



PRODUCTION BOOK

**CAPSTONE
PROJECT**

Communication campaign for "REO vang GIEO"
Social network for children's education

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INTRODUCTION

REPORT 01

I. PROJECT INTRODUCTION

1. Name of the Capstone Project

1.1. English name: Communication campaign for "REO vang GIEO" Social network for children's education.

1.2. Vietnamese name: Dự án truyền thông cho tổ chức xã hội vì trẻ em "REO vang Gieo."



Figure 1: REO wishes to sow the seeds of "Respect - Equality - Love" in children(source: REO)

2. Project introduction

Good mental health is a crucial factor in assisting children's overall development, as well as a fundamental foundation for happiness later in life. According to research, the root cause of many mental health problems diagnosed in adults is an "accumulation" of mental health problems beginning at an early age.

The Harvard Child Development Research Center's scientific research on "Childhood Mental Health" has revealed that: "The foundation of a person's healthy mental health begins at an early age" Childhood traumas and events significantly affect their ability to learn, work, maintain close relationships, and socialize later in life. These injuries are caused not only by aggressive acts such as violence or trespassing,... but also by minor actions that adults may overlook.

REO - the organization about a social network for children's education places the strongest emphasis on children aged 0 to 6 because only at this age do they have an absorbent mind capable of absorbing anything around them, good or bad. This is also the age when adults with more power believe that "it's too young for them to have their own opinions, " so the baby's emotions are often ignored. They use that power to set standards for children and then apply those standards to those children. In this project, we refer to a very popular standard: "Good" - children must be good.

REO organization with the mission to question old standard, which appears to be no longer applicable to the present, and we want to bring the voice of Respect - Equality - Love to children who face injustice at the hands of adults.

The plan is divided into 3 phases: **Phases 1:** Research & Report
Phase 2: Raise Awareness
Phase 3: Call to action

3. Project selection reasons

3.1. Team's purpose

- To finish the Capstone project and thereby receive an FPT University diploma.
- Taking advantage of the chance to participate in a genuine communication campaign in order to put what we have learned into practice.
- Taking ownership of our work and feeling the pressure of a real communication project.
- Gain experience and absorb lessons from every error we made.
- Challenge ourselves with a new field: Social organization, and bring a good messenger to society, especially being a voice for children who are victims of adult injustice.

3.2. Team's relevance to the project

- We are fathers/ brothers/ sisters and we really love children and hope all the children, especially our baby will grow up in love and have a happy life.
- All of us want to challenge social organization which is a field we've never done before.

- We want to expand the relationship by doing social activities like connecting with mini mom/dad, journalists, kindergarten teachers, or whoever is interested in childcare,...

The meaning of the project to the organization and team

For the organization:

- Change people's mindset about educating children
- Many people will be aware of it, strengthening the community and spreading the message.
- Receive more funding to maintain the organization and do meaningful activities later.
- Having more personnel to assist with communication activities while team organization members are too busy

For the team:

- Begin expanding our network of connections
- Boost our reputation
- Demonstrate our competence and gather knowledge and experience.

3.3 Team role in project

When our group joined the project, REO had brainstormed several activities, but nothing is certain. At that stage, REO was planning for the end of the year, and many options were proposed, such as Podcasts, book launches, etc. But they have yet to come to a consensus due to many issues. For example, the previous 5-episode Podcast series failed with relatively few views, and the series also seemed infeasible due to a lack of workforce.

The team suggested creating a campaign with something of the color of REO on social media and closing it with an event. After much deliberation, REO accepted the proposal and started brainstorming the topic.

This time is when our team's role in this project begins: working with REO to develop and implement this campaign in the main field of communication. Due to the personnel of

REO is relatively small, so the team is also involved in research and logistics for the following activities. At the same time, the team is also the external party to contact the media support parties.

4. Project overview

Phases 1: Research & Report

Collect objective information about good standards in life for the development of workshops & communication materials through Research activities like surveys online & offline interviews.

Phase 2: Raise Awareness

We increase your organization's identity by redesigning your identity. Push more information about REO (activities, values,...) & about "Ngoan bao nhieu la du?" Campaign into social media and E-magazine.

Phase 3: Call to action

Calling for participants to experience the real world, Raise awareness about the impact of the standard "Good:

- Social media communication (Facebook & E-magazine)
- Workshop on Hanoi & Nhatrang

II. ORGANIZATION OVERVIEW

1. About REO

In terms of biography, R.E.O (short for **Respect - Equality - Love**) is a community organization dedicated to the practice, nurturing, and dissemination of values. Respect - Equality - Love in society, particularly with regard to early childhood education for children aged 0 to 6. R.E.O was founded on June 18, 2021, and its members include school owners, managers, preschool teachers, university lecturers, young families - grandparents, parents, and people who care about children.

The reason why REO places the strongest emphasis on children aged 0 to 6 is that not everyone realizes that a child's intelligence is an absorbent mind from birth to about six years old. This absorbent mind explains why a child can learn a language (even if it's his mother tongue), sing, talk, and so on in just over a year. While adults can spend a year learning a language. According to Maria Montessori (an Italian educator famous for her educational method that bears her name and is now universally used worldwide), children are 'building their individuality' during this period. 'Absorbent intelligence' means that children learn quickly by immersing themselves in vast amounts of information and absorbing it like a sponge absorbs water. And, just as sponges absorb water whether it is clear or cloudy, children at this stage absorb all of the information they are exposed to. After that, they will now actively seek certain experiences. Children will show a strong desire (often intense) to make their own decisions and complete tasks on their own.

Preschool teachers, in addition to parents/grandparents - the child's closest people - are a source of knowledge for the child and contribute to the process of personality formation during the first 6 years of a child's life. Understanding this, we can see each individual's influence on the child and work together to bring clean water to the child's intellectual sponge.

Instead of looking for answers or solutions to any problem, when you come to REO, you will gradually absorb the values that rang through personal experiences. People's mindsets will change because REO believes that thinking is the root of action. As a result, each person has their own way of loving the children while adhering to three values: Love - Respect - Equality.

A loving environment, according to REO, is one in which individuals are supported, respected, and free from interference. A child will be content to grow up with strong, independent adults.

Above all, REO recognizes that families, preschool teachers, and surrounding adults - the villagers present during the first six years of a child's life - must be clear about their mission to lay the bricks. Respect, equality, and love are first and foremost for oneself, then for one's children.

2. Vision, Mission & Core values

2.1. Vision:

REO aspires to create a strong community for those interested in educating children through core values (Respect - Equality - Love), toward a place where, whether children or adults, they will be treated as human beings with full dignity.

2.2. Mission:

REO has a noble goal for kids: to challenge the outdated standards that still apply to them. By doing this, it gives kids a voice and helps them achieve their goal of living equally to everyone else. happiness is the same for both adults and children.

2.3. Core values:

The REO logo is made up of the letters R, E, and O, which stand for RESPECT (Respect), EQUALITY (Equality), and LOVE (Love). Three letters are designed and stylized with the characteristics and meaning of each word to represent REO's mission, vision, and core values.

RESPECT

Each child is a unique being who requires respect. Adult respect creates conditions for children to live happily and optimistically. People who respect children will have confidence in themselves, and children will gradually develop a sense of responsibility towards themselves and society. Adults must first understand children and have a trusting attitude toward them in order to show respect for them. Act as a consultant in your child's decisions.

EQUALITY

Equality means that everyone here will be protected and respected, regardless of who they are; children and adults alike have the right to express themselves and be treated equally.

LOVE

Between people, love is a priceless feeling. Everyone requires being loved and expressing love to others. Here, we emphasize love for children and love for one another, all while advocating for children's full development. Only properly educating children with tenderness and love will yield results, allowing children to not only progress but also be happy every day.

2.4. Activities

2.4.1. "How do preschool children learn about gender equality?" seminar

Discussion content:

- Part 1: How preschool children are learning about Gender Equality?
- Part 2: What kinds of awareness "seeds" should be planted and nurtured in childhood?



Figure 2 - "How do preschool children learn about gender equality?" seminar (source: REO)

The results:

- 2,000 reaches to Livestream
- Nearly 1,000 interactions
- 20 people take part in the offline seminar.

2.4.2. Storytelling contest “Hạt mầm đã gieo”

REO echo GIEO organized the contest in collaboration with the Center for Community Empowerment (CECEM) and the Human Rights Space (HRS). Kindergarten teachers and those who work directly with preschool children took part by telling a story that inspired teachers in their work with the babies.



Figure 3 - Storytelling contest “Hạt mầm đã gieo” (source: REO)

The results:

- 14000 reaches event
- 140 Schools reach the message
- 800 shares of the post

2.4.3. Communication campaign “Cạnh” - with “Nhà Nhiều Cột” organization

“Nhà Nhiều Cột” and REOVangGIEO launched "Cạnh" - a mini-campaign to focus on building discussions with the goal of raising awareness about the importance of caregiving, inspired by the meaning of accompanying, standing side by side, and always on the job of caring.

The campaign lasts from 1/8/2021 to 30/9/2021.



Figure 4 - Communication campaign
“Cạnh” - with “Nhà Nhiều Cột” organization (source: REO)

2.4.4. Capacity building training program for R.E.O members

The discussion topics:

- Inequality, and gender..... in the field of caring
- A social movement and a hero.
- The educational philosophy of ELC.



Figure 5 - R.E.O members (source: REO)

2.4.5. “Trộn vụn” Workshop for child caregivers "Everyone is happy to journey with children"

“Trộn vụn” workshop is a place for adults who are interested in caring for children aged 0-6 to learn how to get the most out of their education and to begin their first visions of the village in which to raise a child.

This workshop occurs on two separate days: September 3, 2022, and September 10, 2022.



Figure 6 - “Trộn vụn” Workshop for child caregivers (source: REO)

2.4.6. Podcast series “Dòng chảy kể bên” season 1

The 5-part Podcast on the topic of "CARE - Care" provides listeners with a very new perspective on the meaning of "caring", "child presence",... from participants who are parents, preschool teachers, experts,... through emotional stories revolving around the values of Respect - Equality - Love.



Figure 7 - Podcast series “Dong chay ke ben” (source: REO)

2.4.7. REO & ECUE spread the message “For a livable city for children” at BRIDGE TEST 2022!

BridgeFest Music Festival not only celebrates diversity and equality but also hopes to inspire young people to work together to build a more humane society. BridgeFest 2022 will feature the participation of 32 social organizations from three different regions. This figure is actually quite small in comparison to the number of social organizations across the country that work tirelessly to contribute their hearts, minds, and resources to Vietnam’s long-term development in a variety of fields.

BridgeFest

NHÓM TỔ CHỨC XÃ HỘI LĨNH VỰC GIÁO DỤC

Sách và Hành động

CLB Lịch sử - Văn hóa

CLB Thiên văn học

REO

Connect Youth Group

WOB

CLB Kỹ năng sống SOL

15h00 - 22h00 | 27.08.2022

CÔNG VIÊN BIỂN ĐÔNG, THÀNH PHỐ ĐÀ NẴNG

OXFAM
Ủy ban nhân dân tỉnh Quảng Ngãi
Quảng Ngãi Provincial People's Committee

Bộ Văn hóa, Thể thao và Du lịch
Ministry of Culture, Sports and Tourism

Phòng Đoàn kết và Hợp tác Quốc tế
U.S. Mission in Vietnam

Đại sứ quán Thụy Sĩ tại Việt Nam
Swiss Embassy in Vietnam

REACH
ECUE
Hexagon

Figure 8 - REO at BRIDGE TEST 2022 (source: REO)

2.5. The sponsors:

REO receives funding from two sources: corporations and large social organizations (the primary source), such as Oxfam, Ecue,... and others, and members of REO's public community. The amount of funding is usually not large because it is a newly established organization in the process of development. As a result, the scale of REO events is typically quite small. REO must have a meaningful campaign and persuade sponsors in order to receive additional funding. Furthermore, REO has an account for receiving contributions from organizational participants, particularly through REO events.

3. Organizational identity

3.1. Logo:

A bamboo shoot symbol combined with an image of the organization's members from the first image taken at the organization's founding to create the logo. Bamboo shoots represent the next generation, and its members are active and enthusiastic girls and young women. The logo represents the legacy of previous generations' missions, the young generation's passion, creativity, and the organization's growth. It is a gathering and meeting of people who share the same vision and direction; they are the face, image, and members of the organization with the mission of bringing values to life and society. The organization is well along its journey, contributing to a more modern and liveable community.



Figure 9 - Logo (source: REO)

The organization has taken the image of a mother and a child face to face combined with the image of a headset symbolizing listening, feeling, and understanding and using it in the Podcast Flow Next. The Podcast series is a lesson, point of view, and experience from those who bear the responsibility and mission of caring for children. The image that represents the Podcast series is adults understanding and sharing stories through each child's observation and perspective.



Figure 10 - Podcast series "Dong chay ke ben" (source: REO)

We discovered that the organization lacks a complete logo that bears its own mark and speaks to the ego of the organization. So, in this project, we decided to redesign the REO identifier.

3.2. Slogan: “Cần cả một ngôi làng để nuôi dạy 1 đứa trẻ”

REO has always believed that the social situation, as well as the teaching methods of the family and community, are the most important factors influencing the process of forming a child’s personality. Even the most mundane daily activities, such as eating, dressing, staying, gestures, walking, and greeting... bear the imprint of the community to which the individual belongs. People’s approaches to the same problem differ greatly across societies. As a result, creating a "village" suitable for children’s healthy development is regarded as an important factor in their education. It requires children to interact with adults and be informed about what is going on in their daily lives. It is also critical that children observe, imitate, and follow the standard behavioral models of adults.

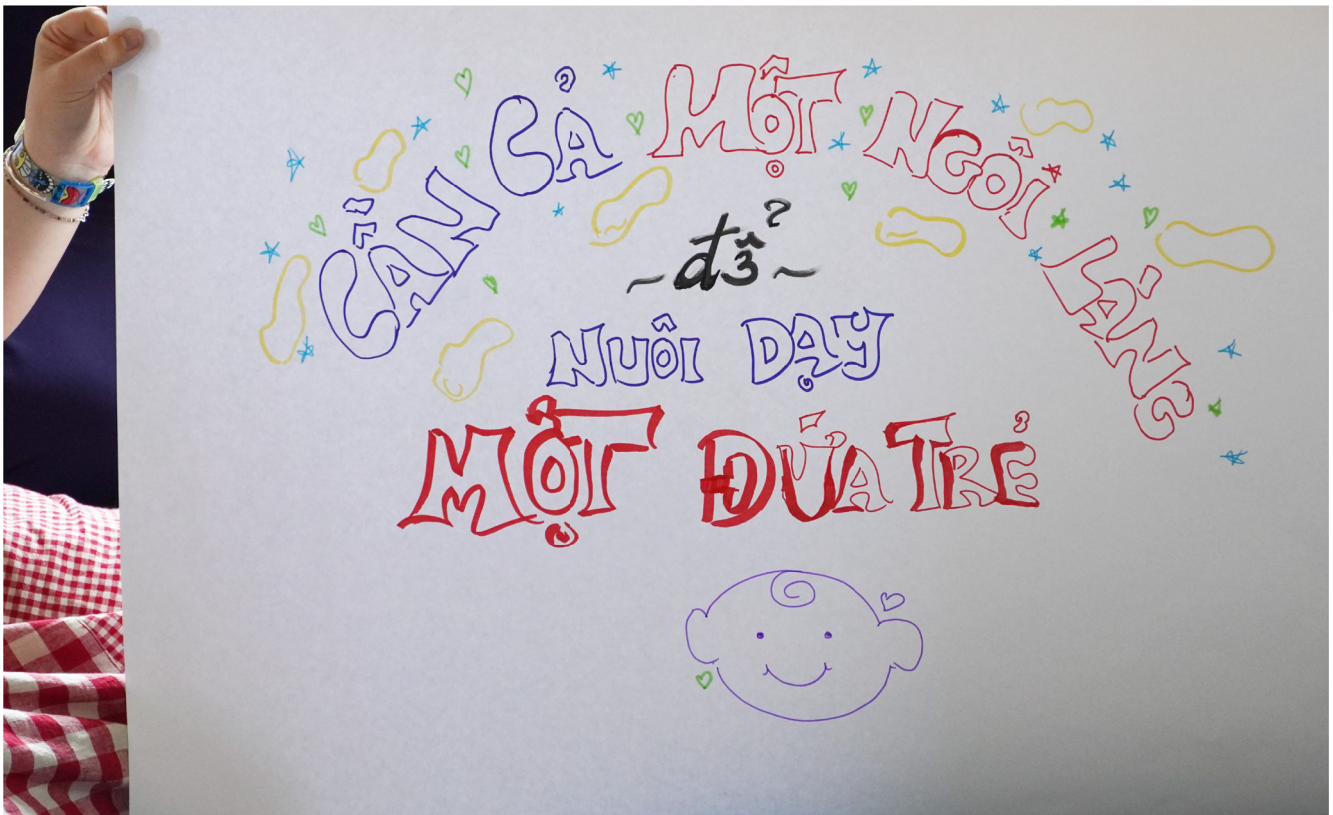


Figure 11 - Slogan (source: REO)

REO’s mission and vision are to provide those responsible for educating young people with lessons, visions, and perspectives in order to have the best method of educating children, demonstrating the adage "It takes a village to raise a child."

4. The Difference Between REO & Other Social Organizations

4.1. REO's Ideology

Unlike other children's organizations that always focus on the rights of children of all ages and everywhere based on the law, there are clear specific regulations and policies on protecting the rights and interests of children. Young, at REO, they especially emphasize the interest in young people aged 0-6 because children develop absorbent intelligence and quickly learn and absorb things around them, regardless of whether it's good or bad.

Most other social organizations, such as HOPE, Operation Smile, and Blue Dragon Children's Organization... focus on supporting children with difficult circumstances or with more disabilities. The public that REO targets are adults close to children, such as parents, grandparents, preschool teachers, and by extension, people interested in children's education. And REO wishes to spread the values that REO always pursues, thereby influencing the target audience's mindset so that the children can develop comprehensively, physically, and especially mentally from the experiences. Babies' daily life. REO wishes to be the voice of equality for children under the oppression of adults in all things of life; it can be said that this is also modern educational thinking.

From establishing mission goals to cross-cutting thoughts, REO always uses the lens of Nancy Fraser to reflect. Nancy Fraser's prism is the prism of justice that considers equality between people through 3 aspects: Politics, Economy & Culture.

- **Politics:** whose voice & what is the voice raised here.
- **Economics:** distribution of resources and division of labor.
- **Culture:** status & dignity.

Although considering three aspects, REO focuses most on the cultural aspect because the voice and the position of REO are too low to affect the economic or political division. Other social organizations will want to involve all three parts, and their resources can do so.

Regarding modern educational thinking, REO is similar to the Montessori education system. And the theory of the "osmotic mind" that REO refers to is also in the research of the founder of the Montessori educational method - Maria Montessori. Therefore, the target audience of both is children aged 0-6. The Montessori method of education helps promote children's potential by creating a friendly, professional learning environment with specialized learning materials. The result of effectively applying the Montessori approach to children aged 0 - 6 years is to help children develop evenly in thinking, knowledge acquisition, and creativity. At the same time, they can practice soft skills from an early age, such as communication skills, handling situations, working independently, and collaborating in groups.

The difference is that REO is not directed at any method; REO aims to influence children indirectly through the adults close by spreading meaningful values and personal experiences, changing how children are treated, communicated, and educated. REO is a reasonably academic organization, and it takes time for everyone to absorb it; you won't find a quick answer to every question about

childcare, as REO doesn't offer methods or criticize their practices. REO is oriented thinking around the values of Respect - Equality - Love because REO always thinks "Each child is unique," so each individual has different strengths, weaknesses, and interests; it's the adult's job to find the most appropriate education for each child, but still revolve around three core values.

In addition, REO also has a rather strange mindset compared to most people; that is it does not promote holidays stemming from injustices, such as October 20 - the day formed due to unfairness. The work women had to endure in the past does not celebrate honoring any individual because every day, everyone deserves to be honored and loved, not just a holiday. Every member of REO agrees with this way of thinking. Maybe for that reason, REO has a meticulous selection of members and the public, "quality over quantity," because people with the same thoughts can go together for a long time.

4.2. Communication Strategy

If other organizations communicate heavily and pay close attention to activities on social networking sites, especially in recent years, digital technology has exploded; with the strong development of science and technology and technology, especially information technology, digital communication, and the internet, social networks (MXH) are developing rapidly, intensely and increasingly dominant, becoming an effective means of ideological propaganda, views, and images,... In addition, other organizations still use newspapers and traditional mass media such as TV, radio, etc., depending on the size and relationship of that organization. REO does not care much about communication from performance to activities; it is self-contained, using a lot of word of mouth through sharing articles of REO members and expanding the community through their relationships. It is seen on the REOvangGIEO Fanpage page that the lines of pieces are pretty sparse from 2021 because the values REO brings need time to absorb; if posted too thick, readers will be suffocated and not fully absorbed. Youtube & Spotify are two sub-channels of REO just for posting Podcast series. In addition, REO has never been and does not want to appear in the press because "the organization is difficult to reach and there is no campaign big enough to make it to the press," - a key member of REO said.

Most of REO's activities are collaborations with other large organizations, especially REO restricts the implementation of activities to increase interaction on social networks (only the event telling the story "The seed has been planted") but focuses on Focusing on offline activities such as seminars, training, ... REO members all said: "Increasing interaction on social networks is unnecessary, REO is maintaining one quality small community and companions have the same voice with REO, and I need "quality over quantity," in addition, REO does not have enough human resources to expand communication from which to control quality community, so the issue of communication is left open.

It can be seen that REO is relatively tight-lipped in its communication and is somewhat timid, shrinking before the expansion and fearing being unable to control the communication effect. It is also a massive challenge for the team and the future development of REO.

III. CURRENT SITUATION ANALYSIS

1. Current Situation

1.1. The State of REO

- **Scale:** Currently, REO is still a minor, newly established organization, with more than 20 governance members and 50 loyal members participating in all activities of REO. REO's light exercise may reduce this number.

The official fan page currently only has nearly 1000 likes and posts about 10 - 30 interactions. The activities are still small and mainly collaborate with large social organizations.

- **Reputation, prestige:** Preschool principals and teachers founded the non-profit organization so that it would have a particular reputation in the public's hearts. Besides, with a new approach and different noble missions, REO has excellent potential in the future.

Some self-organized REO campaigns have spread, typically the story-telling event "Seeds are sown" reached 14000 hits - 140 Schools reached out to messages - 800 shares of posts, Talks "How preschool children learn about gender equality" got 2,000 Livestream hits - Nearly 1,000 interactions,... Or the successful Bright Fest campaign "For a livable city" with the participation of organizations Big brands like Oxfam, Ecue,... also create a particular awareness in the hearts of those who have participated in the campaigns. Still, it is almost impossible to find any information about REO on the internet except for social networking sites. Owned by REO Maybe that's why REO should have an extensive campaign or activity that resonates with itself.

1.2. Problem

■ 1.2.1. Internal Problem:

REO theories and values are highly abstract, so they are difficult to reach the public and take a long time to instill and have faith in what the organization sets out. The organization itself is pretty withdrawn and shy before social media in particular but the media in general. This is partly due to not having enough human resources to carry out this segment and not specializing in communication. REO always wants to go slowly but surely, regardless of quantity; in the short term, it only needs a few members, but with quality, so they are very strict in choosing the target audience (REO selects participants for workshops). & select support parties). Many media groups want to cooperate and support REO, but REO always considers and selects which party is most suitable for REO.

In addition, REO's human resources are thin and unprofessional. The members have main jobs, so they only have a little time for REO. Because they don't have much time to control themselves, they are timid. Getting them to open their hearts to work on more open communication projects takes time and effort.

■ 1.2.2. External Problem:

Because the organization is small, the funding budget is relatively small, hindering the implementation of REO's projects and intentions. Many strong social organizations also about children attract more public attention and funding.

Parents, in particular, and adults, in general, always want to find answers and quick solutions to all problems, and children's education is one of them. Meanwhile, REO's way is to change your mind and find the answer gradually, so it is very picky about the public.

2. SWOT

2.1. Strengths:

The organization aims at meaningful values with the noble desire that each child is comprehensively developed and builds a good personality. Many topics are interesting when dealing with old problems but with a new perspective. In addition, the object that REO wants to target - children aged 0 - 6 years - is an object that is often not concentrated in other social organizations as well as in life because of the "doesn't know anything" mindset. This is also the difference between REO.

REO emphasizes spreading values, changing mindsets, and hitting the roots, so the impact is long-lasting and effective. Most members working in the early childhood education industry should have the potential to reach the target audience and be supported by solid organizations.

2.2. Weakness:

As an educational institution, the way of thinking and the theories and values REO offers are academic and abstract; it takes time to absorb them, and it may be difficult for those new to REO to absorb them.

Small human resources and "closed" operations make REO unable to keep up with other social organizations in the field of communication. Very hard to find. In addition, the members of REO management are not specialized in the field of communication or research, ... because the schedule is thick for the main work, they have yet to be able to focus on taking care of the organization altogether.

2.3. Opportunities

Presently, the morality and lifestyle of young people are a matter of great concern to the public, so the education of children from a young age has received more attention. A lot of modern parenting methods emerged alongside traditional ones. Parents, in particular, and adults in general, struggle to know what is best for their children; REO is an excellent choice because it nurtures meaningful values to find ways to treat and educate them. Child education is best suited for each individual.

2.4. Threads

With the mission of questioning old norms, REO may need help changing perceptions. For many large social organizations, in terms of educating young people, it is easier to reach the target audience, attract sponsors, make REO eclipsed, force organizations to accelerate development, and have meaningful campaigns, which means more resonance.

3. Team's Original Communication Proposal

The team had access to the organization from the beginning of the end of September to the beginning of October; the organization approved the team to participate in the communication. At this stage, the team made several proposals for the communication plan, although there were few opportunities to dig deeper into REO. The group decided to carry out the Campaign "Raise Awareness.

3.1 Communication Plan

■ 3.1.1. Communication Strategies

Proposed communication strategies:

- Brand Identity
- Offline Interview/ Online survey
- Social media communication (Facebook, Tiktok)
- Online event
- E-Magazines: Interactive Magazines
- Mini Kols
- Offline event

■ 3.1.2. Communication Tactics

■ **Redesign REO's Identity:** Design the whole identity from Logo and eight leading publications (Letters, envelopes, notebooks, bookmarks, bags, uniforms, name cards, thank you cards, and some other publications) to create synchronization and increase recognition for REO. In addition, unify the font and design style of publications on social networking platforms owned by REO.

■ **Offline Interview/ Online survey:**

Purpose: Get documents to post a fan page about the experiences and emotions of the public who have accompanied REO over the past time.

Method: offline interview or online survey about ten questions about experience, people's changes after joining REO organization, expectations about future REO (including activities, communication topics, etc. pine,...).

■ **Social network media campaign:**

USING FACEBOOK: contents to spread campaigns, deliver messages and attract target audience.

- Strengthen the post lines on the fan page 1 week five posts according to the following lines:

STT	CONTENT LINE
1	Information about REO
2	Create discussion topics + share REO's views on topics
3	Media event/Conference/Podcast special issue
4	Funny about children

Table 1 - Content Line

- Seeding groups related to children's education, parents, and preschool teachers.
- Link up with preschools and other social organizations to post to support the media.
- Reach members who actively post on relevant Community Groups.

USING TIKTOK:

Purpose of the channel: A place to relax and chill but still focus on REO about children and the importance of education; short videos often make a strong impression and long-lasting memories for people in the REO community, particularly those who care about children—generally speaking.

- Number of posts per week: 3 videos/week.

Post line	Source material	Expression way	NoteT	ime
Excellent cut from the Podcast.	Podcast REO	15s video + soft music REO picture + sub	Relating to the topic and in line with the REO point of view	15 - 60s
Situation video	Self produced	Make a self-closing script		
Excerpts from meaningful cartoons	Internet	short video + music + sub		

Table 2 - Tiktok

- Hashtag: #REO and hashtags related to children and children's education are trending.

Online event: Spread the REO image naturally on the occasion of October 20.

CONTENT LINE			
Event NameR	egulationT	imeR	ewards
Special present	Step 1: Like the page + Join Group REO Step 2: Post under the topic "Gift for Baby" with photo + hashtag on Group REO Step 3: Invite your friends to interact by sharing the post posted in the Group on your page Scoring method: 1 reacts = 1 point, 1 real comment without spam = 1 point 1, share = 2 points The top 3 most interactive posts receive prizes	10 - 20/10	Option 1: Voucher/ cash Option 2: Family photo in REO frame (self-designed)

Table 3 - Community Event

E-MAGAZINES:

Interactive Magazines: Increase the prestige of REO by contacting and publishing articles in reputable newspapers that match the nature of the project: about life, education, and family.

Mini Kols: Cooperate with influential KOLs in the field of education, or hot mom, or hot dad, to increase recognition and prestige and attract the attention of those who follow those KOLs.

Content: Use their images on the publication of Fanpage, accompany REO in activities, and post about REO on personal accounts/pages.

3.2. REO's Feedback

First, they commend the team for enthusiastically coming up with a complete and quite impressive plan. Those are things they never thought they would do for REO. Then they replied that.

- There are too many activities, and REO is afraid of needing more workforce and capacity to do them..
- REO agreed to redesign the identity, and the REO team together with the idea and implementation.
- REO is a small organization, so funding is not much, so activities that need a lot of money, such as hiring KOLs, or writing articles,...
- Tiktok is a new field you have never tried, and you need to be more knowledgeable. But we can try it, but we must be cautious about the content.
- Communication for social organizations may differ from the brand's communication plans, especially since there will be few such activities. And there will be no event to close the campaign, sometimes in social organizations.
- "Quality over quantity," so the lines on Facebook can only have three posts a week.
- Regarding the online gratitude event on October 20, REO made no move to honor a day stemming from injustice or any individual. REO believes everyone deserves to be loved every day, not just during the holidays.
- Linking with schools is reasonable and necessary because the members of REO are primarily teachers, and principals have many industry connections; we can take advantage of that.
- And finally, about the press, REO refuses to publish because there needs to be a more extensive campaign, and REO's theories are pretty difficult to explain through just one article.

4. The creation of "Ngoan" Campaign

After receiving feedback from REO, the team posed the question: "Why should an organization with an excellent purpose like ours have to close itself? If we continue to be shy, can we fulfill our mission of contributing to the holistic development of babies when our public is so small? Now that REO has us, it's time for us to do something bigger for REO and our cause." From there, members of REO realized that the organization was going quite slowly compared to initial expectations and compared to other organizations, and this was the right time to have the help of a team - according to REO. Comments - enthusiastically absorb, market, and share the love with the children.

REO initially thought of a cross-cutting theme to serve the campaign to increase awareness for the organization. Many internal meetings were opened between the team and REO members and raised three topics shortly: "The space to say yes for children," "Consensus," and "Good." Due to the limited budget, the plan will initially produce a manga around those three themes and end the campaign with a book launch event. But due to not getting funding for this story project, the team decided to change to the special edition Podcast activity to close the previous 5 Podcast series.

Later, REO realized that these activities did not express REO's ego. The three topics are pretty broad and unfocused; doing all three will not get to the root of the problem. The old Podcast series also failed to resonate. And most importantly, it has not yet represented REO's mission to "question old standards." After deliberating, REO selected the theme "Good" and named the campaign "How much good is enough?" A topic everyone knows, everyone has heard of, but from a very different perspective. The whole team proposed sending it to sponsors, which was successful. This is the first time REO has received a large amount of funding compared to previous projects.

With the desire to bring the image of REO close to the public's life with a noble mission for children - questioning the old standards imposed on children, thereby obtaining an equal and happy life between adults and children. Small, REO has decided to launch the Campaign "How much good is enough?".

REO
RESPECT. EQUALITY. LOVE

ecua

OXFAM

DiF

EMBASSY OF DENMARK

Workshop dành cho người chăm sóc trẻ trong độ tuổi 0-6
Để hành trình cùng con, ai cũng được hạnh phúc.

Ngọt ngào
bao nhiêu là đủ

Đăng ký tham dự

VI. THEORIES

1. Brand Identity

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



Figure 12 - Brand Identity (source: Internet)

Brand Identity plays a very important role:

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

How to build a quality Brand Identity:

First of all, the logo must be consistent with each other. Specifically, the logo must be the same on all products and packages.

Second, Details are easy to remember and simple. The logos, brand names, and logo images must be outstanding, concise, avoid clumsiness, and have too many details. The next is the attached stationery. Accordingly, Brand Identity can be expressed through gifts, uniforms, or visiting cards.

Finally, When attaching brand information to products, designers need to pay attention to consistency. It is not only the consistency of the product but also the papers and records.

2. Communication Campaign

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

2.1. Defining the main objectives

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

2.2. Defining the theme

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

2.3. Writing the content

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

2.4. Social media sharing of the content

Once the content is written, the next step is to distribute it to as many people as possible in order to attract new prospects. It all comes down to being seen by your target audience and then converting them into clients. Keep in mind that it takes around 10 times for your message to have an impact on the consumer, so make sure you stick with it and that it's consistent.

Because each social media channel has a unique set of features, it is critical to select them carefully. You wouldn't, for example, post the same content on Facebook as you would on LinkedIn. It is also critical to keep your content current and updated on a regular basis. Making sure to constantly post new content and send regular reminders via social media and e-mail is critical to the success of your campaign.

2.5. Evaluating results

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

3. Event Planning Model

Before the event - at an early stage:

- Identify the event theme:

We must answer the following questions:

The scale of the event (opening ceremony, customer conference, product launch, birthday event ...)?

- What is the theme of the event?
- Who are the attendees?
- Where will the event take place?
- What is the message of the event?
- What is the estimated budget?

- Come up with event ideas:

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

- Personnel division plan:

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

During the event:

■ Implement the plan:

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

■ Prepare & set up:

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

■ Conduct event:

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

After the event:

■ Event conclusion:

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

■ Hold a meeting to discuss lessons learned.

After the event, the departments should report back on all of the work done, what worked and what didn't, and each department should rewrite a report in the periods preceding the event. event, both during and after the event, to learn from the next event.

4. Current Situation Analysis

4.1. S.W.O.T analysis:

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a method for identifying and analyzing internal and external strengths and weaknesses that shape current and future operations and aid in the development of strategic goals.

The primary goal of a SWOT analysis is to assist organizations in developing a complete understanding of all the factors involved in making a business decision. Before you commit to any type of company action, whether it's exploring new initiatives, revamping internal policies, considering opportunities to pivot, or changing a plan midway through its execution, conduct a SWOT analysis.



Figure 13 - S.W.O.T analysis (source: Internet)

- **Strength (S)**

Strengths describe what an organization excels at and what differentiates it from competitors, such as a strong brand, a loyal customer base, a strong balance sheet, unique technology, and so on.

- **Weakness (W):**

Weaknesses prevent an organization from performing at its best. Businesses must improve in the following areas to remain competitive: weak brands, higher-than-average revenue, high debt levels, inadequate supply chains, or a lack of capital.

- **Opportunities (O):**

Opportunity refers to favorable external factors that can provide a competitive advantage to a company. For example, if a country lowers tariffs, an automobile manufacturer can export its vehicles to a new market, increasing sales and market share.

- **Threats (T)**

Threats are factors that have the potential to cause harm to an organization. Drought, for example, poses a risk to a wheat-producing company because it can destroy or reduce crop yields. Other common threats include rising raw material costs, increased competition, and a labor shortage.

4.2. Smart objective:

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



Figure 14 - Smart objective (source: Internet)

SMART objectives are as follows:

■ Specific:

How can you get to the heart of what you want to accomplish and set a specific goal?

By responding to questions such as:

- What do I/we hope to achieve?
- What steps must I/we take to get there?
- Who is in charge of completing each step of the goal?

■ Measurable:

Quantify your goals by using objective markers such as a number, a deadline date, or a percentage change.

Consider the following:

- How should you measure what you want to achieve objectively?
- How will you keep track of your progress toward achieving the goal?
- Could another person pick up your goal and understand what they'd need to see to know it was a success?

■ Attainable:

In the end, you're far more likely to succeed if you can find a middle ground between difficult and impossible.

See if you can answer the following questions about your goal:

- Can you/your team reasonably complete your goal?
- Is it a "stretch goal" — one that is purposefully difficult but still attainable?
- Is there any reason to believe that this goal would demotivate someone?

■ **Relevant:**

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

Why are you setting this goal?

How does this goal fit into your overall plans?

What would it mean to you if you achieved this goal?

■ **Time-bound:**

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

Is there anything urgent that will determine when this goal must be met?

Is this a reasonable deadline for completing this goal?

Is it necessary to account for any times when I won't be able to work on the goal?

4.3. AIDA models:

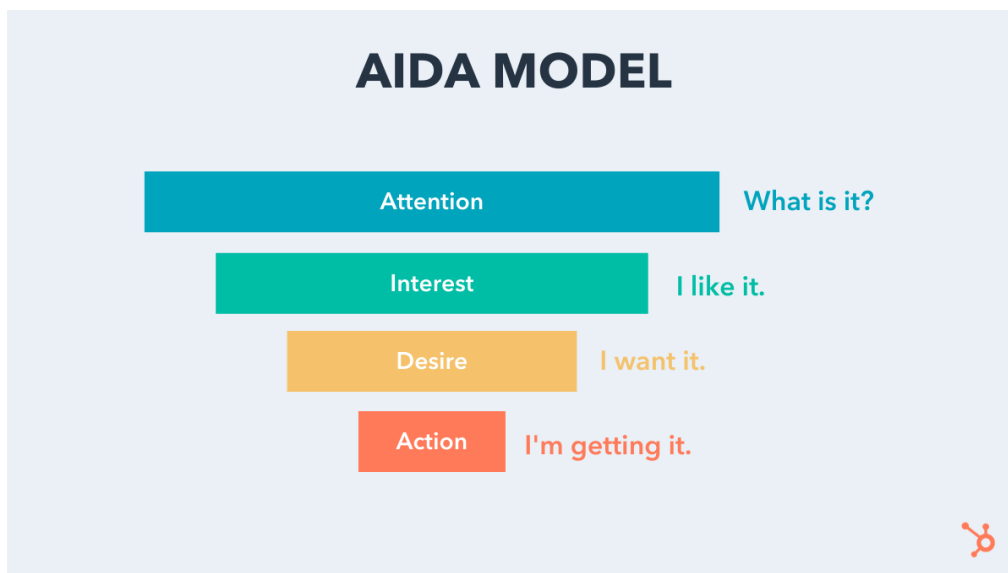


Figure 15 - AIDA models (source: Internet)

AIDA is a basic marketing funnel model that consists of four components: Attention, Interest, Desire, and Action. These are the four factors that have contributed to the process of converting customers' psychology during the purchasing process.

■ **A - Attention:** The stage of customer attraction: The organization/company needs to directly show the characteristics that are most impressive to customers. It can be through the website's top 1 position on Google, through the headlines which attract viewers, or simply with a new style ad,...

■ **I - Interest:** The interesting stage: Continuing to retain customers for as long as possible is the goal of this exciting phase. you give more information so customers can understand the product. The point to note right at this step is: the information given must be of similar quality to the values that you have used to attract the attention of previous customers.

- **D - Desire stage:** that makes customers “craving” for the product. You need to focus on fully demonstrating all the aspects and benefits that you can bring. At the same time, fully exploit the insights to target the needs of the target audience.
- **A - Action:** Decision-making stage: The effectiveness of this final stage largely depends on how you use call-to-action tactics. Accompanied by incentives and policies to promote faster action.

4.4. Primary Research:

Primary research is research that you conduct on your own (or hire someone to do it for you.) It entails asking questions and gathering information directly from a source, usually customers and prospective customers in your target market. Primary research is usually more expensive and takes longer to complete, but it produces conclusive results.

In this project, we use a survey online, and face-to-face interviews to gain the information for research purposes.

4.5. Secondary Research:

Secondary research is research that has already been compiled, collected, organized, and published by someone else. Reports and studies by government agencies, trade associations, and other businesses in your industry are included. It can be obtained more quickly and cheaply than primary research. A lot of secondary research can be found on the Internet by simply entering keywords and phrases for the type of information you’re looking for.

In this project, we use secondary research by data from the organization and studies about child psychology,... then use methods like SWOTs,...

4.6. Customer persona:

The customer persona tells you what your potential customers are thinking and doing as they weigh their options when looking for a solution to a problem. Customer persona can reveal insights into customer decisions. It’s about attitudes, interests, and specific criteria that make potential customers choose you or your competitors. This makes it easy to tailor content, messaging, and product and service development to the specific needs, behaviors, and concerns of different groups.



Figure 16 - Customer persona (source: Internet)

DEVELOPMENT & PRE-PRODUCTION

REPORT 02



RESPECT . EQUALITY . LOVE

I. DEVELOPMENT

1. Current Situation Analysis: The state of the “Ngoan” standard in Vietnam

For children 0-6 years old, "good" - is perhaps one of the most important criteria for assessing development and social inclusion. The concept of being good and discourses about being good to have gradually been legitimized and institutionalized into formal institutions with children such as preschool (good children vote) or community (good children Uncle Ho) and language. Transform into songs that children memorize, such as All week well, Come home from school, Good baby flower or Grandma, Grandma. Perhaps it is not easy to determine when and in what context the concept of "goodness" appeared because nowadays, the word docile is used by default, and rarely the question "why to be good" is asked. In addition, "good" continues to be the default social norm for children, enforced by families and schools. The standard of "goodness" is formed in closed power spaces and discussed by adults who have visible power and are led by faith.) that children need to be good.

0-6 years old is a critical period for children to build confidence in themselves, their people, or their world. The beliefs that children form during this period will become their outlook on life, becoming subconscious under each child's actions in the present and as adults in the future.

For example, if the child develops a belief that - he will always need to be obedient, conditional love: "If the child is good, then I will let you go out," "crying is bad," or unable to make decisions, option. Adults will always be the ones to do minor things like how much to eat, when to eat, and when to go to the toilet. Children will grow up with insecurity, doubts, and hard find. Feel physically and mentally independent. Conversely, if children are accompanied by freedom, respect, equality, and love, they will have faith in themselves, the world and sensitivity to their rights and those around them.

Those adult frameworks inadvertently create an injustice toward the child. That injustice happens every day and certainly contributes significantly to the building up of generations of children. Young people, and "good" adults, prioritize compliance with older people, people ahead of themselves, without the opportunity to question, interrogate, or offer other ideas. The "Good" standard reinforces the power imbalance between upper-lower, front-to-back, and front-and-back positions. The promising young generations also ensure that everything runs according to the plan of their predecessors and unconsciously continue to practice this for the next generation.

Is "nice" gendered? As girls are often expected to be "good" more than boys, girls continue to be scheduled with somewhat limited standards even as they get older. With stricter standards, boys are gradually relieved of the pressures of those norms, which also contributes to strengthening women's compliance and submission to patriarchy.

2. Swot Of The Project “Ngoan bao nhieu la du?”

2.1. Strengths

"Ngoan" is an old topic, always in everyone's mind, but it can attract the public's attention from a new perspective.

In this project, REO devotes a lot of resources and budget to careful research for all activities throughout the project, especially for the workshop. To make every argument more convincing. Because it focuses on research, face-to-face surveys, or workshops, REO conveys the message more efficiently.

Most of the members of REO are principals and teachers, etc., who are active in the field of education so that they can receive media support from social organizations or other schools.

2.2. Weaknesses

REO is a small organization, so funding is tiny. Hence, the budget could be more significant than the plans of the organization that want to implement, hindering many activities and project size.

REO has a lot of unwritten rules and regulations, all stemming from REO's beliefs, which newcomers like the team can only partially absorb, so creating content, and designing communication products takes time. It takes a lot of time to review and edit back and forth between the two parties and inevitably leads to delays.

Members of REO all have main jobs, so they rarely spend time on REO, which is also why communication activities are always left open.

Originally, REO is already an abstract theoretical organization, so is this "Ngoan" topic; although it is a familiar topic, it can make it difficult for the public to access and absorb what REO is from a new perspective REO wants to transmit.

2.3. Opportunities

The more society develops, the more attention is paid to educating children, from physical to psychological. And children are the future of the country, so they also receive the attention of both direct and indirect caregivers. And this "good" topic also reminds adults of our childhood because we "were all once a child" and feel that we have experienced the word sound; they will find themselves in this story and spend time and pay attention to this topic.

Since its inception, REO has only done small activities or cooperated with larger social organizations to launch an event or campaign. Now is the first time REO has done a complete campaign. This campaign can be a turning point for REO to resonate in the community and be known by more people; from there, more funding will produce new products.

Through this campaign, the members of the REO management board will have the experience and learn from the experience to know how to operate the organization better.

2.4. Threads

Due to the small budget, most communication support activities, from the press to linking preschools, are trying to get free of charge, so it takes a lot of effort when applying for funding and support.

REO has launched an extensive campaign for the first time, both an opportunity and a challenge when the organization has yet to gain experience in research, communication, or event organization. REO has never held an event in Nha Trang. The challenge of reaching the target audience there and finding the place.

The preparation time was urgent and relatively short, just over a month, due to having to change ideas quite a few times to get more investment and try to find a theme with a solid personal identity for REO. Therefore, ensuring KPI is a considerable challenge, and the team is faced with reducing the KPI.

3. Target Audiences

According to REO's target public database collected from previous campaigns, we have drawn important conclusions about the primary target audience of this campaign, as shown in the table below. It's a little different when in this campaign, we expand the limit of children beyond the age of 0 - 6 (the generation REO always aims for). In addition, the target audience also adds some psychological elements that are suitable for the campaign.

DEMOGRAPHIC	
Gender	Unlimited
Age	24 - 35 Age
Education	All professions (especially preschool teachers)
Location	Hanoi, Nhatrang, Viet Nam
Personality	Friendly, open, full of love
Hobby	<ul style="list-style-type: none"> Read books Learn to discuss new social issues Spend time with children Like to share views
Pain Point	<ul style="list-style-type: none"> Being a person who directly takes care of children or does not directly take care of children but is very interested in children's education - desires to understand children, close family affection. Lack of experience in taking care of children or having problems in the process of raising and interacting with children The person who was affected by the word "Good" in the past and present and did not want his child to suffer the same effects
Touch Point	<ul style="list-style-type: none"> Education Social Network Children
Communication channels usage behavior	<p>Use social media regularly between 11:00 - 13:00 and 20:00 - 23:00</p> <p>Social networks often used: Facebook, Youtube, Tiktok,... especially Facebook</p>

Table 4 - Target Audiences

Research on the target audience's social media usage habits

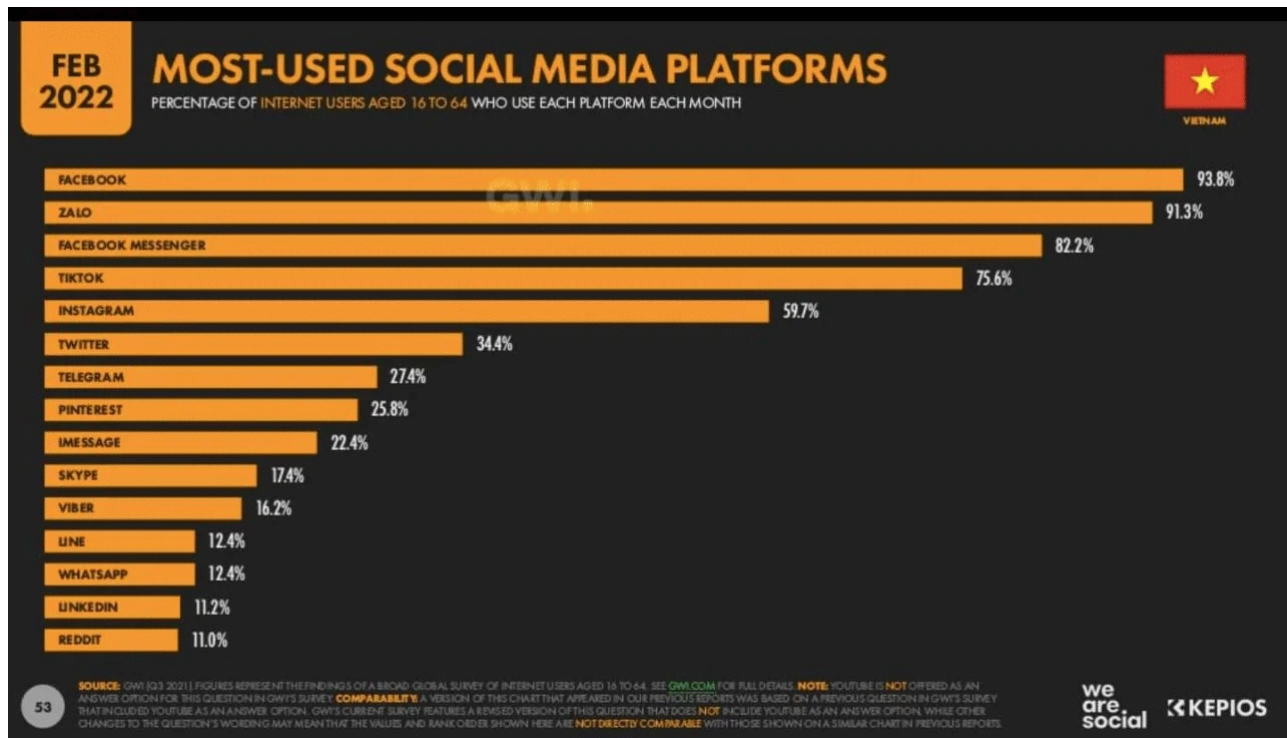


Figure 17 - Most-used social Media Platforms In Vietnam - 2022 (Source: Internet)

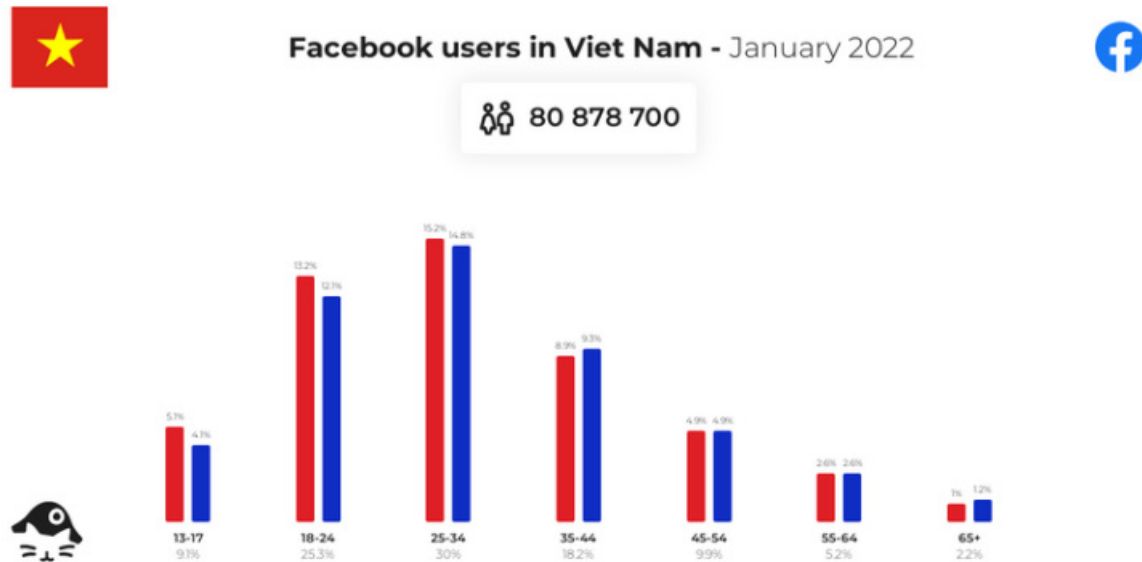


Figure 18 - Facebook used in Vietnam - 2022 (Source: Internet)

Proposal:

- Communication channel is chosen: Facebook, E-magazine
- Show them how the subject matter affects the children and that they are in the story themselves.

II. PROJECT PLANNING

1. The Proposed Project

1.1. IMC Objective - Goal

1.1.1. Goal

- Spreading the brand image for children, being close to the noble mission of REO in particular, and publicly supporting large social organizations such as ECUA
- Supporting the development of a loyal public community and improving the reputation of REO, from which there is a source of funding to carry out more effective and meaningful future campaigns.
- With the help of this campaign, REO has now been able to overcome its media reticence and openly connect with its target audience across various platforms.

1.1.2. S.M.A.R.T Objective:

The campaign aims to focus on the story of changing people's minds about the concept of "Ngoan." In addition, the interaction index on the social networking site is 30% higher than the last time, specifically as below:

Official fanpage likes:

- Organic growth of 600 likes after one month (November 7 - December 10)
- Total reach page: 7000

Minigames:

- More than 50 participants 2 times more than the old event "Hat mam da gieo") (20 participants)
- Event post achieved 2,000 hits, 100 likes

Posts' interactions:

Our campaign's total posts interactions objectives: 30% growth compared to the time before 7/11

- Likes: 3.000
- Comments: 200
- Shares: 100

E - magazine:

- Get two E- magazine support
- Total interaction 100 likes & shares until the end of the campaign (20/12)

Support communication on Fanpage of kindergartens & other social organizations:

- 5 organizations & 5 supporting schools
- Total interaction 400 likes & shares until the end of the campaign 20/12

Workshop:

- Number of people responding to events on Fb: 210
- Number of people registered to attend: 100
- Number of people qualified and participating in the workshop: 60
- Event post reaches 5,000 people, 200 interactions

The story changes participants' perceptions:

- 30 people participated in face-to-face interviews
- The awareness of the "Ngoan" standard shook by 80% after the campaign

1.2. Campaign Message

The love word "Good" has probably become so popular that it appears everywhere, around a person's life from birth to adulthood. So: "What is good?", "How much is good enough?", "How is it good to be viewed with the values of Love, Equality, and Respect?" These are the questions that REO - with a mission to question old standards that are no longer reasonable for children - wants to invite you - who are caring and interested in children aged 0-6. share, discuss, and find their answers in the journey of accompanying children.

Hashtag: #REO #reovanggieo #Ecua #DiF #Ngoanbaonhieuladu

1.3. Strategy & Tactics

1.3.1. Communication Strategy

- Social media communication (Facebook)
- Online event (story telling)
- E-Magazines: Interactive Magazines
- Offline event (workshop in Hanoi & Nha Trang)

1.3.2. Communication Tactics.

Social media communication: Use Facebook to spread the campaign and message to the target audience.

Proposal contents ranging from images to videos evoke in the public's mind the idea of REO after a long absence and sow reflections on the topic "How much good is enough?" through posts about the context, its formation, and its impact on the psychological life of each child. In addition, organize more community events to spread the topic naturally. The two new tactics REO used for the first time were the press channel and Facebook group seeding to increase REO's reputation and recognition.

The plan is divided into 3 phases:

Phases 1: Research & Report about "Ngoan" scandal

Phases 2: Raise Awareness

Phases 3: Call to action

1.3.2.1. Phase 1: Research & Report about "Ngoan" scandal

Goal:

Collect objective information about good standards in life for developing workshops and communication materials. Since then, the most complete, scientific, and authentic research paper on "Ngoan" has been published.

Directly reach the target audience and understand their needs, desires, personal experiences, and insights for the project.

Research content:

This research will use grounded theory, an inductive technique that exploits real-life stories. Then, interpret the information found through analysis and identify important concepts and ideas hidden within the collected stories.

SubjectsP	problems	Methods
Adult - who directly takes care of children	<ul style="list-style-type: none"> - Understand more about the caregivers (concepts, values, childhood experiences) when they are commented "Good" ..) - Collect evidence about how people use the concept of "Ngoan" (context, audience, level ...) 	Face-to-face interview The set of questions when they were affected by "Ngoan" standard: <ul style="list-style-type: none"> - Do you often hear people praise good children or criticize bad children? - Do you appreciate such a compliment? - Does striving to be better have any negative effects?
Adult - who is interested in educating children		The set of questions when they used "Ngoan" standard to affect others: <ul style="list-style-type: none"> - During foster care (Interacting with children), do you praise the child for being good? - Do you consider being good a standard to work towards? - Do you feel pressured when others say your baby is not good?

Table 5 - Research content

1.3.2.2. Phase 2: Raise Awareness

Goals:

Recalling the image of REO and the values REO pursued after a period of absence (more than three months of inactivity on social or offline) in the hearts of the old public and re-introduced it from the beginning to the new audience.

Sowing seeds of good thinking, providing other perspectives on the issue to promote critical thinking among the public.

Content line 1: Remind customers about REO organization

Content Route	Description	Communication Products
Replace the new identifier	Create a more professional and fresh image for REO ready with the upcoming project	The entirely newly designed logo creates its impression with clear explanatory language.
A meaningful story of the logo	<ul style="list-style-type: none"> - The logo is an abbreviation of REO's core value; each letter has a meaning. - The public shares the post and thoughts 	
REO's Core values	<ul style="list-style-type: none"> - The origin of the guiding values for all project activities of REO - How is that value expressed in your life and from REO's perspective? - The public shares the post and thoughts 	Through the banner, values are described with pictures to make them easier to understand and approach.
Looking back on REO's past activities	<ul style="list-style-type: none"> - Inspire interactive emotions about meaningful moments with REO over the past time - Thank you, and I look forward to accompanying everyone in the future - The public shares the post and thoughts 	Collection of beautiful images of each event that REO has participated in

Table 6 - Content lines & Communication products: REO

Content line 2: Content line: The Issues surrounding “Ngoan” standard

Content Route	Description	Communication Products
Community event	Community event "The story of "good" young people to spread the topic naturally. The event encourages the public to like the page, share the post, and share their story with the event hashtag. Media awards events that attract public attention Call to join the event Create Event Album: Re-up entries	Create an album of the event's entries and update the entries every day
What is sane? (share interview documents of the research team)	Storytelling community event "Good." Evoking the theme of the campaign Ask and answer the public's opinion about the word "good." Take advantage of the research team's valuable materials to give the most realistic examples of the impact and "good" discourse.	The banners are designed according to the transparent color tone (pastel) of the logo Two short videos The content tone is in a friendly storytelling style.
Background, history of birth	Since when was Ngoan born? Is that "good" in the past different from the "good" in the present?	
Good in life	<ul style="list-style-type: none"> - "good" under the lens of REO." - Who uses "good," and how is it used in everyday life? Q&A about the use cases of "Good." <ul style="list-style-type: none"> - Seeding in groups about their own experience of good words 	

Table 7 - Content lines & Communication products: “Ngoan” standal

1.3.2.3. Phase 3: Call to action

Goals:

The purpose of the REO at this stage is to create a real-world experience for those interested in the topic and raise public awareness of the importance of the standard's impact on children.

After they had discussions and honest thoughts about the "Ngoan" standard, the campaign will close with a workshop where we meet experts and share research to have the most scientific and intuitive view. Then it helps to increase faith in the effects of "good" so that there will be different thoughts when using the word "good" or "bad."

Content route & key communication products are demonstrated as follows

Content Route	Description	Communication Products
Before the workshop	<ul style="list-style-type: none"> - Open workshop registration; remind to register for the workshop - The effects of "Good" on children - Remind to prepare to attend the workshop, and spread the information about the workshop - The public shares the post on their page to call for participation - Community Seeding Group about meaningful events to educate children / personal stories with the theme of "good." - Support communication on fan pages of other social organizations or affiliated preschools 	Use uniform texture banners to create transparency but still follow the color tone of the Logo Share information and images to spread the workshop Pushing content around "good" in large Facebook Groups, thereby indirectly directing attention to the workshop - E-magazine
During the workshop	Workshop welcome post	The photo was taken at the workshop
After the workshop	<ul style="list-style-type: none"> - Recap the event moment in Hanoi - Reminds me of the Nha Trang workshop - Thank you to the sponsors and the public 	Pictures from the workshop - E-magazine

Table 8 - Content lines & Communication products: Phase 3

1.4. Other works

1.4.1. Redesign the organization's identity:

Goals:

Increase awareness so people can remember REO with a more friendly, professional image.

Design products:

- Logo
- Identifier
- Media publications on Fanpage

Similar to content, the identity must also be censored by the organization, unifying the leading color tone and design style so that the image of REO is synchronized and transparent.

1.4.2. Open tik tok channel for REO

Goals:

Create a channel on a social platform that has been popular recently, a place to relax and chill but still focus on REO about children and the importance of education; short videos often make a strong impression and long-lasting memories for people in the REO community and those who care about children. Gradually approaching the new generation target audience of REO due to the transformation of time, the Gen Z file + 9 x slowly reaches the age with a particular interest in children (married, childbirth,...)

Content route & key communication products are demonstrated as follows

Content Route	Description	Communication Products
Podcast clipC	ut the meaningful passages, the highlight of each episode in the Podcast series. Next, stream.	There is intro/outro video REO Podcast dialogue (with sub) combined with a background of REO's drawings, soft music
Video collection about children's education	Videos about educating children with the same ideological views as REO	There is intro/outro video REO Cut from an internet source, then insert sub and analyze from REO (if any)
Situational cut	Analyze the current situation on social networks from the perspective of REO. Calling everyone to discuss	
Campaign Introduction	Pictures of research materials and campaign information, workshops Call to participate in the campaign, register for the workshop	There is intro/outro video REO Images + light music, text calling to attend.

Table 9 - Create video TIK TOK

1.4.3. Press release

Prepare a set of necessary documents to be sent to the media when presenting a project or organizing a workshop to inform them about this event and activity.

The press release kit includes the following:

- Press Release
- Some pictures of REO and the project with captions
- Brochure REO
- The invitation to the workshop

Collect contact lists of journalists or newspapers with categories such as "family, children, psychology, to send documents to ask them to publish articles in media support newspapers.

1.5. Media Channel

1.5.1. Owned Media

Facebook fanpage:

REO's Official Facebook Fanpage is a place to update and introduce daily topics to viewers about REO (opinions, values, activities, ..) and the "Goodness" campaign. In addition, it is also a place to update information about the workshop. The voice is a bit of a storyteller, philosophical but cheerful and friendly.

Link: <https://www.facebook.com/REOvangGIEO>

1.5.2. Paid Media

Facebook Group

Facebook groups are where our campaigns reach the most public. We share stories around the theme of good to get their sympathy indirectly reminiscent of the campaign and REO, thus stimulating the public to discuss the topic and feel close. This is also the place for seeding.

Link:

- Hội các mẹ chia sẻ - Học hỏi kinh nghiệm chăm con:
<https://www.facebook.com/groups/804914576275998>
- Giáo án mầm non:
<https://www.facebook.com/groups/giaovienmamnontoanquoc>
- Mẹ và Bé:
<https://www.facebook.com/groups/301148857660356>
- Tâm sự con sen:
<https://www.facebook.com/groups/186965029082586>
- Phòng thú tội:
<https://www.facebook.com/groups/1532345240162276>
- Lần đầu làm cha:
<https://www.facebook.com/LandauLAMCHA.Official>
- Kinh nghiệm chăm sóc con nhỏ:
<https://www.facebook.com/groups/kinhnghiemchamsocconnhỏ>
- Tâm sự mẹ bỉm:
<https://www.facebook.com/groups/520248841728341>
- Group giáo viên:
<https://www.facebook.com/groups/groupgiaoviennew>
- Tâm lý trẻ em:
<https://www.facebook.com/groups/nhomtamlytreem>

Facebook Fanpage

The first time REO was seen in the newspaper, this was the place to boost the organization's prestige and help spread the campaign to many target audiences worldwide. Because the budget for the press is minimal, most newspapers provide free advertising to support the campaign. It is necessary to collect a list of journalists and newspapers suitable for the project (family, education, children, and life), then prepare a set of press release documents to email to them for communication support.

Link:

- Dif:
<https://www.facebook.com/DIFgieomamphattrien>
- Trung tâm Trẻ em và Phát triển:
<https://www.facebook.com/TreemvaPhattrien>
- Ecue: <https://www.facebook.com/ecue.vn>
- Maya Preschool:
<https://www.facebook.com/Maya.Preschool>
- Casa di Pace - Vinhomes Ocean Park:
<https://www.facebook.com/cdp.vhop>
- VMAT - Trung tâm Tư vấn & Huấn luyện Montessori Việt Nam:
<https://www.facebook.com/VMAT.centre>

- Mira Toys:
<https://www.facebook.com/mira.edu.vn>
- Maya Camping:
<https://www.facebook.com/Camping.LangMaya>
- Casa Dei Piccioni:
<https://www.facebook.com/Piccioni.Preschool>
- Trường mầm non song ngữ La Stella Montessori Academy:
<https://www.facebook.com/lastella.edu.vn>
- K Cafe (the workshop organization's venue in Nha Trang.):
<https://www.facebook.com/kcafe03>

E- magazine

The first time REO was seen in the newspaper, this was the place to boost the organization's prestige and help spread the campaign to many target audiences worldwide. Because the budget for the press is minimal, most newspapers provide free advertising to support the campaign. It is necessary to collect a list of journalists and newspapers suitable for the project (family, education, children, and life), then prepare a set of press release documents to email to them for communication support.

Link: ▪ Phu nu & Phap luat: <https://phunuphapluat.nguoiduatin.vn/>

Calling for the participation of the old public and members of REO, mobilizing resources and internal REO channels to spread information, images, and clips to create a mass effect and spread awareness about "Ngoan," or social media campaigns.

Add content that encourages the public to like, share, and tag friends, such as minigame storytelling and other interactive posts to use this media source.

Word of mouth

Using word of mouth to reach the target audience directly would be a wise move in this plan. They are beginning with REO members and progressing to other target audiences. This form of communication also has credibility because people tend to believe what their acquaintances tell them. Word-of-mouth posts include:

- Minigames that share stories then receive gifts.
- Posts calling to discuss, tag friends, and share posts

Customer discussion:

The project aims to promote public discussion of the topic on social networking sites by sharing personal views or experience stories in community groups. That will show that they are engaged in the campaign and knowledgeable enough about the topic to share their own experiences.

1.5.4. Offline: Workshop

1.5.4.1. Objectives:

REO will host a discussion and sharing space for parents and preschool teachers in Hanoi and Nha Trang with experts about the "Ngoan" discourse for children.

The workshop aims to promote inner strength in a different direction, with the belief that "ngoan" is not necessarily a good thing to impose on children. From there, we also aim to build a small community of people interested in this topic and continue to discuss this topic and the values that REO wishes to nurture and spread.

1.5.4.2. Materials needed for the workshop

We need to prepare the information, the whole picture of REO, because the attendees may be members of the new public who have not yet grasped much of REO's data, especially the values and outlook of the organization. That is the guideline for discussing the project, "How much good is enough?"

The research materials from Phase 1 will be the basis for the arguments around the topic "How much is good enough?" The study clearly shows the discourses and practices of educating "good" children in families and schools and the impacts of these discourses and practices through direct interviews with the target audience.

In addition, we will have to prepare vivid examples from life, books, and movies (videos, photos, stories) related to the topic of "good" so that the audience can easily visualize it.

1.5.4.3. Tasks to assign personnel

- **Research team:** Provide necessary documents
- **Content team:** Define detailed goals, WS overall framework, and audience portraits
Create a program (agenda) and define speakers for specific curriculum content for each section
- **Communication team:** Building a communication roadmap for the Workshop:
Open the application, remind it, and close it.
Together with the content team, identify the audience portraits and complete the participants
Building a set of questions for the application form (also surveying about "good" for each person), thank you letter, and survey letter after the event
Recap the entire workshop, document it for post-event communication and research
- **Logistics team:**
Choose the right location, arrange the workshop room, and prepare the equipment, learning tools, tea break, and food for the workshop.
Fee collection and workshop overview

1.5.4.4. The stakeholders take part in the workshop

Participants:

Quantity: 30 people/workshop (Total 60 people)

Selected conditions:

- Priority is given to having children between the ages of 0 - 6
- Parents, teachers, and people who are interested in children's education
- Patiently answer all questions and take a stance that is consistent with REO

All REO member's

Sponsor: Ecue

Newspaper unit: Phu nu & Phap Luat

1.5.4.5. Estimated timeline: 17/11 - 20/12

Time	17 - 26/11	27/11 10/12	11/12	12 - 16/12	17/12	18 - 20/12
Content	Open application, call for registration Continue to suggest the issue of "Good."	Close the order Attendance Reminder Additional information for the workshop The countdown of the day takes place.	The workshop takes place in Hanoi.	Event moments in Hanoi Reminder to attend Workshop Nha Trang.	The workshop takes place in Nha Trang.	Event moments in Nha Trang Summary of the whole project.

Table 10 - Estimated timeline

1.6. Estimated Budget For The Entire Campaign

ITEMS	CONTENT	PRICE (VND)
I	Phase 1	45.500.000
1	Surveys and Research	35.000.000
1.1	Expert advice on design and analysis	18.000.000
1.2	Travel and food support for interview participants	5.000.000
1.3	Run survey ads	2.000.000
1.4	Consulting on conducting research	10.000.000
2	Share your research results	10.500.000
2.1	Location & setup	3.500.000
2.2	Food & stationery	5.500.000
2.3	Organizational consulting	1.500.000
3	Test run the workshop	0
II	Phase 2	6.000.000
1	Community Events	6.000.000
2	Owned media	0
3	Seeding	0
III	Phase 3	42.000.000
1	Workshop "Ngoan bao nhiêu là đủ?" in Hà Nội	21.500.000
3.1.1	Professional consulting, organization, and coordination (2 places)	8.000.000
3.1.2	Location & setup	3.000.000

3.1.3	Dining & Tea break	10.000.000
3.1.4	Stationery	500.000
2	Workshop "Ngoan bao nhiêu là đủ?" in Hà Nội	20.500.000
3.2.1	Location & setup	3.000.000
3.2.2	Travel and food support for members	7.000.000
3.2.3	Dining & Tea break	10.000.000
3.2.4	Stationery	500.000
3	Newspapers	0
4	Project summary	0
5	Total	93.500.000

Table 11 - Estimated budget

2. Project Risk Classification and Management

Type of risk	Description	Level	Solution
Weather	The workshop takes place in the cold winter in Hanoi. And the rainy season in Nha Trang makes it difficult for the public to attend	Medium	Calling to remind participants to bring raincoats and warm clothes, indirectly reminding them of the workshop time.
Budget	Exceeded budget due to many activities without exact price, rental location in Nha Trang	High	Please find out the cost of the items carefully and then put them in the proposal to send to the sponsor.
Customer's psychology	The message and theoretical foundations of REO, as well as the project, are pretty abstract.	Medium	Visualize, and musicalize theories.
Refused to support communication	There are few relationships with the press and large fan pages, along with applying for free support, so the possibility of rejection is relatively high.	High	Prepare attractive introductory texts, and always plan a list of backup newspapers, fan pages, and groups.
Event organization	REO has never held an event in Nha Trang.	High	Thanks to the support of familiar organizations in Nha Trang & members in Hanoi to support Organize activities in Hanoi first to have a good deal adapted for activities in Nha Trang.
Human resources	Few human resources, no significant expertise in project activities: research, communication, event organization	High	Hire a consultant, work, and learn from each other, taking advantage of each individual's strengths. Organize groups of about 5-7 members to break up the work

Table 12 - Risk Management

III. PRE - PRODUCTION

1. Preparation

- Brainstorming and planning campaign.
- Review the plan to find loopholes and fix them
- Preparing Proposals for funding from Ecue
- Choose paid media partners: groups, Community fan pages, newspapers, social organizations, and affiliated preschools (find contacts, ask for media support)
- Selection of research consultants, organizations
- Selection of production partners: location, stage setup (find contacts, negotiate prices, and close contracts)

2. Requirement For REO's Product and Work

2.1. General

- Images, videos, or any media products must have the REO logo and sponsor Ecue
- The image's color must be transparent with the logo and of the same pastel tone.

2.2. Content

REO will not post the following content:

- Not to find a quick solution or advise people on what to do or not to do. REO wants to change people's perspectives so that each takes a unique approach to provide each child with an appropriate education. REO wishes to influence the thinking of each person to have a unique approach to an education suitable for each child. So REO guides actions according to values, not what they should do.
- No drama or conflict; REO is pacifist, so even though it has opposing views, it still tries to avoid strong words that attack other individuals or organizations.
- Do not reply to comments with icons, do not seed or comment with meaningless words,
- Don't support or promote holidays that celebrate injustice, such as International Women's Day on October 20 (because of gender inequality, women experience injustice), and don't pay tribute to anyone. REO always believes everyone deserves to be loved every day, not just on holidays.

REO will:

- Post with a clear title to avoid misunderstandings
- Always keep a friendly tone but not too young
- Taking Respect - Equality - Love as a guideline for all products, activities.

3. Content Moderation Process Between REO & team

The content control model between REO and the team is very sophisticated. REO requires rigorous communication products, from content to images. Because this organization has a different and abstract philosophy that always takes values as a guideline for all activities, it must carefully censor all media publications.

- Step 1: The team plans the article for the entire campaign, with a deadline to send it back to REO for moderation and REO's feedback. If there are any more problems, they will report them back to REO. If REO wants to post more articles, they will ask the team to add them to the soft plan.
- Step 2: The team divides the content and design arrays. Team content should order the design on the sheet with the deadline and prepare the lesson. After the two parties complete it, upload it to the project's drive and send the link back to the REO communication group.
- Step 3: Each REO post will designate one or more REO members to receive corrections and feedback from the team according to the deadline, which the team will try to fix the following day.
- Step 4: The post that the instructor has edited will be uploaded by the team to the general content sheet of the project for other members to see and give additional comments (if any).
- Step 5: After the post is accepted. The team will post according to the previous plan. Make sure to make an appointment in advance to avoid being squeezed.

Similar to other publications like Google Forms, Application Forms, Invitation Letters, etc.

If REO requires a photo design, you must also fill in the link to order the design first.

Both teams must meet the deadline to ensure they can follow the plan.

Although the process is a bit complicated and time-consuming, it is essential to ensure that the content stays consistent with REO's ideology and outlook on life.

PRODUCT EXECUTION

REPORT 03

I. OVERVIEW

1. Timeline

The campaign is implemented from 1/10/2022 to 20/12/2022 and is divided into three phrases:

Phase 1: Research & Report (15/10/2022 - 1/ 2023)

Phase 2: Raise Awareness (7/11/2022 - 17/11/2022)

Phase 3: Call to action (17/11/2022 - 20/12/2022)

	October		November		December		January	
Pre - production								
	1 - 15/10							
Phase 1								
	15/10 - 15/01							
Phase 2								
			7/11 - 16/11					
Phase 3								
				17/11 - 20/12				
Workshop in Hanoi					11/12			
						17/12		
Post - production								
						12/12 - 20/12		

Table 13 - Campaign Timeline

2. BUDGET

ITEMS	CONTENT	PRICE (VND)
I	Phase 1	48.500.000
1	Surveys & Research	35.000.000
1.1	Expert advice on design and analysis	18.000.000
1.2	Travel and food support for PV participants	5.000.000
1.3	Run a survey ad	2.000.000
1.4	Consulting on conducting research	10.000.000
2	Share your research results	10.500.000
2.1	Location & setup	3.500.000
2.2	Food & stationery	5.500.000
2.3	Organizational consulting	1.500.000
3	Test run the workshop	3.000.000
II	Phase 2	0
1	Community Events	0
2	Newspapers	0
3	Seeding	0
III	Phase 3	45.500.000
1	Workshop "Ngoan bao nhiêu là đủ?" in Hà Nội	22.000.000
3.1.1	Professional consulting, organization, and coordination (2 places)	8.500.000
3.1.2	Location & setup	3.000.000
3.1.3	Dining & Tea break	10.000.000
3.1.4	Stationery	500.000
2	Workshop "Ngoan bao nhiêu là đủ?" in Hà Nội	20.500.000
3.2.1	Location & setup	3.000.000
3.2.2	Travel and food support for members	7.000.000
3.2.3	Dining & Tea break	10.000.000
3.2.4	Stationery	500.000
3	Project summary	3.000.000
5	Total	94.000.000

Table 14 - BUDGET

II. CAMPAIGN REPORT

1. Communication Report

1.1. Phase 1 Report :

1.1.1. Tools for group research to use:

- Face-to-face interview from 11/1
- Mini-workshop (November 6) for those who participated in the interview to discuss with each other to extract more information during the discussion.
- Through the registration form to attend the Workshop: Due to not having much time to interview, the team continues to collect more information and everyone's perspective on the "Ngoan" standard through the application form to participate in the Workshop.

1.1.2. Research techniques

After having a vast treasure of information from the above tools, the Research team used the Grounded theory technique to filter and synthesize typical ideas. However, due to the relatively long research period, the group is currently synthesizing more opinions for the most objective and accurate research paper.

1.1.3. The products of the research process

Through the first period of the research process, we collected some basic information to serve the campaign measurement, such as Opinions and feelings of caregivers about "Nice"... And some informative images—data in the interview to help the communication on Fanpage.

1.2. Phase 2 Report

FACEBOOK COMMUNICATION REPORT: PHASE 2			
November			
7/11	10/11	11/11	11/11
Fanpage: Replace avatar with new logo	Fanpage: Logo story Introducing the new logo's meaning	Fanpage: Proudly looking back at the seeds sown (Reo's activities)	Fanpage: RESPECT Respect from the perspective of REO
13/11	14/11	15/11	16/11
Fanpage: EQUALITY Equality from the perspective of REO	Fanpage: LOVE Love from the perspective of REO	Fanpage: Current "Good" context Group: What do you think is good?	Fanpage: What is sane? (Be kind to everyone's thoughts Group: Share your own "Good" theme story."

Table 15 - Facebook Communication report: Phase 2

1.3. Phase 3 Report

FACEBOOK COMMUNICATION REPORT: PHASE 3			
November			
17/11	20/11	21/11	22/11
Fanpage: Open an application to participate in the Workshop Staff FB posts: Call to participate in the Workshop	Fanpage: Songs containing the word "Ngoan" part 1 Group: Share own story with the theme "Ngoan"	Fanpage: - Songs containing the word "Goan" part 2 - Workshop event "How much good is enough?"	Fanpage: Stories about Ngoan baby ticket Group: Introducing events taking place in Hanoi
24/11	25/11	26/11	27/11
Fanpage: Is "nice" a matter of course? Group: Share own story with the theme "Ngoan"	Fanpage: Obedience in the framework of Respect Staff's Facebook: Re-share about Ws	Fanpage: - Introduction t ELC. approach and method - Agenda workshop	Fanpage: - Be obedient in the Love frame - Remind to register for the Workshop
28/11	29/11	30/11	
Fanpage: The origin of the project idea "Nice." Group: Introducing events taking place in Hanoi	- Close the application form Hanoi - Extend registration for one more week in Nha Trang	Fanpage: About REO Program Advisor Group: - Introducing events taking place in Nha Trang	
December			
1/12	5/12	7/12	10/12
Fanpage: Share the article in Phu Nu & Phap Luat newspaper about REO	Fanpage: Close the registration form for the workshop in Nha Trang	Fanpage: Workshop Day Countdown	Fanpage: Looking forward to seeing teveryone tomorrow
11/12	12/12	15/12	17/12
Fanpage: Workshop in Hanoi going on	Fanpage: Moments in the Workshop	Fanpage: Reminder to attend Workshop Nha Trang	Fanpage: Workshop in Nha Trang is going on
18/12		20/12	
Fanpage: Moments in Workshop		Fanpage: - Summary of the entire Campaign and thanks Staff's Facebook: - Re-share pictures and express feelings	

Table 16 - Facebook Communication report: Phase 3

2. Campaign Report

2.1 Phase 1: Research & Report (15/10/2022 - 1/ 2023)

2.1.1. Goals

- Understand more about the practices and interpretations of good family and school practices and their impact on children.

- 01 research report showing the discourses and practices of educating "good" children in families and schools and the effects of these discourses and practices. Research results are widely shared with caregivers to serve as a theoretical basis & document for activities taking place in the Campaign.

2.1.2. Timeline

STT	Tasks	Performers	Deadline
1	Overview document	All team	15/10
2	Share sources to find research materials	Research team	16/10
3	Expert consultation meeting	Research team	17/10
4	Research design	REO	17/10 - 21/10
5	Recruiting interviewees and interview	All team	22/10 - 1/11
6	Planning content for mini workshop	Research team	1/11 - 03/11
7	Mini workshop	Research team	6/11
8	Data processing	Research team	14- 16/12
9	Make a report	Research team	16 - 29/12
10	Brief findings	All team	01- 05/01
11	Sharing research results (hybrid)	All team	15/01

Table 17 - Research timeline

2.1.3. Research Method

2.1.3.1. Research subjects:

- The research object here is also the target audience of REO: Primary caregivers of children and people interested in children's education.
- But the Team will prioritize interviewing caregivers aged 0 - 6. Number of interviewees: 30 people (90% direct care, 10% indirect caregivers)

2.1.3.2. Research technique:

- This research will use grounded theory, an inductive technique that exploits real-life stories. Then interpret the information found through analysis and identify important concepts and ideas hidden within the collected stories.
- The grounded theory analyzes a massive set of qualitative data obtained through participant observations, in-depth interviews, small group workshops, and stories from audio recordings, videos, or other documents. Secondary data. This process helps to identify important concepts or ideas hidden within textual data that are likely to be related to the "Good" norm. The research team reads live data line by line to uncover discrete events, episodes, ideas, actions, perceptions, and related interactions; they will form concepts (hence called living codes). Each picture is linked to specific text parts, called coding units, for later consolidation.
- The "continuous comparison" process refers to the sequential rearrangement, aggregation, and refinement of subgroups, relationships, and hypotheses. This process relies on a growing understanding and interrelationship of four behaviors:

- (1) Compare facts/texts related to each category (to reinforce that category)
- (2) Consolidation of categories and their attributes.
- (3) Zoning, theoretical refinement (focusing on core concepts and ignoring less relevant concepts).
- (4) Formation of theory.

2.1.3.3. Interview

General question group, context

- Basic personal information
- Common names
- Age
- Sex
- Place to live
- Job/industry
- Marital status: Single
- Current income range?

Questions about contact with children

- Teacher object:
- How many children do you take care of? What age/gender?
- For family:
- How many children do you have at home? Are you a parent/uncle/ (relative)?
- How old is your child? Sex?
- How often do you see your child once?

Group of questions about understanding the word Ngoan

- What are the keywords related to the word Ngoan?
- Do you think "Good" is good and positive?

Group of questions about expression/how to use the word Good in practice when interacting with children

- During foster care (Interacting with children), do you use the word docile in communicating with children?
- In what context (when, where, with whom) the word docile is used? What did you say? (The reporter asks more questions to exploit other contexts)
- Does the context of using the word doc you just mentioned happen often?
- Is there a difference in using the word docile to complement different types of children? (e.g., boys and girls, older children and babies)
- When your baby is praised for being good, how do you feel?
- How do you feel when you use the word docile with a baby? (If you have never used it, skip this sentence)
- When others say your baby is not good, how do you feel?

Group of questions about factors/sources affecting the understanding and usage of the word Ngoan

- List the sources you see in the word doc and their frequency.
- What exactly does the source description say about "good"?
- Which of the above sources is closest to your definition of "good"?

2.1.4. Mini workshop

Timeline

No.	Content	Start	End	No.	Content	Start	End
PREPARE TIMELINE				In the Workshop			
4	Finding & interview participants	22/10	01/11	3	Opening to get acquainted	09h30	10h30
2	Design award backdrop	01/11	03/11	4	Discuss Topic 1 & 2	10h30	12h00
3	Content design	01/11	03/11	4	Lunch time	12h00	13h30
5	Call to remind participants	03/11	05/12	5	Discuss Topic 3, 4 & 5	13h30	16h00
Before the Workshop				6	Practice and general workshop	16h00	17h00
1	Support Audio Setup, work with technical side	09h00	09h15	After the Workshop			
2	Make a list and sign check-in	09h15	09h30	1	Clean up & Take pictures	17h00	17h30
				2	Selectively edit images and post them on Fanpage	07/11	16/11

Table 18 - Mini workshop's Timeline

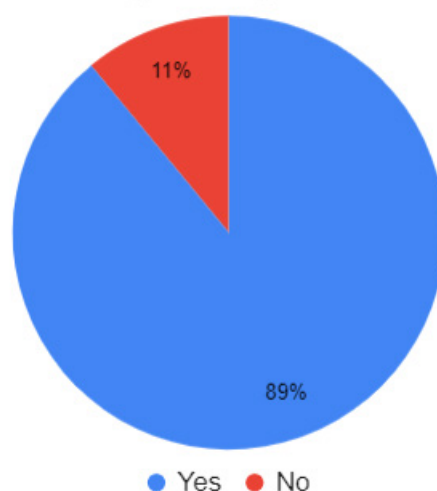
Some pictures of mini workshop

2.1.5. Report

Currently, the research still needs to be completed, and it takes time to reach more target audiences to exploit the most critical insights and make the research objective. The research team raised many groups of questions, but in the immediate future, to serve the campaign measurement, our workshop summarizes the most important indicators as follows:

When asked, "Is being nice a positive assessment or a compliment

Do you think "Ngoan" is positive evaluation?



Many people have said that this is a compliment, "is a way to acknowledge," "As a reward," or many people think that being good is because being good "is taking care of yourself and those around you." They expect their children to be obedient and not bother them.



Figure 19 - Participants of the mini workshop and the interview have a positive perspectives about "Ngoan" (source: REO)

Besides, there are still a minority of people who have other views, such as "Being good is a pressure" when constantly trying to mold themselves according to the framework of others. This is the perspective REO aims for, and only some people have the same view.

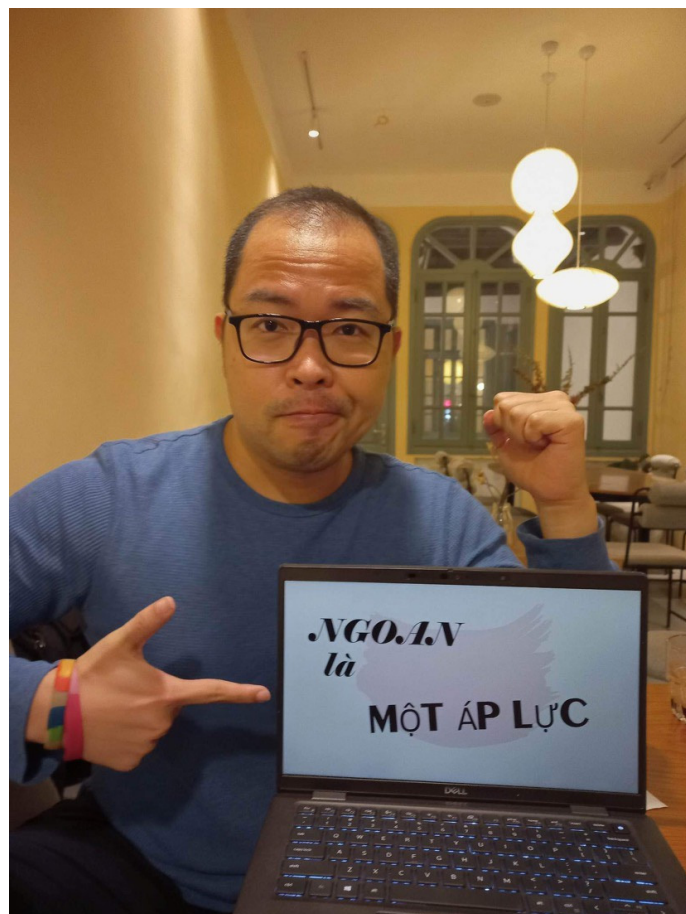


Figure 20 - Participants of the mini workshop and the interview have a negative perspectives about "Ngoan" (source: REO)

How often do you use the word “Ngoan” to praise the children?

How often do you use the word "Ngoan" to praise the children?

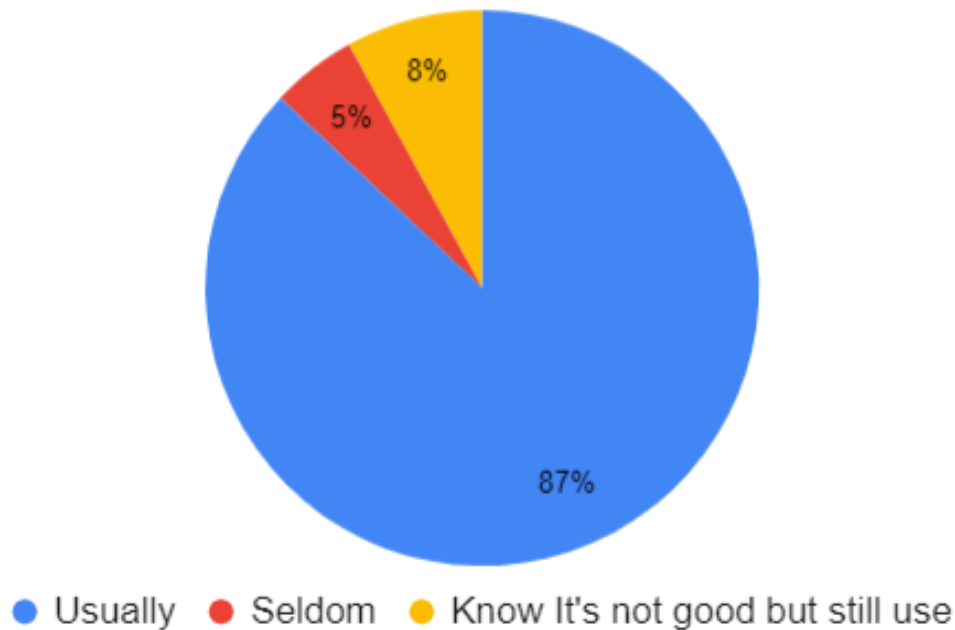


Figure 21 - How often do you use the word "Ngoan" to praise the children? (source: REO)

The number of people using Goodness as a compliment is still very high, but surprisingly, a small number of people understand that "Goodness" is not good, but they use it as a habit. They explained that due to the influence of people around, using too much is a fairly common word, and they can hardly find another more convenient word. "Good" appears in most children's songs with a sound mind; a better example is kindergartens that always use the Good Baby Voucher. Only through this question and the participants' answers can we see a part of it in the context of "Good" in life; no one knows when it appeared, only from different centuries. Previous generations have used it a lot, almost ingrained in everyone's mind.

So if you are praised well, how will people feel?

In this question, we can't measure by chart because each person's emotions in many situations are different. Most feel "Happy and proud" when being praised for being recognized as a success, while many also feel quite pressured when they always have to remind themselves that they need to be better to be identified. We've found that even people who think "Nice" is a compliment sometimes feel unhappy when complimented or when others use "nice" as a standard against them. In addition, a few people expressed that they did not like to be praised for being suitable from a young age because they felt uncomfortable at that time. In short, almost everyone has experienced being called "nice," and not everyone feels comfortable being complimented, but everyone has never questioned the word "good."

2.2 Phase 2: Raise Awareness (7/11/2022 - 17/11/2022)

2.2.1. Goals

- Repositioning the image of REO and the values REO pursues after a period of absence.
- Create discussion and foster critical thinking around "Ngoan" standards and practices.

2.2.2. Communication Products

- We have high requirements in terms of content and images of posts on social networking sites. Everything must be neat and in REO's colors to attract the public's attention.
- REO has very high requirements on the content of articles and must stick to the spirit and theoretical basis of REO because just using a little different word can no longer be "REO." Therefore, the content moderation stage of REO is comprehensive.

Posting time is usually at two main times:

- 11 - 12 noon: This time frame has many people taking a lunch break, and the number of online Facebook users is quite large.
- 7 pm - 9 pm: At this time, everyone will take advantage of dinner time to surf a few rounds of news feed on Facebook. And they may immediately share the exciting things they see with their friends. Therefore, the team takes advantage of this time frame to post.

We conducted 2 content lines aiming to achieve this phase's goals, which are:

- Identify and remind customers about the REO organization
- The Issues surrounding "Ngoan" standard

2.2.2.1. Content line: Identify and remind customers about the REO organization

FANPAGE POST	
Content	<ul style="list-style-type: none">• Replaced a new identifier for REO• Remind the value REO pursues• Looking back on past activities
Content tone	<ul style="list-style-type: none">• Bringing inclination towards reality, friendly and emotional storytelling.• Soft voice, not criticizing, condemning, or asking anyone to do anything• Open up about the upcoming workshop
Key word	<ul style="list-style-type: none">• Children, children 0-6• Comprehensive development• Equality• Respect• Love
Hashtag	#reovanggieo #REO #love #yeuthuong #tontrong #respect #binhdang #equality
Imagery requirement	<ul style="list-style-type: none">• Color: Use the same pastel color tone as the logo to increase recognition and create a sense of transparency. The color tone is easy to sympathize with the viewers• On Posters, Banners, and Videos always appear REO, Ecue, sponsors,...
Posting's Time	11 - 12 am or 8 pm

Table 19 - Fan Page posts

EXAMPLE:

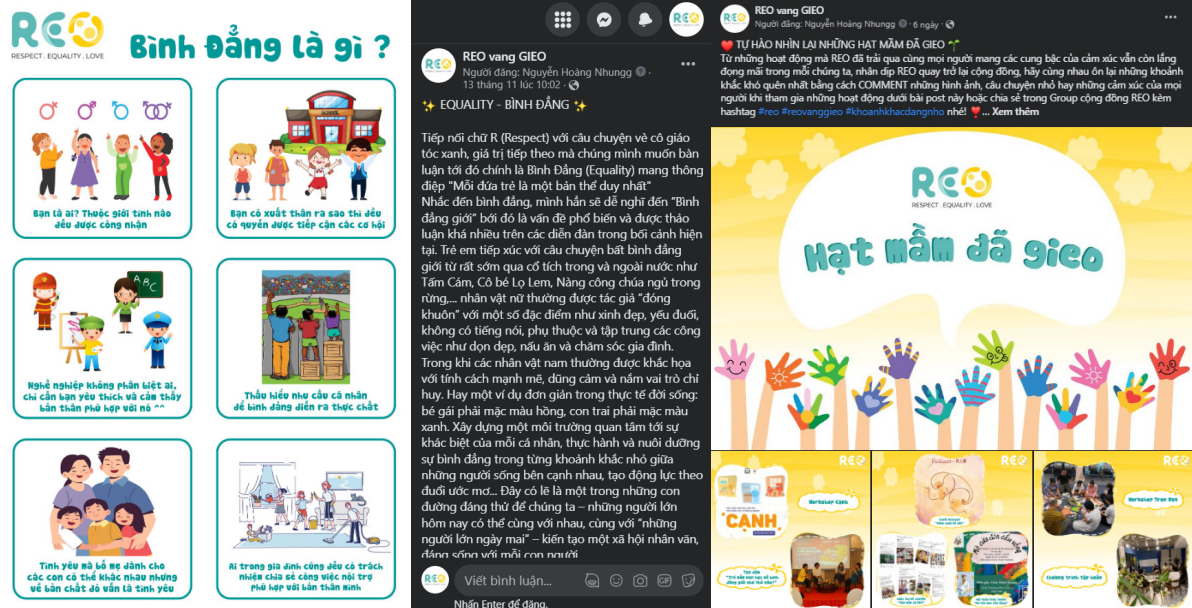


Figure 22 - Fanpage posts example (source: REO)

2.2.2.2. Content line: The Issues surrounding “Ngoan” standard

FANPAGE POST	
Content	<ul style="list-style-type: none"> What is good manners ? Context & time when "Goodness" appeared
Content tone	<ul style="list-style-type: none"> Bring the practical inclination to experience an open, friendly, emotional experience. Soft voice, story-telling voice
Key word	<ul style="list-style-type: none"> Soft voice, story-telling voice Standard "Good," Comprehensive development Confident, Independence Equality Respect Love. Children, children 0-6
Hashtag	#reovanggieo #REO #Ecua #Ngoanbaonhieuladu #ngoan
Imagery requirement	<ul style="list-style-type: none"> Color: Use the same pastel color tone as the logo to increase recognition and create a sense of transparency. The color tone is easy to sympathize with the viewers. On Posters, Banners, and Videos always appear REO, Ecue, sponsors,...
Posting's Time	11 - 12 am or 8 pm

Table 20 - Fan Page posts

EXAMPLE:



Figure 23 - Fan Page posts (source: REO)

We look for the big Facebook Groups with topics of nurturing, child care, family talk, human psychology, child care profession, and preschool teachers,... and made a list of potential Groups to serve for creating discussions in groups.

Regarding who posts on the community Group, we divide into 2 groups:

- Project People: REO members, our team
- In these groups, there will be prominent or interactive members. The team will approach them, introduce the project and ask them to post about the topic.

EXAMPLE:

SEEDING GROUPS POSTS	
Content	<ul style="list-style-type: none"> • Short questions around "Good" • My own story on the topic "Good"
Content tone	<ul style="list-style-type: none"> • The tone is close, it can be a bit confusing to ask people's experiences and thoughts
Key word	<ul style="list-style-type: none"> • Good • Comprehensive development • Children
Hashtag	#Ngoan
Imagery requirement	<ul style="list-style-type: none"> • Selfies, self-made video clips, ... • Or don't use pictures
Posting's Time	7 - 9 pm

Table 21 - Seeding posts

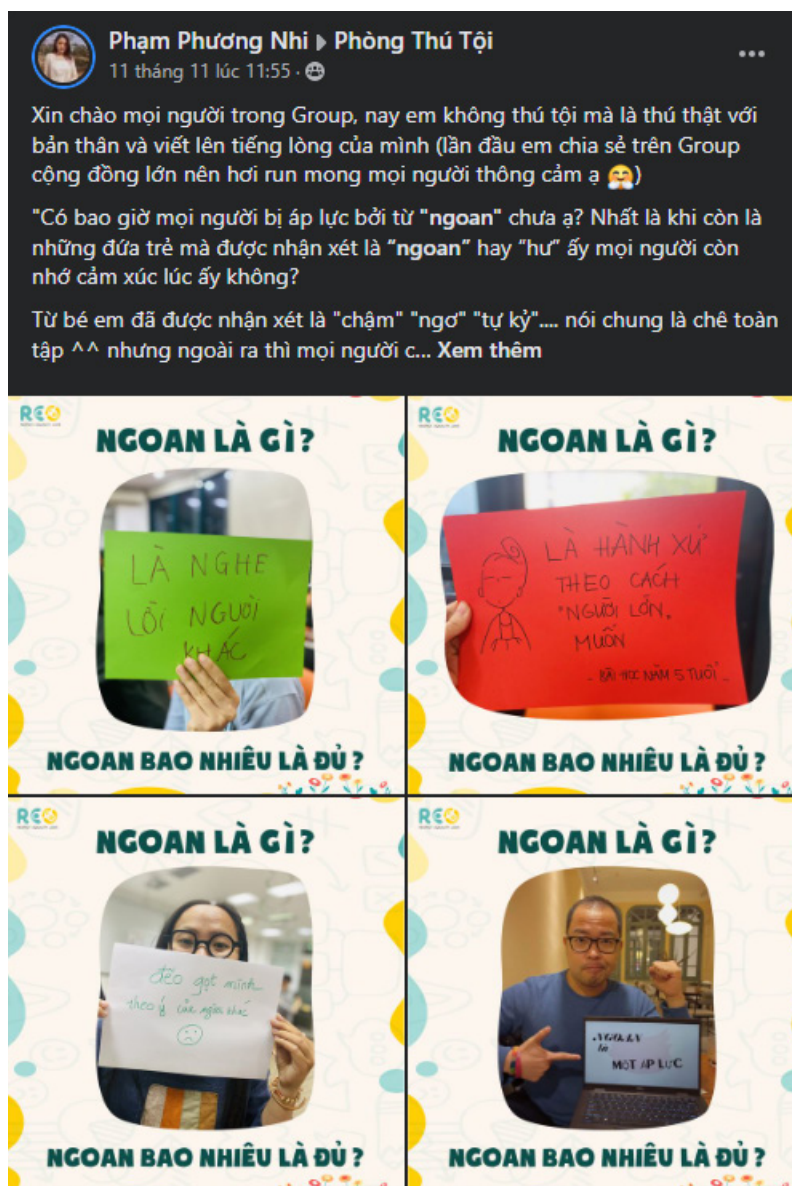


Figure 24 - Seeding posts (source:Facebook)

EXAMPLE:

Personal Facebook posts	
Content	<ul style="list-style-type: none"> • My own story on the topic "Good." • Perspectives on "Good." • A little introduction about the campaign
Content tone	<ul style="list-style-type: none"> • The tone is gentle and close and can be enjoyed or experienced unpleasantly to create sympathy for everyone. Hint about the workshop.
Key word	<ul style="list-style-type: none"> • Standard "Good" • Comprehensive development • Confident, • Independence • Love. • Children, children 0-6
Hashtag	#Ngoanbaonhieuladu #ngoan
Imagery requirement	<ul style="list-style-type: none"> • Photos and videos should be included, and they should be amateur products (but not sloppy): selfies, self-made video clips, ...
Posting's Time	8 - 9 pm

Table 22 - Personal Facebook posts

EXAMPLE:



Figure 25 - Personal Facebook posts (source:Facebook)

2.2.2.3. Minigame

We plan to organize 01 minigame to give tickets to the Workshop and cash prizes for Top 1, 2, 3. TOP 1 gets 3 million, 2 million for top 2 and 1 million for top 3. The minigame's rules all require the participants to like the fanpage, share the event's post and tell a personal story about the "Ngoan" topic. This is a fantastic way to raise awareness among our target demographic and encourage deeper participation in our campaign.

But unfortunately, the minigame was canceled 3 days before the release date because the budget didn't allow it. This money needed to be used in mini workshop and others work.



Figure 26 - Minigame (source: REO)

2.2.3. Internal Relation

REO is very focused on each internal meeting. Members are busy but still arrange meetings in internal seminars or workshops to establish and maintain good relationships between public groups. And members within the organization best accomplish the goals and ensure the organization's success.

In this Campaign, REO organized at least three workshops for REO members and support teams, not including online discussions. They explain that the Organizing Committee believes that REO members must agree on the mindset to lead the campaign to success. And Ngoan is the campaign that has to have the most internal meetings from the stage of research ideas, communication and logistics activities because this is the biggest project except for REO.



Figure 27 - Internal Relation example (source: REO)

2.3 Phase 3: Call to action (17/11/2022 - 20/12/2022)

2.3.1. Goals

After having discussions online, REO would like to invite everyone to participate in the practical experience at the workshop. With the hope that they will have the perception and thinking about "Ngoan" around the individual's experience and through the answer of "Ngoan." Through the event, the participants can deepen their doubts about the "Ngoan" standard, thereby changing their thoughts and actions, and the beneficiaries are the children.

2.3.2. Communication Products

At this stage, we focus on promoting the workshop and recruiting participants from 2 locations: Hanoi and Nha Trang.

We conducted 2 content lines aiming to achieve this phase's goals, which are:

- Before the event: Call to register to participate
- During the event
- After the event

2.3.2.1. Content line: Before the event

FANPAGE POST	
Content	<ul style="list-style-type: none"> • Call to register to participate in the Workshop • Continuation of the article on "Good" under the lens of REO • Questions about the Workshop • Countdown to the date of the event
Content tone	<ul style="list-style-type: none"> • Have fun, and convince everyone that the Workshop is useful and interesting
Key word	<ul style="list-style-type: none"> • Standard "Good" • Workshop • Hanoi • Nha Trang • Change your mind • Meet and discuss • Children, children 0-6
Hashtag	#reovanggieo #REO #Ecua #Ngoanbaonhieuladu #workshop
Imagery requirement	<ul style="list-style-type: none"> • Color: Using the same pastel color tone can be different from regular banners to create highlights, and the workshop lines will have the same effect and color. • On Posters, Banners, and Videos always appear REO, Ecue, sponsors,... • There is a QR code for the public to scan to attend
Posting's Time	11 - 12 am

Table 23 - Fan Page posts

EXAMPLE:



Figure 28 - Fan Page posts (source: REO)

PERSONALS FACEBOOK POSTS	
Content	<ul style="list-style-type: none"> • Call to register to participate in the Workshop • Personal story about “Goodness” standards
Content tone	<ul style="list-style-type: none"> • The voice tells the story is close, can be enjoyed or unhappy experience to create empathy for everyone • Excited about the Workshop
Key word	<ul style="list-style-type: none"> • Standard • good or bad • Good or not good • Parents, teachers • workshop • Children, children 0-6
Hashtag	#reovanggieo #REO #Ecua #Ngoanbaonhieuladu
Imagery requirement	<ul style="list-style-type: none"> • Color: Use the same pastel color tone as the logo to increase recognition and create a sense of transparency. The color tone is easy to sympathize with the viewers • On Posters, Banners, and Videos always appear REO, Ecue, sponsors,...
Posting's Time	11- 12am or 8 - 9 pm

Table 24 - Personal Facebook Posts



Figure 29 - Personal Facebook posts (source: Facebook)

SEEDING GROUP POSTS	
Content	<ul style="list-style-type: none"> Identify and remind customers about the REO organization The Issues surrounding “Ngoan” standard & call for discussion
Content tone	<ul style="list-style-type: none"> Bringing inclination towards reality, friendly and emotional storytelling. Soft voice, not criticizing, condemning, or asking anyone to do anything
Key word	<ul style="list-style-type: none"> Standard "Good." Comprehensive development Confident, Independence Equality Respect Love. Children, children 0-6
Hashtag	#reovanggieo #REO #Ecua #Ngoanbaonhieuladu
Imagery requirement	<ul style="list-style-type: none"> Color: Use the same pastel color tone as the logo to increase recognition and create a sense of transparency. The color tone is easy to sympathize with the viewers On Posters, Banners, and Videos always appear REO, Ecue, sponsors,...
Posting's Time	11- 12am or 8 - 9 pm

Table 25 - Seeding posts

EXAMPLE:



Figure 30 - Seeding posts (source: Facebook)

Interactive E-Magazines product

■ Link:

<https://phunuphapluat.nguoiduatin.vn/reo-trien-khai-du-an-ngoan-bao-nhieu-la-du-a582751.html>

■ Content:

Introduction of the "Good" campaign (goals, activities,...), thereby leading to a hint about the resounding REO organization (history, establishment purpose, special activities, ..)



Figure 31 - E-Magazines (source: Phu nu & Phap luat)

2.3.2.2. Content line: During the event: Workshop “Ngoan bao nhiêu là du?”

Added later in the slide

Since this is an offline workshop, on the day of the event on REO's Fanpage, only a welcome post with pictures will be posted at the workshop. Illustrations will be updated in the next slide.

We need to collect images, videos, and documents during the workshop to serve the communication after the event and add them to the Research & Report section (to be summarized in January 2023).

2.3.2.3. Content line: After the event:

Added photo later in the slide

FANPAGE POSTS	
Content	<ul style="list-style-type: none"> • Moments at the event • Reminder to attend the workshop in Nha Trang • Thank you
Content tone	<ul style="list-style-type: none"> • Emotional, friendly voice.
Key word	<ul style="list-style-type: none"> • Standard "Good," • Comprehensive development • Companion • Thank • Workshop • Hanoi • Nha Trang • Change your mind • Meet and discuss • Children, children 0-6
Hashtag	#reovanggieo #REO #Ecua #Ngoanbaonhieuladu
Imagery requirement	<ul style="list-style-type: none"> • Color: Using the same pastel color tone can be different from regular banners to create highlights, and the workshop lines will have the same effect and color. • On Posters, Banners, and Videos always appear REO, Ecue, sponsors,...
Posting's Time	11- 12am

Table 26 - Fan Page posts

EXAMPLE:

PERSONALS FACEBOOK POSTS	
Content	<ul style="list-style-type: none"> • Identify and remind customers about the REO organization • The Issues surrounding "Ngoan" standard & call for discussion
Content tone	<ul style="list-style-type: none"> • Bringing inclination towards reality, friendly and emotional storytelling. • Soft voice, not criticizing, condemning, or asking anyone to do anything
Key word	<ul style="list-style-type: none"> • Standard "Good" • Comprehensive development • Confident, • Independence • Equality • Respect • Love. • Children, children 0-6
Hashtag	#reovanggieo #REO #Ecua #Ngoanbaonhieuladu
Imagery requirement	<ul style="list-style-type: none"> • Color: Use the same pastel color tone as the logo to increase recognition and create a sense of transparency. The color tone is easy to sympathize with the viewers • On Posters, Banners, and Videos always appear REO, Ecue, sponsors,...
Posting's Time	7 - 9am

Table 27 - Fanpage posts

2.3.3. Supported by other Fanpage communication

Collect a contact list of social organizations, preschools,... close relationships of REO, or members of REO. Then, contact each party to send information about the project and ask for support in writing articles on Fanpage.

Other social organizations Facebook fanpage:

- Dif:
<https://www.facebook.com/DIFgieomamphattrien>
- Trung tâm Trẻ em và Phát triển:
<https://www.facebook.com/TreemvaPhattrien>
- Ecue:
<https://www.facebook.com/ecue.vn>
- Maya Camping:
<https://www.facebook.com/Camping.LangMaya>
- VMAT - Trung tâm Tư vấn & Huấn luyện Montessori Việt Nam:
<https://www.facebook.com/VMAT.centre>



Figure 32 - DIF's post
(source: DIF's Fanpage)



Figure 33 - VMAT's post
(source: VMAT's Fanpage)

Preschool Facebook Fanpage

- Maya Preschool:
<https://www.facebook.com/Maya.Preschool>
- Mira Toys:
<https://www.facebook.com/mira.edu.vn>
- Casa di Pace - Vinhomes Ocean Park:
<https://www.facebook.com/cdp.vhop>
- Casa Dei Piccioni:
<https://www.facebook.com/Piccioni.Preschool>
- Trường mầm non song ngữ La Stella Montessori Academy:
<https://www.facebook.com/lastella.edu.vn>



Figure 34 - Maya Preschool's post
(source: Maya's Fanpage)



Figure 35 - La Stella Montessori Academy's post
(source: La Stella's Fanpage)

2.3.4. Workshop:

Added workshop's photo later in the slide

2.3.4.1. Choosing participants

Teams had a meeting, finalized the rules of participating in the workshop and the questions in the application for better understanding of the public, selected people with the same thoughts as REO, and surveyed before participating. Mind-changing story after joining). Create a registration form to attend the workshop.

Đăng ký tham gia Workshop "Ngoan bao nhiêu là đủ?"

Tính từ "Ngoan" có lẽ đã trở nên phổ biến đến mức đương nhiên và xuất hiện ở khắp nơi, quanh cuộc sống của một con người từ khi sinh ra đến khi trưởng thành. Vậy: "Ngoan là gì?", "Ngoan bao nhiêu là đủ?", "Ngoan được nhìn thế nào với các giá trị Yêu thương, Bình đẳng, Tôn Trọng?" chính là những câu hỏi mà REO muốn mời các bạn - những người đang chăm sóc, quan tâm đến trẻ ở độ tuổi 0-6 cùng nhau chia sẻ, thảo luận, đi tìm câu trả lời cho riêng mình trong hành trình đồng hành bên trẻ,

Link đăng ký sẽ được mở đến 27/11/2022.

Workshop sẽ diễn ra trong 01 ngày ở 2 địa điểm:

- Tại Hà Nội - Ngày 11 tháng 12 năm 2022
- Tại Nha Trang - Ngày 17 tháng 12 năm 2022

"Ngoan bao nhiêu là đủ" được tài trợ bởi Quỹ DIF - ECU, người tham gia đóng góp một phần nhỏ là 500.000đ. Số tiền này sẽ được đưa vào quỹ R.E.O để sử dụng cho các hoạt động và giáo dục cho cộng đồng trong tương lai.

Mọi câu hỏi hoặc thắc mắc xin được gửi cho REO tại địa chỉ email: info.reovanggieo@gmail.com hoặc qua tin nhắn Fanpage: Reo Vang Gieo

Họ và tên: *

Vấn bản câu trả lời ngắn

Figure 36 - Workshop registration form (source: REO)

After closing the application, the team filtered the application according to the following criteria:

Quantity: 30 people/workshop (Total 60 people)

Selected conditions:

- Priority is given to having children between the ages of 0 - 6
- Parents, teachers, and people who are interested in children's education
- Patiently answer all questions and take a stance that is consistent with REO



Figure 37 - The Invitation letter will be send to participants's email (source: REO)

2.3.4.2. Analyze participant portraits

When talking about babies

- Express your desire to understand your child
- Describe your child in the present moment and relation to those around him.
- Most talk about observations of external characteristics, not much about the story behind his baby.
- Use lots of personality words when describing your baby
- Look at your child/grandchild with an affectionate, loving gaze.

When you hear others comment that your baby is good/bad

- Feeling more accepting of outsiders and more uncomfortable hearing people close to them make such comments.
- Pleasant with "good" rather than "bad."
- It feels like you're labeling a child.
- Shows a general understanding of good/bad.

Definition of "good."

- Yes, understand
- Everyone has a different and different definition of good

Personal experience with "good" or "bad."

- Most of them have had experiences with children.

	Good	Bad
Feeling	Happy, proud, recognized Sometimes pressure, heavy (Some people have no experience)	Sad, angry, disappointed, helpless..
General impressions	The recognition is there but not clear	Remember precisely what happened when you had an experience with this word.

Table 28 - Workshop participants' experiences with the word "Good"

2.3.4.3. Workshop Timeline

No.	Content	Start	End
PREPARE TIMELINE			
1	Finding & set up the venue	01/12	10/12
2	Design award backdrop	01/02	03/12
3	Personnel assignment and content design	28/11	06/12
4	Choosing participant	01/12	04/12
5	Send emails and invitations to stakeholders	05/12	08/12
Before the Workshop			
1	Support Audio Setup, work with technical side	08h00	08h30
2	Make a list and sign check-in, and collect fees	08h30	09h00

No.	Content	Start	End
In the Workshop			
3	Opening to get acquainted	09h00	10h00
4	Lesson 1 & 2 Discuss time	10h00	12h00
4	Lunch time	12h00	13h30
5	Lesson 3, 4 & 5 Discuss time	13h30	16h45
6	Practice and general workshop	16h45	17h15
After the Workshop			
1	Interview a few attendees	17h20	18h00
2	Selectively edit images and post them on Fanpage	12/12	20/12

Table 29 - Workshop Timeline



Table 30 - Workshop Agenda

2.3.5. Interactive E-Magazines product:

Added later in the slide

- **Link:**

- **Content:**

The article records the workshop's success and closes the campaign "How much good is enough?", the moments in the workshop in Hanoi, and the story of changing participants' perceptions.

3. KPI

3.1. Channel Evaluation

NO	CONTENT	KPI	RESULTS	%RESULTS/KPI
Official fanpage likes				
1	Increased amount of likes on the official fanpage (7/11/2021 - 10/12/2021)	600	511	85
Posts' total index				
1	Likes amount	2000	1942	65
2	Comments amount	200	161	80.5
3	Shares amount	100	176	176
Other fanpages				
1	Total fanpage reup	10	21	210
2	Total reacts	400	752	180
E-Magazines' index				
1	Likes & shares amount	100	100	100
Workshop				
1	The amount of responded the event	210	280	133
2	The number of people registered via the form	120	147	122
3	Actual participants in workshop Hanoi	30	30	100

Table 31 - KPI

3.2. The change of attitudes:

Added later in the slide

3.2.2. Feedback

4. Team's Difficulty While Running the Campaign:

- **Shortened time:** changing ideas many times resulted in the campaign being withdrawn two weeks from the original plan, leading to Phase 2 missing some lines
- **Cancel the activity:** Due to the cost, the team had to cancel the plus event in Phase 2, losing the natural spread of the campaign and affecting quite a bit the result.
- **TikTok was overlooked:** The Tiktok work was initially pushed up and combined with communication activities on the fan page to simultaneously communicate on Tiktok, but because REO needed to arrange quality censorship personnel, TikTok content was. And because of the thin human resources, the campaign time is short, so Tik Tok is blurred and left open.

- Difficulty reaching the target audience in Nha Trang
- The censorship process was cumbersome because the newly joined team has not fully absorbed the values of REO and wants to ensure the content is not misleading
- Not enough posts on the fan page as expected: Because REO has a small number of people but is strictly censored, many articles had been written by the team, but the REO side was late in reviewing the post, leading to a delay in the posting date.

5. General Assessment

5.1. RESULTS of the entire Campaign:

Official fanpage likes:

- Organic growth of 511 likes after one month (November 7 - December 10)

Minigames: canceled

Posts' interactions:

- Our campaign's total posts interactions objectives: 30% growth compared to the time before 7/11
 - Likes: 1942
 - Comments: 161
 - Shares: 176

E- magazine:

- Get 01 E- magazine support
- Total interaction 100 likes & shares until the end of the campaign (07/12)

Support communication on Fanpage of kindergartens & other social organizations:

- 5 organizations & 5 supporting schools
- Total interaction 752 likes & shares until the end of the campaign 07/12

Workshop:

- Number of people responding to events on Fb: 280
- Number of people registered to attend: 147
- Number of people qualified and participating in the workshop: 60
- Event post reaches 5,000 people, 200 interactions

5.2. EVALUATION

Although the project is small, many communication activities are limited, and time is short, the team still achieves most of the KPIs set out. The project's progress was slow, and the phases were shortened and somewhat overlapped, as phase 2 had to be trimmed quite a lot. It is still a successful project.

5.2.1. Channel Evaluation

Target Audience

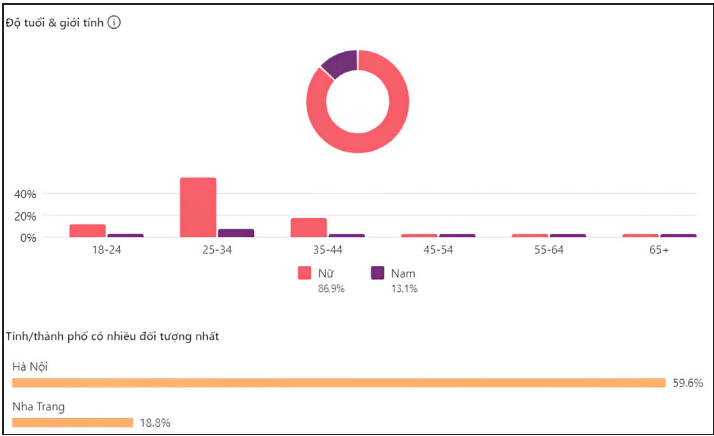


Figure 38 - Target Audience

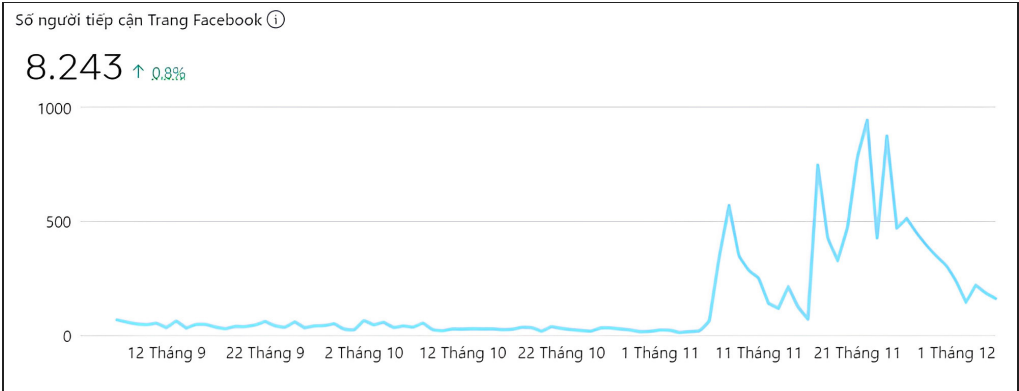


Figure 39 - Page reach growth chart

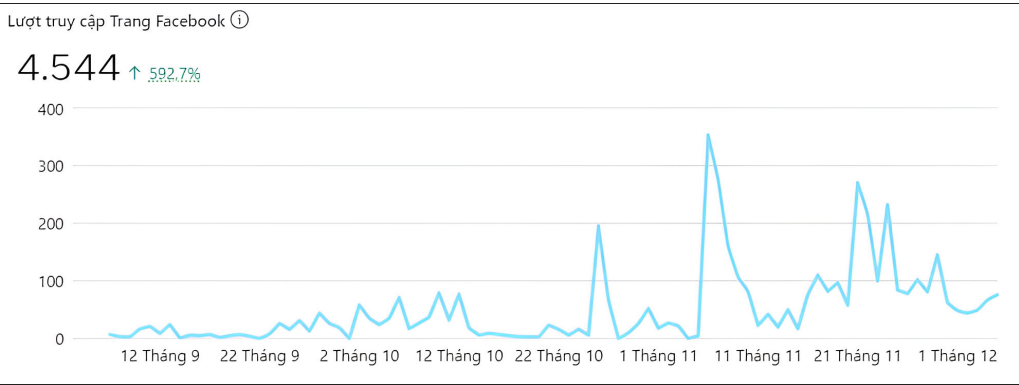


Figure 40 - Page access growth chart

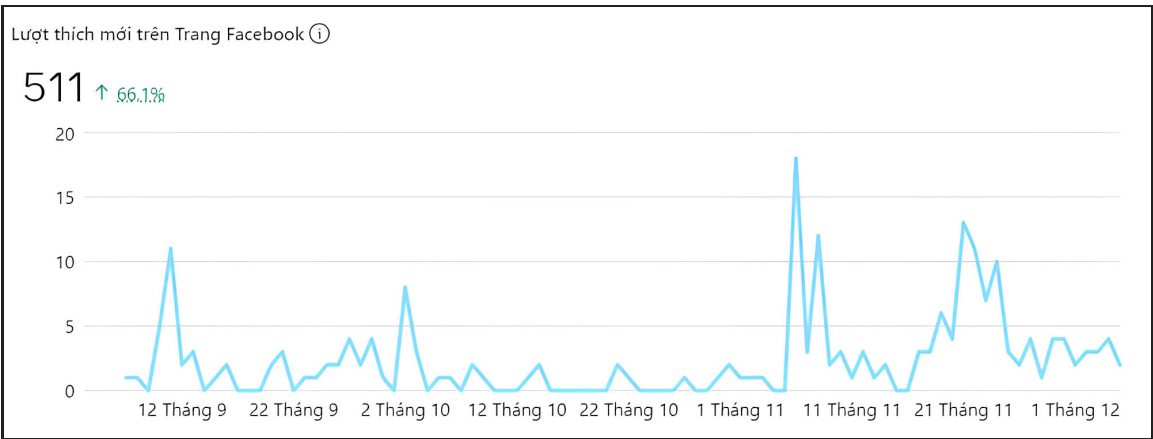


Figure 41 - Page likes growth chart

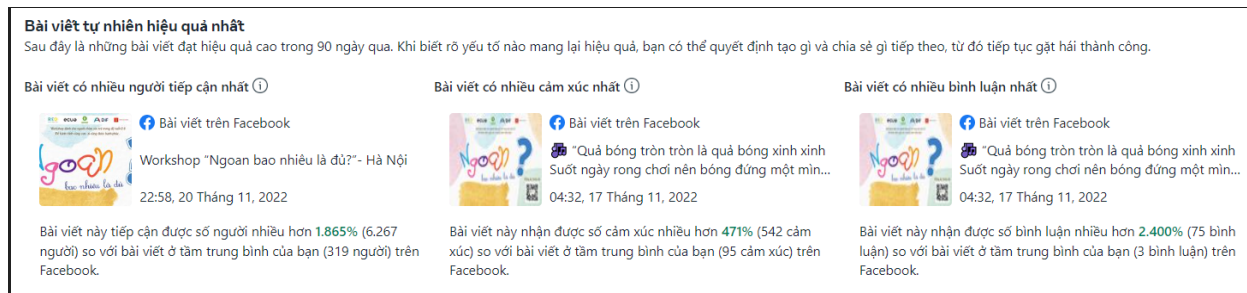


Figure 42 - Event post's results

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

Added later in the slide

III. The Future Activities for the Campaign:

1. Workshop In Nha Trang (17/12)

Workshop's : The same with workshop in Hanoi

Communication:

- At the same time, opened registration for the workshop at two places ends on November 17 and on November 26. After that, the application filtered and emailed to those who meet the participation criteria.
- After the workshop in Hanoi ends on December 11, the fan page will remind you about the seminar in Nha Trang.
- From December 18 -20, post-workshop communication.

Workshop logistics:

- The workshop support members in Nha Trang immediately flew in after finishing the workshop in Hanoi to prepare or set up.
- The team can not fly into Nha Trang to support REO here, so REO divided itself between operating the workshop and shooting and documenting the content of the post-workshop communication workshop. 12/20 Summarizing the entire Campaign and thanking sponsors, guests and participants.

2. Recap The Entire Campaign

Added later in the slide

- This part is mainly in charge of the team during the workshop in Hanoi and Nha Trang
- In addition to recap with photos or videos, the team documents the content and impressive participants' sayings to serve the media after the event.

3. Finalize Research Report After Workshop (1 /2023)

- REO+ - consisting of REO and support teams - is expected to conduct a literature review of the studies that have discussed "goodness" and neighborhood concepts in modern society that have been carried out in Vietnam and the world. Based on that, the team plans to build a questionnaire to collect information about social norms and realities surrounding the "good" practice and conduct in-depth interviews with suitable people.
- Specific results: 01 research report specifying the discourses and practices of educating "good" children in families and schools and the impacts of these discourses and practices, completed in January 2023. Research results are widely shared with caregivers.

Timeline:

	December				January			
Workshop								
		11 - 17/12						
Data processing								
			18 - 30/12					
Make a report								
					1 - 15/1			
Share the results (brief findings)								
							20/1	

Table 32 - Timeline

POST - LAUNCH PROJECT & REFLECTION

REPORT 04

I. PROJECT EVALUATION

1. Overview

1.1. Team's Other Works for the Organization & Campaign

1.1.1. Brand Identity

1.1.1.1 Logos and logo standards



Purpose:

- Previously, REO did not have a brand logo; only photos of members of the organization and event banners were used to make the organization's image. It makes the level of recognition low, does not show the organization's unique identity, and is somewhat unprofessional.
- Realizing that the organization needs a logo and an identity to identify it with other social organizations so that people can easily and quickly remember the REO logo that has been designed.

Logo design process:

- The REO logo was designed with a total time of 1 week, the main ideas were synthesized and filtered through the opinions of all members of the organization.

• The process of designing a logo for REO consists of 5 steps:

- 1.** Research the organization and learn about the mission and vision of REO. Please find out the wishes and requirements of the organization about its identity logo. This is the first and most important step to lay the foundation for a successful logo design (the team spent two days researching REO).
- 2.** Collect and filter information from members of the organization, asking questions such as layout, style, style and color, and font for members to give opinions, and then everyone unified to provide the best and most relevant results for the REO logo (collecting information takes one time).
- 3.** Outlining the logo idea and making a demo based on the unified vision will help everyone first have a specific overview of a good idea, then have a direction to adjust accordingly. Most optimal. (time to demo is two days)
- 4.** Complete. After everyone agreed through the demo, there was an adjustment of the font and color of the Logo; everyone decided to choose neutral tones to better match the vision that REO aimed at children. At this stage, Logo gradually becomes perfect and prepares for presentation (1 day).
- 5.** Presentation, after four steps of researching, filtering information, sketching ideas, and perfecting, the last step is to present the completed Logo to REO (1 day)

Logo meaning:

Created by the value, REO always pursues: Respect - Equality - Love is also the name of the organization.

- The letter R (RESPECT) is designed initially differently from the other two letters. REO aims at the independence of each person - adult or young- in each of its stories, meaning that each person is a unique being that needs to be respected.
- The letter E (EQUALITY) is stylized with the image of an adult spreading his arms, symbolizing protection, loving embrace, and always striving to make every baby equal. This adult is also running towards the remaining adult and baby in the third letter.
- The letter O (LOVE) is stylized with the image of adults and children holding each other's arms to form a circle symbol representing completeness and completeness. Combined with the letter E is an adult bracelet, the symbols E and O combined represent a community where adults and children live side by side, love, and care for each other.

The overall logo layout symbolizes absolute respect, equality, warmth, love, and working together for the complete development of children.

Set of logo standards:

The standards will help people understand the logo's meaning, graphic proportions, colors, fonts, safe distances, and other measures.

1.1.1.3. Publications on Fanpage



Figure 45 - Communities product (source: Team)

Publications for Fanpage are required to be designed during project team collaboration with REO; banners and posters were ordered to create based on the requirements and content of each post. After design, there was controlled, reviewed and feedback from both the project team and REO to produce the most appropriate and optimal banners and posters.

Comment:

Although Reo was considered a relatively closed social organization and equals the opinions of all members in the organization, all ideas need to be agreed upon by all members, so collecting Information and understanding people's views is considered by the group in advance to be quite tricky and time-consuming. But thanks to all REO members' dedication, the team completed the identity logo for REO in the most optimal time possible. REO also commented, encouraged, and acknowledged the efforts the team had put in to help REO have a satisfactory Logo and identity that was approved and satisfied by all members of the organization.

1.1.2. Build Tiktok Chanel

Purpose:

So far, REO has not had its channel on the Tiktok platform, but this application is widely used by young people today. Realizing that there will be a change in the target audience of REO shortly due to the Gen Z + 9x file (Inexperience in educating children) has become a parent, targeting people who are interested in educating children from 0 -6 years old. With easy-to-use, quick updates and a youthful interface that is easy to reach, especially for young audiences - REO's target audience file shortly. Therefore, the team decided to initially open a tik tok channel for REO from now on to catch up with the trend of the times.

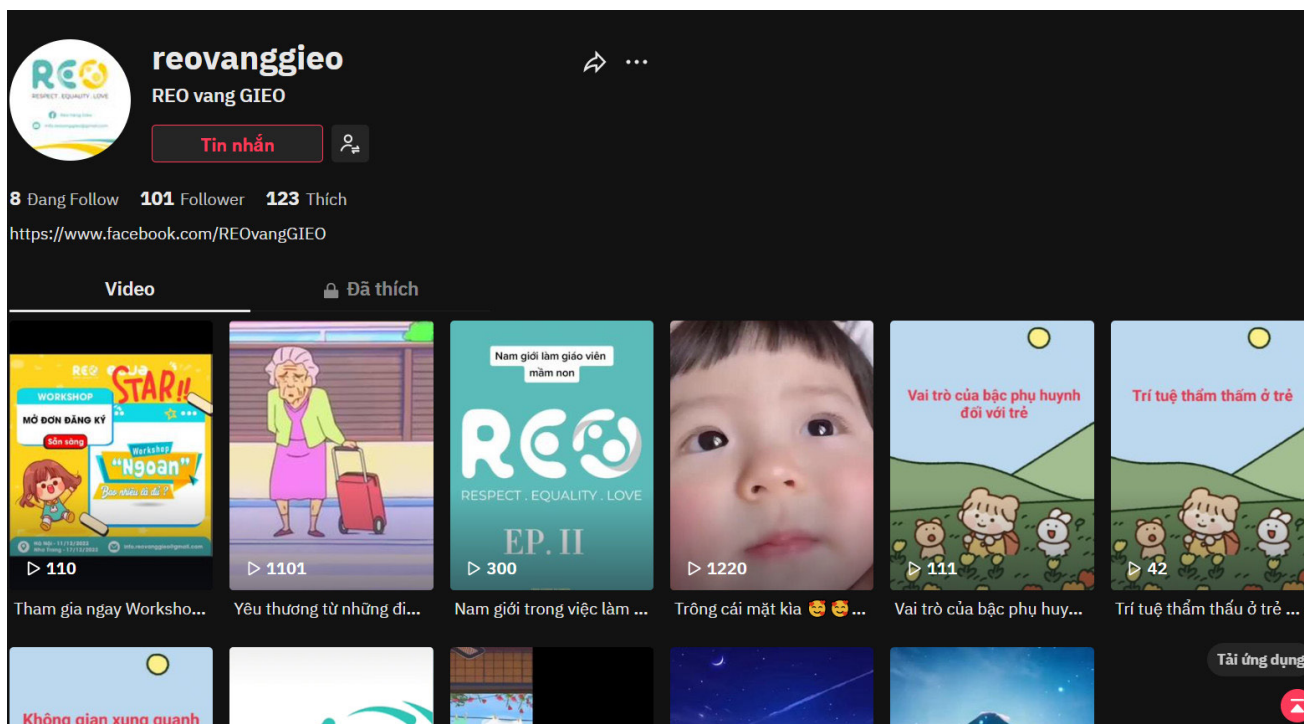


Figure 46 - REO 's Tik Tok (source: Team)

Ideas:

Abstract thinking will bring difficulties in understanding and immediately visualizing what REO wants to convey to new participants. They realize that through learning those thoughts and changing them into simple things, people can understand more easily through short videos, lovely pictures, or videos with messages that REO. Previously, REO did a series of Podcasts, "Next to Flow," sharing stories and perspectives on the topic of CARE, including five episodes of more than 1 hour each, but did not receive much attention. Realizing the resources in Podcasts are many and avoiding waste, Tiktok will be where everyone can condense the best, most meaningful, and most memorable parts of each Podcast episode. Initially, the channel only built simple lines that didn't take too much effort.

Making process:

Build a good line of content about REO-oriented content suitable for REO organization's human resources by researching, researching about REO organization, following posts on REO's homepage, and communicating with management. REO value for ideas.

Content lineR	esource	How to Express	Note
Nice cut from the Podcast	Podcast Material REO	15s video + soft music + self - designed paintings + sub	Consistent with the REO view Write full cre
Situation video	On the Internet	short video + music + sub	

Table 33 - Content line Tiktok

- After determining the main storyline, the team created a script for each clip and reviewed and prepared script ideas for specific editing. Know the purpose of the clip, the target audience, and the core meaning that the video wants to convey.
- During that time, the team took advantage of watching the Podcast episodes previously posted on platforms such as Youtube and Spotify and filtered meaningful passages from there. In the second line, there are situation videos on the internet; the team needs to find and watch many cross-platform videos and choose the videos that match REO's point of view to re-up. Note that re-up videos need to fully record the source and have a meaningful quote to close the REO's point of view from that video.
- Next, Team will be on plan soft for weeks and wait for REO to moderate. The process took quite a while because the members of REO are pretty busy and have more to-do and moderation
- And finally, the video editing and uploading to TikTok.

Go to the editing app, put the intro video that the team has designed before in the section to make the clip, then put the pin that was cut from the previous Podcast, and in the last part, the outro clip was also designed before. To make the video more vivid, adding a little transition effect will help create a smooth and realistic connection between pins. Next, choose the background music with the video content and select the appropriate background music.

Note when posting on TikTok:

Make sure a caption does not block the safe area.

The hashtags must be used appropriately to get to the top. For example, REO can use the hashtag : #giaoduc #treem #xuhuong #fyp,....

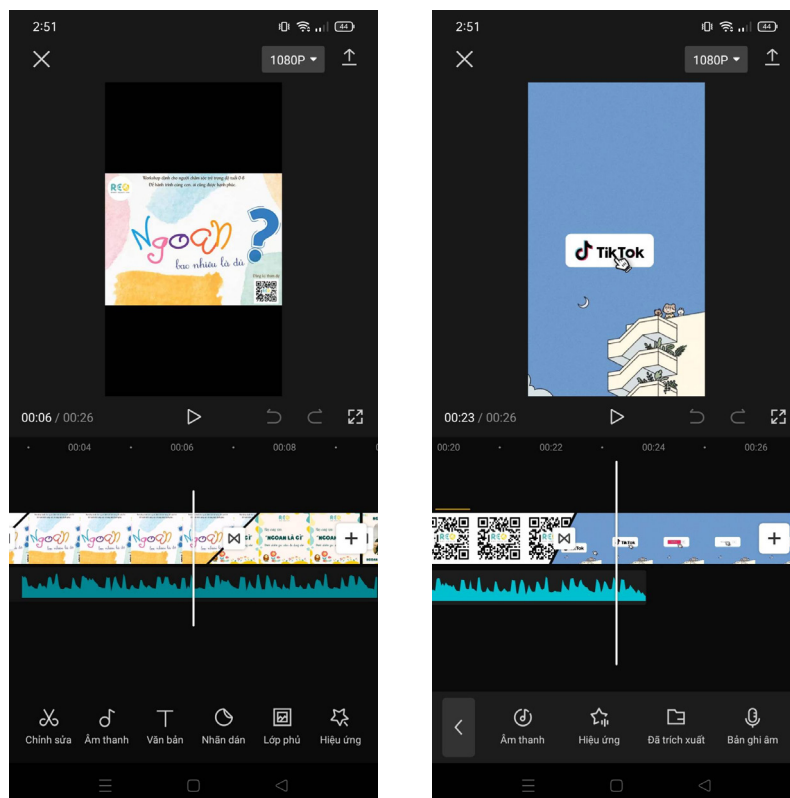


Figure 47 - REO 's Tik Tok (source: Team)

1.1.3. Press release

To increase the credibility of the campaign and the organization, REO agreed to the team's press release plan. Like the posts on the Fanpage, the group wrote the announcement and gave it to REO to edit the most standard style information, and then attached some pictures about the REO to some newspapers. And expect at least one party to agree to post free for the event. Because several activities currently incur additional fees, it is nearly impossible for REO to have a budget for journalism. It all depends on the relationship and the team going to convince the press.

1.1.3.1. The press release kit includes the following:

- Press Release
- Some pictures of REO and the project with captions
- Brochure REO
- Invitation to the workshop

Press release text

The team writes the press release layout in an inverted pyramid model.

Part 1: Summary of the essential information of the event according to the writer's opinion, aimed at readers, containing all the actual content (5W&H)

Part 2: Paraphrasing and expanding information for the introduction.

Part 3: Additional material and information, citations

Part 4: Information about the organization issuing the press release and contact details.

Press releases need REO's accuracy and personal voice, so the team is also cautious when writing. There must be censorship of information, words, and images with both sides from the group and REO, ensuring accuracy and consistency with the entire campaign.


 <p>THÔNG CÁO BÁO CHÍ Dự án "Ngân bao nhiêu là đủ?"</p> <p>Hà Nội, ngày 23 tháng 11 năm 2022</p> <p>REO (viết tắt của Respect - Equality - love) là tổ chức cộng đồng hướng đến việc thực hành, nuôi dưỡng và lan tỏa các giá trị Tôn trọng - Bình đẳng - Yêu thương trong xã hội, đặc biệt về giáo dục mầm non cho trẻ 0-6 tuổi từ 0 đến 6. Thành lập từ 18/6/2021, REO được tổ chức bởi thành viên của REO gồm chỉ trưởng, quan lý, giáo viên mầm non, giảng viên đại học, gia đình trẻ - bà, cha mẹ và những người quan tâm tới trẻ em. Một trong số đồng sáng lập REO là cô Nguyễn Hoa - Nhà nghiên cứu và thực hành giáo dục nhân quyền - đồng thời là Cố vấn Kỹ thuật dự án REO.</p> <p>Đối với trẻ 0-6 tuổi, "Ngân" có lẽ là một trong những tiêu chí quan trọng nhất để đánh giá sự phát triển và mức độ hòa nhập xã hội. Khái niệm ngân và các điểm ngôn ngữ ngân đã dần dần được hợp thức hóa và thể chế hóa vào trong những cơ chế chính thức với trẻ như trường mầm non (phiếu bé ngân) hay công đồng và ngôn ngữ hóa vào các bài hát mà trẻ thuộc lòng như: Cả tuần đều ngân, Bì học về, Bà ơi bà, ... Ngày nay từ ngân đã được dùng mặc định và ít khi câu hỏi "Vi sao phải ngân?" được đặt ra.</p> <p>0-6 tuổi là giai đoạn rất quan trọng để trẻ xây dựng lòng tin vào chính bản thân mình, những con người xung quanh hay thế giới mà mình đang sinh sống. Lòng tin mà trẻ hình thành trong giai đoạn này sẽ trở thành nhân sinh quan, tư tưởng tiềm thức được mỗi hành động của trẻ trong hiện tại và con người trưởng thành sau này. Vì thế, từ các những tương tác (ngôn ngữ, hành động) của người lớn với trẻ con mỗi ngày đều sẽ tạo ra những tác động rất lớn.</p> <p>Để thúc đẩy những thảo luận xung quanh chủ đề "Ngân" đối với cha mẹ, giáo viên và người chăm sóc trẻ. Cũng như lan tỏa các giá trị Tôn trọng - Bình đẳng - Yêu thương, REO đã và đang triển khai dự án "Ngân bao nhiêu là đủ?" từ tháng 10 năm 2022.</p> <p>Nội dung chính của Dự án</p> <p>Dự án bao gồm Nghiên cứu và báo cáo "Ngân bao nhiêu là đủ?" chỉ rõ những điểm ngôn, thực hành giáo dục trẻ "ngân" trong</p>	<p>gia đình, nhà trường và những tác động nó, tạo những cuộc thảo luận xung quanh chuẩn mực và thực tế "ngân" trên mạng xã hội. Và đặc biệt tháng 12 này, REO mở ra không gian chia sẻ, thảo luận dành cho những người chăm sóc chính và quan tâm đến giáo dục trẻ 0-6: cha mẹ, giáo viên... tại 2 địa điểm - Hà Nội và Nha Trang với chủ đề "Ngân bao nhiêu là đủ?". Workshop hướng tới xây dựng một cộng đồng nhỏ những người quan tâm gặp gỡ tiếp tục thảo luận về chủ đề này cũng như những giá trị mà REO mong muốn nuôi dưỡng và lan tỏa. Một số nội dung sẽ được bàn luận trong buổi workshop như:</p> <ul style="list-style-type: none">- Ngân có phải là đương nhiên?- Quyển lực trong chuẩn mực "Ngân"?- Ngân "tạo" ra những gì?- Nếu không ngân thì là gì?- Thực hành các giá trị <p>Thành phần tham dự:</p> <p>Workshop với sự tham gia của các thành viên trong REO, những người chăm sóc chính và quan tâm đến giáo dục trẻ 0-6: cha mẹ, giáo viên</p> <p>Thời gian và địa điểm tổ chức</p> <p>Tại Hà Nội:</p> <ul style="list-style-type: none">- Thời gian: 09h00, ngày 11 tháng 12 năm 2022- Địa điểm: Hà Nội. <p>Tại Nha Trang:</p> <ul style="list-style-type: none">- Thời gian: 09h00, ngày 17 tháng 12 năm 2022- Địa điểm: Nha Trang <p>Sau hơn một năm thành lập, REO đã có cơ hội thực hiện nhiều dự án ý nghĩa cũng nhiều tổ chức xã hội khác như Nhà Nhân Quyền, Ecce, Oxfam. Trong số đó có thể kể đến chiến dịch "Canh" và Bridge Fest 2022 gây tiếng vang trong cộng đồng. Bên cạnh đó REO cũng có thành tựu cho riêng mình khi từ tổ chức những hoạt động thu hút nhiều sự chú ý của công chúng như sự kiện kể chuyện "Tật mìn đã gieo" với 14000 lượt tiếp cận, 140 trường học tiếp nhận thông điệp. 800 lượt chia sẻ...</p> <p>REO mang trong mình sứ mệnh chia sẻ lan tỏa những chuẩn mực cơ - đã không còn đúng ở thời điểm hiện tại - áp lên những đứa trẻ để góp tiếng nói bình đẳng cho trẻ trong mối quan hệ với người lớn, mong muốn một cuộc sống bình đẳng hạnh phúc giữa người lớn và trẻ nhỏ. Những chủ đề REO đã và đang dự định làm như "Giới tính" - "Thế nào là chăm sóc?", "Trẻ em mầm non học về bình đẳng giới?", "Không</p>	<p>gian nói có cho trẻ", Tuy những hoạt động trước đó vẫn ở quy mô nhỏ lẻ nhưng với sự ra đời của dự án "Ngân bao nhiêu là đủ?" - hoặc ngược lại trong sự phát triển của tổ chức - REO hứa hẹn sẽ mang lại những chiến dịch ý nghĩa, quy mô hơn trong tương lai.</p> <p><i>Thông tin chi tiết về Workshop xin vui lòng liên hệ.</i></p> <p>Trưởng ban truyền thông: Lê Hằng</p> <p>Số điện thoại: 0383858591</p> <p>Email: info.reovangiao@gmail.com</p> <p>Fanpage: REO vang GIEO</p> <p>Trân trọng.</p>
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Figure 48 - Press release (source: Team)

Some pictures of REO and the project with captions

Provide about ten images, including Pictures of REO members, outstanding activities, and some photos from the direct interview with the target public (Phase 1)

Then the team contacted the journalist's relationships with teachers and friends, to contact them and sent a set of documents REO had prepared in advance, including an Invitation to attend the workshop, announcement press, and some pictures of REO, Campaign Ngoan. But only some newspaper teams choose to ask for support; it must be newspapers related to life education or psychology or newspapers of different ages to reach the exact target audience of the campaign. We can either go ahead with the content brief and work with them to edit the article as we want or let them freely create it based on the press release and additional information that REO provides.

1.1.4. Support The Logistics Department

Because REO's staff is small and most of them have their jobs, in addition to communication, the team also supports research & reporting, and logistics for the workshop. As follows:

- Research & Report:
- Join to find interviewees
- Take notes of the interview and take picture

Workshop:

- Contribute ideas to the question forms in the workshop registration form and directly create the registration form.
- Finalize the application's content for the Workshop
- Workshop, summarize the applications, and agree on selecting participants.
- Email workshop participants.
- Prepare stationery for the Workshop
- Make a list of participants and sign the check-in
- Take notes & shoot the whole event in Hanoi
- Prepare logistics information for media sharing

In addition, the team is also assigned the task of reminding the parties to return the papers on time because everyone is too busy and easy to follow or miss the deadline.

1.2. Positive Points

- The campaign portrays the close image of REO and the noble mission of contributing to bringing justice and happiness to children, from which they are fully developed physically and mentally.
- The campaign has made the public more aware of REO, as evidenced by the growth of likes on the official fan page and the community's interaction in groups through the "Good" campaign, even though the campaign took place within nearly 45 days. The number of people registered to attend the "Good" workshop is twice as much as that of the "Complete" workshop.
- The identity kit was loved by the public and received many compliments from the REO Management Board. Along with the publications using color tones, the style makes REO like wearing a new shirt, bringing a very personal personality.

- The team successfully persuaded REO to expand the media scale, trying out vigorous activities such as press media, seeding, and Tiktok... especially press activities, helping REO's image become more prestigious.
- REO's first self-organizing campaign successfully attracted many opinions on the topic of "Good," which contributed significantly to REO Research.
- Internal communication is quite strong when members actively share articles.

1.3. Negative Points

- The time to make the campaign was rushed and shortened significantly since the 2nd phase was shortened, and 1 part merged with phase 3 because the team needed to agree on the idea and had to change the campaign quite a few times. The staff is thin and not the primary job, so the campaign activities are often delayed. Since then, the changes in interaction on social media have been different but not as different as expected.
- The budget exceeded the target, so we had to cut some activities like Mini Game right before the day of the event (even though the team convinced the organization to accept it) and lost the movement to spread the "Good" theme freely course
- Opening a community group was refused due to insufficient administrative staff; Tiktok has not been officially launched, and there need to be more resources to develop more complex and creative scenarios, so it has not been successful. At the beginning of video production, the account was not widely reached, and only views and page likes needed to be higher. TikTok was left open because REO did not have time to censor and develop more
- The proposal to run ads in Nha Trang was rejected: the team needed the main activity to attract the Nha Trang public, resulting in much fewer registrations for Nha Trang than in Hanoi.

2. The Project Owner's Evaluation to Our Team

Added later in the slide

II. CONCLUSION

1. Team's Contribution To The Project

After participating and receiving REO's approval, the team researched REO's communication segment and found that there were still many things that needed to be improved to spread REO's mission to society. The team has released several communication strategies to help the organization spread faster and deeper to the target audience. Some suggestions are:

- Redesign the identity, logo, brochures, and media publications for Page, new social networking sites like Tiktok, and offline events like workshops.
- The team proposes press release activities, directly writes to the REO for censorship, and searches for contacts and relationships with journalists to ask for media support. Find the proper paid media channels and their connections and contact them from time to time to negotiate a free post.
- Creating a Tiktok channel brings youthful directions and approaches to young people. Although yet to be successful, it takes advantage of resources from REO's old activities, creating a premise for REO later.

Activities involved with REO:

- Participate in offline meetings and workshops with the team to come up with campaign ideas and master communication plans
- Offline interview related to "How good is enough?"
- Social:
 - More than 70 Design products, 25 Facebook fanpage posts has done
 - Design banners, edit videos, and publish articles with more eye-catching content and colors.
 - Make a plan, split seeding groups, and collect those articles for reporting.
 - The results is all fanpage index has grown at least 100% - 300%
- Workshop:
 - Finalize the application's content for the workshop, summarize the applications and agree on the selection of participants.
 - Email workshop participants.
 - Take photos and videos of the entire workshop to make documents.
 - After the workshop, complete the documents and survey letter.

In general, although the main activity is in the field of communication, due to limited human resources, the team supports most of the other activities of the project, participating in most meetings of 3 groups: Research, Communication, and After-sales. It is needed for timely assistance if required.

2. Lessons Learned

A thorough study of the organization: Before proposing new approaches to communication strategies, it is advisable to have a comprehensive survey of the previous steps of the organization to have the optimal design suitable for the current status and potential. Organization's force Communication for social organizations will be different from making a brand in terms of the number and structure of activities, so we should look at reality to plan and only do a few exercises. At the same time, more than human resources or budgets is required.

Teamwork: The idea should be agreed upon early and have a specific implementation plan. The awareness of each individual is critical, especially in an organization with thin human resources, which is the first time organizing an extensive campaign compared to the organization's size. The members must follow the deadline more accurately to ensure timely delivery.

Content production process: The visual content production apparatus and the moderators must be combined more smoothly and controlled on the same sheet for easy monitoring.

Take note: record everything that happens as a diary from the beginning to the end of the project to get all the details.

Building relationships: A socially solid organization must have a comprehensive and multi-disciplinary network of relationships, especially in journalism. We must expand relations with the press and more extensive social organizations.

Risk Management: Prepare contingency plans if the budget is not enough (because the media organization is very limited in the budget) or backup contacts if it is impossible to ask for communication support. Preparing clear presentations or documents about REO and the project is advisable to convince the parties to support smoother communication.

Flexible seeding Group: Issues about children and education are intriguing in many groups, not only groups about family, psychology, and young children; in addition, the writing style can be flexible to suit suitable for each group seeding

Internal Communication: For any organization, internal communication activities are critical. Creating links, closeness, and consensus among members is also part of the project's success.

3. Suggestions & Recommendation For REO Future Project

Expanding the media scale further: Through this campaign, REO has also been quite open to the media regarding reducing worries about publishing or seeding. But that is not enough. REO needs to be more active in online newspapers to increase the organization's credibility. In addition, REO should use more platforms and invest in new media like Tik Tok.

The content of REO should be more visualized due to a lot of theoretical and academic steam that can make it difficult for the public to access.

Community Group: REO can create its Group for the public to exchange and share meaningful value practices that REO is pursuing, such as opening weekly discussions or weekly mini-games month. It is also a way to maintain the presence of REO in the public's hearts.

The members of REO need to improve their professional skills, such as research and communication, ... so that future projects can be carried out more methodically and smoothly and the team does not have to spend a lot of money to hire consultants. Support counselor.

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