

Graduation Thesis Report

# SEX ED - SELF LOVE PROJECT

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## ASSESSMENT FROM DUREX

After 3 months of carrying on the project within the support and partnership with Durex, we have sent them an assessment form to gain more information about how our campaign has been.



**PHIẾU LẤY Ý KIẾN CỦA DOANH NGHIỆP  
VỀ VIỆC HỢP TÁC TRIỂN KHAI KHÓA LUẬN TỐT NGHIỆP  
HỌC KỲ FALL 2021**

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NỘI DUNG LẤY Ý KIẾN		
<b>1. Về công tác phối hợp với Giảng viên và sinh viên</b>	Thái độ và phong cách sinh viên có hợp tác trong quá trình Hoàn thành đồ án	
<b>2. Về kết quả thực hiện so với yêu cầu đề ra</b>	Yêu cầu đề ra	Đạt/Không đạt
	1. Bài đăng Fanpage có nội dung phù hợp và tương đồng với thông điệp của nhãn hàng	Đạt
	2. Thông tin có tính xác thực và hình ảnh đầu tư kỹ càng, phù hợp với nội dung	Đạt
	3. Kế hoạch nội dung xây dựng theo feedback từ doanh nghiệp	Đạt
	4. Đảm bảo tiến độ	Đạt
	5. Nội dung thu hút khán giả	Đạt
<b>3. Nhận xét/Góp ý về đề tài</b>	Hoàn thành đúng tiến độ, có hiệu chỉnh khi feedback Thông tin đáp ứng nhu cầu khán giả	
<b>4. Đề xuất cải tiến hoặc hướng phát triển đề tài (nếu có)</b>	Tốt – Sau đồ án sẽ phát triển hơn về quy mô với sản phẩm truyền thông đa dạng về mặt nội dung cũng như hình thức thực hiện	
<b>5. Đánh giá chung (theo thang điểm 10)</b>	9.0	
<b>6. Kết luận về việc nghiệm thu đề tài (Ghi rõ: “Đồng ý” hoặc “Không đồng ý”)</b>	Đồng ý bảo vệ	

Người nhận xét

(Ký và ghi rõ họ tên)



Vũ Thị Ngọc Anh

Receiving this feedback form from such a big brand like Durex, we are excited and grateful for the time we have worked together. Throughout that time, we have honestly learned a lot of precious lessons and experiences from Ms. Anh in terms of communications in the sex and sexuality industry in particular and even communication skills and marketing in general. We will consider all the feedback from Durex to produce even better results in the future. In fact, Durex is quite a big name in communications, not only in the sex and sexuality industry but also in all industries in general. Therefore, receiving such a high score like that from Durex is absolutely our honor and also motivation to continue to strive for the best.

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## **LIST OF ABBREVIATIONS**

CSE	Comprehensive Sex Education
RH	Reproductive Health
SE	Sex Education
SI	Sexual Intercourse
SRH	Sexual and Reproductive Health
STDs	Sexually Transmitted Diseases
STIs	Sexually Transmitted Infections
TA	Target Audience

# 1. INTRODUCTION, DEVELOPMENT, PRE-PRODUCTION

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## 1.1. PROBLEM DEFINITION

### 1.1.1. DEFINE THE PROBLEMS

There are multiple reasons why this project was born, but the main reason comes from the reality that we have been experiencing since we were young, which also happened to most of the people around us, and we believe that also to Vietnamese people in general.

We can find a considerable point in our education environment with just a small detail during our school period. As the seating arrangements for the children vary from class to class, in some classes, the homeroom teacher arranges male and female students to sit alternately. Of the opposite sex, it is more difficult for students to joke in class compared to students of the same sex. But, there are more distinct classes, boys and girls are divided into two separate rows because of gender differences, unable to sit close as the teacher thinks it is more appropriate to have males and females be close to each other. And this is just one in thousands of stories regarding sexual “taboo”, in traditional Vietnamese culture.

From kindergarten to high school and even university, seldom could we be mentioned with comprehensive knowledge or information related to sex or sexuality. They even may not have any guides to explore values and beliefs about those topics. In the general education program, it is not until grade 8 that students begin to have access to SE in the lesson on introducing the human body (biology). With only a little brief information, but sometimes the teacher does not dare to mention it straight out and keeps using some alternative ways of expression. Meanwhile, many primary school students (4th grade, 5th grade) have had puberty already. Whether such lessons are effective or not, when children are always faced with the complexities of life, do not exclude the risks due to lack of basic knowledge about gender.

Up to high school, gender-related education has only been integrated with a few subjects such as Literature, Citizenship Education, Biology..., or mentioned in extracurricular activities, but it is less scientific. Meanwhile, the time spent on this content is only about 45 minutes — one class period — certainly not enough for teachers and teachers to convey knowledge about gender, as well as answer children's questions. Not to mention the psychology of many teachers who are still afraid to talk deeply about gender issues, so this work is not effective.

At the high school level, it is like that, but up to university, issues related to SE seem to be left aside. Some universities which contain the social sciences major have researched and taught about gender, but these programs are completely separate and limited to a few specialized departments such as Psychology, Sociology, or Community service. For some universities in the field of law, economics, architecture, etc. SE is only taught by integration or as an elective subject. In some schools, if they



care about SE for students, they will sometimes organize seminars, otherwise, young people have to figure it out by themselves.

This reality requires the involvement of families and schools. However, it seems that both of them still dodge when children ask "adult's things".

In fact, we often find answers to those concerns and questions from many sources, most of which are in the form of word-of-mouth or eavesdropping from friends and adults. The internet is also known as a tool to satisfy the curiosity of many of us, but, amid a "sea" of information in the online world, who can guarantee that they will not get lost. If we type the keyword "is it necessary to educate children about sex" on Google search, nearly 49.7 million results show the importance and urgency of SE today as well as the opinions and suggestions about the age to start SE.

From all the details above, not to mention there are even more stories like that regarding these issues from the Rural area, we conclude that the lack of SE is at an alarming level and really needs to be resolved, otherwise, our young generations will have to face consequences. Therefore, it is clear that SE is a matter of concern and importance to be implicated as soon as possible.

### 1.1.2. CAPSTONE PROJECT

<b>Subject Code</b>	FA21MC03
<b>Subject Name (English)</b>	Media Campaign for "Safe Sex Self-love"
<b>Subject Name (Vietnamese)</b>	Chiến dịch truyền thông cho Dự án "Tình dục an toàn - Yêu thương bản thân"
<b>Subject</b>	"Safe Sex - Self-Love" is a non-profit project which aims at

<b>explanation</b>	sharing bring the knowledge of CSE to everyone, especially the youth, in both interesting and informative ways. Through our project, we would like to make people create the joint between topics related to sex and sexuality and love, even that is self-love or love for others.
<b>Group code</b>	GFA21MC02
<b>Group member</b>	<ol style="list-style-type: none"> <li>1. Nguyễn Minh Uyên (Group leader) - SS140391</li> <li>2. Nguyễn Hồ Tuấn Lâm - SS140057</li> <li>3. Trần Nguyễn Gia Linh - SS140094</li> </ol>
<b>Scope of work</b>	<ul style="list-style-type: none"> <li>• Research and analysis</li> <li>• Sponsorship Proposing</li> <li>• IMC Planning</li> <li>• Launching and Executing: <ul style="list-style-type: none"> <li>○ Minh Uyên: PR executing, KOLs marketing, Digital marketing, Edit and Design.</li> <li>○ Tuấn Lâm: KOLs marketing, Edit and Design</li> <li>○ Gia Linh: KOLs marketing, Content executing.</li> </ul> </li> <li>• Evaluating</li> </ul>

### 1.1.3. DEVELOPMENT STAGE

#### 1.1.3.1. Research Methods

For this project, we decided to collect and analyze secondary data instead of primary data. Firstly, SE in Vietnam is gradually becoming a concerning issue that attracts a majority of research from many credible sources. Synthesizing and analyzing this existing information and knowledge could help reduce the team's time and effort. Secondly, all the research during the pandemic has to be conducted online, however, within the team's current networks, if we conducted such a primary data collection, the scale of the participants would be quite small so that they could hardly depict the entire picture. Otherwise, secondary data will give us longer timescales of information and a larger scale of participants (demographically,

geographically, etcetera), which could help build a broader understanding of the problem. The report will also use mixed methods in analyzing the data. We will collect both qualitative and quantitative data to clarify the problem and create a clearer picture.

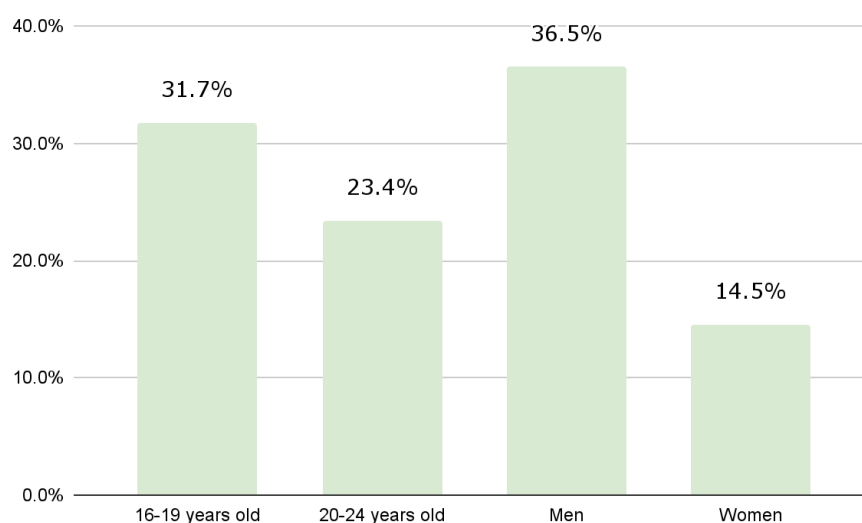
### **1.1.3.2. Current Situation**

Currently, Vietnam has had to cope with a wide range of worrying problems that are related to sexuality and gender: Early sexual intercourse (SI) or early sexual debut leads to high rates of unwanted pregnancy and abortion, especially in adolescents; Poor reproductive health, unsafe sex leads to a high rate of STIs; The situations of gender violence and sexual abuse tend to increase.

According to the research data of Dr. Tran Thanh Nam and colleagues, sampled at some schools in Hanoi, by the end of grade 9, about 10% of students had had sex and by the end of 12th grade, the number is 39%. Among high school students who admitted to having had sex, 29.5% of boys said they did not use condoms in the last time they had sex and only 8% of female students said that they used at least one form of "contraception" (including many unscientific forms such as drinking lemonade; standing intercourse and hygiene immediately after sex with lemon). In addition, about 10% of high school students reported having had sex with 3 or more people and about 15% of them used stimulants (including alcohol and drugs) in the last time they had sex (specifically, in the general event activities of the class or schools) (Hong, 2018). According to research conducted by The Institute of Social and Medical Studies & Center for Creative Initiatives in Health and Population in 2016, the percentage of contraceptive use was low, with only 41% of women and 65% of men aged 15-24 using

contraception when having sex. Particularly, the percentage of condom use during the first SI was just around 20-30%, with a significantly lower proportion among women than men (Figure 1) (Ministry of Home Affairs & United Nation Fund Population Agency, 2015, p. 55).

**Figure 1: Percentage of condom use during the first SI**



*Source: General Office for Population and Family Planning & General Statistics Office. (2010). Điều tra quốc gia Vị thành niên và Thanh niên Việt Nam lần thứ hai (The Second Survey Assessment of Vietnamese Youth - SAVY 2).*

Inadequate access to SRH services and contraceptives contributes to teenage pregnancy, abortion, and a high rate of having STIs/STDs. The results of the census in 2019 of the United Nations Population Fund (UNFPA Vietnam) showed that 6.2% of women aged 10-19 nationwide gave birth in the 12 months before the survey. Teenage pregnancy and unwilling pregnancy certainly have led to a very high rate of abortion. According to World Population Review, Vietnam has the second-highest abortion rate worldwide, at 35.2. As stated by General Office for Population and Family Planning in

a conference in 2017, each year the country has nearly 300,000 abortions, mostly in the 15-19 age group. Of which, 20-30% are unmarried women, 60-70% are just students. A report presented at the Franco-Vietnam Gynecology and Obstetrics Conference in 2014 also showed that abortion accounts for 40% of the total number of pregnancies each year in Vietnam.

About the rate of having STIs/STDs, Dr. Nguyen Trong Hao, Director of Ho Chi Minh City Dermatology Hospital, shared with a medium that from 2010 to 2019, the number of STDs patients increased significantly at this medical facility. Dr Bui Manh Ha, Deputy Head of Clinical Department 3, also said that the hospital recorded an increase in the number of patients coming to the clinic for STIs every year (Bich, 2020). Moreover, cases of HIV infection through SI continue to increase from 34.4% in 2015 to 73.3% in 2020 and 75.9% in the first 2 months of 2021 (Nha, 2021).

The problem of gender violence and sexual abuse in Vietnam is also alarming. In a national survey of violence against women in Vietnam in 2019 of UNFPA Vietnam, there was astonishing statistics that nearly 2 out of 3 women (nearly 63%) experienced one or more forms of physical, sexual, emotional, and economic violence and control over behavior by their husbands in their lifetime. In the above-mentioned research data of Dr. Tran Thanh Nam and colleagues, students are lacking knowledge about sexual harassment, misidentified manifestations of sexual behavior, believe that forms of sexual harassment are just flirting or teasing. According to Dr. Tran Thanh Nam, up to 80% of high school students report having experienced at least one form of sexual harassment during their time at school (Hong, 2018).

These problems are mainly deeply rooted in the lack of appropriate early CSE for adolescents. Because, as stated in the report Comprehensive Sexuality Education (CSE) in Asia: A Regional Brief conducted by Asian-Pacific Resource and Research Centre for Women (ARROW), *“access to comprehensive sexuality education is grounded in the fundamental human rights of having the right to education, the right to health, the right to sexuality and moreover, the right to non-discrimination, the right to privacy—all of which, on the overall impacts, the right to life. A denial of comprehensive sexuality education constitutes a denial of these fundamental rights.”*

### **1.1.3.3. Sex Education in Vietnam**

In many countries, all the issues related to sexuality used to be considered as something not appropriate to mention, or even as a taboo. In the late nineteenth and early twentieth century in North America, the advent of the progressive education movement has resulted in the introduction of SE, along with the emergence of public health, as ‘social hygiene’ efforts in schools (Tupper, 2013, p. 115-131). Since then, many definitions of SE have been stated. In general, SE can be also called “sexuality education”, including a wide range of knowledge related to all aspects of sexuality, from information about family planning, reproduction (fertilization, conception, and development of the embryo and fetus, through to childbirth), to information about all aspects of one's sexuality including body image, sexual orientation, sexual pleasure, values, decision-making, communication, dating, relationships, STIs and how to avoid them, and birth control methods (De La Mare, 2011).

These days, SE has been included as a mandatory subject in schools in many countries. According to Guttmacher Institute (2021), as of September 01, 2021, in the United States, 39 states and the District of Columbia mandate SE and/or HIV education. In Vietnam or Asia generally, the implementation of CSE has been assessed as “far from sufficient as the components of CSE” due to the complexities associated with implementations such as bureaucratic shifts, changes within relevant ministries, or the stigma on the centrality of sexuality (Samreen Shahbaz, 2018, p. 6).

**Table 1: Summary of CSE Implementation in Vietnam**

Coverage of CSE Contents							Specific target groups	Level of Education	Reference to Non-formal education
Gender	SRH and HIV	Sexual rights and Sexual Citizenship	Pleasure	Violence	Diversity	Relationships			
	RH, sex education, HIV/AIDS, STIs, sexuality	Reproductive rights		Awareness on rights to ensure equality in relationships, mutual respect		Awareness on rights to ensure equality in relationships, mutual respect	All, including ethnic young women	Primary	Does not specify

Source: UNESCO. *Sexual Education in Asia and the Pacific: Review of Policies and Strategies to Implement and Scale Up*. (Bangkok: UNESCO, 2012); UNFPA, UNESCO and WHO. *Sexual and Reproductive Health of Young People in Asia Pacific*. (Bangkok: UNFPA, 2015); CSE laws and policies mapping conducted by ARROW partners.

Even though the implementation of CSE has been mentioned in many national strategic plans, for instance, the National Strategy on Reproductive Healthcare (2001-2010) or the Education Development Strategic Plan (2009-2020) (Samreen Shahbaz, 2018, p. 23-24), SE, not only in Vietnam but also within ASEAN, is presently in the developmental stage and just some necessities have been taught when it

comes to sex-related topics under the current curriculum (Nair, 2017). RH and SE in Vietnamese schools have not had enough or full attention. This information has just been integrated into other subjects (Citizenship Education or Biology) along with unattractive textbooks which are wordy with few anatomy drawings. Experts are sometimes invited to schools to give talks about SE and RD to students, but it's not going into detail and even evokes dangerous curiosity (Nguyen, 2020).

Not only do schools not give the youth a comprehensive understanding of RH and sexuality, but Vietnamese parents are also reluctant to talk to them about this topic. Research by the Family and Gender Studies shows that just over half (62.1%) of the parents in the survey indicated that they discussed or guided their child about puberty health-related issues. Up to one-fifth of children in the survey did not receive answers from their parents when they asked for knowledge about puberty and sex. The remaining majority said that their parents delay or avoid answering. Some even scolded or asked the child to ask someone else (Dang, 2019).

The reasons for this situation are related to the more reserved Asian cultures in Vietnam so that it makes sexuality something that cannot be openly discussed. Parents do believe in a myth that if they teach or talk to their children about puberty or sex, it will create the counterproductive so that their children will be curious and encouraged to have sex earlier (Nair, 2017). However, a lot of research worldwide proves that CSE in schools is absolutely the best way to prepare children for adulthood. Contrary to that myth, UNICEF's report has shown that SE helps children have a later start of sexual activity as well as fewer partners in life. Unintended



pregnancies and STIs can also be avoided if children have good quality SE (Hulshof, 2016).

#### **1.1.3.4. Current Initiatives**

Nowadays, along with many national strategic plans, quite a lot of initiatives related to SE or RSH have been found in Vietnam, mostly by the youth. Some remarkable initiatives should be taken into consideration

- WeGrow Edu: Vietnam Sex Education Organization provides CSE solutions: Online/offline SE course, summer camp, SE products at home; Startup project of four students.
- ViSEO - Tổ chức giáo dục giới tính Việt Nam: ViSEO (Vietnam Sex Education Organization) is an organization established to bring a positive influence from SE to the community with friendly and practical methods, then to solve gender-related issues and contribute to building up a formal SE program in Vietnam.
- SexEdu by Trang: SexEdu by Trang is an educational channel on YouTube (then also a Fanpage on Facebook) of Trang Chuoi - the nickname of Minh Trang, a 28-year-old girl who used to study medicine in Ho Chi Minh City with the desire to share her knowledge of sex and sexuality and help SE become more civilized and right.
- S6X O'CLOCK: S6X O'CLOCK is the SE community that has one of the biggest influences on young Vietnamese today. They have a Facebook group sharing about SE and a TikTok channel that has attracted more than 1.6 million likes

thanks to its short but valuable videos about gender and SRH, especially useful information for teenage girls.

To have a closer look at these initiatives, from which we can draw some conclusions on how we should conduct our project, we will use the SWOT analysis.

**Table 2: Pros and Cons Analysis of current SE initiatives**

PROS	CONS
<ul style="list-style-type: none"> <li>• Abundant resources in human, financial,...</li> <li>• Long project implementation time.</li> <li>• Some projects have many supporting products (for instance, the SE box at home from Wegrow Edu).</li> <li>• Have gained achievements/awards or certain popularity.</li> </ul>	<ul style="list-style-type: none"> <li>• TA is usually around the age of 16 or older → Content is mainly about safe sex, less about SRH; Or about how to educate children about sex for young parents.</li> <li>• Not highlighting enough self-love in relation to SE.</li> <li>• Society still has some prejudice against SE, especially the older generations.</li> </ul>

Due to the characteristics of a Capstone Project, we cannot mobilize too many resources, then under the severe situation of the COVID-19 pandemic, it has been much more difficult to achieve sponsorship, our project would not compare to those initiatives when talking about resources. Therefore, in order to differentiate from others, we have decided to orient the content of our project more concentrated

toward love, especially self-love, which results in a distinct range of TA (from 13 to 22 years old).

### **1.1.3.5. International Model**

According to research, SE is a very important work for the development of children. In some Eastern countries such as Vietnam, China, Cambodia, etc have many difficulties in imparting knowledge about sex to children due to traditional cultural barriers and other reasons, in Western countries, this has been spread out and conducted properly as a part of their education in the form of comprehensive sexuality education. Even better, many schools and universities have their forums, pages, and websites about SE with various topics and activities for students to engage in.

After conducting some research, we have found a website that is very similar to us about the content and topics, especially the part when they do mention Emotional Health including Relationships and Self-love: the Columbia University in New York, USA. This university has built up a website called [Go Ask Alice](#) (since 1993), in which the health promotion specialists, health care providers, and other health professionals, along with a staff of information and research specialists and writers will support students to resolve their problems. As introduced on the site, they all have advanced degrees in public health, health education, medicine, counseling and a number of other relevant fields to ensure credibility in their advice and guidance (Go Ask Alice, n.d.).

The biggest plus for this site is that they are trying to communicate with others as a person (we can see that in the way they name the website), it's very suitable and

relevant as this website's main purpose is the Q&A part, so being impersonalized will earn people's sympathy and encourage them to open their feelings.

The sites received a lot of interactions and questions from the most regular issue about daily hygiene like “Is tongue brushing necessary?” to a more specific question about sex activity - “Keeping the flow with a condom” and even about emotional health like “Help! For a friend who is cutting herself”

**Figure 2: Questions daily on Go Ask Alice**

**Recent Q&As**

**October 15, 2021**

- Does drinking milk before alcohol coat your stomach?
- Is wine a fruit serving?
- Should I stop touching her breasts?
- Hypothyroidism symptoms?
- No orgasm = UTI?

**October 08, 2021**

- Floating stools — What do they say about my health?
- Showerhead fun: Safe?
- Plugging ecstasy?
- Boyfriend has a child
- Jogging injury: Stress fracture

**October 01, 2021**

- Using friend's muscle relaxant — Safe?
- Will omega-3 supplements help clear up acne?
- Benefits of flaxseed

Can't find information on the site about your health concern or issue?

**ASK YOUR QUESTION**

Subscribe to Alice!

[Get Alice! In Your Box](#)

Besides the main part, which is the “Question and Answer”, the websites also have the Quiz part to help students helpfully review all this knowledge.

**Figure 3: Quizzes on Go Ask Alice**

## Quizzes

**Know all about the benefits of exercise? Flex your knowledge!**

Put your reps, sets, and laps knowledge to the test with this quiz.

On your mark, get set, go!: When you're running around town, how can you fit time into your busy schedule for physical activity?

Take your best guess.

- ☐ Set the alarm 10 minutes earlier to wake up with stretching.
- ☐ Take the stairs instead of the elevator

Can't find information on the site about your health concern or issue?

**ASK YOUR QUESTION**

From what we observed, the formats and topics of this website are performing well with up to 2.8 million visits in the last month - very overwhelming statistics for an educational platform. These results show that this model is working effectively as they meet audiences' needs and do resolve their problems at the moment.

**Figure 4: Vital statistics from Go Ask Alice**

From the case study of Go Ask Alice of Columbia University, we can see that the content direction and the objective that we set is good to follow and do have the potential to grow. From that, we will also consider conducting a Q&A session on our Facebook fanpage in a more interactive way for the audience to reach out to us, instead of encouraging them to text us in our inbox (which is not as engaging as the Q&A session).

#### **1.1.3.6. Media Channel**

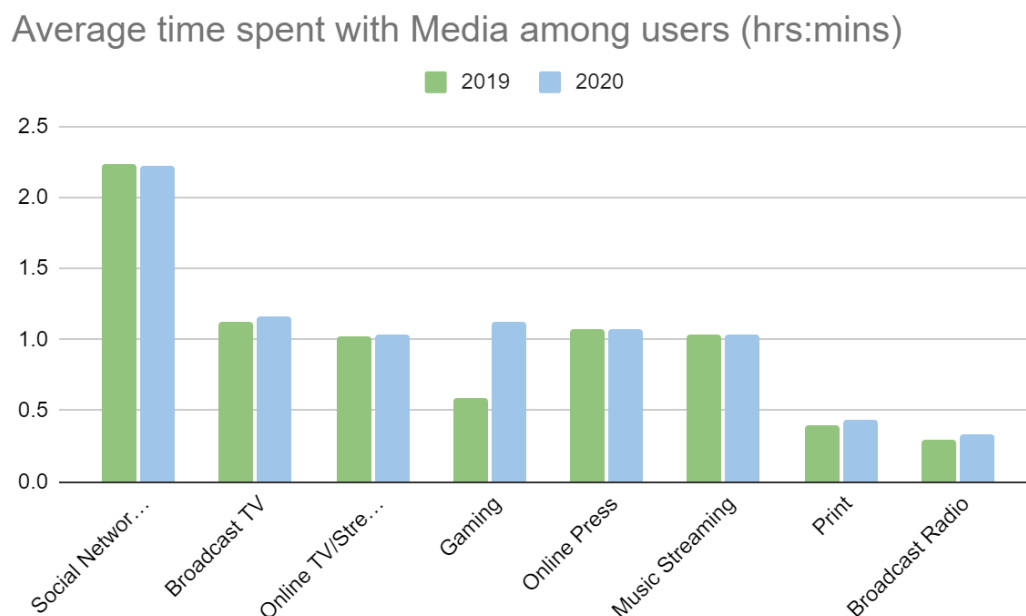
Choosing the right media for any project is very important because communication materials, no matter how well designed, if they do not attract the right TA, will not bring much value. For our communication to become strong, spread widely and efficiently, we need to choose the appropriate means of communication, or in other words, choose the correct Media channel. In this project, we choose the suitable Media channels based on the objectives and the TA that we want to approach. With the current situation - Covid-19 lockdown and due to research, in Viet Nam, the Internet is being widely used as a space to learn about sexual relationships from the personal experience of others, particularly when SRH information is not available from other sources (Ngo AD, Ross MW, Ratliff EA, 2008).

##### **1.1.3.6.1. Social Platform - Facebook**

The objective is to raise awareness about SE and encourage audience engagement with different activities (Minigames, Webinar, discussion, etc). We decided to choose Social platforms as our key Media channel due to several factors.

Firstly, in terms of duration, Social platforms owned the most time spent from audiences on the Internet with almost double the time people spend on Broadcast TV. This factor is important as it will increase the chance of audiences being exposed to our content on the platform. Secondly, the statistics also show that people are highly interested and willing to use their spare time on this platform to entertain, explore, read news and posts.

**Figure 5: Average time spent with media among the Internet users (hrs:mins)**



Respondents were asked "Roughly how many hours do you spend on x during a typical day"

Source: GlobalWebIndex, Q1-Q2 2019 & Q1-Q2 2020, August 2020.

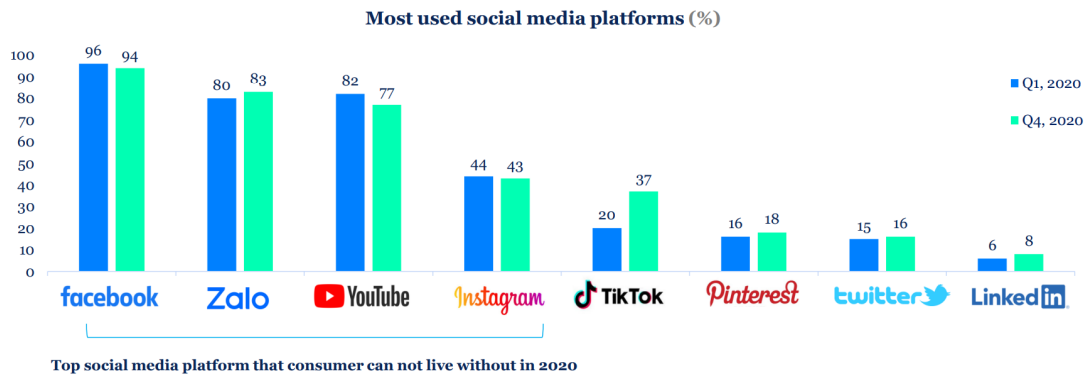
Note: ages 16-64; respondents select a period of time (ranging from <30 minutes up to 10 hours), with GWI then averaging these figures, the averages also include

those who selected "do not use"

Compared to Instagram, Facebook was far more favored with more than double the number.

**Figure 6: Most used social media platform (%)****FACEBOOK IS STILL A PRIMARY APP THAT MOST CONSUMERS CAN NOT LIVE WITHOUT**

Even though Facebook still dominates social network market in Vietnam, it is followed closely by Zalo, a local owned social network platform. TikTok – an up-and-coming channel sees a significant growth in Q4 compared with Q1.



Question: Which of the following social media platforms are you using?

Which of the following social media platforms are you unable to live without?

Total sample: Q1 = 2149, Q4 = 884 (Male and Female), Nationwide

Source: The connected consumer, Decision Lab.

### 1.1.3.6.2. Influencers

According to a recent study, 90% of consumers trust the advice, recommendations of experts or people they trust, while only 33% trust traditional advertising. Besides, more than 88% of users look at other users' comments on social networks to make their purchasing decisions. On the other hand, up to 94% of marketers find influencer marketing effective in their media campaigns. And in terms of numbers, Influencer Marketing can generate 11 times more ROI than traditional advertising (Đỗ, n.d.)

Through the brands or projects they are collaborating with, the image of influencers is increasingly enhanced with the personal image of the project itself, creating a "win-win" relationship for both parties. Especially when we are a non-profit

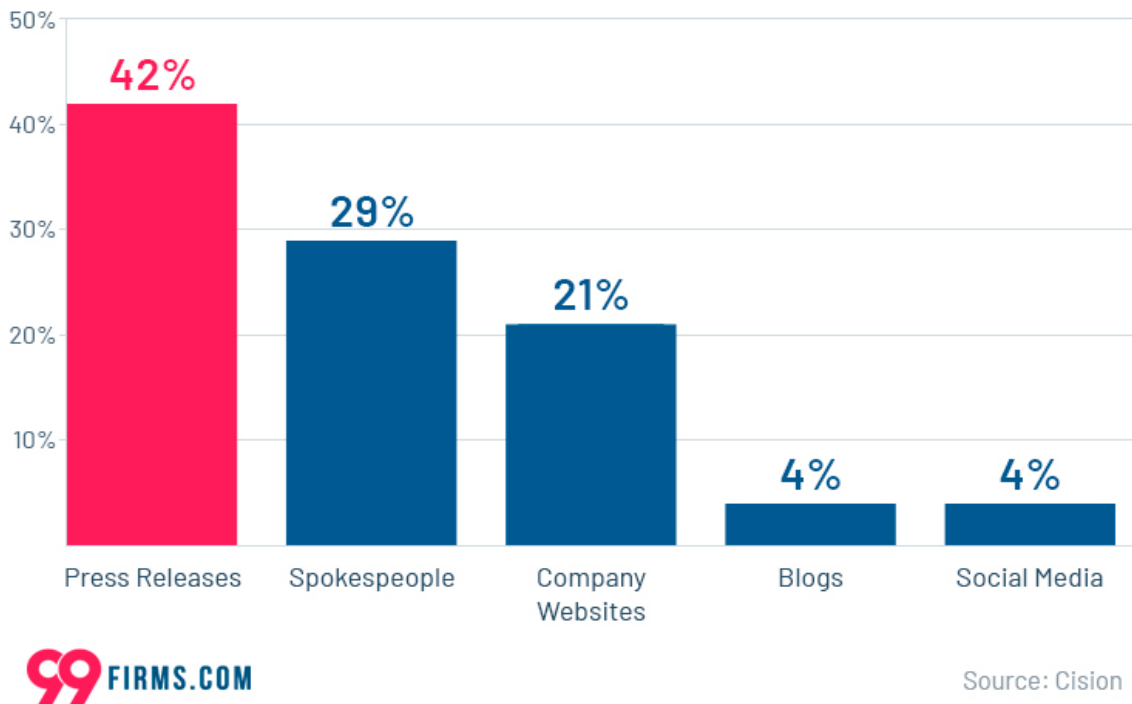


project with a meaningful dedication to society, the influencers will be more eager to collaborate with us, which will even help reduce the budget and some of them are willing to do it for free.

#### **1.1.3.6.3. Press**

According to research, Press is ranked as the most trusted releases channel for media. People have low trust in news sources in general, and media professionals are no exception. Traditional forms of PR like press releases, however, still stand strong, and with 42%, are ranked as the most trustworthy source by media. They outrank company websites (21%), blogs (4%), social media (4%), and spokespeople (29%) (99 Firms, n.d.)

From that, with such educational projects, choosing press or PR as a Media channel is very effective to inform and recap the projects.

**Figure 7: The level of trust by resources**

## 1.1.4. PROJECT OVERVIEW

### 1.1.4.1. Objective

“Safe Sex - Self-Love” is a non-profit project which aims at sharing bring the knowledge of CSE to everyone, especially the youth, in both interesting and informative ways. Through our project, we would like to make people create the joint between topics related to sex and sexuality and love, even that is self-love or love for others.

To put it in a statement, our objective will be: “Get 3,000 likes on Fanpage **Chuyện Nhỏ Nói To: Sex Ed is Love Ed** by sharing the knowledge of CSE in relation

to self-love to everyone, especially the youth, in 3 months from September to November”

**Table 3: SMART Objective of “Safe Sex - Self-Love”**

<b>SPECIFIC</b>	Share the knowledge of CSE in relation to self-love to everyone, especially the youth, through our Facebook Fanpage <b>Chuyện Nhỏ Nói To: Sex Ed is Love Ed.</b>
<b>MEASURABLE</b>	We will get 3,000 likes on Fanpage.
<b>ACHIEVABLE</b>	Getting 3,000 likes is achievable by sharing friendly and valuable knowledge and by other communication support.
<b>RELEVANT</b>	Facebook post through Fanpage is a relevant and effective way to share the knowledge of CSE with a wide range of people.
<b>TIME-BOUND</b>	3 months, from September to November.

#### **1.1.4.2. Big Idea**

The Big Idea for the project was built based on the objective which is to create the joint between topics related to sex and sexuality and love, even that is self-love or love for the others.

To begin with, Safe sex is a topic and life skill that both women and men need to understand and practice to protect their health, avoid unwanted pregnancy as well as STDs. In this project, we want to emphasize “Love”. Usually, people do not care much about this aspect when it comes to sex, but loving and taking care of both our body

and mind is also a crucial part. When it comes to “Love”, when we acknowledge safe sex, it does not only protect us from STDs/HIV, but it is also a way of showing love to our partner and ourselves. Moreover, loving ourselves enough will prevent us from doing anything harmful to it. In that case, SE will teach us to love ourselves in the right way by guiding us to take care properly of our body and mind. But when it comes to another aspect – love for others - sometimes people are hurt by others' unintended actions due to lack of knowledge. Therefore, SE will lead them to love others in the right ways. That is the reason why “Safe Sex” and “Self-love” will always come together in our project. And from that, we combine both aspects Sex and Love as we believe these are inseparable and would like to cover both of them in parallel throughout our project, which made “Sex Ed is Love Ed”.

There are several reasons why we came up with this idea and all of them come from the expectation and our desire to make society become better. First of all, we observed and researched that Safe Sex and sexual health is still not fully realized in Vietnam, as people have still seen it as a taboo — which we have already mentioned in the research part. Secondly, we want to share knowledge for and about the minor communities — LGBTQ+ — as they deserve to be equally known and be acknowledged. Lastly, we want to focus on another edge — love, especially self-love, encouraging people to know and protect their health by only doing what they're comfortable with. From that, we want to spread love to the community through this meaningful project.

### 1.1.4.3. Target Audience

- **Demographic**

- Age: Although our project is suitable for everyone, we would like to focus on the youth from 18 to 24 years old and the group of the potential audience is from 13-17 years old. The rationale for this choice concludes some main points:

- According to the National report on Vietnamese youth (2015), the average age of first SI for the Vietnamese was 18.1 years old (18.2 for men and 18.0 for women). That is the reason why we have decided to target the youth aged from 18 to 24 for the Webinar whose topic is about things you should know about the first SI. However, as mentioned before in **1.1.2.2. Current situation**, there are many cases of early sex debut so that we also accept and send the invitation (including the link of the Webinar) for the ones who are 16 plus years old. (As the age that can have legally SI is 16 and above. (Thu Vien Phap Luat, 2015)). The content on our Fanpage is mainly about self-love and CSE, then we have to target the people who are above 18 as a criterion of the sponsorship as well as Facebook insight tool give the age period of 18-24, it can be seen that choosing the target group of 18-24 is an appropriate choice.
- As we want to expand the age range to the younger group of people so that we could lead the next generation in the right

path, we lowered the age range of the potential audience to 13 - the minimum age to create a profile on Facebook (the main channel we use to share the knowledge.) Moreover, from 13 to 22 is also the school-age of Vietnamese students, when they need the most comprehensive education, even about sex and sexuality.

- Sex and gender: This project wants to target people regardless of gender or sexuality since everyone should have an equal opportunity to approach SRH knowledge. Also, any gender is eager and consider learning about sex, which is an important part of their education program.

- **Psychographic**

- In the period of puberty, adolescents have many changes in their psychographic. Along with biological changes, adolescents have to cope with a wide range of psychological changes related to sex and sexuality. They become aware of their appearance, they are attracted by others, they struggle with how to identify their own gender identity and sexuality and how to adapt to the “adult” life with sexual urges (Graber, 2021). When they admit or express a certain gender identity (or come out), they feel pressure from others, especially from their parents, and sometimes, they are bullied by other adolescents (Graber, 2021). These psychological traits, of both the bullying and the bullied ones, may be the consequences of lacking early CSE.

- These psychological characteristics of puberty let Vietnamese students, both boys and girls, have sexual needs, which can lead to inappropriate gender behaviors, such as early sex debut or even sexual games, due to the influence of the media. The relationship with the opposite sex of Vietnamese junior high school students is also very complicated and unstable, which can affect the development of students (Huynh & Colleagues, 2020, p. 126).

These psychological characteristics of TA are also our main reasons to start this project — to provide a source of information to answer difficult questions about sexual health that are hard to find or to ask others.

- **Geographic**

For this project, we hope that our message can reach out to as many audiences as possible. As we have decided to conduct our project online, it is way easier for us to reach out to a huge audience. However, for this beginning stage, we would like to focus more on the target audience who live in Vietnam's 3 major cities, which are Hanoi, Ho Chi Minh City and Da Nang. These cities' population is large and 18-to-22-year-old people in these cities are highly educated and clear-headed.

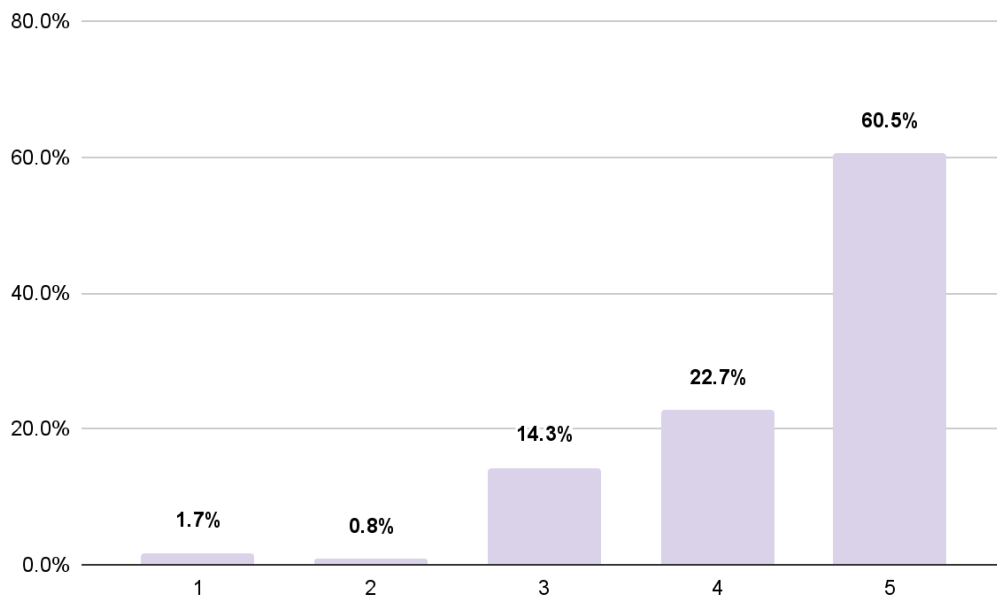
- **Behavioral**

Because of the fact that current curriculums are lacking CSE and parents do not give enough knowledge about that, adolescents have to “self-educate” themselves through books, newspapers, the Internet or social media, and even pornography (Youth Work Ireland, 2018). Because of the fast pace of society and the easy access to

technology, Vietnamese teenagers can access this knowledge in other ways like the Internet and pornography rather than from families or schools. Some parents do not find it comfortable to talk to teenagers about sex or sexuality, and even limit their children's access to this information. This has created a counterpart that those teenagers want to access this information even more (Do et al., 2017). In Vietnam, according to the Top Websites Ranking for all categories of Similar Web, there are many pornographic websites in the top 100 websites. Moreover, on Facebook, there are many private groups that share the topics of sex or sexuality with a huge fan-based (some have up to 500 thousand members).

Towards SE, Vietnamese students also clearly understand the importance of SE in education. Research called "The Perspective Of Vietnamese Student On Sex Education" has been conducted on 119 participants, with 51 males (42.9%) and 68 females (57.1%). Vietnamese students have to assess the essence of SE in Vietnam on a scale from 1 to 5; in ascending order of necessity. The vast majority of the participants (60.5%) agreed that SE is totally necessary. (Nguyen, 2019, p.2,3).



**Figure 8: The necessity of Sex Education**

#### 1.1.4.4. Message Planning

##### 1.1.4.4.1. Key Message

From the Big Idea, we convey to our TA the core message which is to love ourselves more and in the right way from the knowledge they get from SE. Here, we want to emphasize “Love” as when it comes to “Love”, when we acknowledge safe sex, it does not only protect us from STDs/HIV, but it is also a way of showing love to our partner and ourselves, therefore, SE will teach us to love ourselves in the right way by guiding us to take care properly of our body and mind. From that, “Safe Sex – Self-love” will always come together in our project as we combine both aspects Sex and Love as we believe these are inseparable. That is also the reason why we come up with the tagline: “Sex Ed is Love Ed” - Sex education is also Love education.

#### **1.1.4.4.2. Message Strategy**

According to Frazer's Six Creative strategies, we define our Message to go with Resonance. Research has shown that the use of resonance in advertisements increases how much information can be recalled about the advertisement and its message. Advertisements that have this element in them also help the advertising message cut through the clutter and get noticed more than other advertisements for similar products. Similar to our project, this resonance factor will make us stand out from the others and imprint a strong impression on the audience's mind.

The resonance we want to connect to our audience in the tone of voice and mood of our project is the feeling of caring and loving. By creating empathy, we build our portrait as a mom, a sibling or a close friend who is willing to advise in a very warm way, just like a friendly talk between the audience and us. If we can successfully elicit strong emotional responses from the people the project targets, we can be successful with the activity that we are implementing. Emotions drive people to action, and if we are the ones to express their feelings, we can motivate them to take action (Genete, 2020).

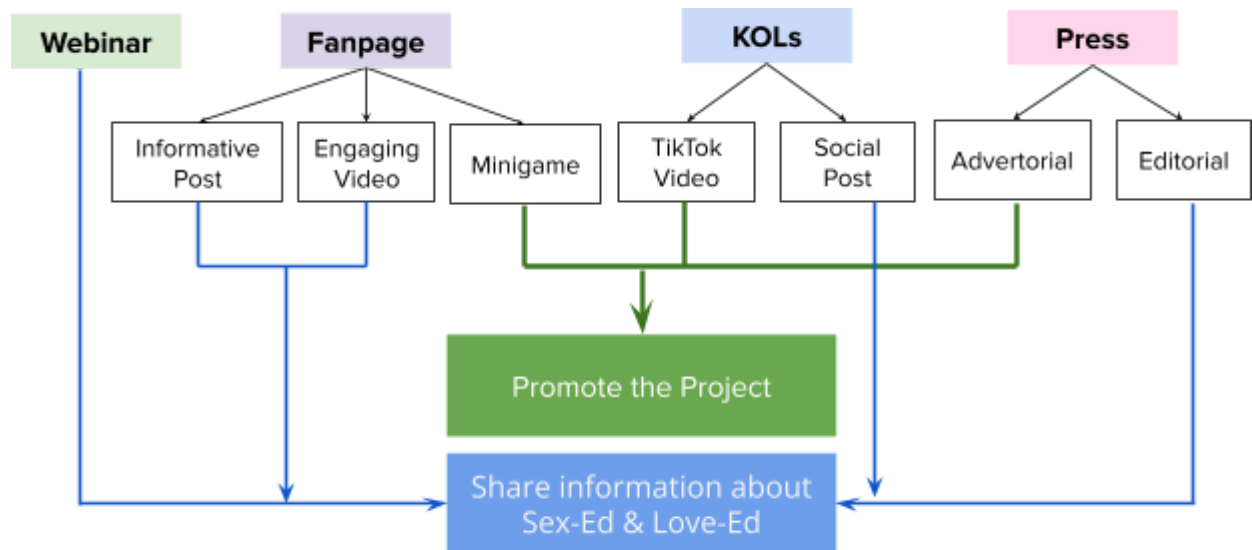
Implicating this Message strategy to our content, we treat our project as a person and set its own personality - which is a caring and lovable mom or sister. From that, we try to use such emotional phrase with warm and tender attitude like "*Gửi tặng bạn thật nhiều yêu thương*" - "*Sending you lots of love*"; "*Cùng trò chuyện với nhau...*" - "*Let's talk together...*"; "*Chúng mình rất mong nhận được lời đáp từ các bạn*" - "*We looking forward to your response*",...and repeat it in every post to imprint the feelings

to audience's mind. Besides, we always try to conduct the content audience-oriented and make it all about them to make them feel special and unique.

#### 1.1.4.5. Media Planning

In this project, we will use 4 main media of communications. They are: Social (Facebook Fanpage); Event (Webinar); KOLs/Influencers; and Press.

**Figure 9: Overview of Media planning**



##### 1.1.4.5.1. Fanpage

In order to widely share the information of CSE to TA, we will build up a Facebook Fanpage to upload engaging posts and topics.

- **Name: “Chuyện nhỏ nói to: Sex-Ed is Love-Ed”**

**Tagline: “Sex-Ed is Love-Ed”** (Vietnamese translation: “Học tính - Học tình”)

Deep in the Eastern culture, topics related to sex and sexuality are supposed to be quiet speech talked to each other secretly and privately. However, to

spread the message of CSE is for everyone, no matter what age or what gender they are, we would like to “make a noise”, to loudly share knowledge about sex and sexuality. We believe that “Sex Education is Love Education”. This is also the tagline for our Fanpage.

- **Content:**
  - Normal Post: Copy with an illustration.

**Figure 10: Example of Normal post on Fanpage**



- Visual Post:
  - Pictorials: Example topics: Sex, Gender and Sexual Orientation; Birth Control — Protect yourself.

**Figure 11: Example of Pictorial post on Fanpage**

- Infographics: Equality and discrimination in Viet Nam; LGBTQ+ in Vietnam.
- Video: An illustration video with the topic “An Age-by-Age Guide for Sex Education”, featuring a boy and a girl growing up from babies to adolescents along with the SE knowledge that they need to know.
- Minigames

- Others: Partnership, Congratulations, Webinar Information, Discussion, etcetera.

- **References:**

- Trusted healthcare providers, educators, professionals all over the world.
- National organizations, national hospitals, universities.

Example: UNESCO; [Planned Parenthood](#) - A trusted health care provider, educator, and passionate advocate in the U.S., founded in 1916; [Sex Ed Rescue](#) - A sex-ed solution founded by Cath Hakanson – a qualified sexual health nurse; Vietnam Ministry of Health – Administration for HIV/AIDS Control (VAAC); etcetera.

**Table 4: Content Plan for Facebook Fanpage**

No.	Date	Type	Topic	No.	Date	Type	Topic
<b>PHASE 1: AWARENESS</b>				15	20-10-21	Other	Vietnamese Women's Day
1	10-09-21	Other	Introduction	16	24-10-21	Normal	Sex Joke, Body Shaming
2	12-09-21	Normal	Why do we need SE?	17	27-10-21	Webinar	Webinar Introduction
3	15-09-21	Normal	Open Relationship	18	31-10-21	Video	An Age-by-Age Guide for Sex Education
4	17-09-21	Normal	LOVE vs SEX	19	03-11-21	Webinar	Webinar Registration Form
5	20-09-21	Other	Congratulations: 100 likes	20	07-11-21	Pictorial	Gender-Based Violence
6	24-09-21	Pictorial	Sex, Gender and Sexual Orientation	21	10-11-21	Normal	Self-Love comes first?
7	26-09-21	Other	Discussion: Wrong perspective of Feminism	22	12-11-21	Webinar	Webinar Reminder

8	29-09-21	Normal	Period: Why be shameful?	<b>PHASE 3: RETENTION</b>			
9	04-10-21	Infographic	Gender Equality in Vietnam	23	14-11-21	Webinar	Webinar Thank You Note
10	06-10-21	Normal	Vietnamese parents and SE	24	17-11-21	Normal	Sexual Consent
<b>PHASE 2: ENGAGEMENT</b>				25	19-11-21	Normal	The wrong perspective of Masculine; Gaslight
11	08-10-21	Minigame	Minigame	26	21-11-21	Infographic	LGBTQ+ Community in Vietnam
12	13-10-21	Infographic	Gender Equality in Vietnam	27	24-11-21	Normal	SE books/films recommendation
13	17-10-21	Minigame	Result Minigame	28	08-11-21	Normal	Toxic Relationship
14	18-10-21	Normal	Information about some STDs	29	03-12-21	Normal	Reproduction: Women's Responsibility?

#### 1.1.4.5.2. KOLs

- **Category:**

- Organizations/Fanpage which are related to SE or university/students' projects.
- Lifestyle - Micro and Power Middle: 10k-100K followers/subscribers

- **Platform and Content:**

- Facebook/Instagram:
    - Share the Fanpage along with an emphasis on the importance of SE.
    - Share their story related to SE and highlight its importance.
- Hashtags will be used to boost the virality of the post. In order to

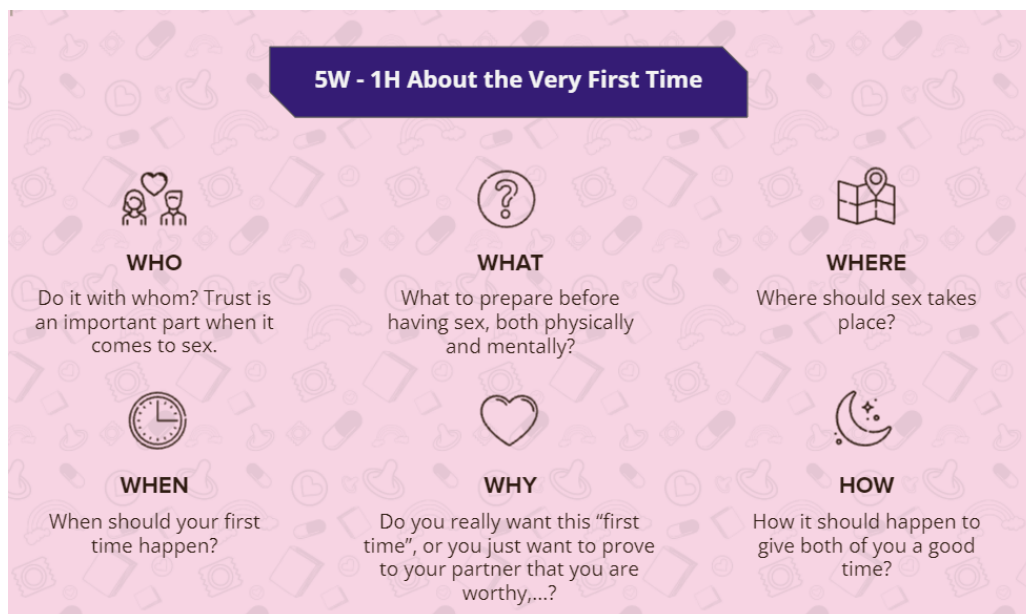
lead the audience back to our Fanpage, the KOLs will give the link to the Fanpage in their comment.

- TikTok: The KOLs will start their video with a specific sentence (“Chuyện nhỏ nói to...”) to mark the trend and then start to share their story related to SE and highlight the importance of it. Hashtags will be used to boost the virality of the video.

#### 1.1.4.5.3. Webinar

- **Content:** 1-2 speaker(s) share knowledge about the topic **“5W - 1H About the Very First Time”**. This is a comprehensive guide for the youth to be ready to have the very first time most safely. The webinar will show them the way they can protect themselves as well as their partners.

**Figure 12: Webinar Content**



- **Target Audience:** University students, from 18 to 22 years old.



- **Date and Time:** 7:30 PM - Sunday 14 November 2021
- **Participants:**  $\approx$  50

#### 1.1.4.5.4. Press

As we have found in the research section, Press is one of the most reliable sources of information but we have not had the chance to write the article or try the media pitching in all of the previous learning projects. That is the reason why we would like to conduct this activity to test its efficiency as well as understand its process. We will write and send out two articles, one Advertorial and one Editorial.

- **Advertorial:** Introduce the Project in general and the Webinar in specific
- **Editorial:** SE in Vietnam and the initiatives of the youth in SE topic.

Target media will be University News Site and media in the Lifestyle genre (for example Afamily).

#### 1.1.4.6. Boundaries of the Project

- **Project Goals**

Upon the end of the execution stage, we want to be able to fulfill these goals:

- Provided a platform with high reliability about SE and self-love through informative posts and videos, with clear classification for each category, so that people can revisit or search for the post they need easily.

- Created awareness about the project through our fanpage's content, TikTok videos and social posts from Influencers and KOLs, the webinar, and press.
- Received positive feedback from the survey after the webinar about the whole project.
- Successfully completed Graduation Thesis Reports.

- **Key Project Phases**

**Table 5: Project's Phases and Task Divided**

Phase	Task		PIC
Research and Planning	Research and Analysis	Brainstorm Ideas	Minh Uyen Tuan Lam Gia Linh
		Risks Identification	
		Market Research	
		Identify Target Audience	
	Sponsorship Proposal	Sponsorship Letter + Budget	Gia Linh
		Communications Plan + Contact Information	Minh Uyen
		Overview + Sponsorship Benefits	Tuan Lam
	IMC Plan	Market Insights	Gia Linh
		Big Idea	Tuan Lam
		Strategy & Tactics	Minh Uyen Tuan Lam Gia Linh
		Activities	Minh Uyen
	Risk Management		Minh Uyen Tuan Lam Gia Linh

<b>Launching and Execution</b>	Brand Management (Social Fanpage)	Social Content Plan	Gia Linh
		Design and Editing	Tuan Lam Minh Uyen
	Marketing	KOLs Marketing	Minh Uyen Tuan Lam
		Digital Marketing	Minh Uyen Gia Linh
	Event (Webinar) Planning and Execution		Minh Uyen Tuan Lam Gia Linh
	PR	Contacting journalists, booking articles, etc.	Minh Uyen
<b>Evaluation</b>	Performance Report		Minh Uyen Tuan Lam Gia Linh

- **Limitation**

- Because the project was done in a short time, we only had 1 month for planning and had to immediately move to the execution stage in the next 2 months. Errors in research and information selection for both reports and posts on Fanpage, cannot be avoided.
- Since the project has to be conducted online because of the COVID-19 situation right now in Vietnam, many plans such as organizing offline seminars and visiting high schools to share about SE had to be scrapped.
- All meetings took place online, so misunderstanding and misinformation from each other are more likely to happen than meeting face to face.

- COVID-19 also affects our chance of getting sponsors for the project, since companies tend to want to save money at a difficult time like this. The reply rate of companies that we had contacted for sponsorship was very low. If we cannot find a sponsor, we are going to have to change our current estimated budget and execution plan. The worst-case scenario is each member has to use their own money to fund this project, and our project's scale will be reduced drastically.

## **1.2. PRE-PRODUCTION STAGE**

### **1.2.1. HUMAN RESOURCES**

Our team consists of 3 members, each playing a different important role in the project, with Nguyen Minh Uyen as the leader. All three of us came up with this idea from the start and developed plans and executions for this together. We have been working in harmony with each other and trying our best to help, point out each other's mistakes and find solutions together.

The whole team takes part in every crucial corner of the project, such as brainstorming, planning and contacting influencers and KOLs, but each of us also has our main part to take care of to make the execution as smooth as possible. Tran Nguyen Gia Linh is the main content writer and Fanpage Administrator, Nguyen Ho Tuan Lam is responsible for creating visual identity and illustrations for fanpage's posts. Nguyen Minh Uyen is the one that keeps track of the project's progress, and

contacts with KOLs, sponsors and the press. However, we are all ready to assist or take on others' responsibilities if something goes wrong.

For a more detailed division of work, please refer to **Key Project Phases** from **1.1.3.6. Boundaries of the Project.**

## **1.2.2. SPONSORSHIP**

Sponsorship is also a very crucial part of our project. Even though this is a non-profit with no commercial purposes, the budget that we invest in is very necessary to help develop the fanpage and spread out our message to as many audiences as possible.

At the moment, we have already gained the sponsorship offer from Durex - a very popular brand owned by Reckitt Benckiser, providing condoms as well as personal lubricants. Under the sponsorship of Durex, we will also have the partnership with SexEdu by Trang and Ms. Trang from this organization (profile of this organization and Ms. Trang will be shown later on). Sponsoring for a SE project, there is no other brand that can fit more than a brand with contraception products like Durex (which is also the consumer's top-of-mind brand for condoms).

The sponsor will support us in terms of materials like Mini-game gifts and fees for the speaker of the Webinar (Ms. Trang from SexEdu by Trang). Furthermore, they also help to guide the content direction to ensure we're on the right track and keep the brand's relevance. For the sponsorship benefits, we have already aligned with terms regarding Durex's logo appearing on our social posts, MC mentioning the brand in the Webinars and sponsored Social posts for Durex.

Figure 13: Illustration of collaboration between SexEdu by Trang and Durex



### 1.2.3. COST

As we have just got the very first meeting with the Sponsor and aligned the budget with each other. In the partnership, the sponsorship will help us out mainly with the prizes of minigame and the budget for speaker in the Webinar. Apart from this, we have spent on Digital Marketing (Facebook Ads) and KOLs/Inflnebcers which have been shown in Table 6 below.

Table 6: Estimated Budget

No.	Item	Quantity	Unit	Unit Price	Total
1	Digital Marketing	1	Package	600,000	600,000
2	KOLs	1	Package	500,000	500,000
					<b>1,100,000</b>

Minigames' prizes will be sponsored in kind and the speaker is a partner with the Sponsor so that she could support the project as fee-free. For KOLs, we will contact and choose the ones who can freely support the project or lower the fee as much as possible. For the Press, we will use media pitching to get the opportunity to generate pickups at no or low cost.

#### 1.2.4. RESOURCES NEEDED

As there are only 3 team members working on this project but need to handle many different scopes, each member will be in charge of many positions.

**Table 7: Resources needed by each channel**

Webinar	Fanpage/Minigames	KOLs	Press
<b>Human resource:</b> <ul style="list-style-type: none"> <li>Speakers: 1-2</li> <li>MC: 1</li> <li>Logistics: 3</li> </ul> <b>Materials:</b> Zoom/Meet room	<b>Human resources:</b> <ul style="list-style-type: none"> <li>Content writer: 1</li> <li>Designer: 1</li> <li>Fanpage admin: 3</li> </ul> <b>Materials:</b> <ul style="list-style-type: none"> <li>Prizes: 15+</li> <li>Video: 1</li> <li>Post designs: 14</li> <li>Pictorials: 3</li> <li>Infographics: 2</li> </ul>	<b>Human resources:</b> <ul style="list-style-type: none"> <li>KOL: 5-7</li> <li>KOL manager: 1</li> </ul> <b>Materials:</b> <ul style="list-style-type: none"> <li>Social posts: 8</li> <li>Videos: 2</li> </ul> <b>Budget for KOL</b>	<b>Human resources:</b> <ul style="list-style-type: none"> <li>Editor: 1</li> <li>Designer (if needed): 1</li> </ul> <b>Materials:</b> <ul style="list-style-type: none"> <li>Advertorial</li> <li>Editorial</li> </ul>

## 1.2.5. DELIVERABLES

For our project, our four main media channels will have the following deliverables:

**Table 8: Deliverables of the Campaign**

Webinar	Fanpage	KOLs	Press
1 Webinar: 1-2 Speaker(s) sharing information about sex education ☆ KPI: 50+ participants	19 Informative Posts: <ul style="list-style-type: none"><li>● 14 Normal Post</li><li>● 3 Pictorials</li><li>● 2 Infographics</li></ul> ☆ KPI: 3,000 likes page	8 Social Posts ☆ KPI: 1,000 total engagements	1 Advertorial/Editorial ☆ KPI: 1 pickup
	1 Engaging Video ☆ KPI: 7,000 Reach; 3,000 Views	2 TikTok Videos ☆ KPI: 100,000 total views	
	1 Minigame		

## 1.2.6. BRAND IDENTITIES

- **Color System**





- **Color Idea**



Pastels or pastel colors belong to a pale family of colors, which, when described in the HSV color space, have high value and low saturation. (Ash, 2009, p.13) This type of color is often described as “youthful, cutesy and soothing”. As we are targeting people from the age 13–22, which contains teens and young adults, this type of color can set the mood, help us bring out the “youthful” feeling and makes our TA captivated.

- **Logo**

**Figure 14: Chuyen Nho Noi To Logo and Banner**



Since we already chose a very bright color system, we want to keep the logo as minimalistic as possible to create a contrast and harmony between both of them. The type font used for this logo is “Naughty Youth” and each word is in a different size. We want to recreate the feeling of learning about SE, full of surprise and excitement.

- **Typeface for Title, Headline:** ImaginaryFriend BB

**OOO IMAGINARYFRIEND BB**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**THE BROWN FOX JUMPS OVER THE LAZY DOG**

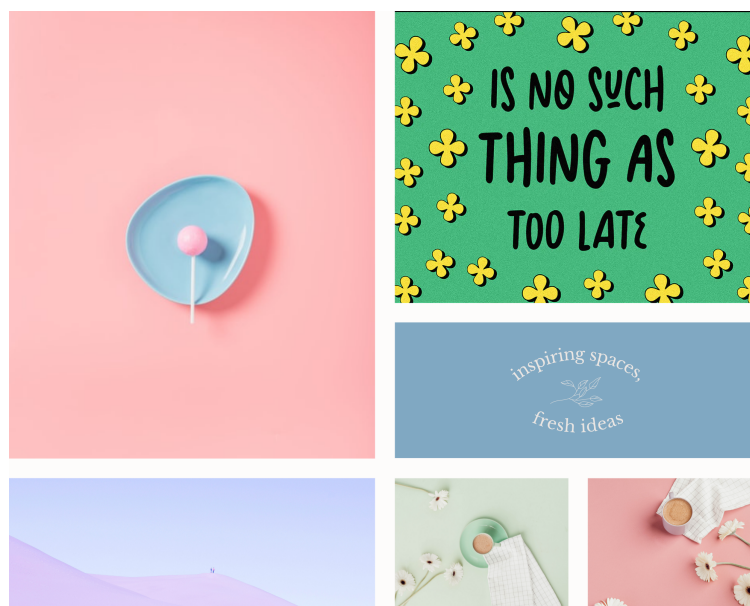
**Figure 15: Sample Post with Title in ImaginaryFriend BB Typeface**



ImagineFriend BB is a typeface that is widely used in comics and webcomics in Vietnam, which is in parallel with the mood and tone of our design style.

- **Moodboard**

**Figure 16: Moodboard**



## 2. PRODUCTION AND EXECUTION

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### 2.1. FANPAGE

Our Fanpage “Chuyen Nho Noi To: Sex-Ed is Love-Ed” was created on September 10th and started to share posts on SE and self-love. We have also revised the Content Plan as there will be some changes in the 3-phase structure.

#### 2.1.1. Revised Content Plan

There are three phases that are dedicated to three objectives in the Content Plan.

- **Phase 1 - Awareness:**

In this phase, we aimed at introducing the Fanpage as well as the reason why it has been initiated to the audience. We also shared some basic information about SE and self-love, as well as highlighted the relation between these two aspects.

- **Phase 2 - Engagement:**

Phase 2 is when we concentrate on sharing information about self-love in relation to sexuality. We will pick out some topics such as social pressure to conform to traditional gender roles, how to love yourself first, toxic relationships, etcetera.

Moreover, we will also conduct a minigame on Fanpage to create an engaging activity.

- **Phase 3 - Retention:**

For Phase 3, we change the emphasis on the core aspects in SE but in relation to love and self-love. We also have a Webinar in this phase to generate qualified leads from the previous phases.

After 14/11/2021, we have made 2 more changes to the content plan. The first important change is the Video post has been moved to phase 3 and be replaced by a Normal post (Toxic Relationship). The rationale for this is that after the Webinar, we'll likely obtain more follows for our page and retain our recent followers, in that case, we will post quality content with an interesting format - Video - to excite both old and new audiences, which also be a sign that there will be more content like this in the upcoming time as audiences are looking forward to our fanpage's innovations after the key hook - Webinar - is over. Secondly, after the latest alignment with our Guest Speaker - Ms. Trang from SexEdu by Trang - we agreed to share 5 posts from her fanpage to ours as Media support/Partnership.

**Table 9: Revised Content Plan for Facebook Fanpage**

No.	Date	Type	Topic	No.	Date	Type	Topic
<b>PHASE 1: AWARENESS</b>				18	24-10-21	Normal	Body Shaming
1	10-09-21	Other	Introduction	19	27-10-21	Webinar	Webinar Introduction
2	12-09-21	Normal	Why do we need SE?	20	30-10-21	Other	Media Support for SEBT (Share post)
3	15-09-21	Normal	Open Relationship	21	31-10-2021	Normal	Toxic Relationship

## GRADUATION THESIS REPORT

4	17-09-21	Normal	LOVE vs SEX	22	03-11-21	Webinar	Webinar Registration Form
5	20-09-21	Other	Congratulations: 100 likes	23	05-11-21	Normal	Media Support for SEBT (Share post)
6	24-09-21	Pictorial	Sex, Gender and Sexual Orientation	24	07-11-21	Normal	Tips to build a healthy relationship
7	26-09-21	Other	Discussion: Wrong perspective of Feminism	25	08-11-21	Pictorial	7 kinds of Love
8	29-09-21	Normal	Period: Why be shameful?	26	12-11-21	Webinar	Webinar Reminder
9	04-10-21	Infographic	Gender Equality in Vietnam	27	13-11-21	Webinar	Sneak Peek Webinar
10	06-10-21	Normal	Vietnamese parents and SE	28	14-11-21	Webinar	Webinar Stream + Thank You Note
<b>PHASE 2: ENGAGEMENT</b>				<b>PHASE 3: RETENTION</b>			
11	09-10-21	Normal	Are you too hard on yourself?	29	17-11-21	Normal	SE books/films recommendation
12	11-10-21	Minigame	Minigame	30	21-11-21	Infographic	LGBTQ+ Community in Vietnam
13	13-10-21	Normal	You have to love yourself first	31	22-11-21	Other	Media Support for SEBT (Share post)
14	17-10-21	Pictorial	Birth Control	32	24-11-21	Other	Media Support for DUREX
15	19-10-21	Minigame	Result Minigame	33	25-11-21	Video	SE for different group ages
16	20-10-21	Other	Vietnamese Women's Day	34	01-12-21	Normal	STD Information
17	22-10-21	Normal	About "Virginity"		03-12-21	Other	Media Support for SEBT (Share post)

### 2.1.2. Report

The table below depicts some statistics from our Fanpage, as of 7:00 AM 21/10/2021.

**Table 10: Statistics of Facebook Fanpage (as of 7:00 AM 21/10/2021)**

<b>Page Likes</b>	868
<b>Page Follows</b>	933
<b>People Reach</b>	19,932
<b>Post Engagements</b>	4,122
<b>Minigame</b>	42 participants, 21 prizes won
<b>Ads</b>	Has already spent 120.000 VND

Then, from the data we collected as of 7:00 AM 08/11, there are a total of 1,302 Organic likes, an average of 22 likes per day and an increase of 141% compared to the last 28 days (only including 10 paid likes). The table below depicts some statistics from our Fanpage, as of 7:00 AM 8/11/2021. Compared with our latest KPI alignment (3,000 organic likes), we achieved 65% Performance and planned to achieve KPI at the end of Dec 3rd, 2021.

**Table 11: Statistics of Facebook Fanpage (as of 7:00 AM 8/11/2021)**

<b>Page Likes</b>	1,312
<b>Page Follows</b>	1,398
<b>People Reach</b>	50,904
<b>Post Engagements</b>	12,163
<b>Ads</b>	Has already spent 257.000 VND

### 2.1.3. Product

“Chuyen Nho Noi To: Sex Ed is Love Ed” Facebook Fanpage is ongoing well with regular posts and increasing Reach and Interactions, as of 20/10/2021, we have

had a total of 16 posts including Normal posts, Pictorial posts and Infographic Post as below. Then, from 20/10 we have had a total of 24 posts (8 more from the previous report) including: Normal posts, Pictorial posts, Infographic Posts, Shared Posts from the sponsor and posts used for advertising our webinar

### **2.1.3.1. Normal Post**

Up till 20/10/2021, we have already posted a total of 7 posts of this type so far. Normal posts consist of:

- Copy with content that was translated or written based on reliable sources of universities or sex education programs that were carefully selected and reviewed by all members. We also seek verification and final checkup from our mentor. The topics are varied, but still focused on our big idea “safe sex - self-love” and as we are in Phase 2 currently, we are focusing more on the “self-love” part. This topic and theme are currently being prioritized, and the idea of “how to love yourself and know that you are loved” is being infused in every post, whether it is content about safe sex or even minigame.
- We also generate a post with debatable content for audiences to express their own opinions.



Figure 17: Debatable topic post for the audience to discuss



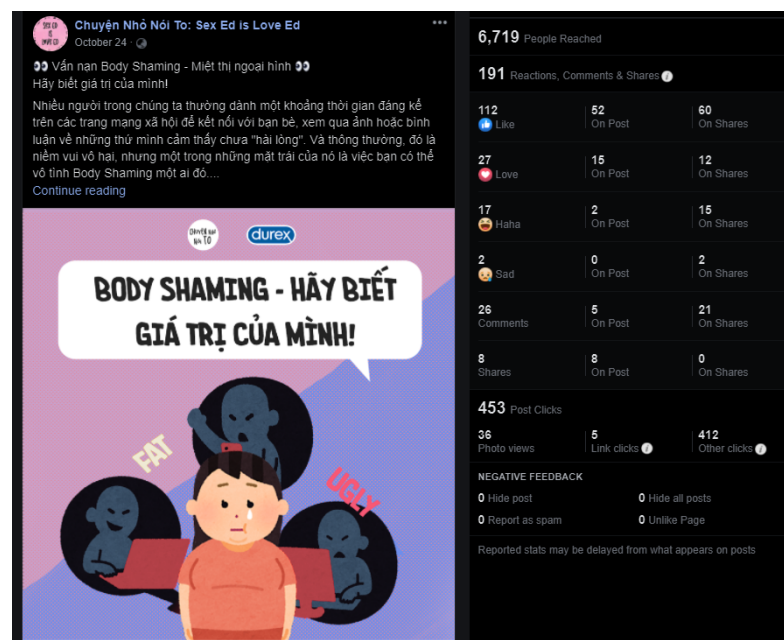
Figure 18: Audiences actively and straightforwardly shows their opinion



- Illustration designs using components that are listed in our brand identity, combined with our own artworks or with stock illustrations come from irasutoya.com, a Japanese website for illustrations that come in various themes which can be used in both non-commercial and commercial.

Then, we have already posted 5 more posts of this type since 20/10/2021. As of 13/11/2021, the project is at phase 2 — Engagement, which emphasizes more on self-love and how to take care of one's self. That is why our normal posts are currently focusing and shifting toward this topic. There is also a rise in the total number of interactions in each post thanks to advertising. At that time, the post that had the best performance was the post “Body Shaming” with a total of 644 Engagements.

**Figure 19: Most engaging Normal post**

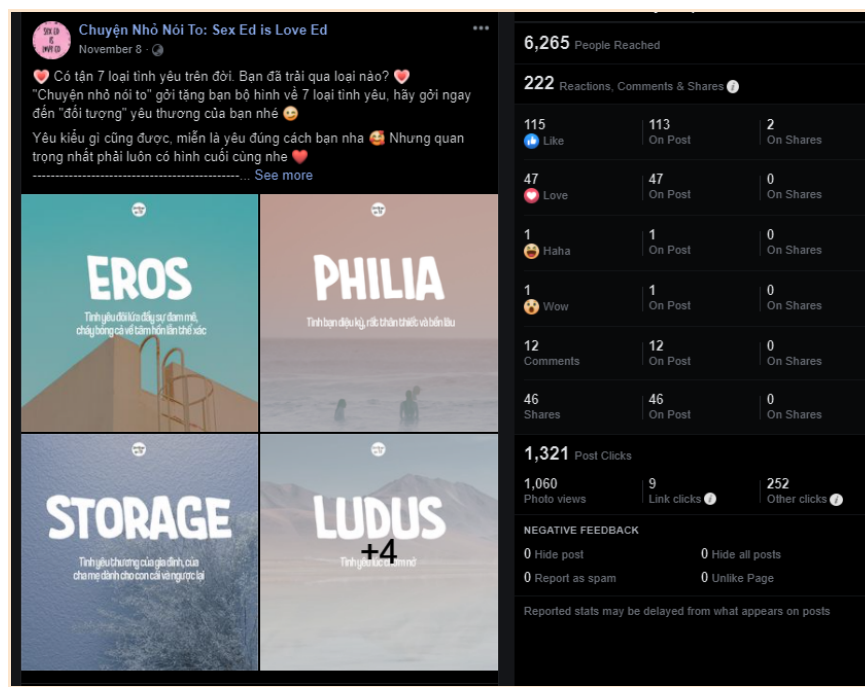


### 2.1.3.2. Pictorial Post

As of 20/10/2021, we are currently having a total of 2 pictorial posts. This type of post focuses more on the visual aspect and information that are written in concise form, and it is currently had the best performance on our page for a non-ad post, with the first one getting a total of 612 likes, comments and shares (as of 20/10/2021), compared to the average of 70 to 90 likes, comment and share in other ones. The second pictorial post has just been released on 17/10/2021 so that the statistics are quite not as high as the previous one.

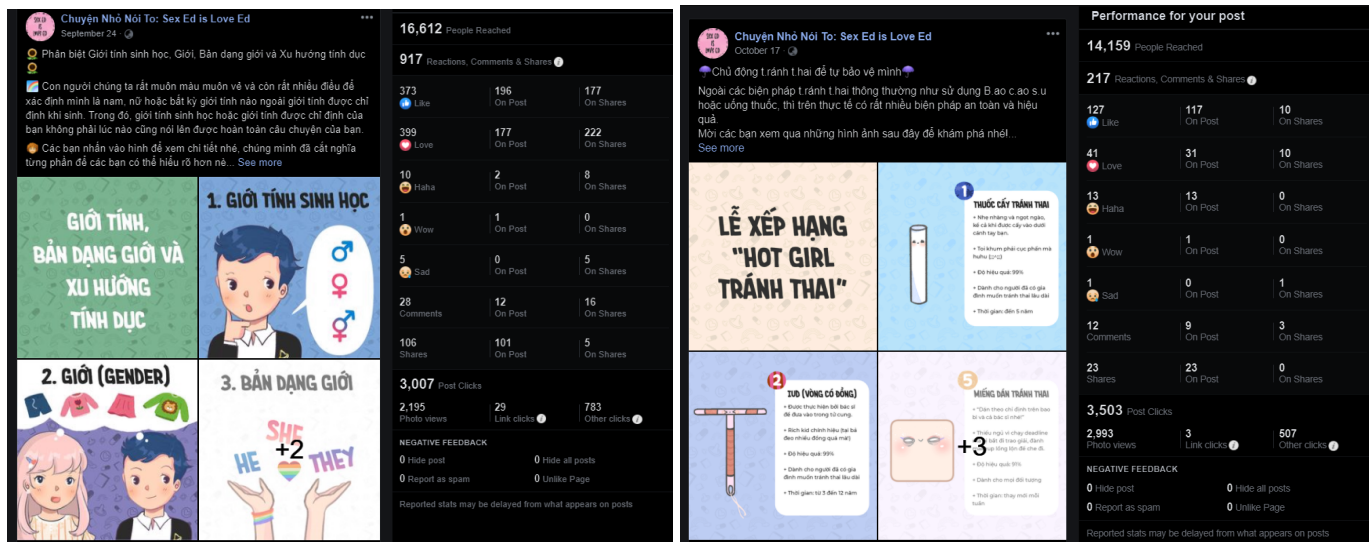
We have our latest Pictorial posted on 08/11/2021. The post is about “7 types of love” and got a total of 52 reactions, shares and comments after 5 hours of posting on the page.

**Figure 20: Statistic of Pictorial Post 3**



We have already run ads on the 2 previous pictorial posts so that they have quite impressive performance. The very first pictorial post - “Sex, Gender and Sexual Orientation” has had 16.5K people reach and 915 reactions, comments and shares. Especially, we have had 101 shares for this post, which is a very stunning result for a newly created Fanpage. For the second pictorial post, the statistic is also relatively high, with 14,2K people reaching 217 reactions, comments and shares.

**Figure 21: Statistic of Pictorial Post 1 & 2**



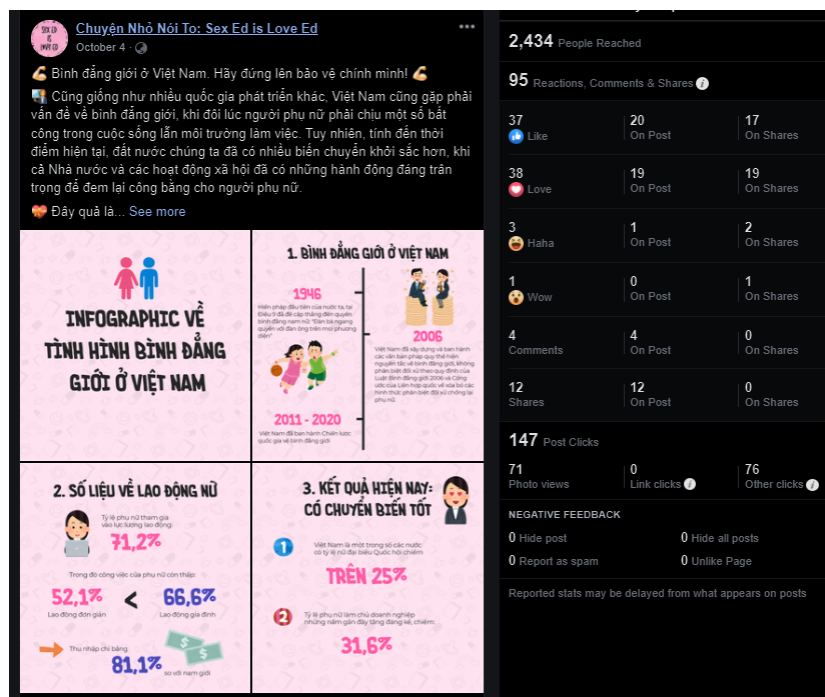
At first, we have not yet reached the KPI for the second Pictorial. For that post, we have just published it recently and not created any seeding post or shared post (by Influencers) so that its people reach and engagement are quite lower than the other pictorial post. Then we have utilized Social seeding and run ads to enhance its performance later on.

### 2.1.3.3. Infographic Post

Infographic is similar to Pictorial in form but focuses more on data, charts and numbers. As of 20/10/2021, we have 1 post of this type titled “Gender equality in Vietnam. Stand up for yourself!” with a total of 2,030 people reached (20/10/2021).

These kinds of posts are very effective in capturing audiences' attention in terms of Clicks (2 times higher than normal) due to attractive illustrations and visualized information.

**Figure 22: Statistic of Infographic 1**

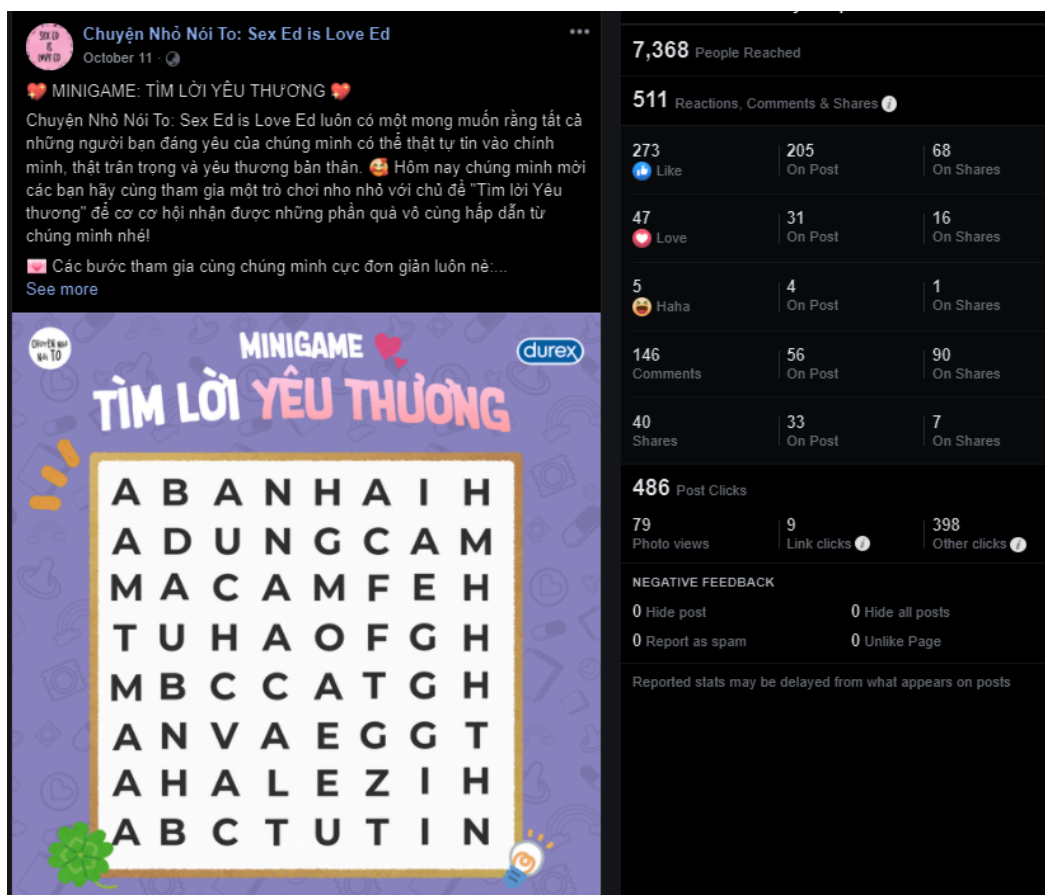


From 20/10 to 14/11, we did not have any new Infographic posts at the moment since we focused more on preparing for our webinar, but we have planned to release an infographic to share about the LGBTQI+ community in Vietnam on 21/11/2021.

### 2.1.3.4. Minigame

Up till now, we have conducted a minigame to show our gratitude and increase the interactions between followers and our page. Participants have to find words that relate to the topic “love yourself” from our crossword, then comment and tag 3 of their friends and a “lucky number”. The game starts on 11/10, and on 18/10, we will be using random.org to find the winners. The prizes are going to be Durex Jeans condoms, tote bags from SexEdu By Trang, and a Mini poster/bookmark from our team. As of 01/12/2021, the post gets 511 likes, comments and shares, and 7,368 reaches on this post. There are 42 participants and 21 prizes won in total.

**Figure 23: Statistic of Minigame**



**Table 12: List of Minigame posts**

No.	Date	Content Type	Post name	Link	KPI (Organic Reach/Engagement)	Results (Organic Reach/Engagement)	Follow up
1	Mon, 11-10-21	Minigame	Minigame: Tìm lời yêu thương	<a href="#">Facebook</a>	3,000/500	4,128/991 (3,240 Paid)	Achieved. As this has been the first time we run Facebook Ads, the result of Paid statistics was not so high. However, we still achieved the organic KPI.
2	Tue, 19-10-21	Minigame	Result Minigame	<a href="#">Facebook</a>	300/30	687/125	Achieved

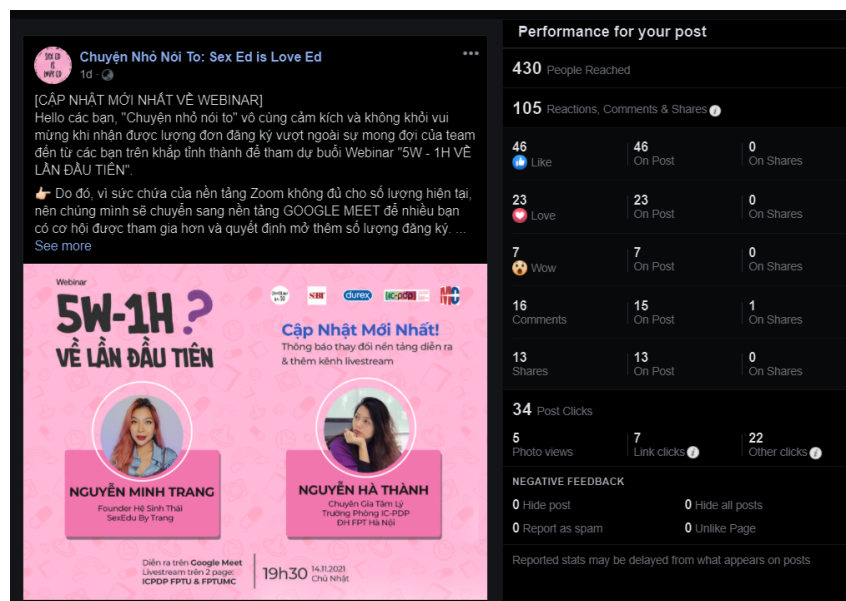
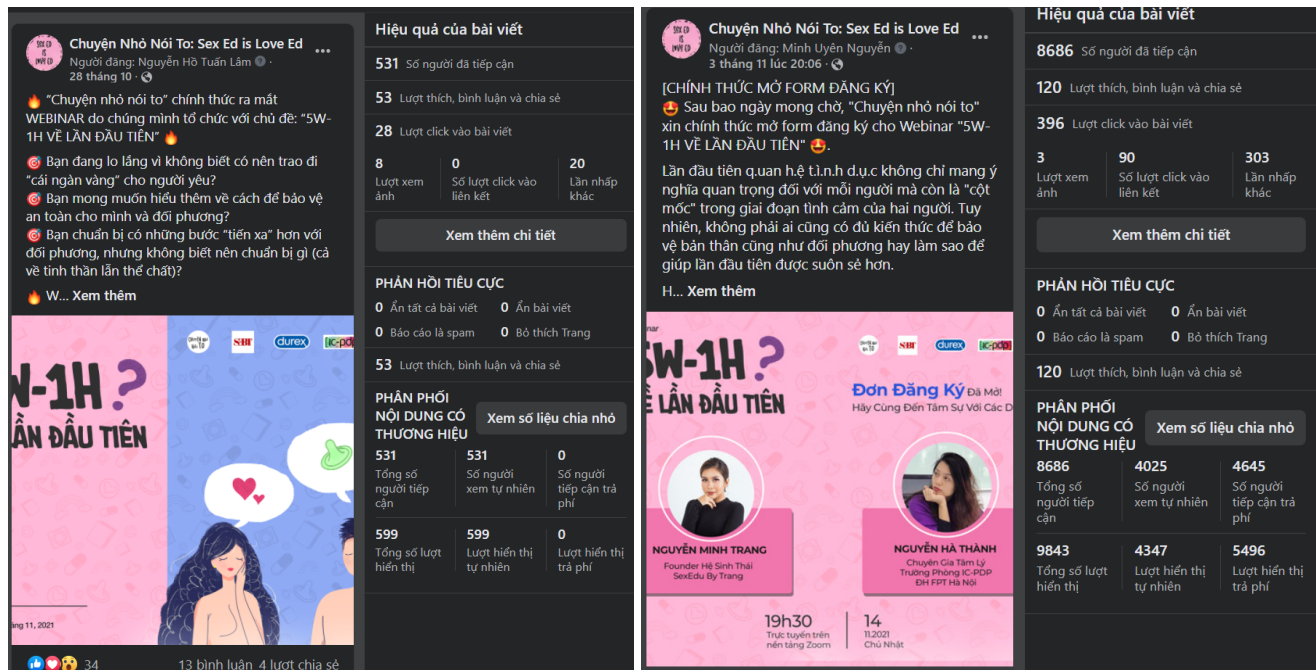
### 2.1.3.5. Webinar Related Posts

Our webinar took place on 14/11/2021, so we had made 3 posts to introduce and promote it. The first post was posted on 28/10/2021 to introduce the name, time and platform of the webinar, and the second post was posted on November 3, 2021 to introduce the speakers that are going to participate in the webinar as well as to release the registration form to sign up.

On 09/11/2021 we had the third post to release the latest update of the Webinar (about the change in the platform and the two Fanpage that have the Webinar live-streamed).



Figure 24: Webinar Related Posts as of 10/11/2021



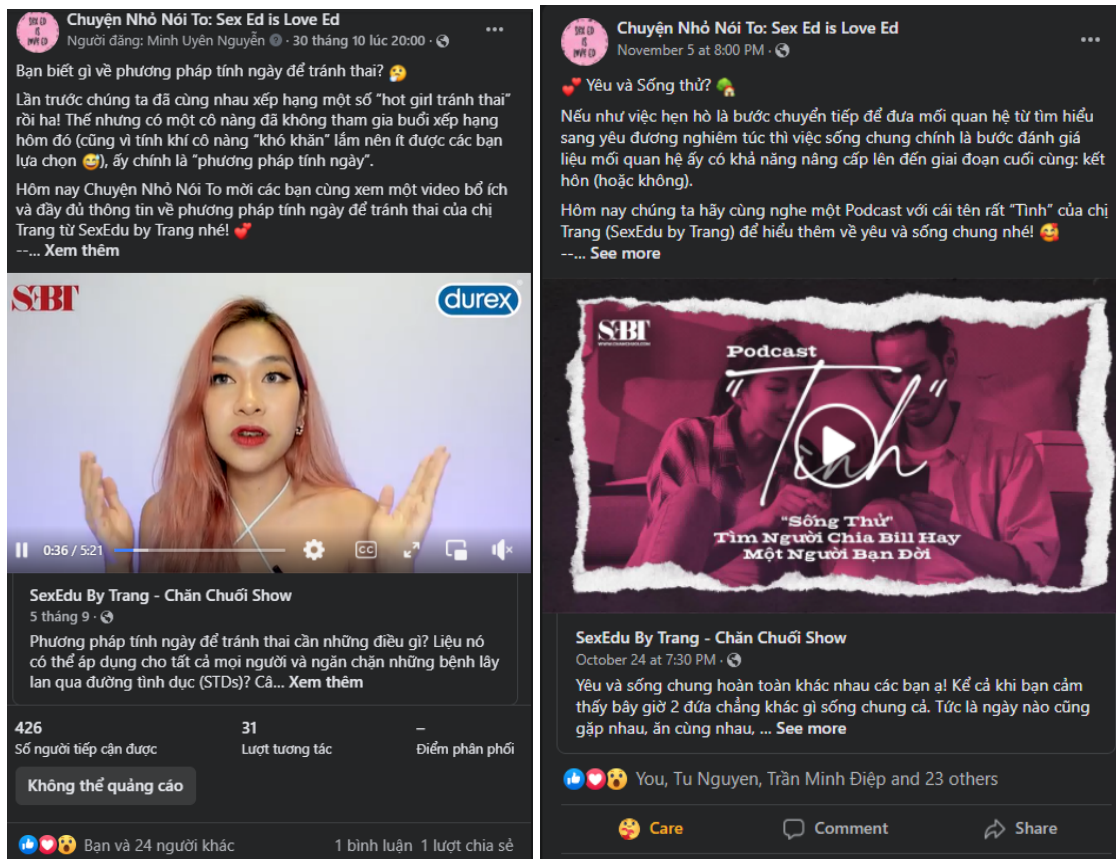
### 2.1.3.6. Partnership Post

Nguyen Minh Trang (or Trang Chuoi), founder of the project SexEdu By Trang, is currently one of our sponsors by being the speaker for our seminar, in exchange, we are going to share a total of 5 videos/podcasts from her page to ours. We have the



right to choose this 7:00 AM content to make sure that they are aligned with our page's theme. At the moment, we have already shared 1 video titled “Bạn biết gì về phương pháp tính ngày để tránh thai?” and 1 podcast titled “Yêu Và Sống Thử”. We also wrote a small introduction and shared our thoughts about each topic for each video/podcast we shared in order to make the relations between the two fanpage as well as make the content more interesting.

**Figure 25: Sponsor Posts For SexEdu By Trang**



## 2.2. KOLS/INFLUENCERS

### 2.2.1 KOLs/Influencers Profile

We have approached many KOLs/Influencers and invited them to join the campaign. As of 20/10/2021, there have been 6 KOLs/Influencers agreeing on partnering with us. The table below provides their profiles as well the scope of work for each of them.

Criteria for the KOLs:

- Category:
  - Organizations/Fanpage which are related to SE or university/students' projects
  - Lifestyle
- Scale: Micro and Power Middle: 10k-100K followers/subscribers

Then, from 20/10 to 08/11/2021, we have approached some more KOLs/Influencers and invited them to join the campaign. As of 08/11, there have been 3 more (total is 8) KOLs/Influencers agreeing on partnering with us. We are currently putting more focus on KOLs/Influencers that have the scope of social posts rather than TikTok videos. As a low-budget campaign, TikTok videos that cannot have a link back to our Fanpage are quite ineffective. The table below provides newly reached Influencers/KOLs profiles as well the scope of work for each of them.

**Table 13: KOLs/Influencers Profile**

Name	Category	Profile	Likes/Followers	SOW
<a href="#">FPT HCM Confessions</a>	University Student Fanpage	Founded in 2017, FPT HCM Confessions is a fanpage dedicated for FPT HCM Students to share their stories, experiences.	<ul style="list-style-type: none"> <li>• 26K likes</li> <li>• 30K followers</li> </ul>	Publish posts to promote the Fanpage
<a href="#">FPTU.Biz</a>	University Student Fanpage	FPTU Biz is an account made in 2020, which constantly updates information or news for FPT HCM Students.	21K followers	Publish a post introducing the Fanpage and its purpose
<a href="#">The Geo Medic</a>	Educational Fanpage	The Geo Medic is a fanpage that was founded by an FPT student. This fanpage shares a lot of informative and intriguing geography facts in a very engaging and funny way.	<ul style="list-style-type: none"> <li>• 7K likes</li> <li>• 8K followers</li> </ul>	Publish a post that shows a geography fact that is related to sexuality/gender/self-love and then link to the Fanpage.
<a href="#">ICPDP FPTU</a>	Education Fanpage	Official fanpage of International Cooperation & Personal Development Department (IC - PDP) FPT University. Update information, photos and stories about activities and programs for students of FPT University.	<ul style="list-style-type: none"> <li>• 21,379 Followers</li> <li>• 20,542 Likes</li> </ul>	Facebook Post to promote the Webinar
<a href="#">Multimedia Communications - FPT University HCM   Facebook</a>	Education Fanpage	Official fanpage of Multimedia Communications Department at FPT University - Ho Chi Minh Campus	<ul style="list-style-type: none"> <li>• 492 likes</li> <li>• 527 followers</li> </ul>	Facebook Post to promote the Webinar and live stream the webinar on fanpage
<a href="#">She Talks</a>	Sex Education Fanpage	She Talks is a Facebook Fanpage with blog-type content about SE for female	<ul style="list-style-type: none"> <li>• 4.7K Followers</li> <li>• 3.7K Likes</li> </ul>	Facebook Post to promote the Fanpage

<a href="#">S6X O'Clock</a>	Sex Education TikTok Account	S6X O'CLOCK is the SE community that has one of the biggest influences on young Vietnamese today. They have a Facebook group sharing about SE and a TikTok channel that has attracted more than 2.7 million likes thanks to its short but valuable videos about gender and SRH, especially useful information for teenage girls.	<ul style="list-style-type: none"> <li>• 218K Followers</li> <li>• 2.7M Likes</li> </ul>	Publish a TikTok video about dating abuse and advice on protecting everyone's self with the quote "Chuyen nho noi to".
<a href="#">Nhat My</a> (nnnhatmyyy)	Sex Education TikTok Account	Nhat My is a young girl who has shared a lot of information about sexuality and gender on her TikTok account and generated a lot of support from the audience.	<ul style="list-style-type: none"> <li>• 23.1K Followers</li> <li>• 624.8K Likes</li> </ul>	Publish a TikTok video about SE with the quote "Chuyen nho noi to".

### 2.2.2. Report

**Table 14: KOLs/Influencers Report**

Name	Category	SOW	Date	Status
<a href="#">FPT HCM Confessions</a>	University Student Fanpage	Publish posts to promote the Fanpage	<ul style="list-style-type: none"> <li>• 24/09/2021</li> <li>• 14/10/2021</li> <li>• 26/10/2021</li> <li>• 31/10/2021</li> <li>• 03/11/2021</li> <li>• 08/11/2021</li> </ul>	Has published 6 posts
<a href="#">FPTU.Biz</a>	University Student Fanpage	Publish a post introducing the Fanpage and its purpose	20/09/2021	Published 1 post
<a href="#">The Geo Medic</a>	Educational Fanpage	Publish a post that shows a geography fact that is related to sexuality/gender/self-love	17/10/2021	Published 1 post

		and then link to the Fanpage.		
<a href="#">ICDPD FPTU</a>	Education Fanpage	Facebook Post to promote the Webinar	● 04/11/2021	Published 1 post
<a href="#">Multimedia Communications - FPT University HCM   Facebook</a>	Education Fanpage	Facebook Post to promote the Webinar and live stream the webinar on fanpage	14/11/2021	Not yet published
<a href="#">SHE TALKS</a>	Sex Education Fanpage	She Talks is a Facebook Fanpage with blog-type content about SE for female	<ul style="list-style-type: none"> <li>● 4.7K Followers</li> <li>● 3.7K Likes</li> </ul>	Published 1 post
<a href="#">S6X O'Clock</a>	Sex Education TikTok Account	Publish a TikTok video about dating abuse and advice on protecting everyone's self with the quote "Chuyen nho noi to".	● 03/10/2021	Published 1 video
<a href="#">Nhat My</a> (nnnhatmyyy)	Sex Education TikTok Account	Publish a TikTok video about SE with the quote "Chuyen nho noi to".	● 20/10/2021	Published 1 video

### 2.2.3. Product

KOLs were chosen based on the resonance of our TA and the relevancy in terms of content. Regarding the budget for them, these influencers agreed to support us with a low or no budget as we are a non-profit project and the benefits that we might give them.

#### 2.2.3.1. Social Post

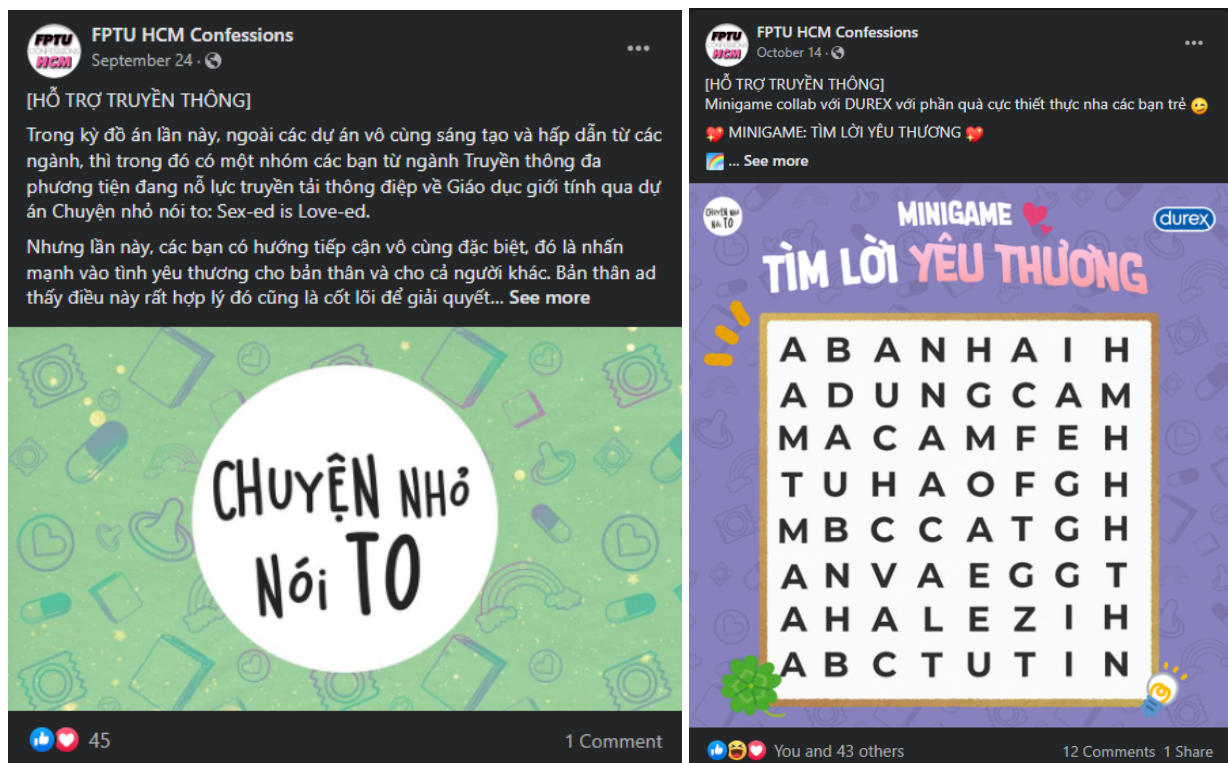
We have received help and promotion from two big fanpage of FPT University's students which are FPTU.Biz and FPTU HCM Confessions, with 21K and 30K followers

respectively. FPTU HCM Confession has even supported us two times so far by sharing our page's introduction and the minigame.

Figure 26: FPTU Biz Social Post



Figure 27: FPTU HCM Confessions Social Posts





For The Geo Media Fanpage, they have published a post about the [matrilineal society of the Rhade](#) and announced in the comment section that this post is in collaboration with our fanpage and then linked to our Fanpage.

**Figure 28: The Geo Medic Social Post**



Later on, about social posts, we have received continuous promotion and support from FPTU HCM Confessions by sharing both normal posts and promotional posts for the webinar on their main page, which currently has over 30 thousand followers. Up to 08/11/2021, they have published 6 posts so far.

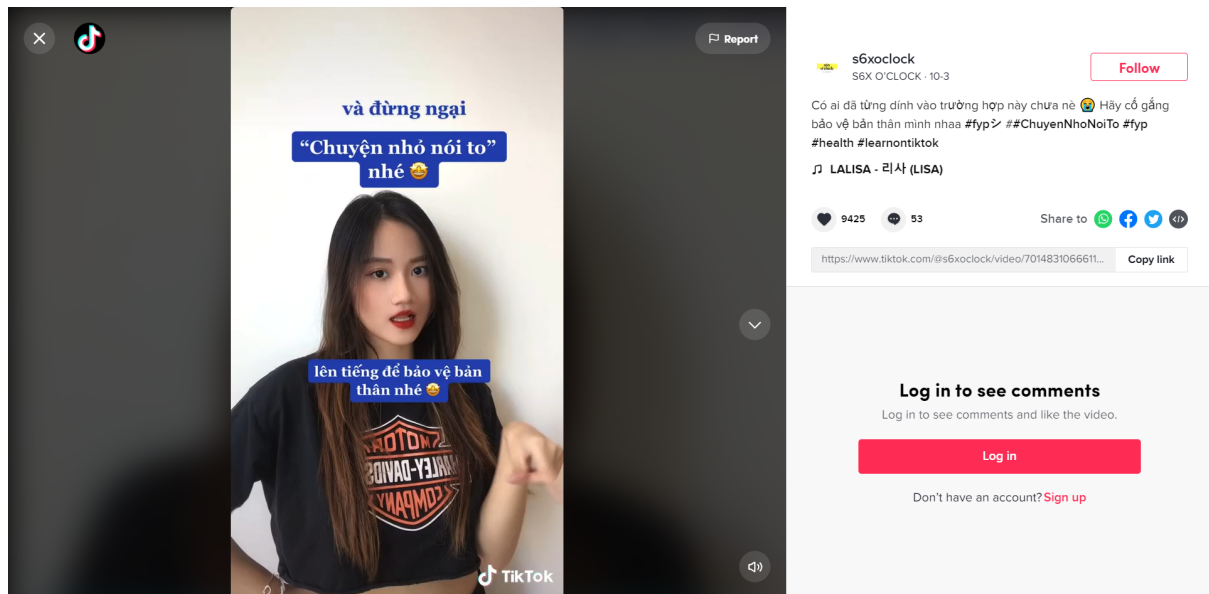
Figure 29: FPTU HCM Confessions Social Posts



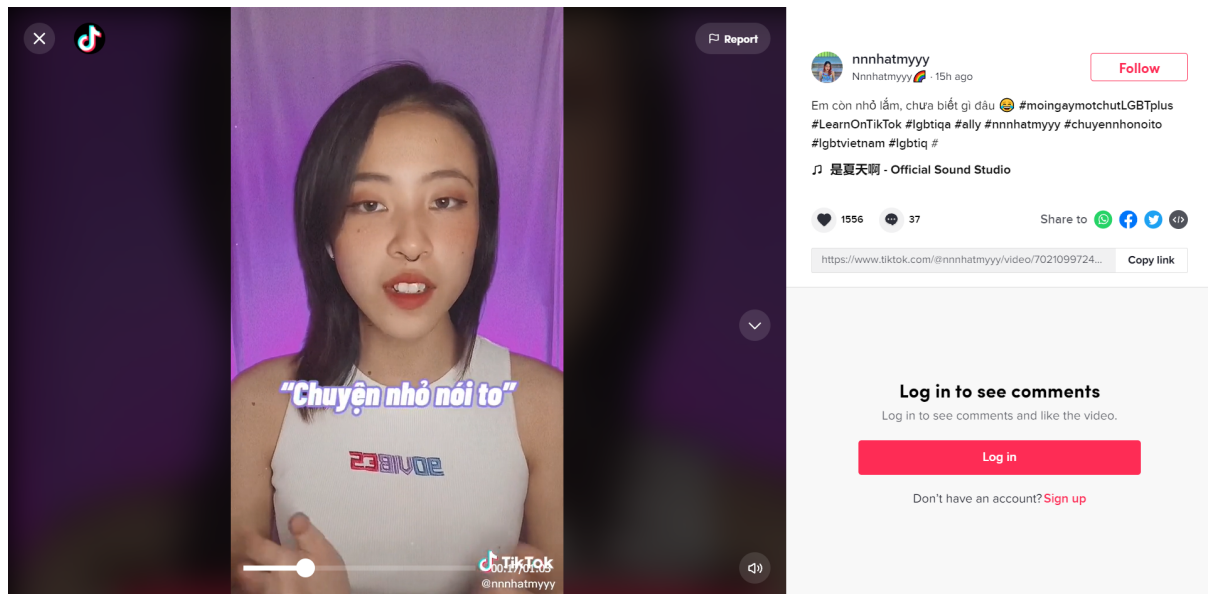
### 2.2.3.2. TikTok Video

We have collaborated with S6X O'clock, a big TikTok channel about SE for a video about ["Dating Violence"](#). This video was posted on their page on 3/10/2021. The video currently has over 100K views and over 9.4K likes.



**Figure 30: S6X O’Clock TikTok Video**

On 20/10/2021, Nhat My (@nnnhatmyyy) posted our collaboration video about “which age is appropriate to know about your gender and sexuality”. She has mentioned the quote “Chuyen Nho Noi To” in the video as well as used the hashtag #ChuyenNhoNoiTo. The video currently has over 5.7K views and 1.5K likes.

**Figure 31: Nhat My TikTok Video**

## 2.2.3. WEBINAR

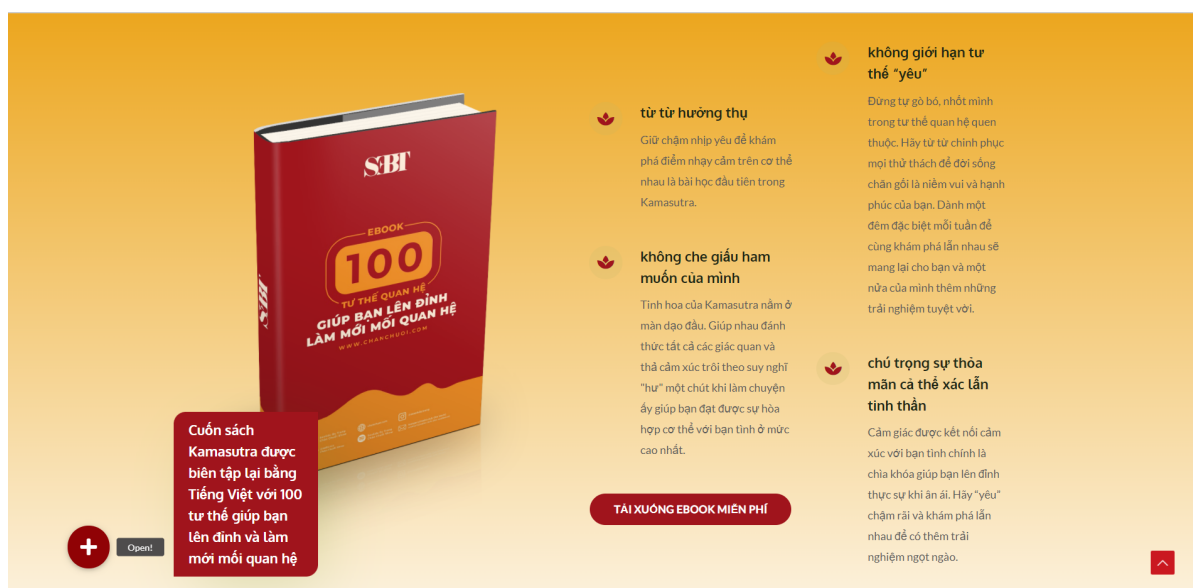
### 2.2.3.1 Speaker Profile

As a part of the partnership with our sponsor - Durex, we have had Ms. Trang from SexEdu by Trang as the speaker for our upcoming Webinar.

Ms. Minh Trang - or Trang Chuoi as she called herself - has a very educational background with 4 years in Pham Ngoc Thach Medical University. However, she has decided that medicine was not the ideal career path for her so she started to found her own channel about SE on YouTube in 2019. With this channel, she has shared a lot of crucial knowledge and tips about sexuality as well as RH on it, which captured much attention from the community, especially the youngsters. Apart from a 282K-subscriber [Youtube](#) channel, her team is also active across platforms with diverse content formats from posts, videos to sounds: including a [Facebook](#) fanpage

of 22K followers; a [TikTok](#) account with 40.6K Followers, she also penetrates the podcast industry with a Spotify Podcast which reached 282 episodes and on others famous podcast platforms like [Apple Podcast](#), [Podtail](#), [Listenotes](#) and [Podchaser](#); especially, she also published an Ebook sharing tips about sex activities, which have been translated from the Kamasutra original book.

**Figure 32: Ebook from SexEdu by Trang published with free downloading**



Besides spreading the SE knowledge through her owned media, she also collaborated with many organizations, schools and projects and has been the speaker to their SE-related events, talk shows and webinars. Lately, Ms. Trang has been the guest speaker for a Talk Serie by a group of students from the University of Economics Ho Chi Minh city - which was also collaborating with Durex - named “Open the button, asking about Sex” ([Mở nút hỏi chuyện yêu](#)). The episode with her appearance gained around 600 Interactions and up to 25 thousand views, which reflects the interest of students in her attractiveness not just in the content but also in the way she expressed the information. She has also been one of the speakers at

[TEDxBUV 2021](#) (A TEDx University event at British University Vietnam) and [Safe Sex in Youth](#) held by Hoa Sen University.

She has also been featured in many articles from famous mainstream tier 1 media (for example - [Tuoi Tre](#) web news). In the articles, the editors praise her for being able to share about safe sex openly, close to young people and teenagers but still be civilized and moderate enough.

The second speaker who accepted our invitation is Psychologist Nguyen Ha Thanh - Head of International Cooperation and Personal Development IC-PDP, FPT University, Hanoi. Ms. Thanh has a very impressive educational background with a master's degree in psychology, 1 year studied in Germany and has 10 years of experience in training, consulting and supervising psychological practice. Her consulting scopes include family-marriage healing, career orientation, psychological issues,...and parental guidance. With her knowledge base, she will provide a very expertise point of view in Sex Education and be a trusted voice to clarify its problems.

Last October, Ms. Thanh was one of the main speakers for a Sex Education Online Workshop organized by IC-PDP. During this 2-hour session, she has discussed the psychological preparation, knowledge about sex for ourselves as well as our partner. In particular, she also advised on how to listen to ourselves before our emotions and desires and to protect ourselves from unwanted or unprepared sexual behavior.

**Figure 33: Online Workshop about SE that Ms. Thanh has been the speaker**

Besides SE, Ms. Thanh was also a Guest speaker at a Workshop about Loving named “Be Happy Together - Understand More to Love More” talking about how to deal with issues in a relationship and problems surrounding it.

Furthermore, she was one of the Founders of #MentalHeal - community project, non-profit, initiated by author Dang Hoang Giang and psychologist Nguyen Ha Thanh, and implemented by a group of dedicated volunteers. It provides psychological first aid, helping individuals in crisis, especially depressed young people and their loved ones.

### 2.2.3.2 Report

**Table 15: Webinar Report**

No	Task	Deadline	Status	PIC
1	Contact MC	23/10/2021	Done	Tuan Lam
2	Write Webinar Agenda and Script	30/10/2021	Done	Minh Uyen
3	Webinar Rehearsal	08/11/2021	Done	All
4	Send Partnership Posts	13/11/2021	Done	All
5	Design Visual Materials	07/11/2021	Done	Tuan Lam

### 2.2.3.3 Product

In order to prepare for our upcoming webinar on 14/11/2021, we have done some products that are going to be used during the session, which are the intro video and waiting video.

#### 2.2.3.3.1. Script

We have finished writing the script and sent it to the MC as well as the two speakers. After the Rehearsal on 08/11/2021, we and the MC will revise the script in order to make it more appropriate and effective for the Webinar.

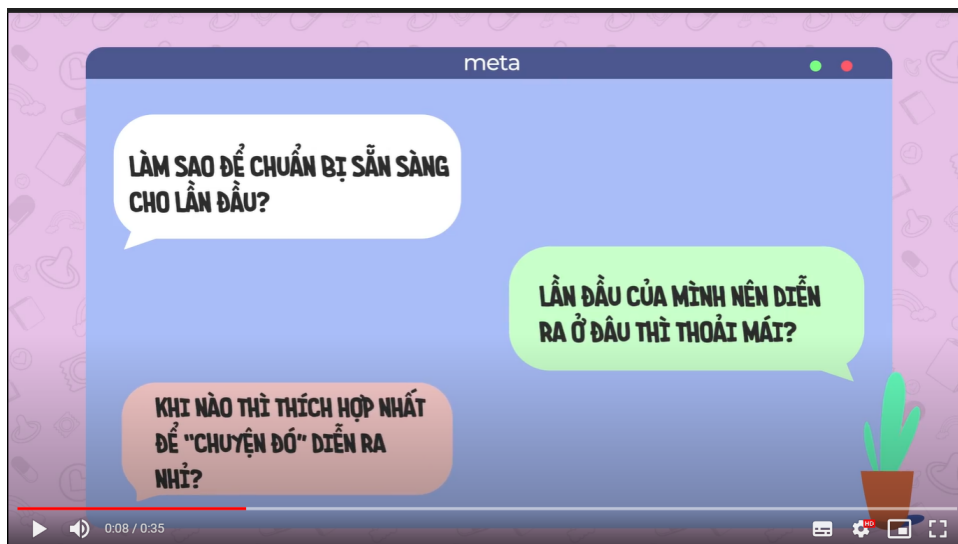
Here is the link to the script: [Webinar Script](#).

### 2.2.3.3.2. Intro Video

Intro video was done in After Effect using our visual components and basic typographic animation to introduce the date and time, speakers and general content of the webinar to the audiences. This video is intended to be aired right before the start of the webinar.

Here is the link to the Intro video: [Intro Video](#).

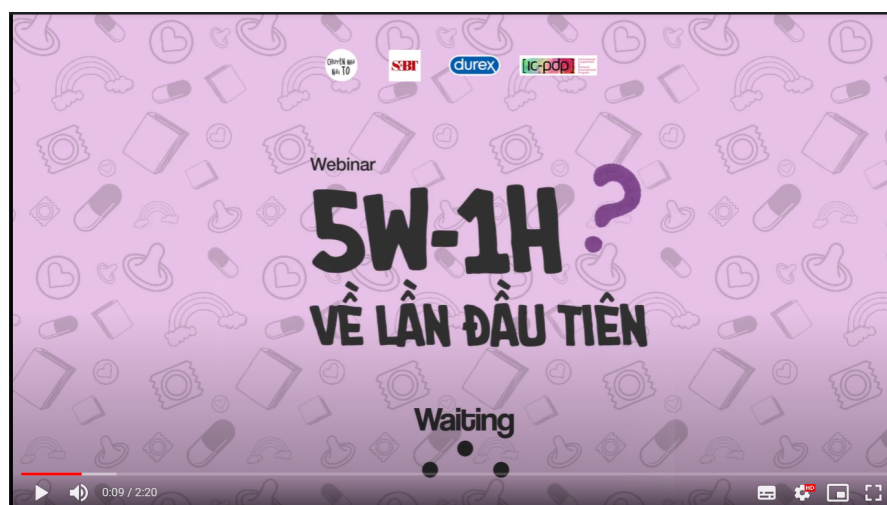
**Figure 34: Webinar Intro Video**



### 2.2.3.3.3. Waiting Video

This video is going to be in loop when waiting for the audiences to join or when technical difficulties happen.

Here is the link to the Waiting video: [Waiting Video](#).

**Figure 35: Webinar Waiting Video**

## 2.2.4. PRESS

### 2.2.4.1. Media profile

Criteria for the media:

- Category:
  - Mainstream
  - Lifestyle
- Scale: More than 50,000 monthly pageviews

For the Editorial, we have successfully pitched two lifestyle media, which are Afamily and Song Dep. For the Advertorial, we are aiming at your university news site.

**Table 16: Media Profile**

Name	Category	Profile	Alexa Ranking	Monthly pageviews (Statshow)	SOW
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<a href="#">aFamily</a>	Lifestyle	aFamily is a famous website that provides interesting and useful information mostly about women's news, beauty, fashion entertainment or family life. Their audience mainly is female (77,99%), from 18-24 years old (48,57%) and live in Hanoi and HCM City.	246	1,630,920	Editorial
<a href="#">Song Dep</a>	Lifestyle	Song Dep was established in 2018 with a periodic release of 1 issue every month. Song Dep continuously updates the latest and most accurate information on aesthetics, beauty, fashion and lifestyle (beautiful and healthy lifestyle).	N/A	57,780	Editorial
<a href="#">FPT University News Site</a>	University News Site	FPT University News Site keeps uploading news about or related to FPT Students. Many students' projects have been introduced on this news site.	403	215,100	Advertorial

### 2.2.4.2. Report

**Table 17: Press Report**

No	Task	Deadline	Status
1	Continue to pitch another media	20/11/2021	Done
2	Write Editorial	30/10/2021	Done
3	Write Advertorial	27/11/2021	Done

In the period between 20/10 and 08/11, we have not reached any new media because we are putting more concentration on the conduction of the Webinar.

For the Editorial, we have already finished writing the article and sent it to two media. The journalist from Song Dep has responded that they had to decline to pick up the article as the demanding time for the censorship of a newly created Fanpage like ours is quite long. Afamliy is still processing the article and has not replied the result yet.

After the Webinar finishes, we will write the Advertorial and send it to Song Dep and FPTU News Site. We have already contacted the person in charge of publishing news on the FPTU News Site and they have also agreed to review the article.

## 2.2.5. SPENDING

**Table 18: Spending as of 01/12/2021**

No	Task	Date	Amount (VND)
1	Run Facebook Advertising	10/11/2021	575.000
2	KOL's TikTok Video	20/10/2021	350.000
Total			925.000

## 3. EVALUATION

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### 3.1. REVIEW OBJECTIVES AND STRATEGIES

#### 3.1.1. OBJECTIVES

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

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

First of all, after nearly two months and a half of running the campaign (from September 10 to November 26) we can affirm that using a Facebook Fanpage as the main tool to share the information about CSE and self-love is an effective and manageable strategy. At the moment, we have a fanbase that is aligned with our

targeted TA and quite actively engaging with our posts. Before the end of the time-bound of three months, we have reached 3,076 likes on our Fanpage.

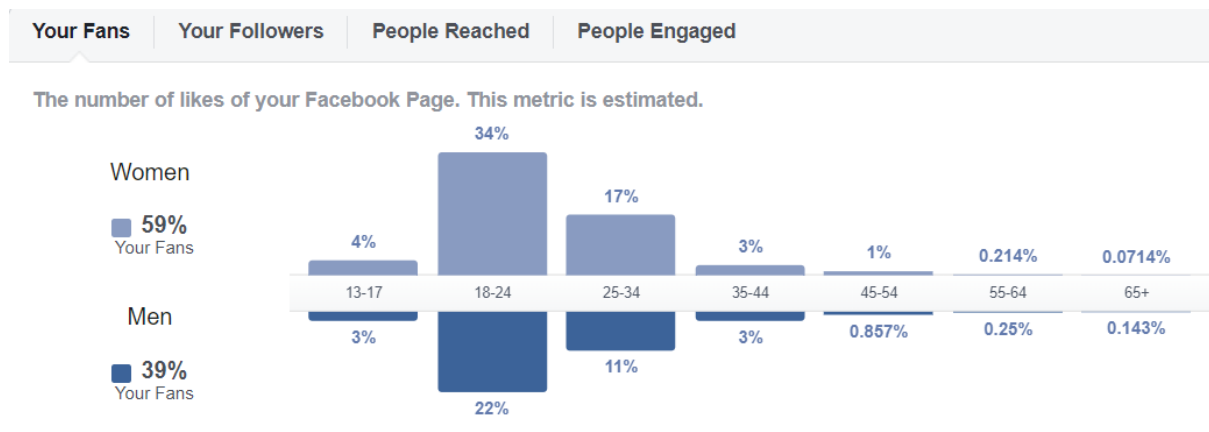
For other KPIs, in the implementation process, we have to flexibly adjust them to maximize the performance of the campaign as well as to deal with arising problems. The table below shows the edited deliverables, their KPIs and Results in general. Each strategy will be analyzed respectively in the next part of the report.

**Table 19: Deliverables - KPIs and Results of the Campaign**

Activities	Deliverables	KPIs	Results
<b>Fanpage</b>	19 Informative Posts <ul style="list-style-type: none"> <li>• 14 Normal Post</li> <li>• 3 Pictorials</li> <li>• 2 Infographics</li> </ul>	3,000 likes page	3,116 likes page
	1 Engaging Video	7,000 People Reach 3,000 Views	7,945 People Reach 3,087 Views
	1 Minigame	30+ participants	42 participants
<b>Webinar</b>	1 Webinar	50+ participants	60+ participants 2,100 views on Livestream
<b>KOLs/Influencers</b>	8 Social Posts	1,000 total engagements	18 Social Posts 1,044 total engagements
	2 TikTok Videos	100,000 total views	160,000+ total views
<b>Press</b>	1 Advertorial/Editorial	1 pickup	1 pickup

Overall, we have achieved all the KPI for all the deliverables, which is great news for our project. About TA, according to the insight of the fanbase on Facebook, it can be seen that our fan's characteristics have relatively concurred with our target ones. As we can depict from the chart, our audience is mainly in the age of 18-24 and potential groups are 13-17 and 24-to-35-year-old groups. Moreover, they are currently living in the three most significant cities in Vietnam which are Hanoi, Da Nang and HCM City.

**Figure 36: Fanpage Fans Insight**



## 3.1.2. STRATEGIES

### 3.1.2.1. Facebook Fanpage

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

On our Fanpage, we have diversified the content into many different types such as Normal Post (simple illustration and a copy), Pictorial Post (Informative illustrations);

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

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

### **3.1.2.2. KOLs/Influencers**

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

As a result, the two videos have gained a lot of views and likes, which means that our message “Chuyen nho noi to” has reached many people. However, with a low

budget, we could not have the best option that KOLs have not hyperlinked to our Facebook Fanpage in their description/comment section. Even though we can have a lot of people reached, we could not generate enough leads (fans who like/follow our page). That is the reason why we are considering changing the strategy that we will focus mainly on the scope of sharing posts on Facebook and redirect to our Fanpage link and leave the scope of TikTok video at 2 videos.

### **3.1.2.3. Webinar**

In our opinion, Webinar is an effective tool to generate qualified leads. With the information that we got from the registration form, we can have insight into who is most interested and concerned with the CSE information and then we could finalize our retarget plan. Furthermore, the feedback from the audience was all positive and thanks us for holding this activity. Their feedback on what topic they also enjoy in terms of SE and how they would like the following Webinar (if there is) is also such a good source of information for us to carry on other activities or other Webinars in the future.

### **3.1.2.4. Press**

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

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

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

## **3.2. RESULTS BY ACTIVITIES**

### **3.2.1. FACEBOOK FANPAGE**

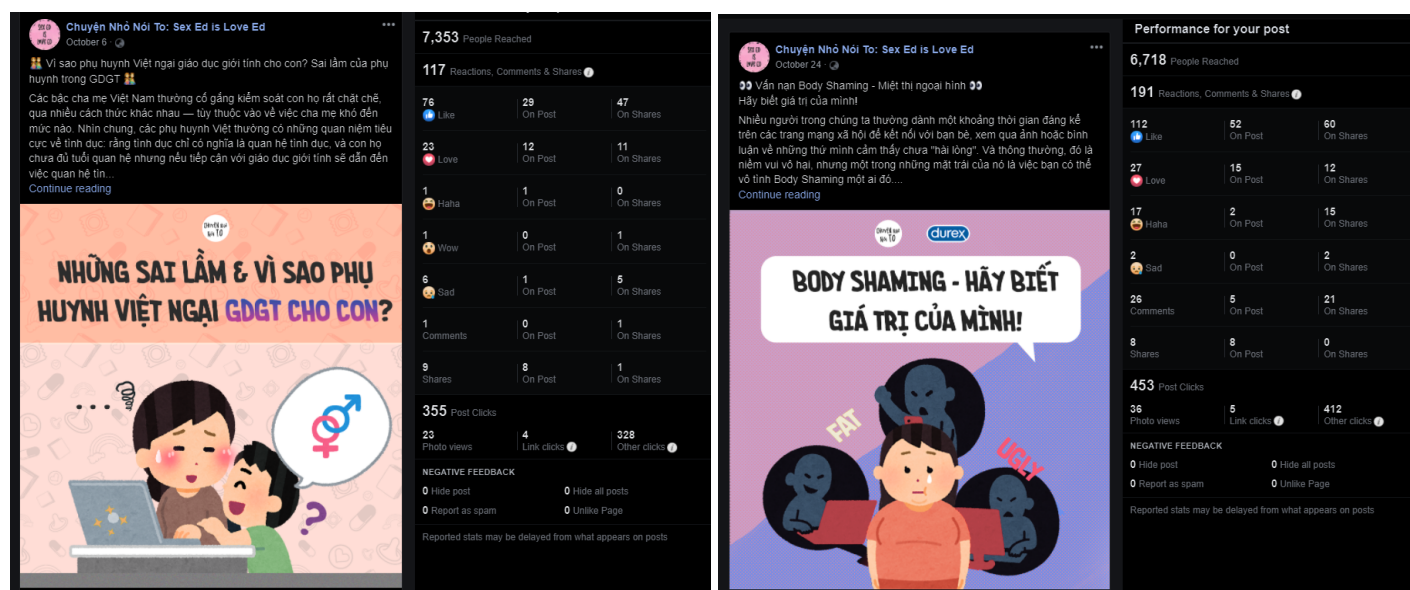
At the end of the third phase, we have finished posting all the needed deliverables on our “Chuyen Nho Noi To: Sex Ed is Love Ed” Facebook Fanpage. About the overview statistics, as of 01/12/2021, we have also reached our KPI that we have had 3,113 Fanpage likes in total and 64,658 people reach and 15,688 post engagement in the last 28 days. In particular, we have finished publishing a total of 34 posts (8 more from the previous report) including: Normal posts, Pictorial posts, Infographic Posts, Shared Posts from the sponsor and posts used for advertising our webinar.



**Figure 37: Facebook Page Reach (as of 01/12/2021)**

### 3.2.1.1. Normal Post

We have already posted 6 more posts of this type since 10/11/2021 and finished 14 posts in total requiring deliverables. Currently, the project is in Phase 3 - Retention - which reminds and encourages people to maintain the self-love lifestyles that we highlighted in phase 2. There is also a rise in the total number of interactions in each post as more audiences were reached thanks to the impact from our previous Webinar besides advertising. Overall, within Normal posts, the best number of people reach is around 7.4K and engagement is around 650.

**Figure 38: Best performance Normal Posts**

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

**Table 20: List of Normal posts**

No.	Date	Content Type	Post name	Link	KPI (Organic Reach/Engagement)	Results (Organic Reach/Engagement)	Follow up
1	Sun, 12-09-21	Normal	Vì sao chúng ta lại cần "Giáo dục giới tính"?	<a href="#">Facebook</a>	500/50	707/55	Achieved. We set an average KPI of 500 Reach ad 50 Engagement for Normal Post
2	Wed, 15-09-21	Normal	Open Relationship - Bộ môn mạo hiểm, có nên thử?	<a href="#">Facebook</a>	500/50	928/86	Achieved

3	Fri, 17-09-21	Normal	LOVE vs SEX Bàn về Tình yêu và Tình dục	<a href="#">Facebook</a>	500/50	1,018/102	Achieved
4	Sun, 26-09-21	Other	Chuyện nhỏ nói to: Bạn nghĩ thế nào là khái niệm Nữ quyền lệch lạc?	<a href="#">Facebook</a>	700/100	958/243	Achieved. We set a higher KPI for this discussion post.
5	Wed, 29-09-21	Normal	Con gái đến kỳ, sao phải xấu hổ? (Lời khuyên dành cho cả nam và nữ)	<a href="#">Facebook</a>	500/50	829/119	Achieved
6	Wed, 06-10-21	Normal	Vì sao phụ huynh Việt ngại giáo dục giới tính cho con? Sai lầm của phụ huynh trong GDGT	<a href="#">Facebook</a>	4,000/400	7,375/472	Achieved. We set a quite high KPI for this post because it would be shared by FPTU HCM Confession.
7	Sat, 09-10-21	Normal	Bạn có đang quá khắt khe với chính bản thân mình? Hãy đọc bài viết này!	<a href="#">Facebook</a>	500/50	864/88	Achieved
8	Wed, 13-10-21	Normal	Nên yêu mình bản thân trước khi yêu người khác?	<a href="#">Facebook</a>	500/50	5,300/402	Achieved. This post's performance is super high because we have utilized quite well Social seeding.
9	Wed, 20-10-21	Other	Chúc mừng ngày PN VN	<a href="#">Facebook</a>	300/30	529/35	Achieved
10	Fri, 22-10-21	Normal	Bàn về "Trình tiết"	<a href="#">Facebook</a>	1,200/120	1,388/386	Achieved
11	Sun, 24-10-21	Normal	Vấn nạn Body Shaming - Hãy biết giá trị của mình	<a href="#">Facebook</a>	4,000/400	6,719/644	Achieved. We set a quite high KPI for this post because it would be shared by FPTU HCM Confession.
12	Sun, 31-10-21	Normal	Mối quan hệ độc hại? (Toxic Relationship) - Cách để thoát khỏi	<a href="#">Facebook</a>	1,000/100	1,558/333 (733 Paid)	Achieved
13	Sun, 07-11-21	Normal	Bí quyết xây dựng một mối	<a href="#">Facebook</a>	4,000/400	5,716/361	We set a quite high KPI for this post because it would be

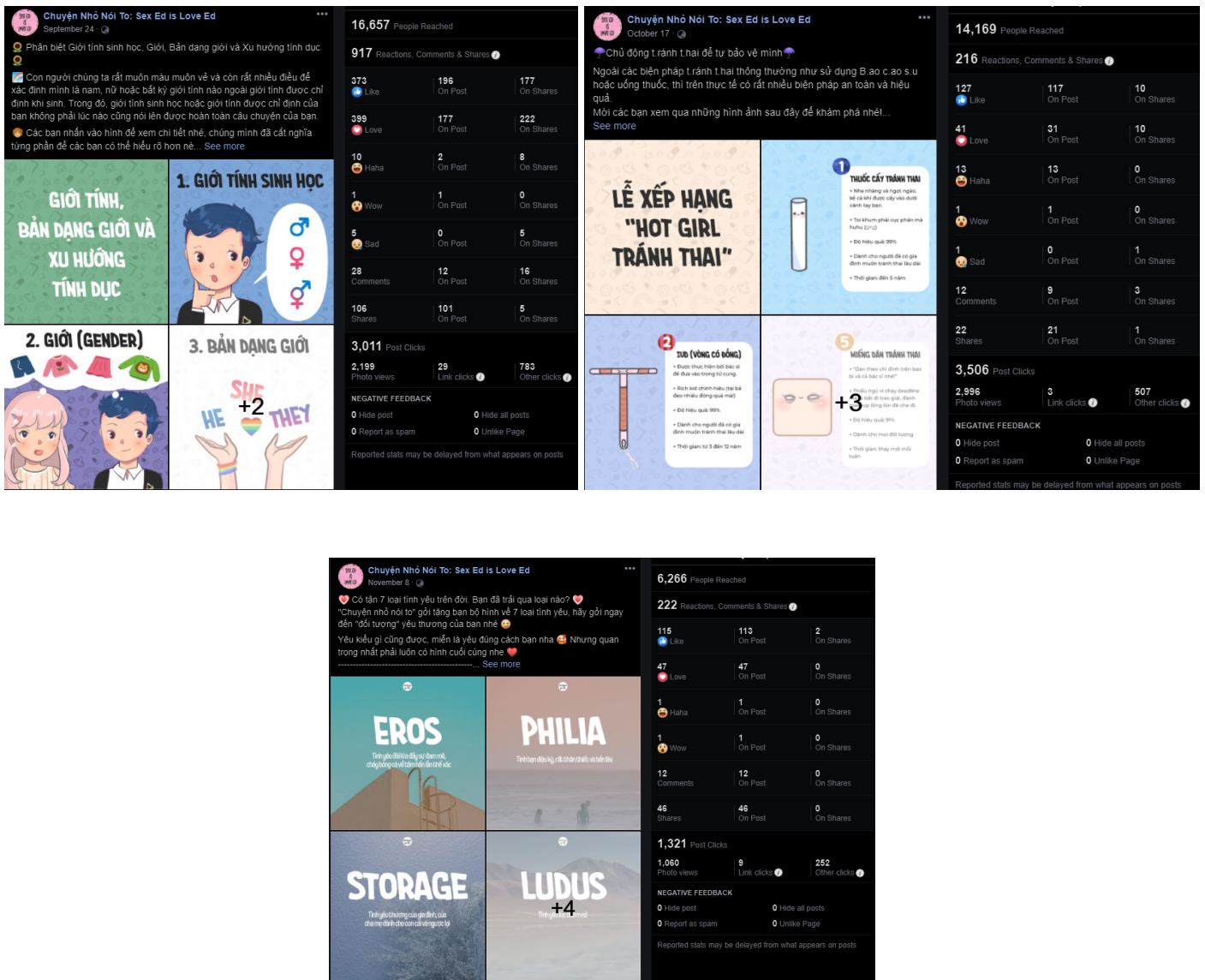
			quan hệ lành mạnh				shared by FPTU HCM Confession. However, we have not reached the engagement KPI yet.
14	Wed, 10-11-21	Normal	25 thói quen giúp bạn sống hạnh phúc hơn	<a href="#">Facebook</a>	2,000/200	2,738/201	Achieved
15	Wed, 17-11-21	Normal	Movie Listing	<a href="#">Facebook</a>	2,000/200	947/94	Not yet achieved. As this post we did not use illustration photos, it is quite not as engaging as others.
16	Mon, 29-11-21	Normal	Information about some STDs	<a href="#">Facebook</a>	2,000/200	782/84	Not yet achieved as we have just published it.

### 3.2.1.2. Pictorial Post

For Pictorial Post, we have finished a total of 3 posts on our Fanpage and their performance is really amazing. We have run ads on them with a budget of around 50.000 VND. Two of them (ones we drew and used the illustration photos) have had more than 16K people reach each, the left one has had around 14K. The engagements are also much higher than other posts, the most engaging one has had around 3.8K engagements.

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

Figure 39: Statistic of Pictorial Posts



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

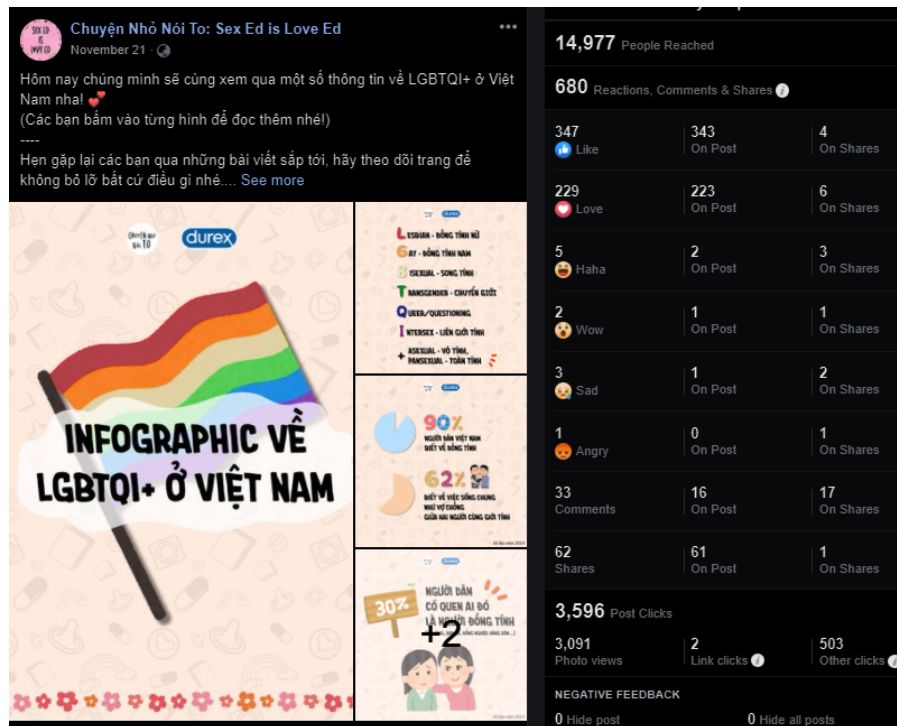
**Table 21: List of Pictorial posts**

No.	Date	Content Type	Post name	Link	KPI (Organic Reach/Engagement)	Results (Organic Reach/Engagement)	Follow up
1	Fri, 24-09-21	Pictorial	Giới tính, bản dạng giới, xu hướng tính dục	<a href="#">Facebook</a>	5,000/500	10,485/3,906 (6,245 Paid)	Achieved. We set a higher KPI for a pictorial post. As we have used Social seeding, the post's performance has been quite good.
2	Sun, 17-10-21	Pictorial	Birth Control - Hãy chủ động bảo vệ mình	<a href="#">Facebook</a>	1,500/500	1,615/3,722 (13,256 Paid)	Achieved. We have lowered the KPI as we haven't used Social seeding and the content of the post is quite limited (mainly for the female audience).
3	Mon, 08-11-21	Pictorial	Có tận 7 loại tình yêu trên đời. Bạn đã trải qua loại nào?	<a href="#">Facebook</a>	1,500/500	830/1,563 (5,634 Paid)	Not yet achieved. As the type of this pictorial is not illustration as the previous 2.

### 3.2.1.3. Infographic Post

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

Figure 40: Infographic post 2



About the result of the survey, we have concentrated on the questions that can compare with the survey “Quan điểm xã hội với hôn nhân cùng giới” conducted by The Institute for Studies of Society, Economics and Environment (iSEE) in 2014. Although our survey’s scale could not be as massive as iSEE’s, it still has the power of showing the current picture of the community’s attitude towards the LGBTQI+ Community and highlighting the significant changes in Vietnam about this topic throughout the period of 7 years. As of 01/12/2021, our survey has had 237 participants aged from 12 to 61 years old, mostly in 5 cities/provinces (Hanoi, HCM City, Da Nang, Vung Tau, Khanh Hoa). The statistic is stunning when 97.5% of participants are aware of LGBTQI+ and 92.4% of participants are aware of the fact that there are people who the same sex living together as “husband and wife”, compare to 90% and 62% respectively in the 2014’s survey. Furthermore, with the

question of whether they have (an) acquaintance(s) in the LGBTQI+ community or not, there are 84.9% said yes (the 2014's survey the number is only 30%). 53.5% of the participant also confirm that they have a supportive attitude toward the LGBTQI\* community. We have also asked them the source of information that they got this information, 78.5% of them credit Fanpages on Facebook as their source, which means that we are one of the initiatives that have created the realistically positive effect by sharing more information not only about LGBTQI+ but also about CSE and self-love in general.

**Table 22: List of Infographic posts**

No.	Date	Content Type	Post name	Link	KPI (Organic Reach/Engagement)	Results (Organic Reach/Engagement)	Follow up
1	Mon, 04-10-21	Infographic	Bình đẳng giới ở Việt Nam. Hãy đứng lên bảo vệ chính mình!	<a href="#">Facebook</a>	1,500/150	2,434/242	Achieved. We set a higher KPI for Infographic.
2	Sun, 21-11-21	Infographic	LGBTQ+ Information	<a href="#">Facebook</a>	1,500/150	1,925/4,276 (13,3473 Paid)	Achieved with much more Engagement than KPI planned.

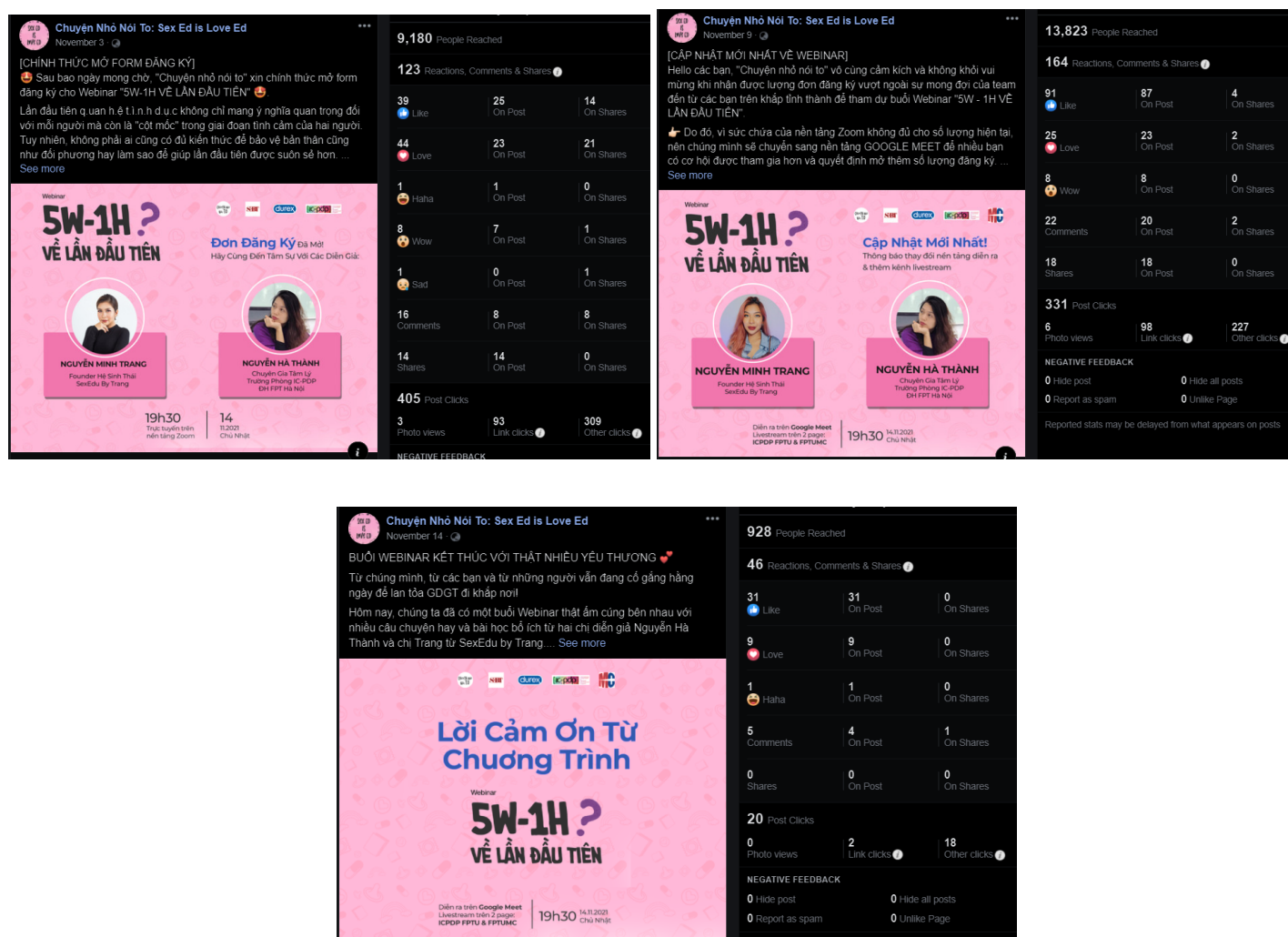
#### 3.2.1.4. Webinar Related Posts

Following the 3 informative posts for Webinar in the previous report, we also have support posts in order to remind the audiences (post on 12/11/2021), to inform them that we have mailed them the invitation (post on 13/11/2021); moreover, as we witnessed some receiver's mailbox might automatically define our mail as spam, we then quickly adapt and aired a post to remind them to check further on the Spam



mailbox in case they missed the Invitation few hours before the Webinar. Last but not least, we have had the Thank you post right after the Webinar on 14/11/2000.

**Figure 41: Some Webinar Related Posts**



**Table 23: List of Webinar posts**

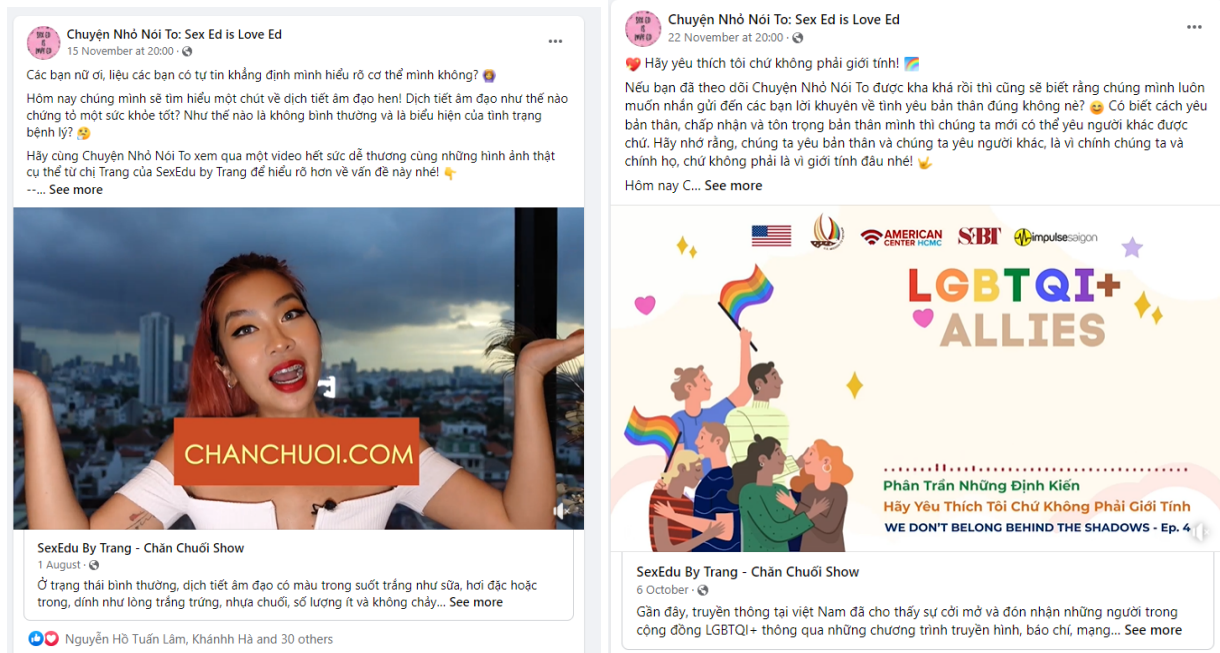
No.	Date	Content Type	Post name	Link	KPI (Organic Reach/Engagement)	Results (Organic Reach/Engagement)	Follow up
1	Wed, 27-10-21	Webinar	Webinar Introduction	<a href="#">Facebook</a>	500/50	533/81	Achieved
2	Wed, 03-11-21	Webinar	Mở form đăng ký Webinar	<a href="#">Facebook</a>	4,000/400	4,523/528 (4,645 Paid)	Achieved. We have had quite a high performance on

## GRADUATION THESIS REPORT

							engagement.
3	Tue, 09-11-21	Webinar	Thông báo đổi nền tảng Webinar qua sang Google Meet và thông tin Livestream	<a href="#">Facebook</a>	1,000/100	2,711/495 (11,174 Paid)	Achieved
4	Fri, 12-11-21	Webinar	Webinar Reminder	<a href="#">Facebook</a>	500/50	587/66	Achieved
5	Sat, 13-11-21	Webinar	Webinar Mail Reminder	<a href="#">Facebook</a>	500/50	657/63	Achieved
6	Sun, 14-11-21	Webinar	Webinar Spam Mail check	<a href="#">Facebook</a>	500/50	533/54	Achieved
7	Sun, 14-11-21	Webinar	Webinar Thank Note	<a href="#">Facebook</a>	500/50	923/66	Achieved

### 3.2.1.5. Partnership Post

Further update, we have had 3 more partnership posts with SexEdu by Trang to promote her video about women bodies, similar to previous posts, we also write the introduction to capture audience attention, besides we also shared another podcast from her about LGBTQI+ - in which do related to our later Infographic about this group in Vietnam. The last partnership post with SexEdu by Trang is going to be aired on December 1st.

**Figure 42: Partnership Posts with SexEdu By Trang**

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

**Figure 43: Partnership Post with Durex**

From what we observed, the partnership post with Durex has much better performance than the other 5 posts of Ms. Trang. The rationale for these results is not only because we have this post shared by FPTU HCM Confession but also due to the credibility of such a big brand like Durex (also in collaboration with Vietcetera). Therefore, the post easily captures the audience's attention and makes them eager to be involved in the activity.

**Table 24: List of Partnership posts**

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

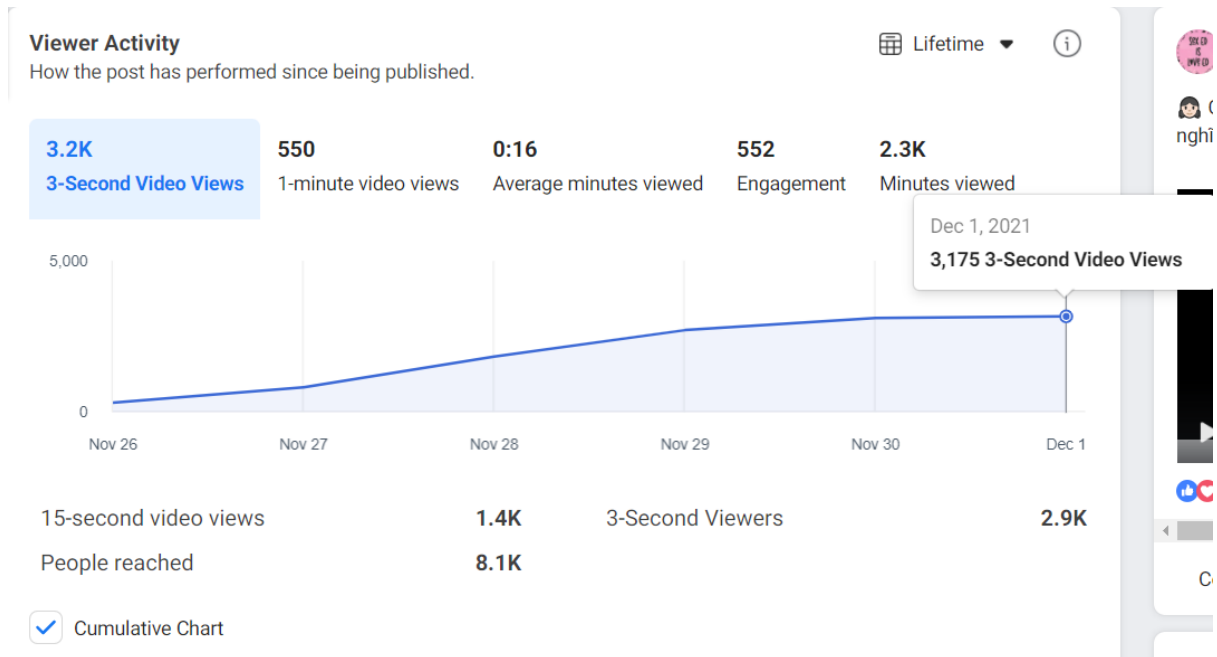
					ement)	ement)	
1	Sat, 30-10-21	Other	Partnership SEBT	<a href="#">Facebook</a>	300/30	503/33	Achieved. For shared posts, we set the KPI quite low because of the Facebook algorithm.
2	Fri, 05-11-21	Other	Partnership SEBT	<a href="#">Facebook</a>	300/30	356/41	Achieved
3	Mon, 15-11-21	Other	Partnership SEBT	<a href="#">Facebook</a>	300/30	552/48	Achieved
4	Mon, 22-11-21	Other	Partnership SEBT	<a href="#">Facebook</a>	300/30	389/37	Achieved
5	Wed, 24-11-21	Other	Partnership DUREX	<a href="#">Facebook</a>	1000/100	1400/128	Achieved
6	Wed, 01-12-21	Other	Partnership SEBT	<a href="#">Facebook</a>	300/30	258/15	Not yet achieved as we have just published it.

### 3.2.1.6. Video

Figure 44: Video on Fanpage

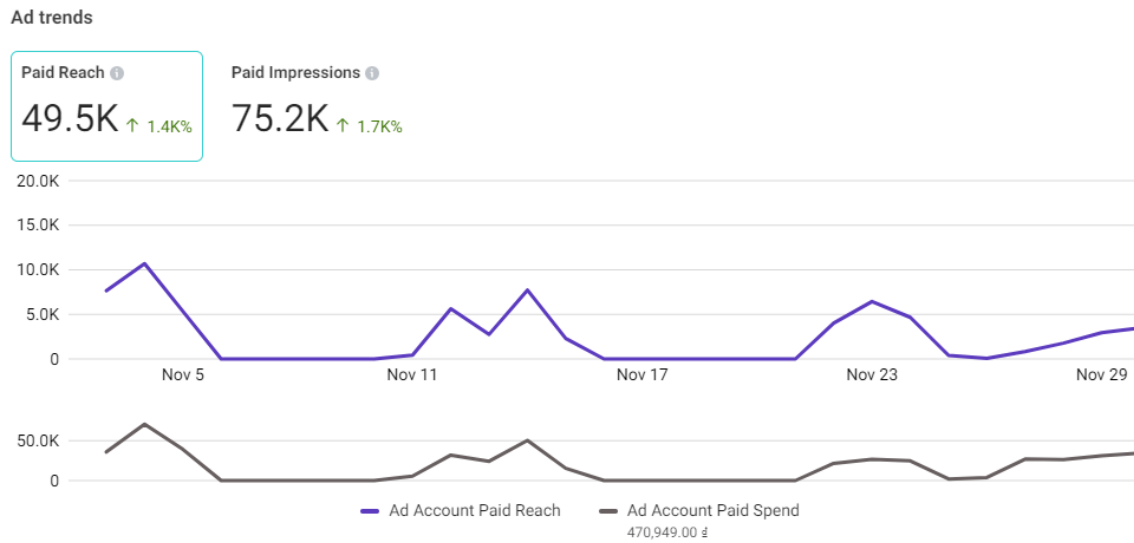


We posted an animation video on 26/11/2021 about the topic “Sex Education For Pre-Teens”. In this video, we create a character named “Bác Sĩ Dưa” to be the narrator and instructor for “current and future parents”. We also used vibrant color and eye-catching flat illustration style with short and easy-to-follow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

**Figure 45: Statistic of Video on Fanpage (as of 01/12/2021)**

### 3.2.1.7. Advertising

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

**Figure 46: Advertising Results as of 01/12/2021**

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

**Table 25: Advertising Report**

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



Pictorial 3	1,270 Post Engagements	₫39	5,652	6,610	₫50,000
Infographic 2	3,535 Post Engagements	₫21	13,062	16,183	₫75,000
Webinar Post 1	44 Link Clicks	₫1,034	4,692	5,496	₫45,499
Webinar Post 2	76 Link Clicks	₫987	11,843	17,636	₫74,996
Video	1,067 Thru Play	₫94	5,908	6,802	₫100,000
Normal Post (Test)	46 Post Engagements	₫388	760	824	₫17,856
<b>Total</b>					<b>574,647</b>

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

### 3.2.2. KOLS/INFLUENCERS

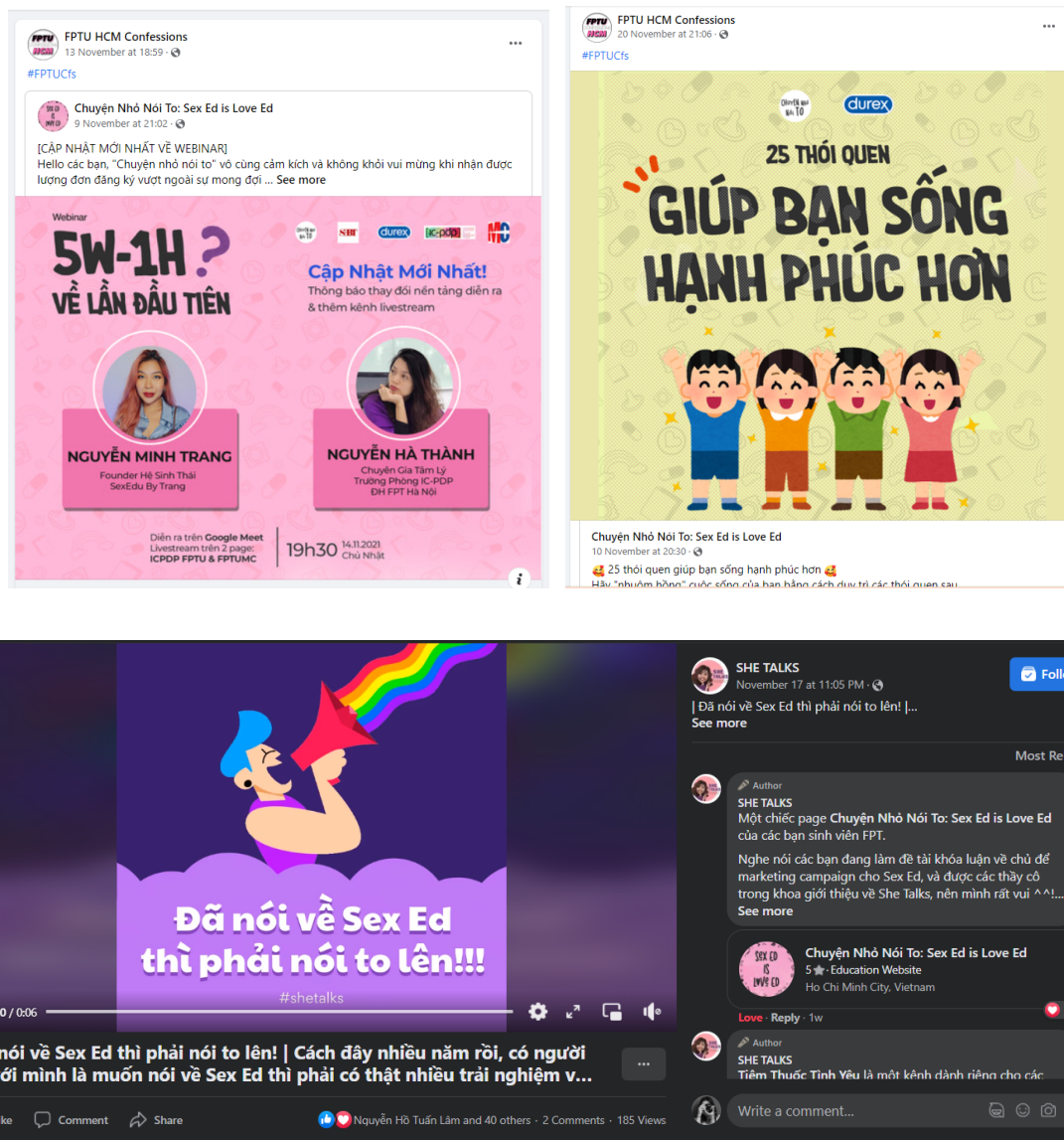
Up till now, we collaborated with a total of 9 KOLs/Influencers in a total of 17 social posts and 2 TikTok videos. At first, we reached out for Tik Tok KOLs, but after reviewing the results, we found that it isn't efficient for Fanpage promotion as mentioned above. Therefore, we have decided to focus on Facebook post partnership only. Updating for the previous report, we have had FPTU HCM Confessions continue to constantly share our key posts (10 posts in total), besides with two more Fanpages which are SHE TALKS and Xứ Sở Thần Teen. These two

Fanpages both share information about SE in an interesting and friendly way, especially for girls or teens.

**Table 26: KOLs/Influencers Posts**

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

	Fanpage	to promote the Fanpage		
<a href="#">Xứ sở Thần Teen</a>	Sex Education Fanpage	Sex Education Fanpage	Mid of December	Not yet published
<a href="#">S6X O'Clock</a>	Sex Education TikTok Account	Publish a TikTok video about dating abuse and advice on protecting everyone's self with the quote "Chuyen nho noi to".	<ul style="list-style-type: none"> <li>• <a href="#">03/10/2021</a></li> </ul>	Published 1 video
<a href="#">Nhat My</a> (nnnhatmyyy)	Sex Education TikTok Account	Publish a TikTok video about SE with the quote "Chuyen nho noi to".	<ul style="list-style-type: none"> <li>• <a href="#">20/10/2021</a></li> </ul>	Published 1 video

**Figure 47: KOLs/Influencers Social Posts**

### 3.2.3. WEBINAR

The Webinar finished with results better than expected. We have received 130 registrations with mainly (41.5%) are people in eighteen (born in 2003). Most of them have known about the Webinar through our Fanpage (58.5%). When sending out the invitation or reminder via email, we have met a problem because our email address has just been created and we have to send it out to a large number of recipients so

that the majority of our mail has ended up in the Spam folder of recipients. However, on the D-day (14-11-2021), there were more than 60 participants in the Webinar and more than 2,100 total views on Livestream:

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

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

**Figure 48: Extraction of Chat and Q&A Sections in the Webinar**

00:13:54.808,00:13:57.808

[redacted] Lê: đúng quá ạ :D...

00:28:57.791,00:29:00.791

[redacted] Anh: tính dục đẹp, mới nghe từ này nhưng hay quá

00:33:04.698,00:33:07.698

[redacted] Nguyễn: Chị Hà Thành nói quá đúng

00:39:16.331,00:39:19.331

[redacted] Anh: Làm thế nào để biết bản thân mình đang sẵn sàng

00:45:55.633,00:45:58.633

[redacted] Anh: Em cảm ơn chia sẻ rất chân thành của chị Hà và chị Trang ạ!

00:46:06.621,00:46:09.621

Nguyễn Văn Hồng Anh: Hahahaha chị Trang biết trend ghê

00:46:27.501,00:46:30.501

[redacted] trọng: hazzzzzz

00:47:16.829,00:47:19.829

Phuong Linh Phạm: Sau buổi này em có thêm idol mới rồi cô ời

00:50:33.496,00:50:36.496

[redacted] NQ: =)))

00:50:34.350,00:50:37.350

[redacted] Nhi: Thiết ra đại đa số mọi người đều muốn tìm nơi kín đáo riêng tư cho lần đầu

00:50:52.706,00:50:55.706

Ngọc Anh: quá đúng cô ời

00:51:12.080,00:51:15.080

[redacted] trọng: quá hay luôn

00:51:38.097,00:51:41.097

[redacted] trọng: bún đậu mắm tôm chấm nước mắm thì tuyệt vời luôn

00:51:55.997,00:51:58.997

[redacted] trọng: hazzzz

00:52:01.901,00:52:04.901

Câu hỏi	Người gửi câu hỏi
Sau lần quan hệ đầu tiên, chúng ta cần vệ sinh như thế nào, có nên kiêng cử gì hay không?	[redacted] Trần
Em muốn xin tips để quan hệ lần đầu ít đau ạ	[redacted] Nguyễn
Cơ thể của bạn nữ sau khi quan hệ lần đầu có thay đổi gì nhiều không ạ?	[redacted] Linh
làm thế nào để thăm dò rằng bạn gái ý sẵn sàng cho việc quan hệ ạ?	[redacted] nguyễn
Làm sao để giúp cho lần đầu diễn ra lâu, và đối phương không bị chán nhanh ạ.	[redacted] Anh QP
ví dụ mà rách màng, chảy máu thì phải dừng quanhe luôn đúng không ạ?	[redacted] Anh QP
Mọi người khi have sex thì rất sợ có thai mà hơn là các vấn đề như HIV hay bệnh lây qua đường tình dục, chị nghĩ thế nào ạ?	[redacted] Thu
Cho em hỏi dùng bao cao su là an toàn nhất đúng k ạ	[redacted] Chi
Em muốn hỏi là nếu mới quen nhau muốn have sex mà hỏi ng ta có bị STI gì ko thì có kỹ ko ạ?	[redacted] NQ

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

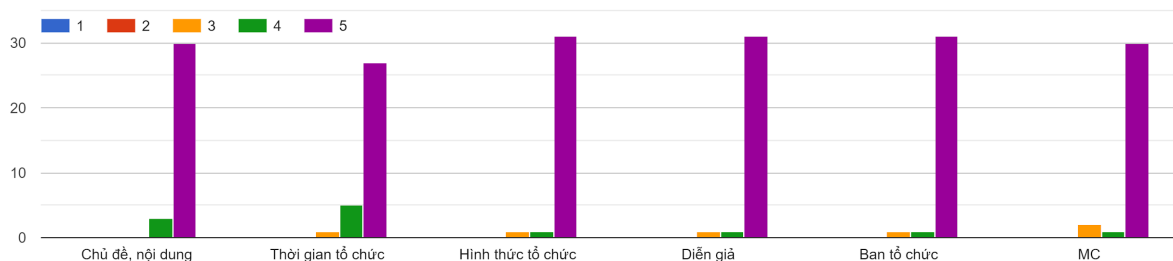
**Figure 49: Some feedback on the Webinar**

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

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

**Figure 50: Satisfaction in the Webinar**

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



### 3.2.3. PRESS

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

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



Figure 51: Article on FPT University News Site

**Sinh viên trường F và dự án về Giáo dục giới tính**  
23/10/2021

Với mong muốn mang Giáo dục giới tính (GDGT) đến gần hơn với mọi người, đặc biệt là các bạn trẻ, để từ đó tạo nên môi trường hỗ trợ hiểu biết về GDGT với hiểu biết cách để yêu thương - đặc biệt là yêu thương bản thân, các bạn sinh viên ngành Truyền thông Đa phương tiện đã chọn GDGT làm đề tài cho đồ án tốt nghiệp của mình.

Tâm lý e ngại, thiếu bạn trẻ thường không cảm thấy thoải mái khi đề cập đến các vấn đề liên quan đến giới tính, tình dục hay các khía cạnh khác. Chính vì thiếu đi các thông tin chính thống và uy tín về GDGT như vậy mà các bạn trẻ phải tìm kiếm "tự giáo dục giới tính" cho mình.

Hiểu được sự quan trọng và cần thiết của GDGT, một nhóm các bạn sinh viên năm cuối ngành Truyền thông Đa phương tiện (Đại học FPT TP.HCM) đã quyết định lựa chọn thực hiện một dự án về GDGT cho kỳ đồ án tốt nghiệp của mình. Không chỉ muốn đem đến những thông tin về giới tính, tình dục một cách gần gũi, đáng yêu, các bạn sinh viên còn mong muốn nhấn mạnh đến tính yêu thương, đặc biệt là yêu thương bản thân khi nhắc đến các vấn đề của GDGT.

"Bạn em quan niệm, cái cốt lõi của GDGT nên và phải là tình yêu thương, nhất là yêu thương bản thân. Chúng ta phải hiểu biết về giới tính và sức khỏe tình dục, sức khỏe sinh sản thì mới có thể hiểu được chính mình, để từ đó mới biết cách để yêu thương, trân trọng và chăm sóc chính mình!" - nhóm chia sẻ.

Nằm trong dự án, các bạn Các trường F đã xây dựng lên một Fanpage để chia sẻ những thông tin, kiến thức về GDGT gần gũi với tính yêu thương bản thân mang tên Chuyện Nhỏ Nói To: Sex Ed is Love Ed. Theo bất kỳ của các bạn, chuyện giới tính - tình dục nếu ngày xưa người ta chỉ dám thì thầm nói nhỏ thì nay phải được "nói to" lên, để ai ai cũng có thể lắng nghe thấy. Các bài đăng trên trang của dự án cũng nhận được rất nhiều sự ủng hộ từ các bạn trẻ từ khắp các tỉnh thành.

**Chuyện Nhỏ Nói To: Sex Ed is Love Ed**  
24 September · 98

🌟 **Phân biệt Giới tính sinh học, Giới, Bản dạng giới và Xu hướng tính dục**

👉 Con người chúng ta rất muốn mẫu mực và còn rất nhiều điều để xác định mình là nam, nữ hoặc bất kỳ giới tính nào ngoài giới tính được chỉ định khi sinh. Trong đó, giới tính sinh học hoặc giới tính được chỉ định của bạn không phải lúc nào cũng nói lên được hoàn toàn câu chuyện của bạn.

👉 Các bạn nhận vào hình để xem chi tiết nhé, chúng mình đã cắt nghĩa từng phần để các bạn có thể hiểu rõ hơn n... See more

**GIỚI TÍNH, BẢN DẠNG GIỚI VÀ XU HƯỚNG TÍNH DỤC**

**1. GIỚI TÍNH SINH HỌC**

**2. GIỚI (GENDER)**

**3. BẢN DẠNG GIỚI**

Chuyện Nhỏ Nói To: Sex Ed is Love Ed  
Education website

236 likes · 8 comments · 78 shares

Các bài đăng về GDGT được các bạn trẻ ủng hộ, chia sẻ. Ảnh: Từ Fanpage Chuyện Nhỏ Nói To: Sex Ed is Love Ed

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



Buổi Webinar về GDGT diễn ra đầy sôi nổi

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

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

### 3.3. KEY LEARNINGS

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

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

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

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

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

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

### **3.4. RECOMMENDATIONS**

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

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

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

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

## 4. ALL MEETING MINUTES

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### 1st Meeting

**Date:** 30 August 2021

**Time:** 21h00

**Platform:** Facebook Messenger

#### Minutes

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**Agenda Item:** Preparation for CP Proposal and Sponsorship Proposal

**Presenter:** Minh Uyen

**Discussion:**

Draw out the outline of the CP Proposal as well as the Sponsorship Proposal and divide tasks for three members.

**Conclusions:**

Agreed on the outline and tasks divided. All members started to prepare for the two proposals.

**Action Items**

**Person In Charge**

**Deadline**

Create the template slide	Minh Uyen	01/09/2021
Conduct the CP Proposal	3 Members	05/09/2021
Conduct the Sponsorship Proposal	3 Members	10/09/2021
Create Content Plan Table	Minh Uyen	02/09/2021

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## 2nd Meeting

**Date:** 01 September 2021

**Time:** 19h30

**Platform:** Call on Facebook Messenger

### Minutes

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**Agenda Item:** Media Planning - CP Proposal

**Presenter:** Minh Uyen - Gia Linh - Tuan Lam

#### Discussion:

The detail of four media channels:

- Fanpage: Name, Content Plan, Video

- KOLs: Category, Platform and content
- Webinar: Topics
- Press: Content of the articles

**Conclusions:**

Agreed on the detailed content of four media channels. Continue to finish the CP Proposal.

Action Items	Person In Charge	Deadline
Conduct the CP Proposal	3 Members	05/09/2021
Conduct the Sponsorship Proposal	3 Members	10/09/2021
Content Plan	3 Members	18/09/2021

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## 3rd Meeting

**Date:** 06 September 2021

**Time:** 19h30

**Platform:** Facebook Messenger

### Minutes

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**Agenda Item:** Media Planning - CP Proposal

**Presenter:** Minh Uyen

**Discussion:**

Edit CP Proposal and Sponsorship Proposal

**Conclusions:**

Agreed on the information that should be edited or added to finish the CP Proposal and Sponsorship Proposal.

Action Items	Person In Charge	Deadline
Continue to finish the CP Proposal	3 Members	05/09/2021
Continue to finish Sponsorship Proposal	3 Members	10/09/2021
Content Plan	3 Members	18/09/2021
Write chosen KOLs' profile	Minh Uyen	18/09/2021

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## 4th Meeting

**Date:** 16 September 2021

**Time:** 19h30

**Platform:** Facebook Messenger

### Minutes

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**Agenda Item:** Media Planning - CP Proposal

**Presenter:** Minh Uyen - Gia Linh - Tuan Lam

**Discussion:**

Find out key learnings, next steps related to Report 1 and 30% Proposal after presenting to Tutor.

**Conclusions:**

Agreed on the key learnings, outline and tasks divided. All members started to conduct the Report 1 and 30% Proposal.

Action Items	Person In Charge	Deadline
Conduct Report 1	3 Members	26/09/2021
Conduct 30% Proposal	3 Members	26/09/2021
Continue to send out Sponsorship Proposal	Minh Uyen	23/09/2021

Edit Content Plan	Gia Linh	18/09/2021
Finish Brand Identities	Tuan Lam	26/09/2021

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## 5th Meeting

**Date:** 23 September 2021

**Time:** 19h30

**Platform:** Facebook Messenger

### Minutes

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**Agenda Item:** Media Planning - CP Proposal

**Presenter:** Minh Uyen - Gia Linh - Tuan Lam

**Discussion:**

Update work in progress, notes for Report 1 and 30% Proposal after presenting to Tutor.

**Conclusions:**

Agreed on the information that should be edited or added in to finish the Report 1 and

30% Proposal.

Action Items	Person In Charge	Deadline
Finish Report 1	3 Members	24/09/2021
Finish 30% Proposal	3 Members	26/09/2021

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## 6th Meeting

**Date:** 29 September 2021

**Time:** 11h00

**Platform:** Microsoft Teams

### Minutes

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**Agenda Item:** Sponsorship Meeting

**Presenter:** Minh Uyen - Gia Linh - Tuan Lam

**Discussion:**

Introduce the Proposal and align the Content Plan, Budget and Sponsorship Benefits.

**Conclusions:**

Agreed on the Budget and Sponsorship Benefits; Edit the Content Plan.

Action Items	Person In Charge	Deadline
Send meeting recap	Minh Uyen	30/09/2021
Edit Content Plan	3 Members	30/09/2021

## 7th Meeting

**Date:** 07 October 2021

**Time:** 19h00

**Platform:** Facebook Messenger

### Minutes

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**Agenda Item:** Minigame 1

**Presenter:** Minh Uyen - Tuan Lam - Gia Linh

**Discussion:**

Brainstorm, research and list out all the information needed for Minigame 1 (Rules, Prizes, Timeline).

**Conclusions:**

Agreed on all the detailed information for Minigame 1.

Action Items	Person In Charge	Deadline
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Design the Minigame	Tuan Lam	10/10/2021
Write the copy for the Minigame	Gia Linh	10/10/2021
Contact the Sponsorship for Prizes	Minh Uyen	10/10/2021

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## 8th Meeting

**Date:** 12 October 2021

**Time:** 21h30

**Platform:** Facebook Messenger

### Minutes

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**Agenda Item:** Report 2 - 50% Proposal

**Presenter:** Minh Uyen

**Discussion:**

The specific tasks of each member for Report 2 and 50% Proposal.

**Conclusions:**

Agreed on the tasks of each one.

Action Items	Person In Charge	Deadline
Conduct the 1.1 Part	Gia Linh	20/10/2021
Conduct the 1.2 Part	Minh Uyen	20/10/2021
Conduct the 1.3 Part	Tuan Lam	20/10/2021

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## 9th Meeting

**Date:** 13 October 2021

**Time:** 21h00

**Platform:** Google Meet

### Minutes

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**Agenda Item:** Partnership with SexEdu by Trang

**Presenter:** Minh Uyen - Gia Linh

**Discussion:**

Align the work in the partnership with SexEdu by Trang

**Conclusions:**

Agreed on the work in the partnership.

Action Items	Person In Charge	Deadline
Content outline for SEBT	Gia Linh	16/10/2021
Set reminder	Minh Uyen	31/10/2021
Set up a meeting with the MC	3 Members	31/10/2021

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## 10th Meeting

**Date:** 28 October 2021

**Time:** 19h30

**Platform:** Facebook Messenger

### Minutes

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**Agenda Item:** Updating Task List

**Presenter:** Minh Uyen

**Discussion:**

Align all the work and update new tasks for all Activities.

**Conclusions:**



Agreed on the task list.

Action Items	Person In Charge	Deadline
Create the task list	Minh Uyen	29/10/2021

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## 11th Meeting

**Date:** 05 November 2021

**Time:** 19h30

**Platform:** Facebook Messenger

### Minutes

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**Agenda Item:** Webinar Update

**Presenter:** Minh Uyen - Tuan Lam - Gia Linh

**Discussion:**

Discuss the platform and how to conduct the Webinar the most effectively.

**Conclusions:**

Agreed on the changes.

## 12th Meeting

**Date:** 20 November 2021

**Time:** 14h00

**Platform:** Facebook Messenger

### Minutes

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**Agenda Item:** Updating Task List for the last phase

**Presenter:** Minh Uyen

**Discussion:**

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

**Conclusions:**

Agreed on the task list.

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

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

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## 13th Meeting

**Date:** 28 November 2021

**Time:** 19h30

**Platform:** Facebook Messenger

### Minutes

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**Agenda Item:** Evaluation

**Presenter:** Minh Uyen - Tuan Lam - Gia Linh

**Discussion:**

Discuss the evaluation of the project.

**Conclusions:**

Agreed with the evaluation.



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