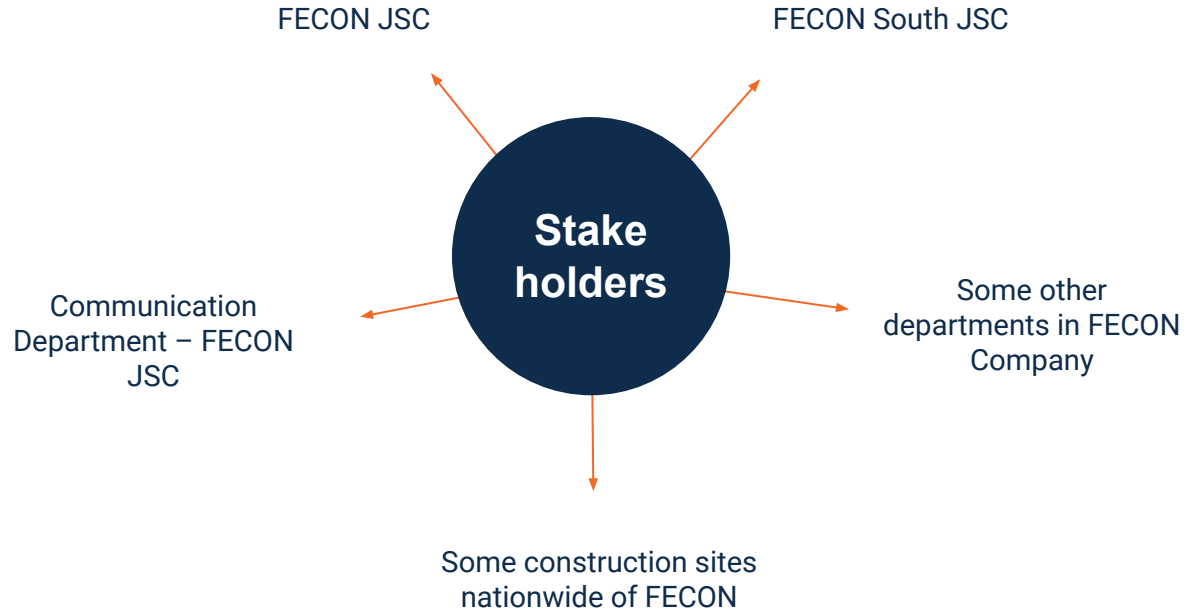
- Tone: Sincere, reliable, motivating,...
- Focus on social networking sites and communication channels
- Activities aimed at creating awareness, providing information, sharing,...



# Human Resource



# Stakeholders



# Media Selection

- Fanpage FECON Corporation.
- Group NGƯỜI FECON.

## OWNED MEDIA

## EARNED MEDIA

- Posts shared by employees and Facebook users.

# Timeline

No.	Time	Work content	HR
1	25/7	Receive brief from leader.	All
		Brainstorm and discuss.	All
		Agree on implementation content.	All
2	26/7 - 27/7	Inviting everyone to join.	All
		A how-to guide for everyone.	Producer
3	28/7 - 29/7	Compilation of videos people send.	Producer
		Edit video according to content.	Editor
		Approve video	Leader
4	30/7	Release video on Fanpage FECON Corporation.	Producer

# Result

Categories	Unit	KPI	Reality
Number of people reaching video on fanpage FECON Corporation.	Account	700-710	845-850
Number of people who agreed to participate in the video recording.	Person	7-10	24
The person who interacts with the video on the FECON Corporation fanpage.	Account	50-60	60
Views of video on fanpage FECON Corporation.	View	400-500	503
The number of people reaching the clip in the NGƯỜI FECON	Account	500-510	693
The number of people who interacted with the clip in the NGƯỜI FECON	Account	50-60	75

# Risk

Risk	Level	Reducing method	Handling method
Lack of personnel to shoot video.	Medium	Choose people in neighboring departments, closer to you.	Rely on relationships within the company to call for more people to join.
The video didn't gain much attention from people.	Low	Combine multiple communication channels in the company to share.	Tag people directly in the post. Call people to interact directly in the video.
Affected by the epidemic don't shoot at the company.	Medium	Contact people who work on the company during the epidemic.	Switch to self-recording at home, at work site.

# Evaluation



## POSITIVE POINTS

- The number of people reaching, interacting and liking the clip on the Fanpage of FECON Corporation has reached the expected KPI.
- The product is supported by everyone in the fight against the epidemic together.
- Calling for many employees from all over the country to film the clip.
- The views and reach in the FECON PEOPLE Group are interested and interacted by a lot of people.

## NEGATIVE POINTS

- Due to the impact of the epidemic, there are not enough facilities to shoot better quality. Everyone shoots themselves with a variety of phones, so the video quality is not uniform.
- Actual implementation time is a few days behind schedule due to the need for many employees in many places to film and synthesize.



# Media Production





## 4.3 MV “FECON Vững niềm tin” (15/7/2021 - 13/8/2021)

- Idea
- Content
- Target audience
- Human resource
- Stakeholders
- Media selection
- Timeline
- Cost
- Result
- Risk
- Evaluation
- Media production




**FECON**

## Idea

Producing a music video to cheer up the company's employees during the nationwide outbreak of COVID-19




# Content



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**FORMAT**

Music video



-----

**DURATION**

5m30s



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**SUMMARY OF CONTENT**

3 main part

# Target Audience



## DEMOGRAPHIC

**Age:** About 22 – 40.

- Employees, workers, engineers at FECON Company.



## BEHAVIOR

- Pay attention to news and events in the company in response to the movement activities in the company



## COMMUNICATION APPROACH

- **Tone:** Inspiring, sharing, close, sincere.
- Like profound content, share it with the community, etc.
- Focus on social networking sites, websites related to FECON group.

# Human Resource



# Stakeholders

- Communication Department - FECON

**FECON**

- Singer Pham Quynh Chi.
- Studio DEMIR Media.



- The Red Note Company

**THERE NOTE**

- VTV24 News center.
- VTVcab News center.
- VTC NOW news board.

**VTC  
now**

# Media Selection

- Fanpage FECON Corporation
- Group NGƯỜI FECON
- Channel Youtube FECON Corporation

## OWNED MEDIA

## EARNED MEDIA

- Posts shared by employees and Facebook users
- Word of mouth

# Timeline

## Timeline of MV “FECON Vững Niềm Tin”

No.	Time	Type of work	Work content	HR
1	15/7	Brief	Receive brief from leader.	All
			Division of work and human resources.	All
2	15/7 - 16/7	Preparing	Reference the MVs with the same theme.	All
			Brainstorm and discuss ideas for MV.	All
			Make a work plan for the team	Producer
			Recommend song to use	Content
3	17/7 - 19/7	Preparing	Approve the song	Project Management
			Suggest ideas for the content of the MV.	Content
4	20/7 30/7	Preparing	Approve the content of MV	Project Management
			Prepare video and image sources	Producer
			Write lyrics	Lyricist
			Design templates	Designer
			Edit video news	Editor
			Contact the singer	Producer



## Timeline of MV “FECON Vững Niềm Tin”

No.	Time	Type of work	Work content	HR
5	30/7-2/8	Production	Lyrics Editing	Lyricist
			Design Editing	Designer
6	15/7	Production	Approve lyrics and design of MV	Project Management
			Draft MV	Editor
			Contact the recording studio	Producer
7	7/8	Production	Make a song recording	Producer, Singer
8	8/8-11/8	Editing	Editing and finishing MV	Editor
9	12/8	Approval	Approved the MV	Project Management
10	13/8	Publication	Release MV on YouTube FECON Corporation	Social Executive
			Post the MV to the NGƯỜI FECON group	Social Executive
			Release MV on fanpage FECON Corporation.	Social Executive
11	13/8-16/8	Communication	Share the video and invite everyone to share.	All

# Cost

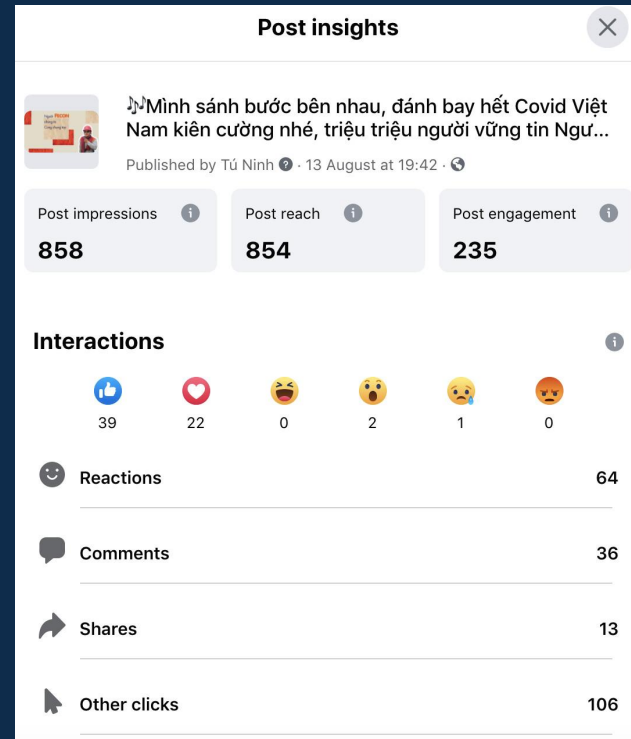
No.	Categories	Quantity	Unit price (Unit: VND)	Amount (Unit: VND)
1	Video news source	7 videos	#N/A	0
2	Image source	9 images	#N/A	0
3	Internal video source	10 videos	#N/A	0
4	Beat royalty fee	1 beat	#N/A	0
5	Cost for main singer	1 person	700.000	700.000
6	Cost for supporting singer	1 person	#N/A	0
7	Studio	1 time	500.000	500.000
8	Studio costs incurred	1 time	150.000	150.000
9	Logistics costs	2 time	50.000	100.000
10	Additional costs incurred	1 time	50.000	50.00
			Total	1.500.000

# Result

Categories	Unit	KPI	Reality
Total number of views on the media.	View	950-1000	730-750
Total number of MV interactions through Facebook.	Interaction	90-100	195-200
Total MV reach on social media.	Reach	1000-1100	1590-1600
The number of MV shares on Facebook.	Share	5-10	15-20

# Post insights

Of MV "FECON Vững Niềm Tin



# Risk

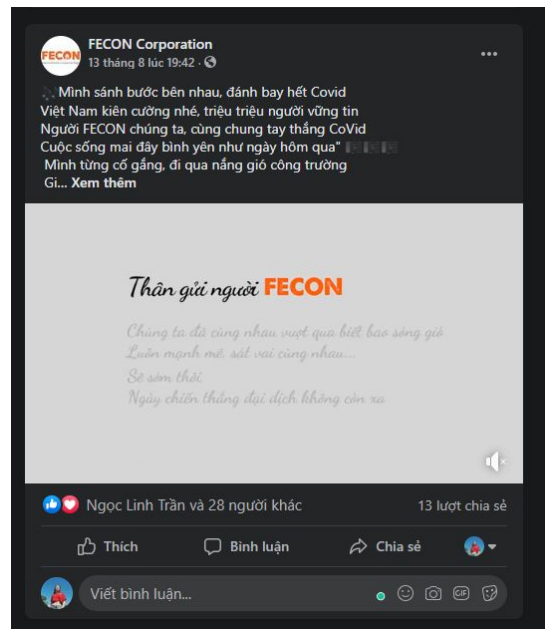
Risk	Level	Reducing method	Handling method
The number of views is not high.	Medium	Concentrating communication on one medium. Allocate release and share time to increase social media exposure.	Calling company employees, friends to share videos. Directly tag multiple people to the video.
The lyrics have negative and offensive words.	High	Using human resources in the team to write lyrics.	Strictly censoring lyrics before release.
The content in the MV is offensive, distorting and not true.	High	Use internal and reputable sources of information.	Moderate MV carefully before release.
Copyright infringement.	Medium	Send an email to the author for permission before publishing.	Do not enable monetization and use ads when releasing MVs on social media channels. Do not use the song for commercial purposes.

Risk	Level	Reducing method	Handling method
Epidemic affects recording work	Low	Contact singers in provinces not affected by the epidemic.	Plan to use an existing song instead.
The singer doesn't match the song	Low	Thoroughly discuss and let the singer sing before recording.	Contact multiple singers to find the one with the best voice.
Everyone in the company did not cooperate in filming the video	Low	Take advantage of relationships to ask. Use the FECON PEOPLE group to call people.	Replace with a more viable alternative.
High costs incurred	Medium	Take advantage of available resources and products.	Contact amateur singers and small studios to save costs.
Finished production, not released	High	Find out the cause, the reason why it is not released, repair and replace it with other suitable solutions.	Work in advance with the head of the Communication Department on the production plan. All production steps are reported to the head of the department to have a method of handling when there is a problem.

# Evaluation (Interview)

Criteria	General comment
How do you rate the MV "FECON Vững Niềm Tin"?	<ul style="list-style-type: none"><li>• Most people were surprised when the media released this MV and almost all expressed their love for it.</li><li>• Most people think that the MV was released at the right time</li></ul>
What element do you feel like in the MV "FECON Vững Niềm Tin"?	<ul style="list-style-type: none"><li>• Impressed with the statement of Deputy Prime Minister Vu Duc Dam.</li><li>• Interest in the new lyrics, meaning of this song and singer's voice</li></ul>
What are your feelings and thoughts after watching this MV?	<ul style="list-style-type: none"><li>• Many people feel happier, more optimistic and resilient after listening to the song</li><li>• Some people feel the solidarity of FECON after listening to this song</li></ul>

# Media Production





## 4.4 Production News (7/7/2021 - 30/7/2021)

- Idea
- Media selection
- Content
- Timeline
- Result
- Evaluation



# Idea

This is the monthly communication activity of the communication department. The news on the company's activities, revenue, progress of ongoing projects, events related to FECON. For all employees in the company to know all the current situations of FECON.

# Media Selections



A diagram showing two stacked hexagonal shapes. The top shape is dark blue and contains the text 'OWNED MEDIA'. The bottom shape is orange and contains the text 'EARNED MEDIA'.

OWNED MEDIA

EARNED MEDIA

## 4.4.1

# News Article

## FECON NEWS

### BID WINNING NEWS



#### FECON wins the bidding worth vnd 187 billion

On 9<sup>th</sup> July, FECON officially announced the winning bid for the project namely Technronic Tools (Vietnam) Company Limited – Item Factory (Project A). According to the contract, FECON will undertake the design and construction of test pile and mass pile for the entire project, construction period from July 1<sup>st</sup>, 2021 to December 31<sup>st</sup>, 2021. The total contract value is more than VND 187 billion. The bidding package has increased the total value of new contracts signed by FECON since the beginning of the year to VND 1.5 trillion.

### BUSINESS FLOW

#### FECON reports profit in the first 6 months of 2021 increased 39.8% over the same period thanks to Wind Power projects

Despite the dual impact of the COVID-19 pandemic and the rising price of construction materials, FECON Corporation (Ticker: FCN – HOSE) has announced the consolidated financial statement for the first 6 months of 2021 with net revenue of VND 1,341 billion, the after-tax profit is more than VND 50.3 billion (increased by 12% and 38.9% over the same period in 2020).

See details [HERE](#)



# Content

## FECON

Listen to the Earth, conquer the height

### How is the key traffic project of Hanoi constructed during the epidemic period?

*Le Van Luong tunnel construction project is one of 6 key traffic projects licensed by the Hanoi People's Committee for construction during this social distancing period. The project is being urgently constructed, workers are divided into three working shifts day and night, COVID-19 prevention is tightened.*

Le Van Luong tunnel construction project was started in October 2020, with a total investment of nearly VND 700 billion, expected to be completed in 18 months.

The tunnel was built with an axis connecting to Le Van Luong Street, going underground through the intersection of Khuat Duy Tien – To Huu, with a total length of tunnel and ledge at both ends of 475m.

According to the records of Tien Phong newspaper reporter, on July 31<sup>st</sup>, on the Le Van Luong tunnel construction site, workers are urgently constructing and wearing masks to prevent COVID-19 pandemic.

The underdrain section on Le Van Luong Street towards To Huu Street has been completed and is in the process of finishing the road surface.

Contractor's workers are still rushing construction, trying to speed up the progress.

The construction site of the tunnel is currently implementing 3 construction points, with 38 staffs, workers working all day.

Le Van Luong tunnel construction project is currently building the tunnel, retaining wall, drainage system and the items which need to be ahead of schedule for the rainy season 2021.

Talking to Tien Phong, representative of FECON contractor who is constructing Le Van Luong tunnel project said: "Le Van Luong tunnel project is a key traffic project that aims to reduce traffic stuck at Le Van Luong – Khuat Duy Tien intersection, "hotspot" traffic jams...

The project have many items that located deep underground, construction is very complicated so we take advantages of dry weather to speed up the press".

"Construction during the epidemic period so the workers comply with the regulations on prevention of COVID-19 such as wearing mask, measuring body temperature before entering the site. In particular, during the construction process, the workers keep their distance, for difficult items, divide 2 people into one construction group", Mr. Dang Tuan – the site manager of FECON contractor said.

After Le Van Luong tunnel is completed, the intersection will have a total of 10 lanes in the direction of Le Van Luong – To Huu and vice versa, instead of the current 8 lanes, contributing to solving traffic conflicts at Le Van Luong – Khuat Duy Tien – To Huu intersection, gradually completing Hanoi transport infrastructure system.



# Timeline

Channel	July, 2021										August, 2021						
	22	23	24	25	26	27	28	29	30	31	01	02	03	04	05	06	07
TCBC	Preparing		Sent														
Newspaper					Preparing	Preparing	Preparing		Preparing			Preparing	Preparing				Preparing
Group Facebook									Preparing		Preparing						
Website								Preparing	Preparing								
Cover letter										Preparing	Preparing	Preparing	Preparing	Preparing	Preparing		Sent
Emails										Preparing	Sent	Sent					



Preparing



Sent



Published

Channel	July, 2021										August, 2021										
	27	28	29	30	31	01	02	03	04	05	06	07	08	09	10	11					
TCBC	Preparing		Sent	Sent	Sent																
Newspaper							Preparing	Preparing													
Fanpage Facebook						Preparing	Preparing														
Group Facebook						Preparing	Preparing														
Website					Preparing	Preparing	Preparing														
Cover letter								Preparing	Preparing	Preparing	Preparing	Preparing	Preparing				Sent	Sent			
Emails							Preparing	Preparing		Sent	Sent										



Preparing



Sent



Published

## Result **article 1**

Categories	Unit	KPI	Reality
The total of views on the website.	View	100-130	160-170
Reach the post in the NGƯỜI FECON group.	Reach	400-450	580-600
The number of post interactions on the Group NGƯỜI FECON.	Interaction	35-40	50-55
Visit articles in newspapers.	View	700-800	950-1000
Interactions on articles.	Interaction	100-110	50-60

## Result article 2

Categories	Unit	KPI	Reality
The total of views on website.	View	100-130	380-400
Reach the post on Facebook.	Reach	400-450	650-700
The number of post interactions on Facebook.	Interaction	40-50	55-60
Reach the post in the NGƯỜI FECON group.	Reach	400-450	680-700
The number of post interactions on the Group NGƯỜI FECON	Interaction	35-40	75-80
Visit articles in newspapers.	View	450-500	850-870
Interactions on articles.	Interaction	100-110	160-170

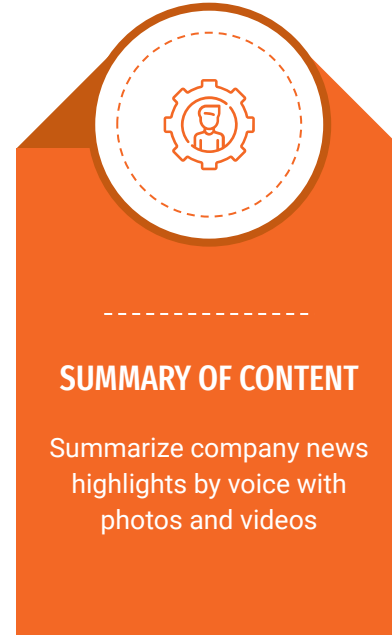


## 4.4.2

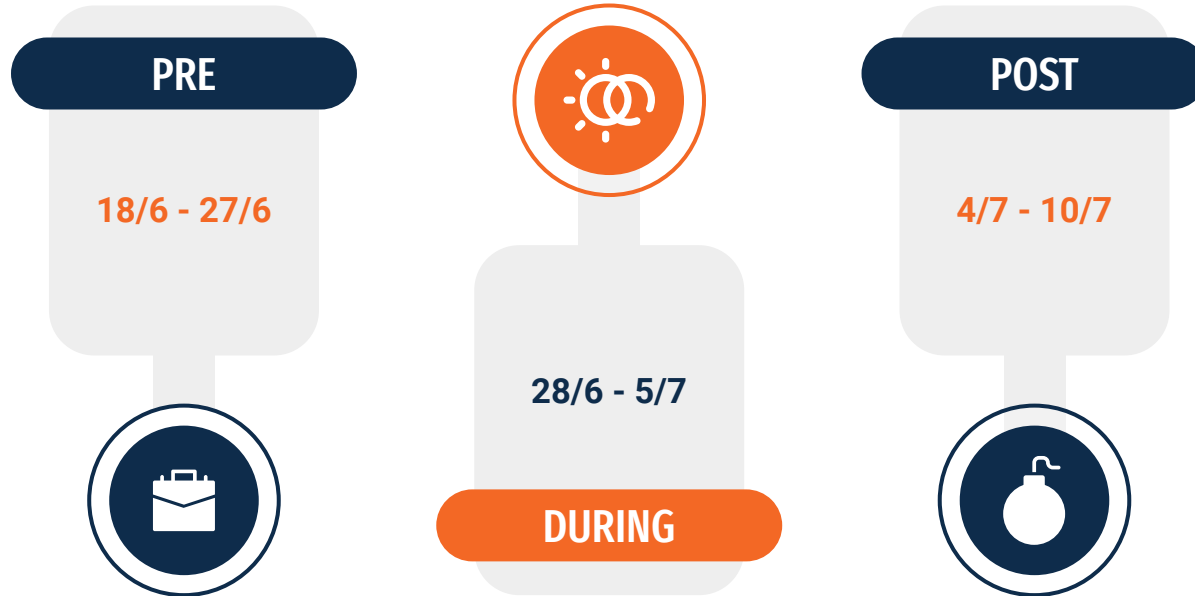
# Video FECON News



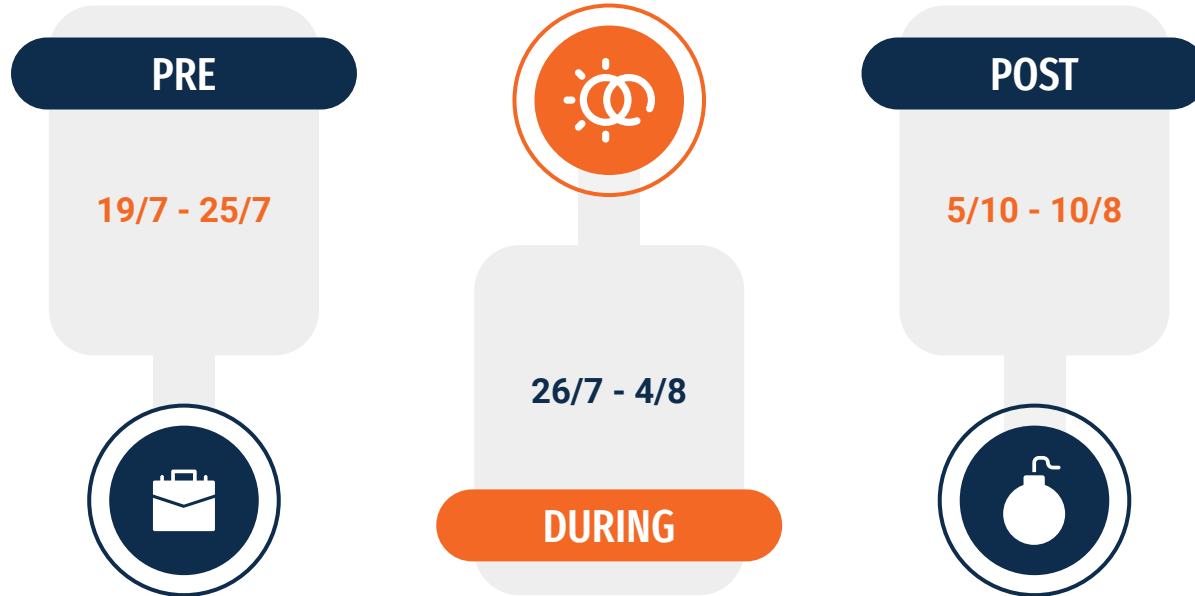
# Content



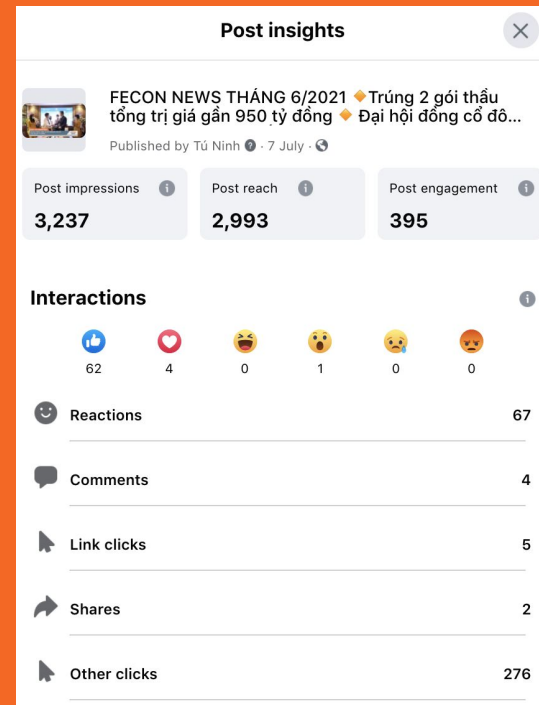
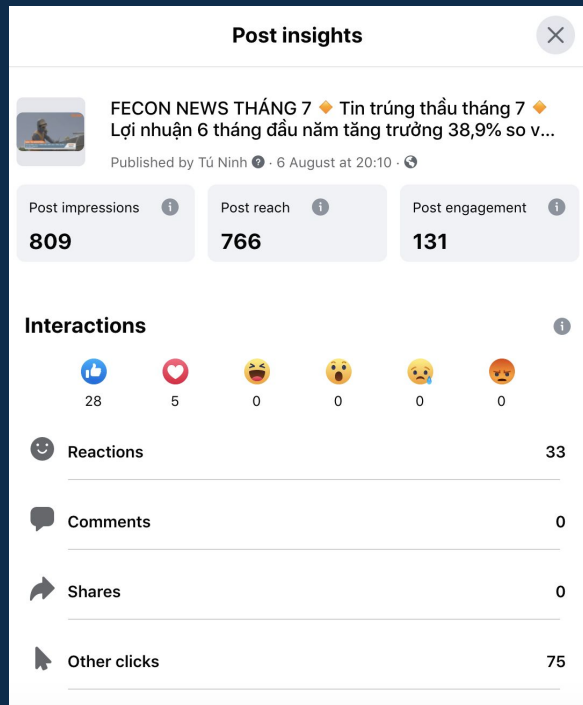
# Timeline FECON News June



# Timeline **FECON** News July



# Result



# Evaluation



## POSITIVE POINTS

- The number of people reaching and viewing videos on FECON Corporation's Youtube channel is higher than the expected KPI.
- Video views and reach on FECON's website are also higher than the target and are interested and interacted by many people.

## NEGATIVE POINTS

- The content of the news does not attract many viewers because the content is serious, terminology... picky viewers.
- The number of interactions in videos on the company's Youtube channel and website is still quite low.



## 4.5 Image Story

(19/6 - 30/7)





## Idea

The product tells about a working day of employees and engineers at FECON. Through the images, people can better understand their work and daily life



# Evaluation



## POSITIVE POINTS

- The number of people reaching, interacting and liking to articles on Fanpage FECON Corporation is higher than the expected KPI.
- Views of the article "A day of a quality engineer at the B&T Wind Power site" on FECON's website were much higher than expected..
- The views and reach in the FECON PEOPLE Group are interested and interacted by a lot of people.

## NEGATIVE POINTS

- However, the views of the article "A day of FECON receptionists" on the company's website are quite low, much lower than the KPI.
- Internal communication for these post is still weak.
- The communication during the epidemic period was greatly affected by other information.



# Media Production

**FECON Corporation**  
khoảng một tháng trước



[IMAGE STORY] MỘT NGÀY CỦA KỸ SƯ CHẤT LƯỢNG TẠI CÔNG TRƯỜNG ĐIỆN GIÓ TRÊN BỜ

Nếu bạn hỏi ngày nào là gần nhất? Thì đó có thể là... ngày thứ Bảy, Chủ nhật, Ngày nghỉ lễ hay...1 ngày của Kỹ sư chất lượng (QC) trên công trường điện gió B&T Quảng Bình. Mờ mắt là 6h30 sáng, chớp mắt là 11h đêm. Trên tay hiểm khi rời điện thoại còn điện thoại thì hiểm khi nào không rung lên những thông báo, tin nhắn, email và cuộc gọi...

Hãy cùng xem một ngày của Kỹ sư chất lượng trên công trường điện gió, họ sẽ làm những gì, bước chân của họ tất bật trên những dải cát trắng của vũng đất ven biển Quảng Bình ra sao trong số Image story lần này nhé!



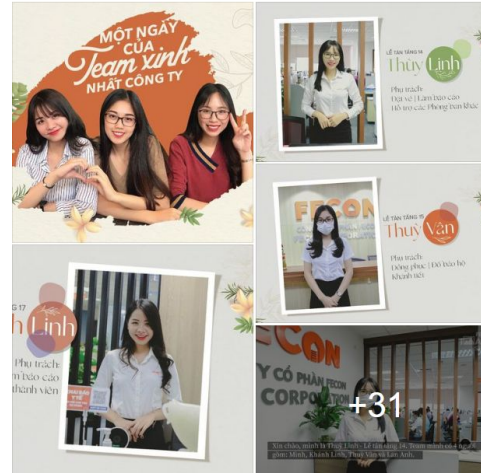
**FECON Corporation**  
khoảng 1 tuần trước



[IMAGE STORY] KHÁM PHÁ MỘT NGÀY LÀM VIỆC CỦA NHỮNG CÔ GÁI LỄ TÂN FECON

Đi sớm, trực muộn và chăm chút cho văn phòng là công việc thường ngày của những cô gái lễ tân FECON. Họ là người đầu tiên mà chúng ta tiếp xúc khi đến văn phòng. Khi cần cấp đồ bảo hộ, đặt vé máy bay, 5S văn phòng, sửa máy photo, máy in... cũng đều do các cô nàng "trợ thủ hành chính" này điều phối. Và những công việc nhỏ bé ấy đang được các cô gái vừa xinh vừa đảm này nghiêm túc hỗ trợ các anh chị em mỗi ngày.

#FECON #etan



05

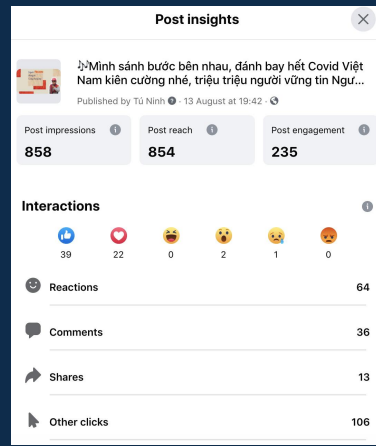
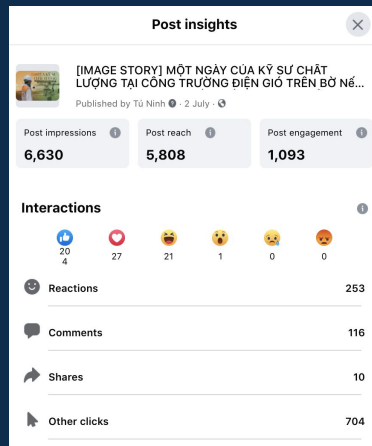
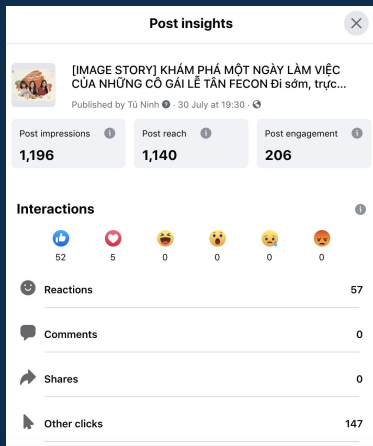
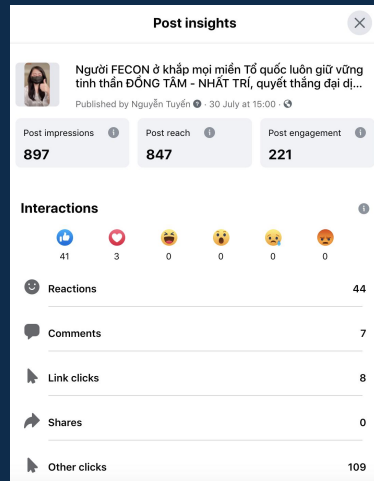
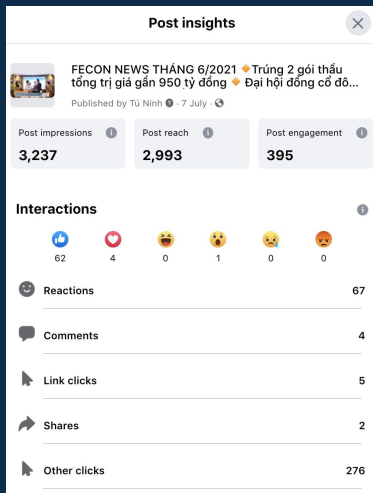
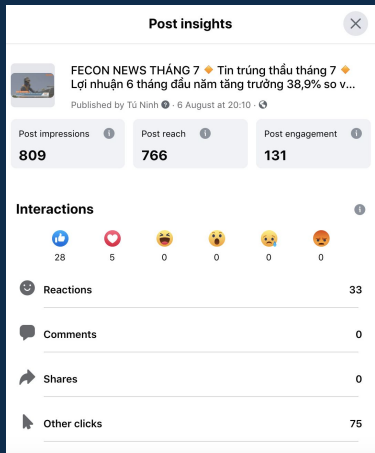
## Summary

- Result from communication channels
- Survey
- Conclusion



# Result from communication channels

Categories	Reality
Number of people reaching posts	18.663
Number of people who interacted with posts	1.461
Total view of videos	1.068
Total view of posts on website	3.044
Number of new followers on fanpage	43
Fan page visits	1.997



# Survey

51.1%

Showed interest in communication activities

95%

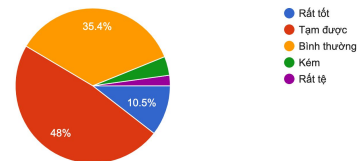
Were satisfied with one or more communication content

Highest rating

The Image, Sound and Music productions

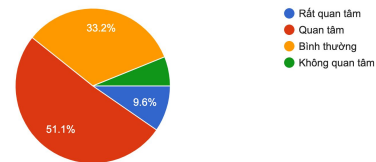
3. Anh/chị đánh giá thế nào về chất lượng các sản phẩm truyền thông của công ty thời gian gần đây?

229 responses



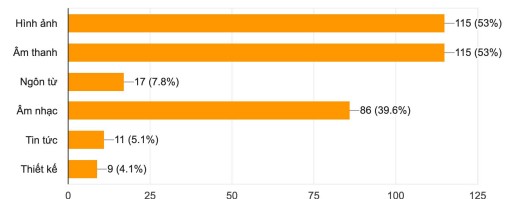
2. Anh/chị có thường xuyên quan tâm đến các hoạt động truyền thông nội bộ của công ty không?

229 responses



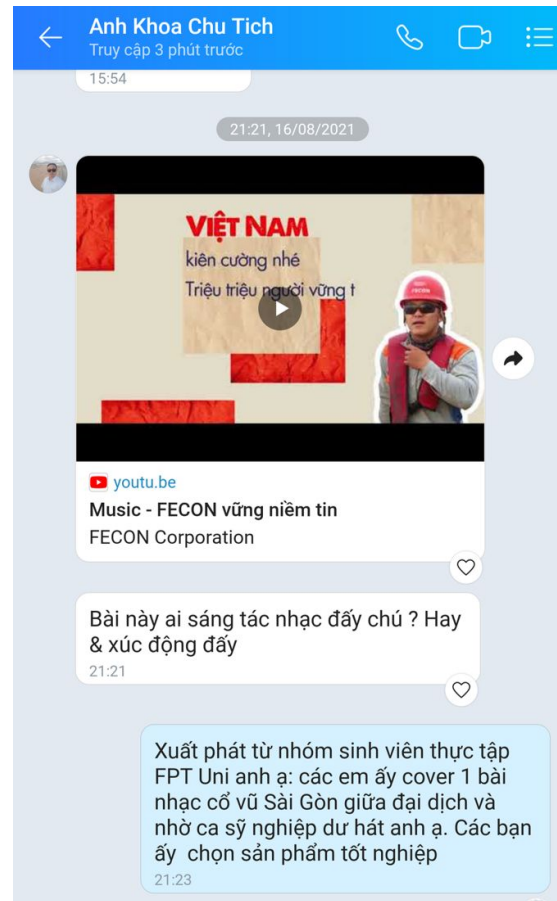
6. Anh/ chị cảm thấy HÀI LÒNG với điểm nào ở các sản phẩm truyền thông của công ty? (Có thể diễn nhiều lựa chọn)

217 responses





- Compliment from the president of FECON
- Corporation for the MV production team



# Conclusion



**Lesson learned**



**Suggestion**



# THANKS!

Do you have any questions?