CAPSTONE PROJECT DOCUMENT

BUILD UP TIKTOK CHANNEL FPT TELECOM

GRA497_G16

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ABSTRACT

In the context of the growing Internet, users are increasingly preferring entertainment social networks that are quick and easy to capture messages. Not only that, social network users also want to be able to find useful information, fashion trends or daily recipes with just short video tutorials. Understanding that need, FPT Telecom Joint Stock Company - Telecom decided to establish a TikTok FPT - Telecom channel with the goal of expanding the potential customer file, as well as increasing brand awareness of services and the company's products on a young and dynamic new platform. For many years, FPT - Telecom has always been known as the leading Telecommunication Joint Stock Company in Vietnam, so it is impossible not to innovate to catch up with the trend of the times, especially in the age of the Internet society is developing.

Through the campaign to build the TikTok FPT - Telecom channel, we aim at 3 main goals. Firstly, spread the good message about the culture and people working in the FPT - Telecom environment. Second, create funny, trend-catching short videos that attract interaction with younger and more dynamic new customers. Thirdly, it is possible to promote more about FPT - Telecom's products and services, not only boring numbers but also funny messages. We hope that through this campaign, we can strengthen the image of FPT - Telecom as a brand that is constantly innovating, and will reach more and more customers in the future.

The project took place within three months, from August 23 to December 14. Following the request of the team building the TikTok FPT - Telecom channel, the channel building campaign will be divided into 3 possible phases: (1) Make a specific plan for the content to be built and post the video. , customer research and preparation of rotary equipment. (2) Production and posting of videos on the TikTok platform. (3) Organize the Workshop to attract the attention of young people who are interested in building a personal image, thereby approaching the TikTok channel FPT - Telecom. Construction and communication activities for the current channel have helped the channel gain more than 10,000,000 followers and 51,000,000 likes on this platform.

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INTRODUCTION

1. Name of the capstone

English name:
Build Up Tiktok Channel - FPT Telecom

Vietnamese name:
Xây dựng kênh Tik Tok FPT Telecom

2. Projection Introduction

In recent years, along with the development of society, information technology, social networking sites, the Internet is also growing very strongly. It has been and still greatly influences all kinds of activities and human society, especially to the young generations. The Internet is known for its outstanding features such as fast connection, wide sharing. All we need is a device to access and participate in social networking sites such as Facebook, Zalo, Youtube, etc. Twitter… in which, the most popular is Facebook.. However, in the current 4.0 technology era, to meet factors such as faster and more timely access to information, an amazing amount of platforms that provide short videos have been born. However, Tiktok was one of the greatest successes of that development.

That's the reason why FPT Telecom's Tik Tok channel was established. With the purpose such as branding, conveying a positive message to the community, promoting products & services, and the ultimate destination is communication for the FPT Telecom brand. Communication for FPT Telecom is considered an effective marketing strategy because of the benefits it brings:
• Make a difference
• Building brand awareness
• Increased emotional value for customers
• Optimize word of mouth advertising
• Increased bonds with customers

The channel's content focused on the workplace daily life of FPT Telecom staff at the office such as" virtual camera angles","what employees wear when they go to work".... to the office Story series revolves around the plot, the characters in the company. In addition, the indispensable thing in the short clips is the "catch trend" factor because for the short clip on tiktok, the storyline and humor always go hand in hand with each other and that creates attraction for the audience.

The main goal is to increase engagement between the channel and users (including: views, likes, followers, comments, sharing of media videos) , increase brand recognition and to develop FPT Telecom's Tik Tok channel to become the top entertainment business channel in the TIK TOK platform.

3. Reasons for choosing the project

With the widespread and growing development of social platforms, video production is one of the most attractive forms of marketing. After all, the visual and audio elements of the video are more likely to attract the attention of the audience than the content to read. According to statistics, Vietnamese users spend up to 6 hours 38 minutes a day surfing the Internet, including up to 3 hours 32 minutes of use on mobile devices. The latest report shows that the average Internet user spends 85 minutes a day watching videos. This demonstrates that videos are promoted through active audiences on social media who have the potential to influence the community. Video production seems to be a fundamental skill for today's media workers.

However, producing a high-quality video as well as achieving the prerequisites to become viral is not easy. Especially with the Tiktok platform, it will not simply stop at Mass video production and posting since the core element will be "viral"and "trending". That will show through the results they bring to the business.

Therefore, choosing to produce media products as a project theme will be a great opportunity for the team to apply the knowledge we have learned. About the project "The development of FPT Telecom's Tik Tok channel", the team will be involved in the whole process of creating ideas, producing products and taking full responsibility for the whole project. Through this project, all the members will learn more specific skills in the field of production and making communication plans. Moreover, this is also a rare opportunity for the team to apply our own experiences and what we have learned to successfully complete the Fall 2022 graduation project.

The suitability of the project for the team:
• Team members have experience in video production, making short films on platforms
• Team members joined and laid the foundation for the Channel Tik Tok FPT Telecom from the beginning when the new channel was established
• Team members regularly update trends, understand the prevailing factors for a viral video
• Students are equipped with diverse knowledge of communication as well as product production through subjects and knowledge shared by teachers during their studies at FPT University
• Team members have experience in building channels on various social networking platforms

The meaning of the project to TIKTOK FPT Telecom
• Increase brand identity and coverage on TIK TOK platform
• Capture insight customers through each video content posted
• Receive more comments to develop tiktok channel and FPT Telecom brand increasingly young
 Become a business channel with great engagement in the future

The meaning of the project to team:
• Learn and cultivate experience when working with a big brand
• Obtain certain achievements in the production of media publications
• Get oriented towards future work
• Completion of graduation project fall 2022
• Contact and work with modern equipment and professional team

4. Project Overview

4.1. The Current Project
TIKTOK FPT Telecom Media channel development project is invested and developed in the project to expand brand communication on social media platforms. The Tik Tok FPT Telecom channel started the planning development from August 2022.

The research and development project of Tik Tok FPT Telecom will produce media products that emphasize the core values of the business, to promote engagement, giving customers realistic images revolving around the FPT Telecom brand.

Brand's requirement

Total: 12 clips / month
- Beautiful image quality requirements, frame 9: 16
- Content conveyed in accordance with the message, image of the brand. Subtle integration of the image of the brand in the clip but still ensures the trend capture factor.

4.2 The Proposed Project

The proposed project focuses on developing a plan to build the Tik Tok communication channel and to raise customer awareness.

4.3. Boundaries Of The Project

• There are many fake channels so it is difficult to publish content to customers this is the official account
• The target audience is narrow, because the age of FPT Telecom has married difficult to rejuvenate customers
• TIKTOK's policy is increasingly tightened making the amount of interaction decreased, harder to trend than in previous years. Many of TikTok's standards of community violation make content and message building narrower.
• The context of the situation focuses mainly in the office space.

5. Team's Contribution To The Project

Right from the early days when the team received the project, the team members were divided into categories to match the strengths and capabilities and strengths of each team member. Each member's contribution brings important benefits in the process of building the Tik Tok FPT Telecom channel.

Common task:

- Create a Tik Tok channel FPT Telecom.
- Make a plot.
- Schedule filming (prepare equipment, set up camera angles, contact actors ...).
- Participate in the filming process, uploading products to the Tik Tok platform.
- Study and learn the rules of Tik Tok.
- Monitor your channel's growth metrics.
- Collect public feedback.
- Get feedback and improve the next products.
- Coordinate with the media team to promote the product.

Each member's specific responsibilities are as follows:

- *Do Nhat Duy:* Write script content, come up with ideas to find trends and trends of Tik Tok, work with the team to build and browse the content of the Tik Tok FPT Telecom channel.
- *Le Thanh Dat - Le Hai Dang:* Responsible for video recording, shortlisting, finding the right context for each video, preparing video recording equipment.
- *Nguyen Anh Tu:* Post-production, censoring videos related to copyright, uploading videos on the Tik Tok platform.
- The whole team is responsible for receiving data, viewer feedback, statistics, receiving information and improving in the next products produced.

II. THEORETICAL FRAMEWORK

1. Media channel analysis and market research

1.1. Media Production Definition

We live in a world dominated by the media. Each person can interact and process information from different media with different devices. Media are all types of communication that are intended to inform, educate, or entertain a wide range of audiences. It exists in every form from web content to social media or in TV, video and radio content. The trend of communication is always changing, the role of communication in people's daily lives and its impact on society and politics is huge. A video, article can actually spread itself and cause debate around the world or simply entertain. An ad on the platform if good enough can convert an outsider to a brand's loyal customer bar.

1.2. Media Production Process

Creating a media product is a complex process. It involves developing ideas using imagination, creativity, and the ability to use or innovate available resources. A media product is like a work of art. It requires organizational ability, clear vision and efficient use of the materials and technology needed for the specific product.

The production and planning process must be carried out through the necessary stages to complete a communication product, from the idea to the final. This process is applicable to all types of media production including film, video, television, image.

The three main stages of production are:

1. Pre-production

Pre-production is the stage that refers to the tasks performed before the start of production. What included in this stage depends on the media and the situation. In this stage we need to be prepare : research, venue planning, finance, scenarios, actors and mainstream personnel

- Location survey
- Determine preparation props
- Identification and preparation of contexts
- Production schedule
- Semi-finishing script
- Check the script with actors and stakeholders

2. Production

Production is the stage of recording the footage, in detail, people will perform the recording of the actor in the film, studio and capture all the necessary scenes. When implemented, we can control as well as make comments when there is no financial feasibility to cancel the project. At the present time thanks to the means of development and the growth of mobile platforms, projects become cheaper to cope with the financial decline.

3. Post-production

Post-production is the final major phase of the production process, we will post and plan the communication of the product. There are many things that can happen in the post-production process, common tasks include:

- Edit video footage
- Edit background music, add sound effects, music
- Add titles and graphics
- Color editing
- Add effects
- Capture certain scenes.

In short videos , post-production is relatively simple, including selecting and arranging footage in the right sequence. However, in most cases, post-production is more time-consuming than the actual production phase.

1.3. S.W.O.T Objectives

SWOT is the strategic planning tool used in business to analyze the environment for a project. To evaluate if a project is successful, they need to expand their reach to determine what resources to allocate and what challenges to face and what external support to demand.

SWOT analysis helps us to learn more about: strengths, weaknesses, opportunities and threats; the reason this tool is so effective is that it focuses your thoughts on the key factors that make up success, highlighting factors such as strengths, weaknesses and opportunities or threats involved, eliminating risk through awareness.

- Strengths: these are your traits that give you an advantage over others in your organization, career field or expertise. Examples can be in terms of technique, experience, attractiveness,...
- Weakness: contrary to strengths, this is a trait that puts you at a disadvantage compared to others. For example, experience in some areas, without external links and support, funding, …
- Opportunity: this is an external factor that increases your chances of reaching your final state. Examples here may include referrals from colleagues and businesses, …
- Threats: these are factors that can prevent you from achieving your goals, threats that include things like delay, indetermination.

1.4. Media channel

With the rise of the digital era, brands are deeply aware of the value of investing in social media strategies. Social media has provided measurable results with strategies such as lead generation and social sales, helping to engage consumers with products.

In 2021, a large number of marketers have used social media as their primary channel for communication. According to the Social Media Examiner, 97% of marketers have used Facebook and linkedin.

Digimind - Source : Social Media Examiner 2017 - Monde
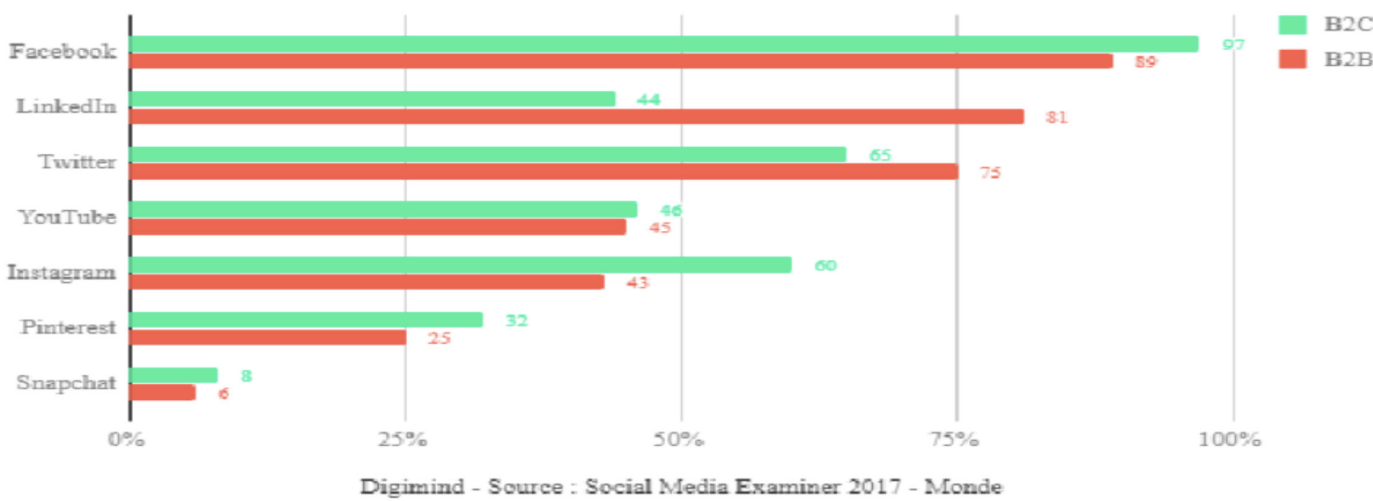
Google recently announced the extension of the removal of Cookies until 2023 instead of 2022 as previously announced. Google's cut-off of third-party tracking would harm other advertising companies; this announcement has led many businesses to step up advertising on social media platforms. In Vietnam, by hitting the right customer sentiment, mobile platforms become more prominent, through which advertising and business forms also become the top criteria.

Tik tok is an AI-based application, owned by ByteDant, a media company from China and currently well known on a global scale. Although it only appeared in 2017 and the creation of short videos has been popular for a long time, but by hitting the right customer sentiment with the trend of "lazy watching" has made the product become number one in the market.

Along with the R & D process, Tik tok has designed a short 15s video to address the entertainment needs of its customers. In addition, hashtags and challenges also help young people to be creative, as well as to challenge themselves. Tik tok is also capable of capturing the trend so that users can spread videos on major social networks (Facebook, Youtube, Twitter, etc.)...), but also actively order the short-lived ad playback of his sample videos on Youtube.

Tik tok also has policies that treat stars as well as their own employees. There are many Tik tok events created to honor individuals as well as implement paid advertising policies to reach different audiences such as the elderly. Not only does Tik Tok care about the stars, but it also makes it possible for ordinary people to stand out through collaboration with multichannel network providers and how to create exciting videos.

1.5 Evaluating Media Production

To assess the effectiveness of the media product, Denis McQuail has summed up and divided it into three parts: structural research, behavioral research, and socio-cultural research. Public research enables us to capture the needs, purposes, and number of people we care about. The study of public behavior aims to improve the efficiency of communication, through learning about information choices to be able to make an impact in society.

Firstly, the effectiveness of the media product will be through the series of products we can evaluate from parameters such as recognition, views, favorites and sharing. Actors in the products will create the identity of the public image associated with the brand or a series of products, we can clearly grasp the information and evaluate the status of the customer file through reception behavior.

Secondly, accurate measurement, traditional rating measurement records active human behavior such as tracking, comment, like, share and thereby understanding the prevailing trends of the community. Monday, measurement accuracy, how to measure ratings traditionally record active human behavior such as the amount of followers, comments, likes, shares and thereby understanding the prevailing trends of the community. This makes it possible for the station to record the number of re-players and have specific strategies for the next product.

In the absence of any impact on the use of electronic devices, the media can capture a database of product performance.

Third, assessing public behavior simultaneously conducts psychological attitudes investigations. This activity will be received through advertising, television, short videos, we can assess the level of reception of users. For example, advertising using KOLs and challenges, consumers will receive and buy products to perform as well as promote the product itself. Through real-world assessments the market will provide data, as well as plans for the next project.

1.6 Communication Crisis Management

During the production and posting of products there will be certain risks in terms of inappropriate content, marginal issues of quality as well as certain competition. A communication crisis is a phenomenon that occurs when problems get out of control of individuals or businesses. This will create discussion, buzz from public opinion and affect the image, brand as well as the reputation of the subject itself. To help businesses optimize business, crisis management activities can be divided into steps:

- Crisis prevention activities, when implementing the plan, should have strategies to prevent the worst-case occurrence. In order to prevent and control crisis communication effectively, we need to build a team of systems, management related to forums to synthesize information and evaluate customers. Check and closely review the information posted on social networking sites. Do not advertise or communicate false information that affects the quality of the reputation of the business.
- The media crisis management organization, in the process, needs to verify the origin, the scale of the crisis and make assumed situations related to the problem, creating an intuitive and accurate view.
- Overcoming the post-crisis effect, after finding the cause of the crisis, we need to put an agreement and respond to questions. You can open a press conference or contact the media to explain the crisis and stay honest in the information.

2 Theoretical Framework

BRAND VOICE

Brand voice is your brand's personality; the unique way you present to the world. It must run consistently through all your communications (social media, website, blog posts, emails, advertisements) no matter which teams are handling which channels, and it mustn't change. Brand voice helps you stand out from the crowd. In the Sprout Social Index, the consumers surveyed had reasons why some brands stood out more than others. Forty percent said memorable content, 33% said distinct personality and 32% said compelling storytelling. In all three of these aspects, brand voice plays a significant role. You can't have a distinct personality without a distinct brand voice.

With the project "BUILD up a Tik Tok CHANNEL FOR FPT TELECOM", determining the voice of the brand as well as building development it-self will be a process of accumulating many different factors.

To help improve the channel's Content on the Tiktok platform, we have decided to build videos that revolve around humorous and informative elements that spread positively to viewers. From there, the brand touches the user in the most subtle and natural way.

PRODUCT BRANDING

"Broadly, a product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas" (Kotler & Keller, 2015). Product branding is the development of a distinctive brand for a given product with the intention to reach a brand's target consumers. Everything from household cleaners to candy to cars can have its own brand positioning and marketing strategy. Regardless of the product, the idea remains the same: to stand out in a sea of similar products and give people a reason to choose yours. Just like a company builds a corporate brand to earn customer loyalty, products can benefit from brand building to create trust and increase sales. Your product is a brand extension of your company, so when you

get product branding right, your company gets a boost, too.

Brand recognition with a product provides a number of benefits to a company, even if customers don't immediately associate your product with your corporate brand. Let's review four of the benefits of distinctive product branding: Idefitinifation, Expansion, Product Preference, and Competition.

This element is used in the topic for the purpose of increasing the identification of tangible products of FPT Telecom through the process of uploading video on the channel. From there increase the recognition as well as closer to the target customers of FPT Telecom

EMOTIONAL BRANDING

"Branding is endowing products and services with the power of a brand" (Kotler & Keller, 2015)
Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds. It is a strategy designed by organizations to help people to quickly identify and experience their brand, and give them a reason to choose their products over the competition's, by clarifying what this particular brand is and is not.

The objective is to attract and retain loyal customers and other stakeholders by delivering a product that is always aligned with what the brand promises.

According to KC Karent Head of content Clevertap.com, emotional branding "It's basically mind control. Everything from your icon, design, and user experience can be optimized through emotional branding to establish loyalty among your users. Consumers can have highly emotional reactions not just to big brands like Apple, but even to smaller companies like yours."

In this project, we will focus on producing short videos with diverse content that are scripted in detail from brief and practical stories. Not only that, we are also the ones who direct the ideas and build those stories. From there, it brings joyful emotions and conveys a positive message, helping the brand get closer to consumers and the target public.

You also should put yourself in your customer's shoes and ask these questions:
- What do I want to get from this business?
- What goal can I achieve when I purchase their products and services?
- How can the business help add value to my life?
- Does this business support any social causes that I support?
- How can this business address my concerns better?

MODES OF EMOTIONAL BRANDING

Aristotle coined the terms Ethos, Logos, and Pathos to represent modes of persuasion. They are also powerful tools in emotional branding.

ETHOS — Credibility & Authority

PATHOS — Emotion & Imagination

LOGOS — Logic & Reason

MEDIA CHANNEL DEFINITION

Larry, Donald and Kim (2015) suggest that paid, earned, and owned media are all included in social media.

Owned media channels include anything you have under your full control; Your website, your blog, your email marketing database, and your organic social media posts. Owned media is frequently utilized to foster long-term consumer relationships and improve brand trust.
Paid media including tactics owned by others but accessed via paid advertising options; digital advertising, traditional television, radio, print, out-of-home and paid social media - like Facebook, Instagram and LinkedIn.Paid media builds on owned media's basis and frequently sends internet viewers to owned media domains.

Earned media channels are things that others control and, at their option, include your brand message for free. It represents the brand's grasp of what matters most to customers and what they're prepared to disclose.

III. COMPANY OVERVIEW

1 About the company

FPT Telecom is a member of the leading technology corporation in Vietnam - FPT. FPT Telecommunications Corporation (referred to as FPT Telecom for short) is currently one of the leading telecom and Internet service providers in the region. Established on January 31, 1997, originated from the Online Service Center founded by 4 members with the first Intranet product of Vietnam called "Vietnamese Wisdom - TTVN", the product is considered to have laid the foundation for the development of the Internet in Vietnam.

After 25 years of Operation FPT Telecom has:
- More than 8984 official employees
- Nearly 316 transaction offices belong to nearly 90 branches in 61 provinces.

2.1. Vision
FPT Telecom would like to become a new type of organization, prosperous, by effort, creativity in science, engineering and technology. To satisfy customers, contribute to make the national prosperity, giving each member conditions to develop their full talent, material and rich in spirit.

2.2. Mission
FPT Telecom's objective is simply to integrate all services in a unique connection, helping customers to enjoy the full broadband connection services in their daily lives. Offering the best quality communications products and services for companies and individuals which use the products and its services.
FPT's slogan: "FPT effort to make customers satisfied on the basis of insights and the best meet customers' needs with dedication and energy which are constantly being enhanced."

2 Vision, Mission & Core value

2.3. Core Value
The core values that make the success and regulate the outstanding character of the FPT brand, formed through the first hard days of the company, built from the experience and learning, trained through the challenges throughout the development process.
        "*Tôn đổi đồng*" and "*Chí gương sáng*" are the core spiritual values of FPT.

Specifically:
TÔN: Tôn trọng cá nhân, tôn trọng đồng nghiệp
ĐỔI: Tinh thần đổi mới, sáng tạo
ĐỒNG: Làm việc theo nhóm
CHÍ: Chí công
GƯƠNG: Gương mẫu
SÁNG: Sáng suốt

The core spiritual value of FPT Telecom has always been the guide for FPT to develop and achieve great success in the future.

3 Brand Identity

The FPT Logo inherits and promotes the core value of the FPT brand, the logo has curves based on the circle of FPT elite. The circle shows the power from the application to the community. The curves are fluid in succession, tend to rise, like powerful vigorous flames always flare up energetically.
The characteristic color of the logo is:
- *Orange:* represents the warmth of the sun and the color of young vitality full of energy, enthusiasm, creativity for a bright future. In addition, Orange is a color that symbolizes openness, willingness to share and connect the world's ethnic community together.
- *Green:* in the logo symbolizes the health, strong vitality of youth and the inclusion of Community Development.
- *Blue:* creates a strong feeling, associating human intelligence FPT, sustainability and unity and close attachment to the company.

The logo design consists of 3 familiar color blocks created with a tilt angle 13 degrees compared to the vertical. The number 13 is a sacred number that has always been attached to the history of FPT's establishment and success - creating a sense of stability.
Thus, the meaning of FPT logo is very important to the staff and employees as well as to the users, not only have the value of image, spirit, each product of FPT is always being taken care of, especially about the quality as well as the service, which allow the user to feel familiar and satisfied when seeing the FPT logo.

PROJECT PLANNING

CHAPTER **II**

I. RESEARCH

1 Situation Analysis

Vietnam is one of the countries with rapid development in information technology with a large and increasing number of internet and social network users. According to Vnetwork's statistics, by January 2020, Vietnam has the number of internet users up to 68.17 million people (accounting for 70% of the population) and the number of social network users is 65 million people (accounting for 70% of the population). 67% of the population). Vietnam is the 18th country in the world in terms of the percentage of people using the internet and is one of the 10 countries with the highest number of Facebook, YouTube and TikTok users in the world. Among them, young people make up a large proportion.The results of some surveys also show that a part of young people is now dependent on the Internet and social networks.

JAN 2021	MOST-USED SOCIAL MEDIA PLATFORMS		VIETNAM
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH			
YOUTUBE			92.0%
FACEBOOK			91.7%
ZALO		76.5%	
FACEBOOK MESSENGER		75.8%	
INSTAGRAM	53.5%		
TIKTOK	47.6%		
TWITTER	38.5%		
SKYPE	27.6%		
PINTEREST	24.1%		
LINKEDIN	22.9%		
VIBER	22.2%		
WHATSAPP	21.2%		
WECHAT	19.9%		
LINE	18.3%		
TWITCH	17.4%		
SNAPCHAT	16.7%		

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
NOTE: FIGURES ON THIS CHART REPRESENT INTERNET USERS' SELF-REPORTED SOCIAL MEDIA BEHAVIOURS, AND MAY NOT CORRELATE WITH THE FIGURES CITED ELSEWHERE IN THIS REPORT FOR EACH PLATFORM'S ADVERTISING AUDIENCE REACH, OR THE ACTIVE USER FIGURES PUBLISHED BY INDIVIDUAL SOCIAL MEDIA PLATFORMS.

47 · we are social · Hootsuite·

TikTok/Douyin was originally launched into China's App market in September 2016 by parent company Bytedance. The platform gained 100 million users in a year. TikTok, the international version, was released in September 2017 after acquiring a video sharing startup, Musical.ly. Douyin kept his debut name in China. Currently, this twin app is available in 141 countries.

According to the above statistics, TikTok is in 6th position on the statistics table. Facebook and Instagram took almost a decade to gain such a large user base. Meanwhile, TikTok took less than 4 years to reach this number.

According to company filings, these are the latest figures showing 1,157.76% growth since 2017 for international app TikTok. This number does not currently include Douyin – the TikTok app in China. Here are the TikTok user statistics until 2021:
- September 2017: TikTok launches internationally.
- January 2018: 54,793,729 monthly users.
- December 2018: 271,188.301 (up 394.9%).
- December 2019: 507,552,660 (up 87.2%).
- July 2020: 689,174,209 (up 35.8%).
- September 2021: more than 1 billion users (up 45.1%).

Social Network	Active Users
Facebook	2.853 billion
YouTube	2.291 billion
WhatsApp	2 billion
Instagram	1.386 billion
Facebook Messenger	1.3 billion
Weixin / WeChat	1.242 billion
TikTok	1 billion
QQ	606 million
Douyin	600 million
Telegram	550 million
Sina Weibo	530 million
Snapchat	514 million
Kuaishou	481 million
Pinterest	478 million
Reddit	430 million
Twitter	397 million
Quora	300 million

Currently, Vietnam is the country with the highest number of TikTok users in Southeast Asia. Statistics at the end of March 2020, there are 13 million Vietnamese users. The age group is mainly students from 12-24 years old. On average, each person spends 28 minutes/day accessing TikTok. Worldwide, TikTok has nearly 700 million users. As of June 2020, 91.9 million Americans use it every month. And 50 million people access this app every day. Since the app launched in the US in 2018, the number of users has grown at a rapid rate: Up 800% from January 2018 to June 2020.

TikTok attracts users by an entertainment platform that is easy to use and suitable for many audiences. Video creation is extremely easy whether the user is an amateur or a professional. This has created a trend to use this platform globally. The above Tiktok statistics have proven its huge marketing potential.

2 Competitor Analysis

2.1. Outside Competitor

A.honghotvanphong (CMC Telecom)
- **Overview:** After 10 years of development, CMC Telecom was honored by ICTNews and Vietnam Internet Association as one of the 5 telecommunication enterprises with the greatest influence on Vietnam's Internet in a decade (2007-2017). is the Gold Partner of Microsoft, the first partner to provide IBM's Outsourced Security Service (MSS), and the standard technology partner of AWS, Amazon Web Service. In 2019, CMC Telecom was the only Vietnamese representative to be honored by Telecom Asia Magazine (the oldest and most prestigious magazine of the Asian telecommunications industry) as the top 3 best Data Center service providers in Asia.
- **PR & Marketing activities:** CMC's "honghotvanphong" TikTok channel has also been in operation for more than 3 months, so it has a stable and increasingly trending viewership. It can be seen that the orientation of this channel is pure transmission. informing the brand, not advertising the product, this is easy to trend and sophisticated, more professional in the eyes of customers.

B. Viettelvn (Viettel Telecom)
- **Overview:** Viettel telecommunications company's full name is Viettel Telecommunications Corporation (Viettel Telecom), a subsidiary of Viettel Military Telecommunications Group. The company was established on April 5, 2007, specializing in providing Mobile Telecommunications services. The company's birth was based on the merger of Viettel Internet Companies, Viettel Landline Phones and Viettel Mobile Phones. Currently, the company is providing telecommunications services, doing business in 13 countries stretching from Asia, Africa to America with a scale of 270 million people. In addition, Viettel telecommunications also participates in the field of research, high-tech production, postal services, etc.
- **PR & Marketing activities:** Viettel creates a continuous trend of discounts and super promotions to stimulate the market to explode

while hitting the psychology of Vietnamese customers who prefer "Delicious - nutritious - cheap". It can be seen that Viettel's marketing strategy is very successful when creating a slogan that goes deep into the minds of customers. The slogan "Speak your way" created by Viettel has received extremely high coverage. According to a recent study, the brand is known by more than 90% of the Vietnamese population through this slogan. At the same time, Viettel pays special attention to education and community care, regularly has practical charity programs such as donating cows to poor people in border areas, and is determined to build an ultra-wideband fiber optic transmission line. to every school in Vietnam. It is these images that have built a close image and captured the hearts of Vietnamese people even to those in remote areas, where current competitors have not been able to do so.

2.2. Inside Competitor

A. tuyendungfpttelecom (HR FPT Telecom)
- Nha Cao's TikTok channel so far has more than 56k followers and nearly 1 million video likes. This is a big challenge for a newly established channel like FPT Telecom because it will have to face the "family" who have experience and great influence.In addition, the content of the Fox House is not restricted in the content. a range of brands and images so they can unleash their creativity and follow the latest trends in the market.

3 Research & Target audiences' insight

3.1.Target audiences

Research target audiences' insight via secondary research
A population segment identified by particular behaviors and demographics is referred to as a social media target audience. People feel more connected to brands when they receive material that is catered to their audience's requirements. You must be familiar with your brand well enough to understand who your target market is. These are the individuals who will most easily identify with your brand and business ethos.

TikTok culture brings together people from many age groups and locations. People who are searching for content in topics that share a passion or interest. And one of the best ways to find common ground is to do a hashtag search. Enter keywords, interests, or topics in the search bar. See how many views different TikTok hashtags get and how they are used in chats. This is also a way to research your competitors, watch a few top videos under hashtags. Are the followers of this video a duplicate of my own? You can consider adding these hashtags to your TikTok posts to expand your target audience. To find our target audience, we need to know when viewers are on the platform. If you keep posting when your potential followers are offline, they won't see your content. Optimizing posting times will

Global Best Times to Post on TikTok
Eastern Standard Time

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	2 AM			5 AM		
6 AM	4 AM	7 AM				7 AM
	9 AM	8 AM	9 AM		11 AM	8 AM
10 AM			12 PM			
				1 PM		
			7 PM	3 PM	7 PM	4 PM
10 PM		11 PM			8 PM	

Best times to post as calculated by Influencer Marketing Hub after analyzing more than 100,000 global TikTok posts and engagement rates

increase your chances of getting views, likes, and comments. And each interaction gives us a better chance of being featured in the "For You" section.

According to the Influencer Marketing Hub, the optimal times to post on TikTok are "6 a.m. to 10 a.m. and 7 p.m. to 11 p.m., Eastern Standard Time (EST)." In addition, Wittypod also points out Among these optimal times, there are some specific times when you can get higher user engagement, such as: 9 a.m. Tuesday, 12 p.m. noon on Thursday, 5am on Friday.

Business accounts can access TikTok analytics, which has four tabs, including Overview, Content, Followers and Direct. We need to evaluate the Followers tab to learn about the current audience. It displays demographic information such as gender and location, and you can also view their interests. Your Follower Activity details the hours and days when our audience is most active. Note when your fans are online and how their activity and engagement levels change throughout the week. In the Content tab, see which videos are most popular. Do certain content or audio clips generate more comments or likes than others? If so, let's look at the format and the theme to see if we can reproduce it.

3.2. Audience Insight

To collect more objective assessments and understand viewers' perceptions and attitudes about TikTok FPT Telecom.vn, my team interviewed 10 participants including customers who use TikTok and employees. pellets. The questions will ask participants to answer specifically about their views and desires for the content of the TikTok channel FPT Telecom.vn. Through data collection and analysis, my team obtained the following results:

FPT Telecom is known for its pioneering telecommunications and technology products and is a place with a dynamic and creative working environment full of youth.

- Pham Duc Huy - 25 years old (Nghe An) : I know FPT Telecom through technology products and I have a few friends who work there. According to my friend, FPT Telecom has a very interesting, dynamic but interesting environment. I also spend a lot of time watching TikTok. If FPT Telecom builds a TikTok channel, I want to know more about the working environment here.
- Nguyen Hoang - 31 years old (FPT Telecom Staff) : For me, when FPT Telecom decided to build a TikTok channel, I felt very excited but also a little confused. Since FPT Telecom is a big company, image is very important. Therefore, the content of the channel must be clever to have both FPT Telecom quality and bring closeness to users.
- Dam Thu Ngoc - 34 years old (Ha Noi) : I got to know FPT Telecom from Mr. Dinh Tien Dung because I'm quite fond of charming humor. I want to see more cuteness and humor from FPT Telecom TikTok channel.
- Tran Khanh Huyen - 23 years old (FPT Telecom Staff) : When I heard that FPT Telecom decided to build a TikTok channel, I was very excited, I think the content of the channel will be very happy because in fact everyone at the company is too. I hope to have a role on TikTok of FPT Telecom.
- Dang Ha Vy - 27 years old (Ho Chi Minh) : As

a content creator, I'm going to be pretty strict when it comes to evaluating a video. What I wanted when FPT Telecom built a TikTok channel was clear and unique content. Along with that, being trendy with new elements is especially important.
- Le Thanh Tung - 26 years old (FPT Telecom Staff) : I work in the sales department of FPT Telecom. It would be great if FPT Telecom's products were included in TikTok videos, to be able to reach more customers and have FTel-like fun and closeness.
- Nguyen Hoang Long - 23 (Hue) : FPT Telecom's technology has a lot of features, but I don't have much time to research and learn. I would like to know more about these products in a concise and easy to understand manner.

Through user studies, the "humor" that individuals mention is related to the behavior of current viewers, their needs when watching videos on TikTok. We can see it thanks to the fun and entertainment factors: 81% of survey respondents expect content

with stories and prioritize education, 76% are interested in formats that favor video. Brands can fulfill this desire by partnering with influencers and leveraging shopping on TV, Livestream, or even at online events, while also incorporating an element of humor for entertainment and interaction.

For the "Inspirational, trending" factor, actual surveys show: 71% expect brands not to force consumers to make decisions when interacting with them. To achieve this, brands must ensure the content is relevant to their interests and interests by targeting good emotions and nostalgic memories. As a result, the brand will ignite the excitement of users when building stories around compelling and inspiring topics.

The "community" element makes it possible to connect with customers and create debates within the proposed content. The survey obtained 65% of participants who wanted to see trusted advice and recommendations about brands right on the internet. Therefore, the recommendations of trusted experts in the community or open discussions between users and their friends are important factors for the brand to fulfill this desire.

The content "challenges" of FPT Telecom.vn can be seen from both competitors or different content across the shared TikTok community. To be able to overcome channel challenges takes effort and continues to build new content. Overcome the competition and continue to maintain the content and unique elements combined with new trends. Reaching viewers, interacting in content is an important factor when most people are easily attracted to channels with friendly communities. These are the factors that make FPT Telecom.vn's activities friendly and attractive to customers.

Along with "challenges" are "opportunities", practice groups can learn from and build relationships with outstanding individuals. Get help and experience from leaders in the company and from FPT Telecom. Develop yourself and advance in your career, connect with today's businesses. These are great opportunities that the practice team can get in the FPT Telecom.vn content building campaign.

The fact that FPT Telecom and the contents have had a positive impact on the spirit and behavior of potential customers and followers. The first benefit is the feeling of being connected and close to the brand. The stress in viewers' daily life can be relieved with fun content that brings positive emotions.

At the same time, when making videos with the essence of the FPT Telecom. vn brand, the individual's brand image is also enhanced and their friendliness towards customers is greatly improved. For "FPTTelecom.vn" channel, they receive a lot of admiration and respect from the customer community and employees. Thanks to the elements of community connection, they are able to create an environment that makes the working process easier and more convenient. Practice groups can gain hands-on experience, improve their techniques and have the opportunity to use professional machines during their work. In addition, each individual will have the opportunity to meet famous people and build relationships and advance in their careers.

4 SWOT Analysis

STRENGTH	WEAKNESS
• TikTok is a social networking platform with the fastest growth and spreading information to users and customers. Therefore, building a TikTok channel to spread the FPT Telecom brand will be very easy if you know how to exploit the content that TikTok users are interested in. • Having relationships with major media partners such as Beat, TheAnh28,... In addition, cooperating with many big newspapers such as vnexpress, kenh14, vietnamnet, zingnews... • Having experience in deploying communication products on social networking platforms with a high number of users in the Vietnam market such as Facebook, Youtube. • Invest in communication products of good quality from content to images. • The media and content team has experience in working at agencies and clients, so they can quickly integrate with high work intensity. In addition, there are mentors who have been in the industry for a long time who can provide insightful suggestions. • It is possible to make trend-catching videos without restricting video content posted to branding with the aim of bringing traffic to the channel because it is in phase 1	• TikTok channel was built from scratch, so it takes a lot of time to plan, find viewers as well as target the right audience. • This is a completely new platform for the whole team, so it takes time to learn how it works as well as test the channel.
OPPORTUNITY	THREAT
• Currently, the main customers that FPT Telecom is targeting are middle-aged and married people, whose main users of TikTok are Gen Y and Gen Z. Therefore, when implementing this TikTok project. FPT Telecom can be more known to young people and rejuvenate the brand's customer base. • Because FPT Telecom is in the telecommunications industry, many people think that this brand is not as friendly as the way they think about the IT industry, especially young people. Therefore, the creation of the TikTok communication channel will show everyone the friendliness, openness and dynamism of the brand.	• Need to censor content carefully before posting, although it may not violate TikTok's regulations, incorrect and negative images can also affect FPT Telecom • - TikTok's content censorship regulations are increasingly tightening, making it harder to trend than before, videos must carefully check content to avoid violations. • It is necessary to make really new content to create an identity and a unique quality so that customers do not feel bored or too monotonous. • In particular, it is difficult for the telecommunications industry to reach customers, but the posted videos still have to integrate the brand image and to reach more customers, it needs support from other media channels such as Facebook, Email, Text message… • Products are branded. Promotional videos about products receive little attention from viewers, especially for telecommunications products. With the TikTok platform, viewers are especially interested in the first 5 seconds of the video

5 TikTok Channel And Tools

5.1. Channel

TikTok is a short video sharing social network with a variety of popular content on social media. In essence, TikTok is a famous Chinese social network with the original name Douyin meaning "vibration", developed by the news app Jinri Toutiao founded in 2016 in China. Accordingly, the way this social network works is quite simple, most videos are short in length from a few seconds to 15 seconds. But the point that makes the difference of this application is its unique editing capabilities and features along with a treasure trove of unique music and sound effects for users to create. Make impressive videos. Moreover, TikTok also has the ability to personalize when it is possible for each person to have different features, which is what makes this application so attractive around the world.

5.2. Tools

A. Tools for Authors
• **Introduce**

Creator Tools are features that help you learn more about how your content connects with others on TikTok, build a strategy for your content, and increase engagement with your video viewers. Personal and Business Accounts can view our creator tools.

• **Get the authoring tool**
1. Tap Profile in the lower right corner.
2. Click on the icon dash lines in the upper right to go to the settings section.
3. Click Creator Tools.
4. Click the instrument you want to review.

• **Functions**

You can access the following features in the creator tools. Please note that some features may not be available to everyone yet, and some features have eligibility requirements that must be met to access the tool.

B. General tools
• **Analysis:** Use analytics to get insights into your video's performance. You can choose to see an overview of the video (such as video views, profile views and followers), the performance of each video, and learn more about your account and community. the community you're building (such as the number of followers over time and the total number of likes, comments, and shares).
• **Portal for creators:** The Creators Portal is where creators go to learn more about the basics of how to get started on TikTok, connect with an audience, tips for creators to grow and open Broader reach and best practices for video creation.
• **Advertise:** Promote is an advertising tool that you can use in the TikTok application. This tool can help you do things like get more people to discover your videos, drive more people to your website, and help you improve your chances of getting more followers.
• **Q&A:** The Q&A feature allows viewers to ask questions directly through your Profile page or in the section of your video.

6 Conclusion

Studies have shown that connecting with customers is one of the most important factors for creating quality and engaging content. Customers and viewers today are looking for more than simply unattractive videos. They need quality content with meaning in the message and humor.
FPT Telecom.vn has brought a lot of
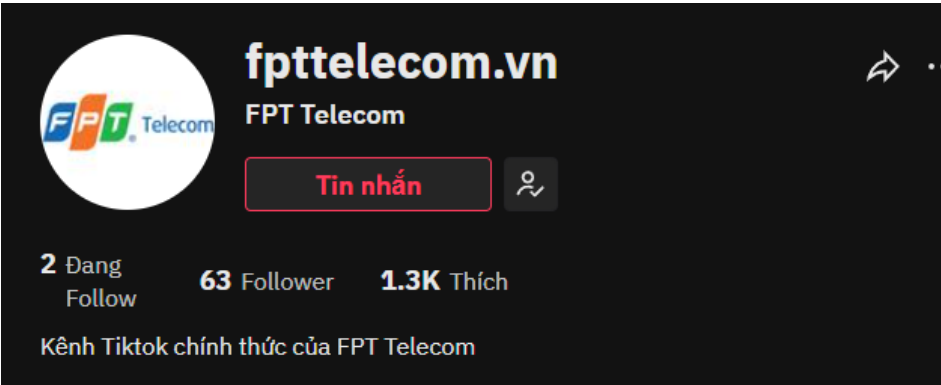
content along with funny content to build the image of a TikTok channel imbued with FPT Telecom's identity. This success comes from the way the channel is built as well as the young team that is attached to the trend and brings real value to the viewers. Not only that, but it also provides an experience for the younger generations and the practice group to have the opportunity to be exposed to the work.

This information will be the foundation for the process of building and developing the TikTok FPT Telecom channel in the coming times. Continue to promote the core values of the channel, while constantly raising the bar to create value for the community and customer groups.
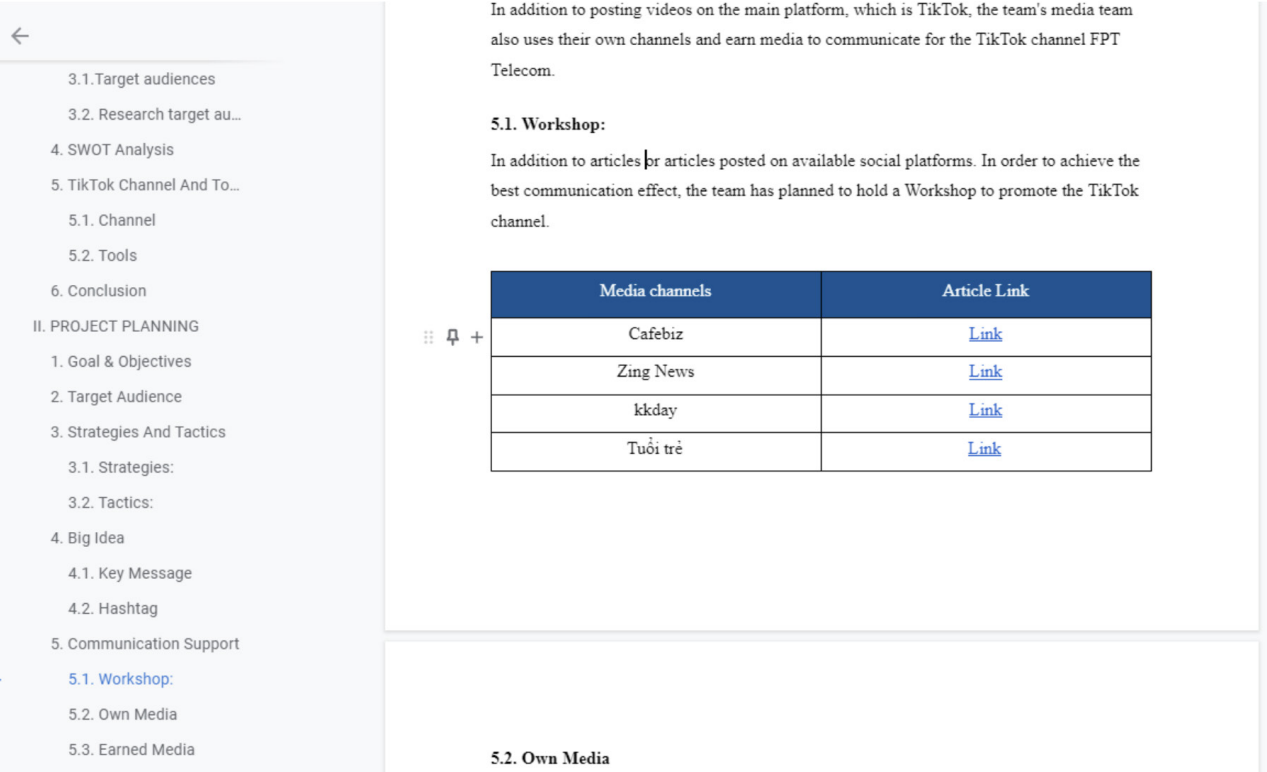
II. PROJECT PLANNING

Goal & Objectives 1

A.Goal
- Goal of TikTok channel "FPT Telecom" - https://www.tiktok.com/@fpttelecom.vn
- Build a TikTok channel with a lot of viewers and followers
- Raise brand awareness FPT Telecom is the leading company in the field of telecommunications
- Deliver product and service information to users tăng lượng khách hàng cho FPT Telecom

B.Objectives
- TikTok channel: gain 10K subscriptions
- Views: total views reached 1,000,000 views. The average clip reaches 50k views
- Continue to create high-spread clips. và có clip đạt 500.000 views
- The number of interactions reached 50% compared to views.
- The number of clips with information about products and services accounted for 30% of the total number of clips

2 Target Audience

Classification	Primary Audiences	Secondary Audiences
	Audience	Company Internal Staff
Demographics		
Gender	Male/Female	Male/Female
Age	18 - 45	Male/Female
Job	All occupations	Working at FPT Telecom
Geographic		
Region	Vietnam	
City	Concentrating the North and expanding in the South	

Psychographic		
Attitudes	Paying attention to FPT Telecom's products and services Interested in culture and want to learn about FPT Telecom	Proud, open, happy with the positive things in my working environment
Behaviors		
Behaviors Towards Company's Events	Follow up activities Posting time frame will focus on 2 time frames, which are 11am - 13h or 18h - 20h	Join and follow the activities
Communication Channel Used	Facebook, TikTok	Facebook, TikTok, Workplace

3 Strategies And Tactics

3.1. Strategies:

Communication strategies: Methods and methods of approaching target customers, helping customers to recognize brands, services and products, and provide information for customers to learn about products and services, from which customers try products, make purchasing decisions and stay loyal to the company's brand and products.

In the communication project for FPT Telecom through TikTok channel, there are 2 main parts:

Content strategy:

- Planning and producing videos posted on TikTok channel to promote the company's brand, products and services to help customers get more information before deciding to use products and services. *Example*: Synthesize trending trends on TikTok and combine them with the company's products and services.
- Use FPT Telecom's stories to convey about people, environment, and working style to the audience watching TikTok channel.

Strategies for using media: After having advertising content and advertising samples, we need to study the media usage habits of the target audience to choose and use media, how to effectively message products and brands to consumers.

3.2. Tactics:

1. *Content tactics:*
- Producing videos that combine popular trends, humorous elements with the company's products and services in a way that is harmonious, without causing uncomfortable advertising feelings for viewers.
- Using common office situations, develop stories and produce videos that tell those stories.
- Example: The story "Dress in the office", "Chill corner in the company"
- On the occasion of the holidays, produce videos that talk about the company's activities during those days.

2. *Tactics using media:* Here is an example of media strategic planning through the stages:
- Identify communication campaigns aimed at customers who are and have not used FPT Telecom's products and services.
- Build the communication goals of the advertising campaign, reach what percentage of the target audience, the number of times the audience reaches the brand and product so that they remember and impressed about it. products and messages
- Research the media habits of your target audience, where they usually go, what they watch, what they listen to, what they read and during what time period.
- For example, the most viewed TV shows, radio shows, newspapers, website locations and social networks have the most visitors.
- Determine the market, place to introduce, advertise products, brands, advertising time, advertising frequency....
- Monitor and evaluate the effectiveness of communication activities.

4 Big Idea

From understanding the mood and aspirations of viewers, wanting to find Fpt Telecom with a new face with youthfulness and dynamism. At the same time help customers grasp information quickly and humorously. FPT Telecom's TikTok channel promises to create interesting, trending and easily accessible stories to all ages of customers through entertaining and humorous short videos.

4.1. Key Message

FPT Telecom's TikTok channel is one of the new developments in the company's long-term development campaign. A special feature that is unique to FPT Telecom is that it is youthful, dynamic and trendy. FPT Telecom always wants to bring interesting stories with the latest trends to help expand the age of customers. Besides, helping customers understand more about FPT Telecom's people who are always enthusiastic and dynamic, ready to innovate.

4.2. Hashtag

#FPTTelecom
#FPTTelecom25
#Trending
#fyp
#xuhuong
#learnontiktok

5 Supported Channel

In addition to posting videos on the main platform, which is TikTok, the team's media team also uses their own channels and earn media to communicate for the TikTok channel FPT Telecom.

5.1 TikTok Channel

The project took place within three months, from August 23 to December 14. Following the request of the team building the TikTok FPT - Telecom channel, the channel building campaign will be divided into 3 possible phases: (1) Make a specific plan for the content to be built and post the video. , customer research and preparation of rotary equipment. (2) Production and posting of videos on the TikTok platform. (3) Organize the Workshop to attract the attention of young people who are interested in building a personal image, thereby approaching the TikTok channel FPT - Telecom.

5.2.1. Workshop:

In addition to articles or articles posted on available social platforms. In order to achieve the best communication effect, the team has planned to hold a Workshop to promote the TikTok channel.

Media channels	Article Link
Cafebiz	https://cafebiz.vn/nu-sang-lap-tipsy-art-startup-quan-trong-la-phai-duy-tri-duoc-hoat-dong-lien-tuc-tu-ngay-nay-qua-ngay-khac-176221019233852785.chn
Zing News	https://zingnews.vn/cac-workshop-thu-gian-cuoi-thang-5-o-tphcm-post1320301.html
kkday	https://vn.blog.kkday.com/2020/10/29/tipsy-art-thien-duong-hoi-hoa-giup-ban-du-tay-ngang-van-ve-dep-bat-chap/
Tuổi trẻ	https://tuoitre.vn/cam-co-len-va-song-cham-lai-thay-doi-an-nhien-1248223.htm

5.2.2. Own Media

Link: *https://www.facebook.com/FptTelecom*
The place to post all images of FPT Telecom's products, advertisements, offers, promotions, addresses, etc. At the same time, it is also a place to create short-term trending messages to more easily reach customers.

Link: *https://www.facebook.com/Foxnews.fpt.vn*
Foxnews is an internal communication channel that publishes employee activities and events such as team building, football tournaments, etc.

5.2.3. Earned Media

- Word of mouth effect: When people working in the telecommunications industry or their acquaintances watch the video, they may be interested in the content surrounding this industry and can share it with others so that they can have a different view of the world. People working in the telecommunications industry are different from stereotypes about this industry.
- Content, music links used by other parties such as FPT Software, chungta, ... will also attract a significant number of viewers for FPT Telecom channel.

6 Content Plan

This section of the report will present an overview of the project schedule, production schedule and communication schedule.

The project was started from July 20 to December 14 and is divided into 3 phases:

Phase	Time	Content
Planning	20/07 - 20/08	Brainstorm ideas and main messages; Develop content, communication plan, implementation plan, work checklist and cost estimate.
Deploying	23/08 - 31/11	Unify the content, make detailed scripts, record videos, exit videos, upload to TikTok channel, seeding and optimizing
		The content on the channel will focus on catching the trend, with funny elements, attracting viewers.
		Videos will be posted at specific time frames such as 11 am
		12 am and 6 pm - 20 pm. There will be at least 3 videos posted per week.
		Building and implementing workshop
Evaluating	10/12 - 14/12	Collect form reviews from the audience about the project. Evaluate the level of completion of the project compared to the original goals and objectives.

7 Production Timeline

A. Planning Phase (20/07 - 20/08)

No	Categories	August Week 3	August Week 4	August Week 1	August Week 2
1	Form ideas	✓			
2	Create key messages		✓		
3	Choose concept		✓		
4	Script writing			✓	✓

B. Deploying Phase (23/08 - 31/11)

Month	August				September				October				November			
Week	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Prepare the filming equipment	✓															
Design key visual		✓	✓													
Design thumbnail		✓	✓													
Choosing a concept for a series of videos		✓	✓													
Write the script and review			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Record and edit videos			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Upload videos				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Summarize and evaluate effectiveness												✓	✓	✓		
Publication design for workshop													✓	✓	✓	

C. Evaluating Phase (10/12 - 14/12)

No	Categories	December Week 1	Week 2
1	Collect data overall	✓	
2	Rate customer engagement on each		✓
3	Measure media effectiveness, activity effectiveness, communication effectiveness		✓

8 Team Structure

Leader
↓

Planning Team	Content Team	Media Team	Communication Team	Design Team
↓	↓	↓	↓	↓
Meeting and developing a communication plan. Create a new concept for TikTok channel, media campaign for the channel.	Responsible for writing and editing scripts	Filming and editing videos to suit the concept	Media promotes each video as it is posted. Dealing with a crisis if it occurs during the construction of the channel	Concept development and media publications for Workshop events and thumbnails, etc.

9 Estimated Cost

No	Categories	Content		Estimated Cash (VND)
1	TikTok Video	Equipments		
		Stylist/ Make up		
		Take Care		
		Logistics		
	Estimated Total (TikTok Video)			**140.000.000**
2	WorkShop	Kols, Host		
		Booking		
		Stage: Sound and light, Led screen, props, stage equipment,...		
		Printing		
		Moving, place of residence		
		Present		
		Food (Drinks, tea break, lunch)		
		Outsource	Image	
			Media	
			Clip	
			Express	
	Estimated Total (Workshop)			**575.000.000**
	Estimated Total			**715.000.000**

10 Risk Management

Category	Risk identification	Reason	Risk management	Precautionary plan
Human Resource	Lack of personnel	Insufficient personnel to run the production stage	Mobilizing resources from relevant departments	Make a detailed list of personnel for each deployment stage
	Human resources do not guarantee work progress	There is no specific plan and tasklist to track project implementation stages	Personnel need to work overtime to ensure on schedule	Make a detailed checklist of work and have a manager, check the progress regularly
	The content team and the production team don't understand each other	Having problems connecting with the content team and the technical team	Meet face-to-face and deal with problems	Before scripting, production, it is necessary to have a meeting and confirm that the whole team understands the content Hold daily/weekly meetings to regularly update the situation
	Actors do not perform well	Actors can't express the feelings and messages they want to convey	The production team re-communicates the script, clearly analyzes the message, and helps the actors express the right focus	Communicate clearly to actors about the content of the scenes they are responsible for. Clarifying the requirements in the contract about cooperation regulations Find backup actors
	The actor had a problem with his condition so he didn't participate in the filming	The actor had problems before the scene	Contact the actor to ask about the reason Shoot the scenes without the actor first The filming schedule is delayed if the actor is unable to participate	Regular meetings before filming to make sure the actors are informed and confirmed to participate Make a plan to back up when the actor suddenly can't participate
	Actors do not belong to the script	The actor didn't pay attention, didn't memorize the script in advance	Pause the scene, give the actor time to read the script again The production team supports the actors in script analysis	Make sure the actors understand and know the script before entering the scene Need someone in charge to check the actor's work often
	Actors, staff and production team have friction and bad attitude	Dissatisfied and contradicting each other	When friction is discovered, top management needs to resolve the issue immediately. It is necessary to thoroughly solve the problem so as not to affect the common purpose	Closely monitor the working process to avoid friction and quarrels. Train employees on working attitudes and how to resolve conflicts that arise when working with each other
Operation and production	Error sound, sound is not guaranteed	Bad sound due to lack of preparation	Contact the technical department for timely repair	Ask the team in charge to ensure the elements including sound, light and facilities to serve the scene.
	Faulty or burnt lights, LEDs, screens	Due to a technical error in the lighting		

Missing device	Not enough equipment, damaged equipment before filming	Prioritize equipment arrangements for shots that can be taken first, quickly finding ways to replenish	Check equipment 24 hours before filming, electronic devices need to be fully charged	
Resource error collected during recording	The products obtained in the session have a source error, the quality is not guaranteed	Quickly contact someone with expertise and find an alternative	Regularly check the memory, the quality of the images, videos	
Ineffective organization, management and coordination of personnel	Coordination and organization are not as effective as planned	Review the plan, overcome weaknesses and continue to closely monitor the work of personnel	Plan detailed work assignments

Disseminate the process, content, and tasks to all personnel

Regularly supervise and urge personnel | |
| The content of the script does not guarantee the correct concept | The scenarios have no connection with each other and don't follow the concept | Review the script flow and correct it as soon as abnormalities are detected | Need to schedule a master plan for the whole project

Make small scripts that closely follow the proposed content and concept

Regularly check the content before filming | |
| The video posted has an error | The posted video has errors in quality and content | Immediately remove the video from the Tiktok platform

Quickly edit and check the quality before posting | Make sure the editor understands the content and concept of the video

Need to double check to avoid errors | |

Legal and ethical issues	Sound used infringing copyright	infringing copyright	remove the video if posted. Replace the new sound with the one used and not infringing	production process, careful sound selection is required

Refer to websites that provide non-copyrighted audio |
| | Words used are not consistent with fine customs | The words used in the video are in the violation list of the platform, words are not suitable for fine customs and traditions | Change the script, remove inappropriate words

If you posted it, you should immediately remove it and apologize | In the process of scheduling, it is necessary to closely follow and carefully check each word so that it meets the standards |
| | Offensive costumes | The costumes used by the actors are not consistent with fine customs and traditions | Immediately change the outfit to suit | Make a request for clothing to match the target content |
| | The image of the character construction is not suitable for the mass audience | Inappropriate, controversial construction images | Consider the extent, remove the posted video if necessary

Review and adjust the character image built

Give an apology and reason | Tight planning for visual control built into clips

Double check the content before uploading |
| | Do not ask permission from the management when filming in areas that are not allowed | Use location without the permission of management | The production team representative worked with the local government, apologized and found a solution | Ask permission, register the footage with the management |

	Making noise and disorder in the surrounding area	Making noise and disorder in the area when doing production	Apologies to those who were directly affected	Carefully select the appropriate production sites Send a notification with an apology for disturbing before the scene takes place
Accidents and natural disasters	Fire incidents Power failure	Fire and explosion incidents, power failure	Inform guests to evacuate, use temporary relief tools and contact the fire department	Train personnel to react promptly when fire, explosion, and short circuit situations occur
	The quality of the food for the production team is not guaranteed	Food spoilage and poor quality; Supply is not guaranteed	Replace food immediately, take care when someone is poisoned	Check the quality of food from the supplier, have a method of timely first aid to the person who is poisoned
	Weather breakdown	Bad weather, strong sunshine or heavy rain	Find similar footage that can be replaced Use supporting tools such as umbrellas, tarpaulins If the situation is not good, the filming needs to be suspended	Check the weather conditions at the shooting area 24 hours before the scene takes place Make a contingency plan for the worst case Prepare supporting tools such as hats, umbrellas, tarpaulins
Budget	The budget for the event was significantly different from the expected	Costs incurred during implementation	Contact accountants and suppliers for the most suitable and economical plan when there is a problem	Do your due diligence when planning your budget: calculate costs incurred, and price fluctuations in the market

III. PRE-PRODUCTION

1 Video Publication Process

Unification Of Content And Content
↓
| Make A Detailed Scenario |
↓
| Video Recording |
↓
| Video Editing |
↓
| Upload Video On Tiktok |
↓
| Communication Optimization |

2 Testing the censorship process

A. With Business

- Finalize the content idea, the development-oriented concept of the channel
- Scripting in batches (6 -8 scenarios each)
- The leader of the foreign media committee approves the script
- TikTok media product production team FPT Telecom receives feedback and edits the script
- Finalize the script and schedule production
- Production (Recording, editing and finishing videos)
- Check the quality and evaluate the level of interaction on each product

B. With TikTok

- Users upload videos
- TikTok uses Ai to analyze content according to standards for community violations, copyright issues (certain videos will be manually censored by TikTok)
- Videos after passing the censorship round will be allowed to be uploaded by TikTok
- TikTok recommends videos to a certain audience file to predict the audience (including age, gender, personality, language, geographical location, ...)
- Video Performance Evaluation: After video launch, evaluation will take place based on the audience files of user interactions with the video content. Each metric tracked has a different relevance point in value. This is an estimated score hierarchy that awards content per user interaction
- For videos with a high rate of rating that are considered by the TikTok algorithm to contain useful content, attract viewers, and continue to be returned to the step of recommending viewers => trending videos
- Videos with a low rating or videos that have gone through many recommendation rounds but no longer have a high rating will be considered by TikTok as unhelpful content, not attracting viewers, and end of life. of video => Video flop, stop interactive push

3 Communication Designs

3.1. Concept

About the idea that the videos of the TikTok channel FPT Telecom in the period of August 23 - December 14 will mainly focus on attracting customers' views, increasing interaction and widely promoting the FPT Telecom TikTok channel. That's why the main style of the video is designed with bright colors, fast-paced situations to catch the trend. Create excitement and attract viewers.

3.2. Uniform

Employees will wear orange uniforms of FPT Telecom, wear employee cards to create recognition with other employees in the corporation, the character lines appear neatly dressed and not offensive. Costumes are fixed according to each video to match this year's trend to create a sense of belonging to the target audience.
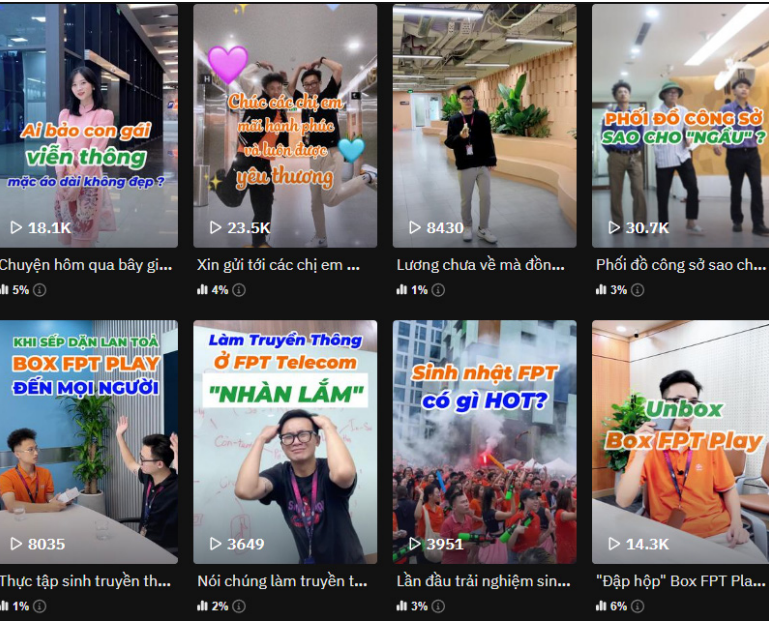
3.3. Branding Logo

The FPT Logo inherits and promotes the core value of the FPT brand, the logo has curves based on the circle of FPT elite. The circle shows the power from the application to the community. The curves are fluid in succession, tend to rise, like powerful vigorous flames always flare up energetically. The logo design consists of 3 familiar color blocks created with a tilt angle 13 degrees compared to the vertical. The number 13 is a sacred number that has always been attached to the history of FPT's establishment and success - creating a sense of stability.

3.4. Video Specifications

- File Size: Up to 280MB on iOS and up to 70MB on Android.
- Video length: 1 minute for products uploaded as video.
- Resolution of uploaded video: 1080 x 1920 (1080p).
- Margin on video: 150px for top and bottom, 64px for 2 sides.
- Size/Aspect Ratio of the uploaded video: 16:9.
- File type and video codec: MP4 or MOV in H.264.
- Video type: Vertical.
- Sound: LUFTS -14
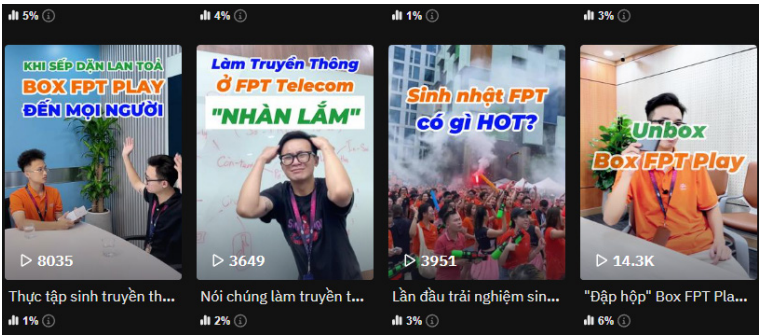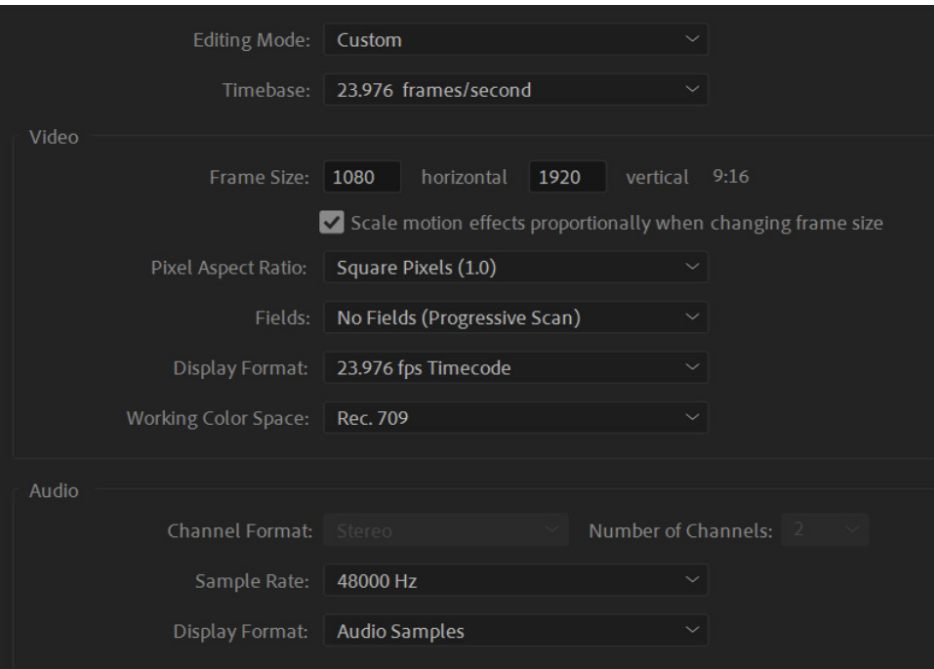
TikTok Thumbnail Caption

3.5. Brand Identity

- File Size: Up to 280MB on iOS and up to 70MB on Android.
- Video length: 1 minute for products uploaded as video.
- Resolution of uploaded video: 1080 x 1920 (1080p).
- Margin on video: 150px for top and bottom, 64px for 2 sides.
- Size/Aspect Ratio of the uploaded video: 16:9.
- File type and video codec: MP4 or MOV in H.264.
- Video type: Vertical.
- Sound: LUFTS -14

3.6. Script content

- he script content will be around the scene in the office with many small situations, trending videos in a youthful and humorous direction. Each video will have an average time of 30 seconds to 1 minute 30 seconds so that viewers do not feel that the video is too long and boring, especially all videos will be followed by the 3s rule.
- General script framework for all videos posted on the channel

PROJECT EXECUTION

CHAPTER III

I. LEARN THE FUNDAMENTALS OF TIKTOK

1 How do videos get onto the trending feed on tiktok?

1.1.Briefly describe how FPT Telecom built a TikTok channel

A. Identify the audience you want to target:
- Before starting to build a TikTok channel, you need to determine the target audience that the channel is aimed at. Because the object of frequent use of TikTok is the Genz generation whose age ranges from 15-25 years old. Therefore, if your customer target is in the above segment, then you should use this platform as a communication tool.
- After determining the customer target, you need to clearly define the main topic of the TikTok channel. The content of videos on FPT Telecom channel focuses mainly on the company's culture, people and products and services.

B. Creating content that brings useful value to viewers
- Most TikTok users mainly watch videos for entertainment purposes and kill time. Or there are some departments that use this platform to watch videos that provide useful knowledge.
- They won't use TikTok to search for items. Therefore, if you want to build a sales channel and promote your personal brand, you need to skillfully insert advertising content into videos that bring value to viewers.
- Besides, you should also be flexible when creating trending, funny TikTok videos. From there, the video will attract more views and customers will not hesitate to follow your TikTok channel.

C. Actively post videos, hashtags, interact with people.
- Actively posting videos is also necessary in the process of building a TikTok channel. At least every day we need to post 1 video on the channel. However, if you maintain this, there will come a time when you will fall into a state of "running out of ideas", so the solution for this should be gradually extending the time of posting clips, about 4 videos per week.
- - TikTok users use hashtags to search for trends or content they need. So if you want to have a high chance of your video appearing in search results, attach hashtags related to the content in the video.
- - Try to catch the trend and shoot challenge videos on TikTok. Because these videos will often attract very high views, the proof for this is that videos with hashtags #challenge, #xuhuong, #learnontiktok often has huge views.

And especially, the hashtag #fpttelecom also generated 46.8 million users.
- - It is very important to regularly drop hearts or respond to user comments on your posts. When you work hard to interact with people, the common invisible will create a bond between the two parties. Besides, other users can also read your comments, if the answer is funny, it will definitely leave an impression on viewers.
- - In addition, you can also comment on other posts on TikTok with the same topic as your channel. If the comment is funny and gets the attention of many people, they will be curious to see your channel, thereby increasing the number of followers significantly.

D. Post videos in prime time frames
- Posting TikTok videos in the ideal time frames with many viewers will help your videos reach a wider audience, thereby increasing the number of followers. Research to see what time frame your target audience usually uses TikTok in for an effective advertising campaign.

E. Make sure the video is good quality
- Use video recording tools such as cameras, tripods, lights, recording microphones, etc. to ensure high-definition video quality, impressive video content, and videos without blur or shake.
- - A high-quality video will bring positive signs to the TikTok channel, attract more viewers and increase the video rate on TikTok. FPT Telecom's TikTok videos are of good quality and are edited, post-production, and highly professional.

Global Best Times to Post on TikTok
Eastern Standard Time

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	2 AM			5 AM		
6 AM	4 AM	7 AM				7 AM
	9 AM	8 AM	9 AM		11 AM	8 AM
10 AM			12 PM			
				1 PM		
			7 PM	3 PM	7 PM	4 PM
10 PM		11 PM			8 PM	

"Best times to post as calculated by Influencer Marketing Hub after analyzing more than 100.000 global TikTok posts and engagement rates."

F. Build a TikTok channel with a complete account profile

- Last, and most importantly, you need a complete profile. Because that will build trust from users. Build an account profile that matches the content you'll be posting on your channel.

1.2.Specific details on how to make recommendations on TikTok

A. TikTok's scanning rounds:
In order for videos to be recommended on the trend, you need to pay attention to TikTok's 3 censorship steps as follows:
- **Step 1**: The first step will be a scan round, the computer will often scan the videos for community violations such as: violence, pornography, drug use, music and trademarks,... If Your video appears in one of the above violations, TikTok will remove or restrict your video.
- **Step 2**: TikTok will hire an outside business for the purpose of content selection only. After completing this step, your video will reach the threshold of 500k - 5M views.
- For example, FPT Telecom's "Work Outfit" video has reached more than 800k views, nearly 30k likes, it can simply be understood that this video has passed 2 scans of TikTok and can win the hearts of viewers with interest.
- **Step 3**: The first two rounds of TikTok's scan are the process of browsing content in 1 Country. Once completed, TikTok will scan the 3rd pass to be able to bring your video to a foreign audience. At this step, it is also up to you to see if your video fits the culture of each Country, and then whether you will be accepted in that Country. If your video content makes the audience feel comfortable, easy to understand, the views of the video will increase even more.

B. Age, content to pay attention:
- **Age:** Right from the first video on your channel, TikTok will set up data about the origin, age, and customer file you want to target. From there they will expose your video to people who are interested in your video content. If in the second Video, your video has content unrelated to the first video, TikTok will automatically understand that your channel is not on topic and of course the number of viewers and interactions will be significantly reduced.
- **Content:** It can be said that TikTok viewers are very fastidious, they have very high requirements for content and trending factors, so if you want to maintain a TikTok channel with millions of views, you need to update and improve the quality. content to satisfy TikTok users.

1.3. How to build a million views on a TikTok channel from scratch

A. Steps to build a TikTok channel:
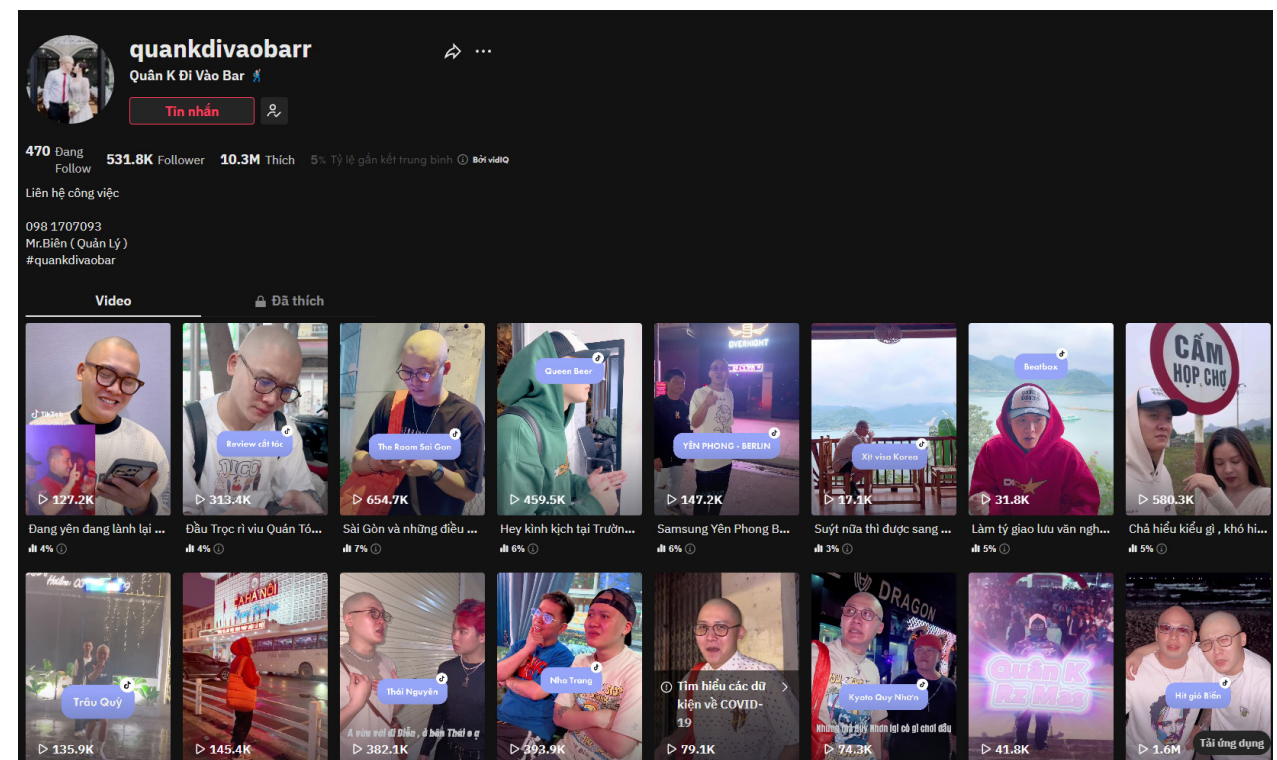Here are the steps to build your own million-view channel and make money on TikTok:
- **Step 1:** First of all, you should surf TikTok 2-3 hours a day to observe how other tiktokers do (you can observe the content of the channels, how they are displayed, how they are transmitted, how the channels interact. with followers,...)
- **Step 2:** Determine the topic, style of the channel and the target audience you want to target. Plan to build preliminary content first.
- **Step 3:** Prepare content and equipment to making videos (while building content, remember to attach your channel's brand sentence so that viewers are attracted and impressed with them).

For example: Quan K's channel goes to Bar, the opening sentence is always "Hello anh em, minh la QuanK day", this sentence both locates the content and creates the channel's brand. Start with what you have and do what you can.

- **Step 4:** Upload Tiktok videos on your phone, continue to measure to analyze results and optimize over time. If there are no good results at first, find a reason to improve in the following videos.

C. Ads on TikTok:
- Except for TikTok's advertising feature, you should not use any external advertising services to increase channel interaction. Not only is it not beneficial, but it also reduces the interaction score a lot for your TikTok channel. Even your channel may be listed as Spam because of this action.
- Advice for this section, you can unleash your content creation and develop your own brand, so please limit the use of advertising features.

B. Notes when building a TikTok channel:
Most of the people in the beginning have difficulty building a TikTok channel because they do not understand the algorithm and do not have sufficient knowledge and skills:
- Name the channel according to your personal brand, with personalization elements. Choose an easy-to-remember, brand-name ID. Avatars, banners have clear and professional images to help users identify more clearly. Profiles can include links to your website or other social networks (restrict sales information). And upgrade your creator or business account type because when you first set up a channel, the default will be a personal account.
- Exciting video content attracts lots of hits and ranks among the top videos where 400 new people are instantly referred. A video that rises to the top of recommendations is a good sign that your channel will grow.
- After TikTok evaluates your video as viral and has a certain amount of virality in a small group, your video should now reach 1000–5000 new viewers.
- Your video content will be scanned by TikTok AI and pushed to broad recommendation after reaching the distribution milestone of 1000 - 5000 new users, reaching 50,000 - 1,000,000 views.
- After achieving 4 things, your video became extremely popular and went viral. With an organic reach of over one million viewers and a top spot on "For You," it's implicit that the impact is on par with YouTube's most popular trending videos.
- Understand the psychology of TikTok users, They are the ones who use TikTok to kill time. The content they choose can be: Listening to music, humor, entertainment, value, or looking at beautiful boys and girls… When the audience feels comfortable and enjoys your video, you will get likes back. , comments from them.
- If the first time the process of building a channel is not as you want, please be more persistent. You need to gain 500-1000 followers on the topic of your channel. Avoid changing too much, too fold the content of the channel and it is important that you have your own style for your channel.
- Use Thumbnail (Image, text) to synchronize the content and style of your channel
- Using hashtags to briefly describe your video and channel is also a way to help your brand stand out.
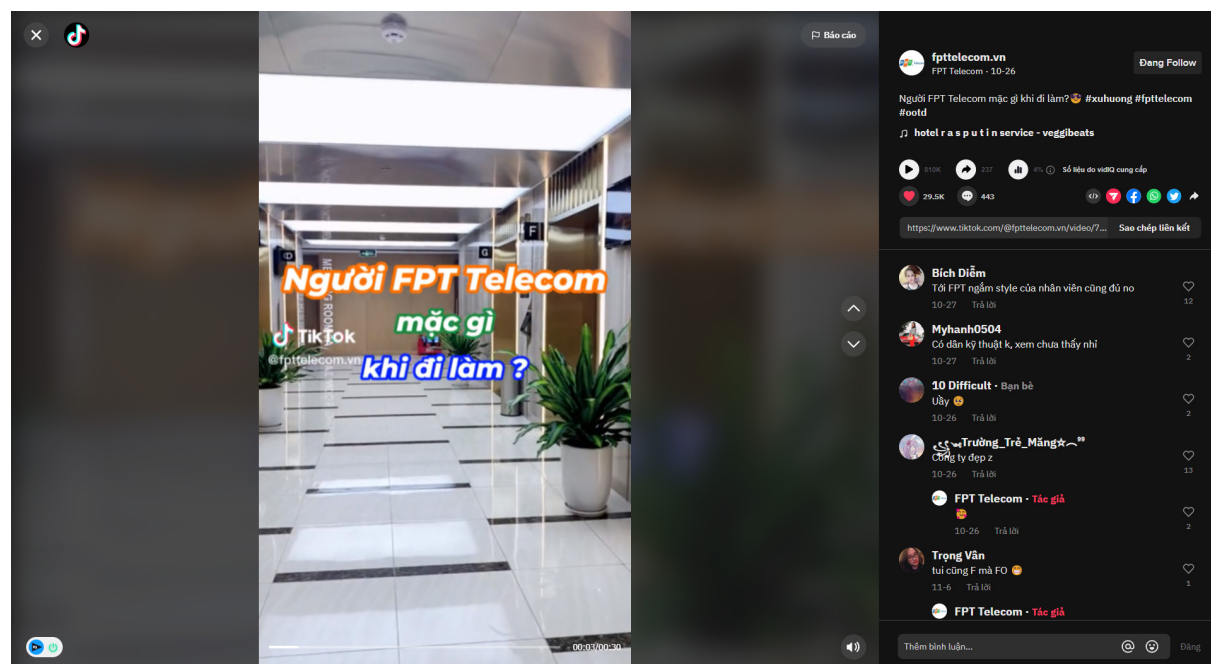
2 Timetable for TikTok posting and improvement

1. What is "TikTok Video Posting Timeframe"?

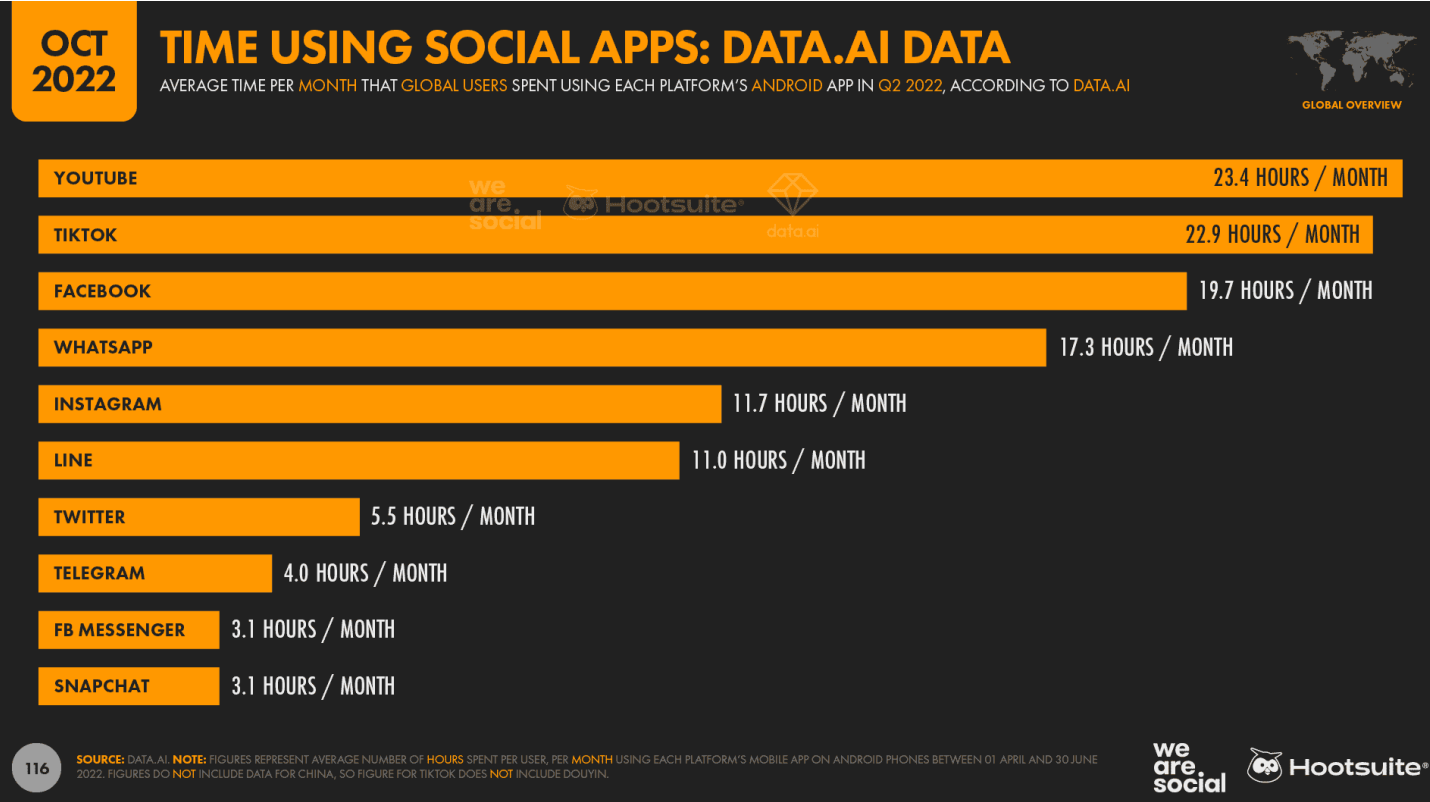- TikTok is no longer a strange video creation application for today's social network users. It is one of the fastest expanding video social networks. Therefore, the popularity of users on TikTok can create a media effect for this application.
- TikTok golden hour, TikTok golden hour or trending posting time frame on TikTok is the time of day when this application receives the most traffic and usage. At this point, user-posted content has the ability to quickly reach a large audience and generate a lot of interaction. Each video and product posted will reach a different audience. Therefore, the optimal time to post TikTok varies depending on the channel, person, or region.

2. How important is the Tiktok posting time frame?

- In January 2022, TikTok was used by users for 19.6 hours per month, according to Datereportal. This is a 47% increase in time spent on this app compared to 2020, when users spent just 13.3 hours per month. On the other hand, TikTok follows Facebook in terms of usage time. YouTube continues to dominate, capturing user attention for an average of 23.7 hours per month.
- By July 2022, TikTok surpassed Facebook with usage time of 23.6 hours per month while Facebook user time decreased to 23.2 hours per month. Up 20% compared to January and officially rose to the top in the ranking of time spent using social media applications.

OCT 2022 — TIME USING SOCIAL APPS: DATA.AI DATA
AVERAGE TIME PER MONTH THAT GLOBAL USERS SPENT USING EACH PLATFORM'S ANDROID APP IN Q2 2022, ACCORDING TO DATA.AI — GLOBAL OVERVIEW

Platform	Hours / Month
YOUTUBE	23.4 HOURS / MONTH
TIKTOK	22.9 HOURS / MONTH
FACEBOOK	19.7 HOURS / MONTH
WHATSAPP	17.3 HOURS / MONTH
INSTAGRAM	11.7 HOURS / MONTH
LINE	11.0 HOURS / MONTH
TWITTER	5.5 HOURS / MONTH
TELEGRAM	4.0 HOURS / MONTH
FB MESSENGER	3.1 HOURS / MONTH
SNAPCHAT	3.1 HOURS / MONTH

SOURCE: DATA.AI. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 APRIL AND 30 JUNE 2022. FIGURES DO NOT INCLUDE DATA FOR CHINA, SO FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN.

- TikTok users have the ability to reach a large audience, with over 1 billion active accounts. However, not everyone is capable of doing so. That's why it's so important to post content within the correct TikTok timeframe. If you post in the right TikTok golden hour, your channel will easily reach the million-view milestone, no longer afraid of losing interaction.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	2AM					
	4AM					
				5AM		
6AM						
		7AM				7AM
		8AM				8AM
	9AM		9AM			
10AM						
					11AM	
			12AM			
				1PM		
				3PM		
						4AM
			7PM		7PM	
					8PM	
10PM						
		11PM				

- **Best time to post on TikTok on Monday**
The best time to post on TikTok on Monday is 10:00 pm. It seems the majority of TikTok users might want to start their week off productive and relaxing with some light entertainment at night.
- **Best time to post on TikTok on Tuesdays**
The best time to post on TikTok on Tuesday is 9:00 am. Engagement seems to be stronger in the early hours of the morning from 6am onwards.
- **Best time to post on TikTok on Wednesdays**
The best time to post on TikTok on Wednesday is 7:00 am. Another joined crowd of morning people!
- **Best time to post on TikTok on Thursday**
The best time to post on TikTok on Thursday is 7:00 PM. This is also the day of the week with the highest engagement on TikTok, as far as we can tell.
- **Best time to post on TikTok on Friday**
3:00 p.m. is the best time to post on TikTok on a Friday, although engagement is pretty consistent throughout the afternoon, starting at lunchtime.
- **Best time to post on TikTok on Saturday**
11:00 am is the best time to post on TikTok on a Saturday. For the first time, the early bird did not catch the worm.
- **Best time to post on TikTok on Sunday**
The best time to post on TikTok on Sunday is 4:00 p.m., though engagement is second-highest early in the morning (again!), between 7:00 a.m. and 8:00 a.m.
While using the app, your target audience is more likely to engage with the

content. The "For your site" recommendation also includes newly published content. Once we have a certain amount of traffic, we will start to improve, reassess when we have the highest viewership thanks to the creator tools. "For your site" shows an endless stream of videos chosen algorithmically based on their previous interactions with the app. Videos that appear in this section get more views and engagement. After that, we'll start making statistical reports for the best fit for the channel. This process will continue indefinitely to determine the most efficient network for the channel. Therefore, you should try to match your publishing schedule to the hours of operation for the majority of your channel viewers.

You can also learn a lot from other popular channels. Look for accounts with the same target audience as you. Then check their posting schedule. Take note of which of their videos are the most popular. If you notice that TikTok content is posted on certain days of the week and performs better than others, try posting on those days and closely monitor your channel analytics. TikTok makes competitive analysis relatively simple. Just go to the account that interests you and open any of their TikTok.

No established social media strategy. TikTok remains a social network with a lot of untapped potential; it will never stop growing.

Every day, new users join. New features are added regularly, which may affect your position in TikTok's algorithm. This means that your posting schedule will need to be adjusted over time. When you notice a drop in performance, go through these tips to find the best new time to post.

According to research, the first time the channel was deployed with the number of hours of posting by the King Nem channel was evaluated. However, after the evaluation and improvement process, clips of FPTTelecom.vn channel are currently posted between 6pm and 8pm. This is the most viewed timeframe.
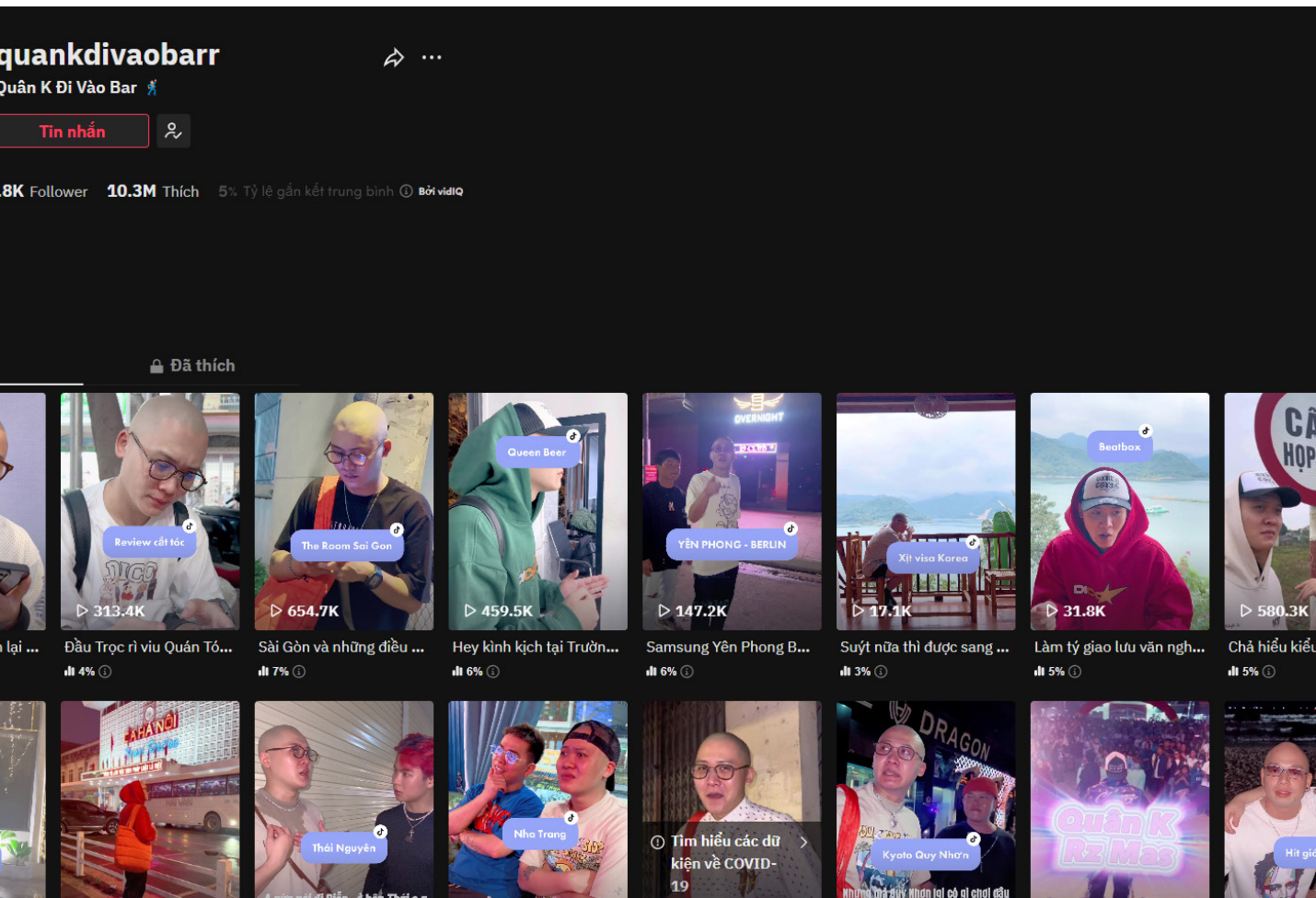
3 The effect of hashtags

A. What exactly is the TikTok hashtag?
Similar to hashtags on other social networks, the TikTok hashtag is an unsigned word or phrase placed after a pound sign (#) to group different content and topics that are being discussed. , mentioned in the video. Users can put hashtags in the video's description or in comments. When you search for a hashtag on TikTok, any video tagged with that hashtag may be shown in your search results. For example, someone searching for the hashtag #Learnontiktok on TikTok might come across it. Knowledge-related video content.

TikTok, as an entertainment-focused platform, naturally has the highest number of hashtag views for entertainment content, with 535 billion views. Dancing is the second most popular genre, with 181 billion hashtag views. Other popular hashtag view categories include jokes, fitness and sports, home/DIY, and beauty/skin care.

B. How are hashtags on TikTok different from other platforms?

For example, if you want to use hashtags on Tiktok in a targeted way, you must not just apply 1:1 what you are used to on Instagram. Instagram allows up to 30 hashtags to be used, while TikTok's hashtags are counted for the character count of the caption, a maximum of 300 characters in total so optimal calculations are required. before using hashtags.

The use of TikTok hashtags is one factor that helps your TikTok channel reach more different users. Your TikTok videos with hashtags will be suggested in the "For you" section and reach the right audience that you target. When a user has watched any of your videos, the probability is very high that they will click on your channel to watch the remaining videos and follow you.

C. Benefits of using hashtags:

Even without running an official hashtag campaign, hashtags should be an important part of your TikTok strategy. From improving content discoverability to building community # can help a lot. Here are the top reasons why your business should use hashtags in its TikTok strategy:

- **Increase visibility**
Adding hashtags to your video captions can help you expose your content to TikTok users who aren't already following your brand. When you use hashtags that are relevant to the content of the video, you can attract people who are already interested in the topic.
- **Increase interaction**
Increased visibility can also lead to increased engagement. More people will want to engage with your content by liking or commenting on it as more people see it.
- **Community development**
Branded TikTok hashtags are a great way to build community around your company. Use brand-specific hashtags to encourage your audience to create videos. This will assist you in developing a strong community of followers who enjoy sharing content relevant to your business.
- **Identify competitors**
Popular industry-specific hashtags can also assist you in locating other businesses that are using them. This is a great method to identify competitors that you may not be aware of. You can also compare your TikTok performance with theirs by looking at their profiles and content.
- **Get great TikTok content ideas.**

When you search for category-specific hashtags, you'll get the best performing content for that hashtag. This is a great way to see what your target audience is interested in and get ideas for content.

• **Locate relevant influencers.**

You can also use hashtag search to find influencer accounts that are creating hashtag content. If you're planning an influencer marketing campaign, this is a great way to find TikTok influencers you can collaborate with.

• **Follow the crowd.**

TikTok trends come and go, but leveraging the right trends at the right time can help increase visibility and engagement. When you create content based on popular hashtags, you prove to your followers that your brand is interesting and relevant. Furthermore, there's a good chance your video will appear on the appropriate Explore pages. This increases the visibility of your content and can help you achieve more

*Some websites have specific analysis of Hashtag's indexes to make it easier for you to consider and use. For example: TikTok Creative Center.

Be careful when using the hashtags #ForYou, #ForYouPage or #FYP: These three hashtags may have appeared in some TikTok videos. These hugely popular hashtags have received trillions of views. No wonder people are using them to

4 Common Basics Mistake

4.1. Violent, dangerous contents

After studying TikTok's algorithms, in order to avoid trouble with uploaded video content, we have followed TikTok's rules. In addition, we also synthesize other implicit rules so that videos when posted have better growth.

Today, when the Internet is growing, besides the benefits it brings to people's lives, it is also undeniable that the heavy negative consequences that social networks bring. In particular, cyber violence often appears, becoming an unending problem with enormous consequences. Therefore, to limit the spread of negativity in society, TikTok has also enacted a law that prohibits users from posting violent content:

- Action and dangerous challenges
• Content that represents the possible improper use of dangerous tools or items
• Content describing dangerous driving behavior
• Content that depicts or promotes the consumption of substances that are not intended for consumption or could result in serious harm
• Content that describes or provides detailed instructions on how to perform a dangerous activity
• Dangerous games, challenges or performances that could result in injury or property damage

- Suicide and self-harm
• Content that depicts, promotes, normalizes, or glorifies suicidal or self-harming behavior
• Instruction on how to commit suicide or self-harm
• Games, challenges, deals or pranks involving suicide or self-harm

- Eating disorder
• Content that describes, promotes, normalizes, or glorifies eating disorder behavior
• Content that describes, promotes, normalizes, or glorifies any other risky behavior for weight loss related to an eating disorder

- Abuse behavior
• Content that offends another individual or disparages an individual on the basis of attributes such

as intelligence, appearance, personality traits, or hygiene
• Content that promotes coordinated harassment
• Content that disparages victims of violent tragedies
• Content that uses TikTok's interactive features (e.g. duet) to bring others down
• Content that depicts intentionally harmful or threatening behavior, such as online stalking or provocative comments
• Content wishing for an individual to die, suffer a serious illness or be seriously harmed

- Hostile thoughts
• Content that celebrates, promotes, glorifies or supports any hateful ideology (e.g. white supremacy, misogyny, anti-LGBTQ, anti-Semitism)
• Content that contains names, symbols, logos, flags, slogans, uniforms, gestures, greetings, illustrations, portraits, songs, music, lyrics, or other elements related to the concept. hostile thought
• Content that promotes, advocates, or advertises conversion therapy or related programs
• Content that negates well-documented and ongoing violent events affecting groups on a fair and equal basis (e.g. Holocaust denial)
• Declaration of supremacy over a group of people concerned on a fair and equal basis
• Conspiracy theories are used to justify hostile ideology

- Threatening and inciting violence
• Statement of intent to injure an individual or group
• Statements or images that encourage others to act or advocate violence
• Conditional statements or expressions of desire to encourage others to act violently
• Calling to bring a weapon to a location with the intent to intimidate, or threaten an individual, or group with violence
• Instructions on how to make or use weapons for the purpose of inciting violence

- Violent and gruesome content
• Human content, which describes: a violent or grisly death or accident situation where a person's body part is mutilated, mutilated, burned, or burned, with a focus on gore. open wound or injury actual physical violence, altercation, or torture
• Animal content, which describes: the process of slaughtering or the unusual death of an animal, the mutilation, mutilation, burning, or burning of animal cruelty and gore

Through the issued TikTok laws, FPT Telecom understands the requirements of the TikTok platform; The content team created simple images related to the audience such as working style, working environment, people.

4.2 Contents with high sensitivity

TikTok in Vietnam is extremely sensitive to information related to sex, objectionable ... For channels that use the above images, the video will be removed and depending on the extent, the channel may be deleted. The FPT Telecom team conducted research to give examples of cases to avoid when deploying:

- Sexual harassment
• Content with intent to engage in non-consensual sexual acts
• Content that disparages another person's sexual activity
• Content that simulates sexual activity with another person, either verbally, in writing (including emojis), or through the use of any feature within the app
• Content that alters or manipulates another individual's image to depict or imply sexually suggestive or engaging in sexual activity
• Content that reveals or threatens to reveal a person's private sex life details, including digital content, sexual history, and names of previous partners
• Content that reveals or threatens to reveal a person's sexual orientation without their consent

- Child sexual abuse
• Content that interacts with minors in a sexually explicit or juvenile manner (e.g., through product

features such as duets)
- Content that depicts, solicits, glorifies or promotes images of child abuse including nudity, child pornography, or sexual activity with minors
- Content that depicts, promotes, normalizes, or glorifies pedophilia or sexual assault of minors
- Content that re-victimizes children or exploits children who are victims of abuse by re-sharing or re-enacting assaults or confessions by third parties

- Acts of solicitation to abuse minors
- Seduction moves
- Content that depicts, promotes, normalizes, or glorifies solicitations
- Content that requires real-life sex between minors and adults or between minors with a significant age difference
- Content that displays or suggests nudity with minors
- Content that solicits minors to contact an adult on another platform, website, or digital space
- soliciting nudity or sexual intercourse, through extortion or other forms of coercion

- Nudity and sexual activity involving minors
- Content that describes or implies minor sexual activities including penetrative and non-penetrating sex, oral sex, or intimate kissing
- Content depicting sexual arousal or arousal involving minors
- Content depicting pedophilia involving minors
- Content that describes a minor's exposed genitals, buttocks, pubic area, or nipples
- Content that contains sexually explicit language depicting or depicting minors
- Content depicting minors contains sexually explicit lyrics
- Pornography of minors, including butt-shaking, breast-shaking, pelvic thrusts, or stroking one's own or another's groin or chest
- Content depicting minors undressing
- Content depicting minors dressed inappropriately for the context
- Comments, emojis, text or other sexually explicit images used to cover up or imply nudity or sexual activity by minors

- Harmful behavior of minors
- Content that suggests, depicts, mimics, or promotes the possession or consumption of alcohol, tobacco, or drugs by minors
- Instruction aimed at minors on how to buy, sell or trade alcohol, tobacco or controlled substances
- Content that depicts or promotes activities that may endanger the health of minors, including physical challenges or stunts

- Physical and psychological harm to minors
- Content that depicts or promotes physical abuse, neglect, danger, or psychological disregard for minors

- Sexual exploitation
- Content that depicts, performs, promotes, normalizes, or glorifies non-consensual sexual behavior or non-consensual groping, including rape and sexual assault
- Content that depicts, practices, promotes, normalizes, or glorifies the sharing of private images without permission, including sexual images recorded, created and shared without permission .
- Content that depicts, performs, promotes, normalizes, or glorifies sexual violence
- Content that depicts, performs, promotes, normalizes or glorifies sexual solicitation, including offers or requests for sexual favors, sex chats or images, sexual services, highly sexual content providing or performing sex on camera (sexcamming)

- Nudity and adult sexual activity
- Overt or implied depiction of sexual activity, such as penetrative sex, non-invasive sex, oral sex or erotic kissing
- Content that depicts sexual arousal or arousal
- The content describes the affection

- Content showing a woman's genitals, buttocks, pubic area, or nipples
- Content containing sexually explicit language for sexual gratification

Actors must wear clothes that do not violate the standards of TikTok, but in addition, these costumes must also be appropriate to avoid causing objection to FPT Telecom's culture. Furthermore, during the implementation of FPT Telecom, there is a period of censorship of all posted content to avoid unnecessary errors.

4.3. Contents violation

TikTok is a HOT video social network where people share short clips. Whether it's dance, dance, free style or talent performance. TikTok is the new video social networking standard for creative young people. TikTok is an accessible platform, the number of users has reached 39.65 million people in Vietnam. The popularity of viral videos and their ease of use has helped increase the number of participants, leading to stricter content policies. To be able to maintain the development and have a positive view of the community, we need to understand the rules to avoid coercion of interaction, block the channel or even delete the channel. The current popular rules are:

- Spam and promote fake interactions
- Share instructions on how to increase views, likes, followers, shares or virtual comments
- Buy and sell views, likes, followers, shares or comments
- Promote virtual traffic generation services
- Operating multiple TikTok accounts for fraudulent or fraudulent purposes to distribute commercial spam
- Create malware or modifiers to increase views, likes, followers, shares or fake comments

- Impersonation
- Impersonate another person or entity by using their name, profile details, or profile picture in a misleading manner

- Harmful misleading information
- Misleading information intended to incite hatred or prejudice
- Misleading information about emergency situations can cause panic
- Misleading medical information that can harm an individual's health
- Content that misleads community members about elections or other civil processes
- Conspiracy theories include content that attacks a certain protected person or group, includes calls to violent action, or denies that a violent or tragic event has occurred.
- Digital tampering (aggregation or manipulation of media files) to deceive users by distorting the truth of events and causing substantial damage to the subject of the video, others or social
- Engaging in organized fraud such as using multiple fake accounts to influence or shape public opinion, and to mislead individuals, communities or our systems about identity, location, relationship, popularity or purpose of the account

- Copyright and trademark infringement
- Content that infringes the copyright, trademark or other intellectual property rights of others
- During the implementation of the project, our team has followed the regulations to ensure that video content and footage do not violate TikTok's guidelines. The group's script content is carefully processed and censored when posted on the channel.

4.4. Summary

Research, content creation, recording and post-production have helped the project team access new knowledge and modern technology. Information and research help each individual have many opportunities and skills to develop breakthroughs in the future.

Understanding and mastering the fundamentals of video content creation is the first step to building a TikTok channel before moving towards larger goals.

II. TIMELINE

1. Overview

The campaign is implemented from 23/8/2022 to 30/11/2022 and is divided into 4 phases:

- Phase 1: 23/08 - 25/09 - Deploy the scenario phase 1
- Phase 2: 12/09 - 23/10 - Deploy the scenario phase 2
- Phase 3: 10/10 - 27/11 - Deploy the scenario phase 3
- Phase 4: 24/10 - 30/11 - Deploy the scenario phase 4

Month		August		September				October				November			
Week		3	4	1	2	3	4	1	2	3	4	1	2	3	4
Phase		Phase 1	Phase 1	Phase 1	Phase 1	Phase 1									
					Phase 2	Phase 2	Phase 2	Phase 2	Phase 2						
								Phase 3	Phase 3	Phase 3	Phase 3	Phase 3	Phase 3		
											Phase 4	Phase 4	Phase 4	Phase 4	Phase 4
The team works with the brand on ideas and finalizes the conten		X													

Month		August		September				October				November			
Week		3	4	1	2	3	4	1	2	3	4	1	2	3	4
Create detailed content and directions for the channel		X													
Workshop for PR TikTok channel		X											X	X	X
Pre-production	Scripting	X	X		X	X	X		X						
	Find the background				X	X	X		X						
	Prepare props and technical equipment				X	X	X		X						
Production	Practice reading the script	X			X	X			X	X					
	Record video	X			X	X			X	X					
Post-production	Save the file	X	X	X	X	X		X		X	X	X	X		
	Edit video	X	X	X	X	X		X		X	X	X	X		
	Content moderation before posting	X	X	X	X	X		X		X	X	X	X		
Upload videos to the TikTok channel		X	X	X	X	X		X	X	X	X				

TikTok FPT Telecom
Phase 1 (23/08/2022-25/09/2022)

Date	Tasks
23/08	+ Post videos on TikTok channel phase 1.
24/08	+ Video recording phase 1. + Video editing phase 1. + Get feedback and edit phase 1 video.
25/08	+ Post videos on TikTok channel phase 1.
26/08	+ Make the script phase 1. + Submit the script for phase 1.
27/08	+ Get feedback on the phase 1 scenario. + Script editing phase 2. + Approving the scenario for phase 2.
28/08	+ Video recording phase 1.
29/08	+ Video editing phase 1. + Get feedback and edit phase 1 video.
30/08	+ Post videos on TikTok channel phase 1. + Video recording phase 1.
31/08	+ Video editing phase 1. + Get feedback and edit phase 1 video.
05/09	+ Video recording phase 1. + Video editing phase 1. + Get feedback and edit phase 1 video.
06/09	+ Post videos on TikTok channel phase 1. + Make the script phase 1. + Submit the script for phase 1.
07/09	+ Post videos on TikTok channel phase 1. + Get feedback on the phase 1 scenario. + Script editing phase 2. + Approving the scenario for phase 2.
08/07	+ Video recording phase 1. + Video editing phase 1. + Get feedback and edit phase 1 video.
09/09	+ Post videos on TikTok channel phase 1.
10/09	+ Video recording phase 1. + Video editing phase 1. + Get feedback and edit phase 1 video.
11/9	+ Make the script phase 1. + Submit the script for phase 1. + Get feedback on the phase 1 scenario. + Script editing phase 1. + Approving the scenario for phase 1.
12/09	+ Post videos on TikTok channel phase 1.
13/09	+ Video recording phase 1.
14/09	+ Video editing phase 1. + Get feedback and edit phase 1 video.
15/09	+ Video recording phase 1.
16/09	+ Post videos on TikTok channel phase 1.
17/09	+ Video editing phase 1. + Get feedback and edit phase 1 video.
18/09	Sunday.
19/09	+ Post videos on TikTok channel phase 1.
20/09	+ Video recording phase 1. + Video editing phase 1. + Get feedback and edit phase 1 video.
21/09	+ Post videos on TikTok channel phase 1.
22/09	+ Video recording phase 1. + Video editing phase 1. + Get feedback and edit phase 1 video.
23/09	+ Make the script phase 2. + Submit the script for phase 2. + Get feedback on the phase 2 scenario. + Script editing phase 2. + Approving the scenario for phase 2.
24/09	+ Post videos on TikTok channel phase 1. + Video recording phase 2.

Phase 2 (12/9/2022 - 23/10/2022)

12/09	13/09	14/09	15/09	16/09	17/09	18/09	19/09	20/09	21/09	22/09	21/09	24/09	25/09	26/09	27/09	28/09	29/09	30/09	01/10	02/10
+ Make plan phase 2.	+ Make plan phase 2.	+ Script editing phase 2.	+ Make the script phase 2. + Submit the script for phase 2. + Get feedback on the phase 2 scenario. + Script editing phase 2. + Approving the scenario for phase 2.	+ Make the script phase 2. + Submit the script for phase 2. + Get feedback on the phase 2 scenario. + Script editing phase 2. + Approving the scenario for phase 2.	+ Make the script phase 2. + Submit the script for phase 2. + Get feedback on the phase 2 scenario. + Script editing phase 2. + Approving the scenario for phase 2.	+ Make the script phase 2. + Submit the script for phase 2. + Get feedback on the phase 2 scenario. + Script editing phase 2. + Approving the scenario for phase 2.CN	+ Make the script phase 2. + Submit the script for phase 2. + Get feedback on the phase 2 scenario. + Script editing phase 2. + Approving the scenario for phase 2.	+ Make the script phase 2. + Submit the script for phase 2. + Get feedback on the phase 2 scenario. + Script editing phase 2. + Approving the scenario for phase 2.	+ Make the script phase 2. + Submit the script for phase 2. + Get feedback on the phase 2 scenario. + Script editing phase 2. + Approving the scenario for phase 2.	+ Make the script phase 2. + Submit the script for phase 2. + Get feedback on the phase 2 scenario. + Script editing phase 2. + Approving the scenario for phase 2.	+ Make the script phase 2. + Submit the script for phase 2. + Get feedback on the phase 2 scenario. + Script editing phase 2. + Approving the scenario for phase 2.	+ Video recording phase 2.	+ Video recording phase 2.	+ Video editing phase 2. + Get feedback and edit phase 2 video.	+ Video editing phase 2. + Get feedback and edit phase 2 video.	+ Video recording phase 2. + Video editing phase 2. + Get feedback and edit phase 2 video.	+ Post videos on TikTok channel phase 2. + Make the script phase 2	+ Submit the script for phase 2. + Get feedback on the phase 2 scenario. + Script editing phase 2.	Saturday	Sunday

03/10	04/10	05/10	06/10	07/10	08/10	09/10	10/10	11/10	12/10	13/10	14/10	15/10	16/10	17/10	18/10	19/10	20/10	21/10	22/10	23/10
+ Approving the scenario for phase 2 + Video recording phase 2. + Video editing phase 2. + Get feedback and edit phase 2 video.	+ Post videos on TikTok channel phase 2 + Approving the scenario for phase 2.	+ Post videos on TikTok channel phase 2 + Video recording phase 2.	+ Video editing phase 2. + Get feedback and edit phase 2 video.	+ Post videos on TikTok channel phase 2 + Make the script phase 2 + Submit the script for phase 2.	Saturday	Sunday	+ Get feedback on the phase 2 scenario.	+ Post videos on TikTok channel phase 2	+ Script editing phase 2. + Approving the scenario for phase 2.	+ Video recording phase 2.	+ Video editing phase 2.	Saturday	Sunday	+ Get feedback and edit phase 2 video. + Video recording phase 2.	+ Video editing phase 2.	+ Get feedback and edit phase 2 video.	+ Post videos on TikTok channel phase 2 + Make the script phase 3. + Submit the script for phase 2.	+ Post videos on TikTok channel phase 2 + Get feedback on the phase 2 scenario. + Script editing phase 3. + Approving the scenario for phase 2.	Saturday	Sunday

Phase 3 (10/10/2022 - 27/11/2022)

10/10	11/10	12/10	13/10	14/10	15/10	16/10	17/10	18/10	19/10	20/10	21/10	22/10	23/10	24/10	25/10	26/10	27/10	28/10	29/10	30/10	31/10	01/11	02/11	03/11	04/11	05/11
+ Make plan phase 3.	+ Make plan phase 3.	+ Script editing phase 3.	+ Make the script phase 3. + Submit the script for phase 3. + Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	+ Make the script phase 3. + Submit the script for phase 3. + Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	+ Make the script phase 3. + Submit the script for phase 3. + Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	+ Make the script phase 3. + Submit the script for phase 3. + Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	+ Make the script phase 3. + Submit the script for phase 3. + Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	+ Make the script phase 3. + Submit the script for phase 3. + Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	+ Make the script phase 3. + Submit the script for phase 3. + Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	+ Make the script phase 3. + Submit the script for phase 3. + Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	+ Make the script phase 3. + Submit the script for phase 3. + Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	Saturday	Sunday	+ Video recording phase 3. + Video editing phase 3.	+ Get feedback and edit phase 3 video.	+ Post videos on TikTok channel phase 3.	+ Video recording phase 3. + Video editing phase 3.	+ Get feedback and edit phase 3 video.	+ Make the script phase 3. + Submit the script for phase 2.	Sunday	+ Post videos on TikTok channel phase 3. + Make the script phase 3. + Submit the script for phase 2.	+ Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	+ Video recording phase 3.	+ Video editing phase 3. + Get feedback and edit phase 3 video.	+ Post videos on TikTok channel phase 3.	Saturday

06/11	07/11	08/11	09/11	10/11	11/11	12/11	13/11	14/11	15/11	16/11	17/11	18/11	19/11	20/11	21/11	22/11	23/11	24/11	25/11	26/11	27/11	28/11	29/11	30/11	02/12	02/12
Sunday			+ Video recording phase 3. + Video editing phase 3.	+ Get feedback and edit phase 3 video.	+ Video recording phase 3. + Video editing phase 3.	Saturday	Sunday	+ Get feedback and edit phase 3 video.	+ Post videos on TikTok channel phase 3.	+ Post videos on TikTok channel phase 3.	+ Video editing phase 3. + Get feedback and edit phase 3 video.	+ Post videos on TikTok channel phase 3.	Saturday	Sunday	+ Post videos on TikTok channel phase 3.	+ Make the script phase 3. + Submit the script for phase 2.	+ Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	+ Make the script phase 3. + Submit the script for phase 2.	+ Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	+ Get feedback on the phase 3 scenario. + Script editing phase 3. + Approving the scenario for phase 3.	+ Video recording phase 3.	+ Video editing phase 3.	+ Video editing phase 3.	+ Get feedback and edit phase 3 video.	+ Post videos on TikTok channel phase 3.	+ Post videos on TikTok channel phase 3.

Phase 4 (October & November (23/10/2022 - 30/11/2022))

24/10	25/10	26/10	27/10	28/10	31/10	01/11	02/11	03/11	08/11	09/11	10/11	11/11	14/11	15/11
+ Ideas about the event	+ Ideas about the event	+ Ideas about the event	+ Ideas about the event	+ Ideas about the event	+ Detailed explanation of project items to be implemented	+ Detailed explanation of project items to be implemented	+ Detailed explanation of project items to be implemented	+ Detailed explanation of project items to be implemented	+ Detailed explanation of project items to be implemented	+ Detailed explanation of project items to be implemented	+ Design ideas from the event concept + Write media articles to post on social media channels + Find an outsource to organize the event + Contact sponsor, protect communication from partners.	+ Design publication, key visual + Write media articles to post on social channels + Looking for outsource parties to organize events + Contact for sponsorship, media protection from partners	+ Edit publications, key visuals + Write media articles to post on social channels + Contact for sponsorship, media protection from partners.	+ Design social media publications, invitations, offline publications at the event + Write media articles to post on social channels + Contact for sponsorship, media protection from partners

16/11	17/11	18/11	19/11	20/11	21/11	22/11	23/11	24/11	25/11	26/11	27/11	28/11	29/11	30/11
+ Design social media publications, invitations, offline publications at the event + Write media articles to post on social channels	+ Design social media publications, invitations, offline publications at the event + Post on Social channel	+ Design social media publications, invitations, offline publications at the event + Post on groups calling for participation	+ Design social media publications, invitations, offline publications at the event + Post on groups calling for participation	+ Post on groups calling for participation + Meeting with media partner "Ninh Tito"	+ Perform printing: backdrop, standee... + Logistics work such as buying gifts, buying decorations, wrapping gifts... + Post on groups calling for participation	+ Perform printing: backdrop, standee... + Post on groups calling for participation, reminding the date of the event +Receive the handover of the venue from the FPT Tower Management Board + Logistics work such as buying gifts, buying decorations, wrapping gifts...	+ Set up the stage, backdrop, decorate the event area, prepare a private room for VIP guests... + Post on groups calling for participation, reminding the date of the event + Logistics work such as buying gifts, buying decorations, wrapping gifts...	+ Set up the stage, backdrop, decorate the event area, prepare a private room for VIP guests... + Post on groups calling for participation, reminding the date of the event + The meeting gives notes and tasks of each member when the event takes place + Logistics work such as buying gifts, buying decorations, wrapping gifts...	+ Set up the stage, backdrop, decorate the event area, prepare a private room for VIP guests... + Post on groups calling for participation, reminding the date of the event + Logistics work is lacking	+ Test the program + Receiving and handing over and completing the construction of the event area from the Agency + Post on groups calling for participation, reminding the date of the event + Logistics work is lacking	+ Take photos and video events + Take Care of guests, speakers + Checkin, guide, give gifts to event participants + Run logistics in the event. + Edit, filter photos taken for communication in the event + Clean up after the event to hand over to FPT Tower Management Board	+ Review, edit, filter event photos + Create video recap event "Connect & Breakthrough"	+ Send photos to parties for post-event communication. + Create video recap event "Connect & Breakthrough"	+Receive feedback and edit video recap event "Connect & Breakthrough"

III. PRODUCTION PROCESS

1 Script building

1.1. Pre-production

The activities performed before production begins are called "pre-production." This phase depends on the means and circumstances of the team members and may or may not include some of the things the team has suggested. At this stage, the team must have everything ready and prepared before production begins, including research, planning and location, finance, script, actors, and key team personnel. List some things that the team must prepare before starting to produce the first video.

1.2. Write a script

This is part of the script team (Do Nhat Duy and Le Hai Dang). This script team will be responsible for conceptualizing, drafting and finalizing the script. After the script is completed, it will be submitted to the leader for review and editing comments.

Research: The team will research and refer to the content on TikTok, Youtube, Douyin,... The reference process will help control the script, add or remove details to attract viewers. When making a detailed script, the script writing team will send it to the leader for editing after receiving an official response. When the script was approved, the scriptwriting team shook hands with the production team (Nguyen Anh Tu and Le Thanh Dat).

NGƯỜI FPT TELECOM MẶC GÌ ĐI LÀM?
PIC: VyDH2
Kịch bản tóm tắt: 8 người thuộc các ngành nghề đơn vị khác nhau lên đồ đi làm tại FPT Telecom
Mẫu video: Link

Timeline	Duyệt kịch bản	Chuẩn bị	Thực hiện quay	Hậu kì	Review và edit	Duyệt video	Đăng video	Ghi chú
21/10	x							
22-23/10		x						Chuẩn bị trang phục, thiết bị quay, liên hệ người tham gia video
24/10			x (sáng)	x (chiều)				Vy check kĩ các source và sau đó gửi chị Giang xem, để nếu cần bổ sung hay thay thế các source quay khác thì kịp thực hiện trong ngày. (khoảng thời gian có thể xê dịch tùy vào tiến trình quay và lịch rảnh của các diễn viên, nhưng vẫn sẽ trong ngày 24)
25/10				x	x	x		
26/10							x	

Cảnh quay	Nội dung	Chi tiết	Diễn viên	Trang phục	PIC	Ghi chú	Sound chèn cho video	Thời lượng các cảnh (dự kiến)	Dựng video
1 (Chuyển động máy Lia ngang or dọc, góc máy : toàn cảnh)	Quay toàn cảnh để khoe được tòa nhà và khu vực làm việc đẹp	- Quay dưới sảnh tòa nhà - Quay ở ngoài chỗ đá có chữ FPT - Quay khu vực lễ tân và tranh đất tầng 9 - Quay khu vực thang máy bên tầng 8 - Quay cảnh văn phòng tầng 8 hoặc hành lang ngoài vp (góc máy rộng để show cảnh) Chèn text: Người FPT Telecom mặc gì đi làm?	x	x	- Đăng quay - Vy check source			00-05	
2 (Chuyển động máy follow, góc máy : toàn cảnh)	Thư ký	Quay Hải đi từ hành lang chỗ tranh đất cho đến khi mở cửa phòng thư ký đi vào Chèn text: Thư ký	Hải FCC	Đồ công sở như vest hoặc blazer trắng Hải hay mặc, đeo thẻ nhân viên, trang điểm chỉn chu,	- Đăng quay - Vy check source	Vy liên hệ và gửi yêu cầu trang phục		05-09	

Full project script

2 Production

Video production is the stage where scenes are recorded. The editing team will record actors in the studio and let them perform the scenes required in the script. The schedule of a filming session will be conducted through the following steps:

- Set up the necessary equipment for the shoot such as cameras, equipment to support filming, lighting. The production team set up the Godox SL100Bi studio light as the main light. Along with setting up lighting equipment, the production team also needs to prepare filming equipment depending on environmental conditions to set up shooting parameters. Must prepare the basic parameters of the camcorder such as Picture Style: Auto, Standard, Portrait, Landscape ..., followed by aligning the camera parameters to the best fit and preparing supporting equipment for filming such as gimbal , record.

2.1. Prepare props and technical equipment

In terms of editing tools, the team used two Canon 6D Mark II cameras, a smartphone with a 50 f/1.8, EF 24-70mm f/2.8L II USM lens kit. The reason for choosing this camera is because on the market today, Canon 6D Mark II is the most popular and easy-to-use and easy-to-maintain camera today. Canon 6D Mark II also has very useful video creation features, EOS 6D Mark II supports the ability to record Full HD 1,920 x 1,080 pixels at 60 fps. With such great parameters, the EOS 6D Mark II is more than enough to meet the demand for TikTok video recording quality as well as being convenient when shooting in many locations with a convenient folding screen. With the Canon EF 50mm f/1.8 STM and Canon EF 24-70mm f2.8L USM lenses, it can be used in a variety of scenes in a variety of environmental conditions and produces sharp images with legibility. really high. Thanks to that, viewers will be able to watch Full-HD videos (the highest quality of videos when posted on TikTok).

In addition, in order for the video to have good anti-shake quality and sound, the group also had to use a gimbal to support recording, a microphone to record sound...

2.2. Find the context

After the script and equipment are prepared, the team will contact the leader to arrange suitable actors according to the crew's requirements and confirm the filming locations set out in the script.

- The director met with the production team to finalize the script order as well as the detailed frame and content in each scenario.
- Working with actors, preparing to change costumes, make up
- Actors work directly with the director to match lines and agree on script ideas.
- The production team and the actors took test shots and checked the camera angles to best suit the actors.
- Organize production according to the script.
- After the end of the production session, clean up the site and maintain the production equipment.

13	1 (Chuyển động máy Lia ngang or dọc, góc máy : toàn cảnh)	Quay toàn cảnh để khoe được tòa nhà và khu vực làm việc đẹp	- Quay dưới sảnh tòa nhà - Quay ở ngoài chỗ đá có chữ FPT - Quay khu vực lễ tân và tranh đất tầng 9 - Quay khu vực thang máy bên tầng 8 - Quay cảnh văn phòng tầng 8 hoặc hành lang ngoài vp (góc máy rộng để show cảnh) Chèn text: Người FPT Telecom mặc gì đi làm?	x	x
14	2 (Chuyển động máy follow, góc máy : toàn cảnh)	Thư ký	Quay Hải đi từ hành lang chỗ tranh đất cho đến khi mở cửa phòng thư ký đi vào Chèn text: Thư ký	Hải FCC	Đồ công sở như vest hoặc blazer trắng Hải hay mặc, đeo thẻ nhân viên, trang điểm chỉn chu, tóc tai uốn xoăn đẹp để
15	3 (Chuyển động máy follow, góc máy : toàn cảnh)	Design	quay cảnh Gián Văn ngáp ngái ngủ đi ra khỏi thang máy, nhìn thấy máy quay thì làm thêm vài hành động hài freestyle của Gián Chèn text: Thiết kế Hơi Mệt	Gián Văn FCC	Ăn mặc bụi bậm như style bình thường của Gián, có mang thêm áo khoác bomber hay mặc, tóc buộc cao
16	4 (Chuyển động máy follow, góc máy : toàn cảnh)	Dân Content	quay Mai Anh ôm lap chạy gấp gáp vào từ ngoài cửa văn phòng, mặt hơi nhăn nhó méo xệch :)) Chèn text: Dân content đang chạy deadline	Mai Anh FCC	Áo sơ mi vàng xinh xinh của Mai Anh và jeans, lap top, kính mắt

3 Post-production

The last major production stage the team has to go through is post-production, where the editors are responsible for publishing the video and the team has to organize the media for the video (here, the TikTok channel "FPTTelecom.vn").

The first important step in post-production is preserving and archiving the recording file. Normally, the recording file will be saved in 2 copies: one is saved in the computer in charge of post-production and the other in the hard drive to protect the safety of the recording file in the post-production process and avoid risks in the process. post-production.

The post-production process will include steps
- uild a raw script timeline. Separate scenes will be placed next to each other, but they will help viewers feel and understand the video content they want to convey.
- Rendering raw background music for the video (usually a video will include 4 or 5 popular songs to match the development of the most engaging scenario). Reputable music sites are regularly used by the group such as Epidemic Sound, Pixabay, ... and famous songs on TikTok.
- Enhance the character's emotions with musical effects (emotional effects, humor, tension).
- Post-production color correction. Each brand will have its own distinctive colors to create a style that matches the brand. The post-production color correction will help the video colors become clear, easy to see and suitable for viewers. After the overall color correction, the video will move to the next step of correcting the actor's skin tone. Effects help push images to increase creativity for more attractive frames. Commonly used effects such as distortion, transition effects, fast forward, fast forward, voice squeeze, slo-mo, black and white,...
- Add notes. Adding subtitles will help viewers have the best experience.

4 Upload videos to TikTok channel

This is the final stage for the team to perfect the product for the channel. The scripting team will check the quality of the output to see if it has the right idea that the script wants to express. Next, the scripting team checks for possible violations before publishing. After passing the tests, the video will be uploaded to FPTtelecom.vn channel with the trending hashtags on TikTok. Add thumbnail video titles and captions, and set privacy. Uploading usually takes 3-5 minutes. Then the video will be uploaded to the channel successfully.

5 Video upload schedule

TikTok FPT Telecom			
August (23/08/2022-31/08/2022)			
20/08	21/08	22/08	23/08 TikTok Video: Trong thời gian giao mùa, mọi người hãy giữ gìn sức khoẻ thật tốt nha
24/08	25/08 TikTok Video: Nỗi sợ tan biến khi đã có...	26/08	27/08
28/08	29/08	30/08 TikTok Video: Gỡ đầu Virus hơi mạnh nha F-Safe	31/08
05/09	06/07 TikTok Video: Lắc nhanh như LUX	07/09 TikTok Video: F-Safe bị "X.i.ê.n" nhưng né được	08/09
09/9 TikTok Video: Em thực tập sinh "thật thà"	10/09	11/09	12/09 TikTok Video: "Đập hộp" Box FPT Play
13/09	14/09	15/09	16/09 TikTok Video: Lần đầu trải nghiệm sinh nhật FPT như thế nào?

August (23/08/2022-31/08/2022)			
17/09	18/09	19/09 TikTok Video: Nói chung làm truyền thông ở FPT Telecom cũng nhàn	20/09
21/09 TikTok Video: Thực tập sinh truyền thông nhưng mà nó lạ lắm	22/09	23/09	24/09 TikTok Video: Đeo kính vào mũi ???
25/09	26/09	27/09	28/09
29/09 TikTok Video: Ai thông minh hơn nhân viên FPT-Telecom	30/09	23/09	24/09 TikTok Video: Đeo kính vào mũi ???
October (1/10/2022 - 31/10/2022)			
04/10 TikTok Video: Khi đồng nghiệp là nhiếp ảnh gia	05/10 TikTok Video: Trời đánh tránh giờ về	06/10	07/10 TikTok Video: Phối đồ công sở sao cho "ngầu"
08/10	09/10	10/10	11/10 TikTok Video: Lương chưa về mà đồng nghiệp tôi kiểu…
12/10	13/10	14/10	15/10
16/10	17/10	18/10	19/10
20/10 TikTok Video: Xin gửi tới các chị em món quà tinh thần dễ thương này!	21/10 TikTok Video: Chuyện hôm qua bây giờ mới kể	22/10	23/10
24/10	25/10	26/10 TikTok Video: Người FPT Tele-com mặc gì khi đi làm?	27/10
28/10	29/10	30/10	31/10 TikTok Video: Người FPT Tele-com mặc gì khi đi làm? P.2

November (01/11/2022 - 30/11/2022)			
04/11 TikTok Video: Khám phá các góc cực chill tại FPT Tower	05/11	06/11	07/11
08/11	09/11	10/11	11/11
12/11	13/11	14/11	15/11 TikTok Video: Bật mí các góc chill tại FPT Tower P.2!
16/11 TikTok Video: Người FPT Telecom mặc gì khi đi làm P.3	17/11	18/11 TikTok Video: Lắp Net trúng quà to - Vespa, iPhone xịn xò khi tham gia	19/11
20/11	21/11 Chủ tịch là Nam thần đó!	22/11	23/11
December (01/12/2022 - 14/12/2022)			
01/12	02/12 TikTok Video: Nghe BB Trần kể chuyện giả gái để làm nghề	03/12	04/12
05/12	06/12	07/12	08/12
09/12	10/12	11/12	12/12
13/12	14/12		

IV. COMMUNICATION FOR TIKTOK CHANNEL

With the goal of expanding customer files, besides promoting content development of FPT Telecom's TikTok channel. The channel-building team decided to organize the Workshop - "Connect & Breakthrough". The KOLs that were invited to the Workshop constantly used the image of the TikTok channel FPTTelecom.vn as an example of a typical TikTok channel, the content of the Workshop also constantly mentions this. Thereby giving the channel a certain loyal audience and motivation to young people who want to build a personal TikTok channel.

1 Workshop "Kết Nối & Bứt Phá

Workshop "Kết Nối & Bứt Phá			
November (01/11/2022 - 30/11/2022)			
01/11 - 22/11 Planning and designing publications of the program	23/11 - 26/11 Setup event, test program	27/11 Present event	28/11 - 30/11 Communication after the event, cleaning the venue, review and evaluation after the event

1.1. Division of work

STT	Hạng mục	Nội dung triển khai	Nội dung chi tiết	PIC	Deadline	Ghi chú
1	Hợp đồng	Hợp đồng Truyền thông	Soạn và view các điều khoản để ra Hợp đồng ký kết vs FTEL và team Ninh Tito	Huyền		Đang chờ bảo lãnh tạm ứng
		Hợp đồng khoán gọn phát sinh		Vy		
2	Danh sách khách mời	Host: Ninh Tito	Ninh Nito host toàn bộ chương trình	Anh Tiến	20/11	done
		Ca sĩ: Lynk Lee	LynkLee biểu diễn 2 bài hát trong sự kiện và giao lưu			
		Khách mời: BB Trần, Trinh Phạm, Vương Khánh, Tuấn Ngọc đây	Khách mời trong talkshow			done
		Nhóm nhảy	Nhảy khai mạc sự kiện			
		Micro, mini tiktokers	Sản xuất video ngay tại trên tiktok đăng tải ngay trong sự kiện. Nội dung: Khám phá không gian FPT Tower...			
		1 MC khuấy động	BLV Hoàng Hải MC khuấy động 30p đầu chương trình. lead Minigame	Giang		bố
		Anh Hoàng Nam Tiến - chủ tịch FTEL	Clip phỏng vấn anh Tiến chiếu trong sự kiện	Giang		đã quay đang chờ dựng
3	Thiết kế - Ấn phẩm	Bộ Key Visual - Poster chương trình - Cover & Ava page Event sự kiện	Màu chủ đạo: Xanh dương, vàng đồng	Giang, Tú, Đăng	13/11	done
		Thư mời nghệ sĩ & khách mời	Thư mời online để khách mời check in kêu gọi trên MXH		16/11	done
		Proposal	Gửi khách mời	Ninh Tito		done
		Ấn phẩm offline	Bảng Check-in (Hướng dẫn) Bảng hướng dẫn WC Standee Backdrop chụp hình Wifi MKT Sân Khấu (màn hình, intro sân khấu) Vòng tay checkin Hashtag cầm tay Thẻ BTC Pop-up, banner tag gói bánh (2 mặt) nhãn chai nước Thiệp cảm ơn khách mời Media sự kiện	Giang, Tú, Đăng	22/11	
4	Quà tặng	Giải thưởng quay số	- 3 giải Voucher 12 tháng sd dịch vụ FPT Play - 1 giải Box FPT Play - 2 giải Máy sấy tóc Elmich	Duy, Huyền, Mai Anh	25/11	
		Checkin nhận quà	Gói cookies có gắn sticker tag in logo chương trình + thank you card + Brochure: 200 gói			
		Hoa & quà tặng khách mời	Tặng khách mời cuối chương trình +) Hoa: 5 bó +) Quà: 5 FPT Play Box			
5	Kịch bản - Nội dung	Kịch bản talkshow	Kịch bản các chủ đề chia sẻ trong talkshow	Anh Ninh	12/11	done
		Cuộc thi Sáng tạo nội dung trên nền tảng Tiktok (15/11 phát động - 21/11 đóng 27/11 công bố và trao giải)	- Thông báo cuộc thi trên Fanpage FPT Telecom - Thi trên nền tảng tiktok #FTEL25 #learnontiktok #nhasangtaotainang	Vy	15/11	đang chạy
		Event chương trình	Tạo event trên Fanpage FTEL	Vy	24/11	
			- Link cho khán giả tham dự		12/11	done

1.2. Design - Workshop "Kết Nối & Bứt Phá"

A. Backdrop

B. Setup

1.3. Online Invitation

1.5. Agenda Workshop

STT	Thời gian	Nội dung	Ghi chú
		AGENDA CHƯƠNG TRÌNH **Kết nối & Bứt phá**	
1	14:00 - 15:00	Checkin - Hoạt động bên lề 14h15 MC warm-up tập trung mọi người về sân khấu chính để ổn định chỗ ngồi chuẩn bị cho phần workshop.	
2	15:00 - 15:10	Nhóm nhảy warm-up	
3	15:10 - 15:15	Host Ninh Tito giới thiệu chương trình (mục đích chương trình + dàn khách mời)	
4	15:20 - 15:45	Bắt đầu vào Section 1 Section 1: Tôi đã trở thành hiện tượng mạng như thế nào?	
5	15:45 - 16:10	Nghỉ xong section 1 Lynk Lee trình diễn 2 bài hát	
6	16:10 - 16:15	Chiếu clip phỏng vấn anh Tiến và các nghệ sĩ/nhân vật khác	
7	16:15 - 16:45	Section 2: Nghề sáng tạo nội dung trên internet	
8	16:45 - 16:55	Trao giải cuộc thi sáng tạo nội dung "Ngày ấy - Bây Giờ khi có Internet"	
9	16:55 - 17:10	Quay số trúng thưởng Trao thưởng người may mắn	
9	16:55 - 17:00	Chào kết, bế mạc	

2 Online newspaper booking

Workshop "Kết Nối & Bứt Phá"

| Media channels	Article Link
Before the event	
Echip	https://e-chip.vn/fpt-telecom-dong-hanh-to-chuc-workshop-ve-chu-de-sang-tao-noi-dung-tren-khong-gian-so
Thế giới số	https://tgs.vn/phong-cach-song/hoi-thao-toi-da-tro-thanh-hien-tuong-mang-nhu-the-nao-danh-cho-gen-z/
Công nghệ Việt	https://congngheviet.com/fpt-telecom-dong-hanh-to-chuc-workshop-ve-chu-de-sang-tao-noi-dung-tren-khong-gian-so/
Kenh14	https://kenh14.vn/sang-tao-noi-dung-nghe-hot-thu-nhap-cao-la-xu-huong-cua-gioi-tre-ngay-nay-20221120122845074.chn
Afamily	https://afamily.vn/tro-thanh-hien-tuong-mang-bi-quyet-kiem-bon-tien-trong-thoi-internet-cua-nguoi-tre-20221120153139386.chn
BeatVN	https://www.facebook.com/beatvn.network/posts/748578466628351
Chuyện của Hà Nội	https://www.facebook.com/photo/?fbid=741466290666908&set=a.258135375666671
Internet Explorer Beta	https://www.facebook.com/internetexplorerbeta/photos/a.107306117501151/662237015341389/
In the event	
FoxNews	https://foxnews.fpt.vn/choang-ngoi-voi-workshop-toan-nguoi-noi-tieng-cua-nha-f/?fbclid=IwAR3I5uyY4SHPwNjudtO2jWEuOeyVqN0n0SFpmWSDmCJfOLUKsh64ONvEkJY
Vnexpress	https://ngoisao.vnexpress.net/lynk-lee-lan-dau-di-hat-sau-phau-thuat-thanh-quan-4541497.html
VTV.vn	https://vtv.vn/van-hoa-giai-tri/lynk-lee-tiet-lo-tinh-trang-suc-khoe-sau-ca-phau-thuat-thanh-quan-20221129103536853.htm
Saostar	https://www.saostar.vn/sac-mau-cuoc-song/bb-tran-lynk-lee-noi-gi-ve-content-ban-tren-mang-xa-hoi-20221128110114445.html
2Sao	https://2sao.vn/bb-tran-ninh-tito-noi-gi-ve-content-ban-tren-mang-xa-hoi-n-328917.html
Tiin.vn	https://tiin.vn/chuyen-muc/sao/lynk-lee-bb-tran-noi-gi-ve-content-ban-tren-mang-xa-hoi.html
Vietnamnet	https://vietnamnet.vn/hot-tiktoker-lam-noi-dung-ban-la-dau-doc-tam-hon-nguoi-xem-2085515.html
Yan.vn	https://www.yan.vn/hot-tiktoker-youtuber-noi-ve-noi-dung-doc-hai-tren-moi-truong-mxh-319582.html
Molistar	https://molistar.com/hau-truong/bb-tran-nen-tang-nao-cung-co-nguoi-tot-nguoi-xau-nhung-neu-gap-content-thi-minh-se-la-nguoi-chan-dau-tien?fbclid=IwAR3zDX8SgxMnCCRo0YqDHdWFlFAM18bqsX-F7_p_-CEdKvFGSlu0rlZOvtlA
After the event	
Kênh 14	https://soha.vn/xay-dung-thuong-hieu-ca-nhan-dinh-huong-cong-viec-moi-cua-gioi-tre-20221129190525171.htm
Soha	https://soha.vn/xay-dung-thuong-hieu-ca-nhan-dinh-huong-cong-viec-moi-cua-gioi-tre-20221129190525171.htm
Kênh 14	https://kenh14.vn/xay-dung-thuong-hieu-ca-nhan-dinh-huong-cong-viec-moi-cua-gioi-tre-20221129164708569.chn
CafeF	https://cafef.vn/25-nam-dong-hanh-cua-mang-internet-voi-nhieu-tien-ich-co-hoi-cho-nguoi-tre-20221129184514862.chn

3 Communication Products - Earned Media

- Word of mouth effect: When people working in the telecommunications industry or their acquaintances watch the video, they may be interested in the content surrounding this industry and can share it with others so that they can have a different view of the world. People working in the telecommunications industry are different from stereotypes about this industry.
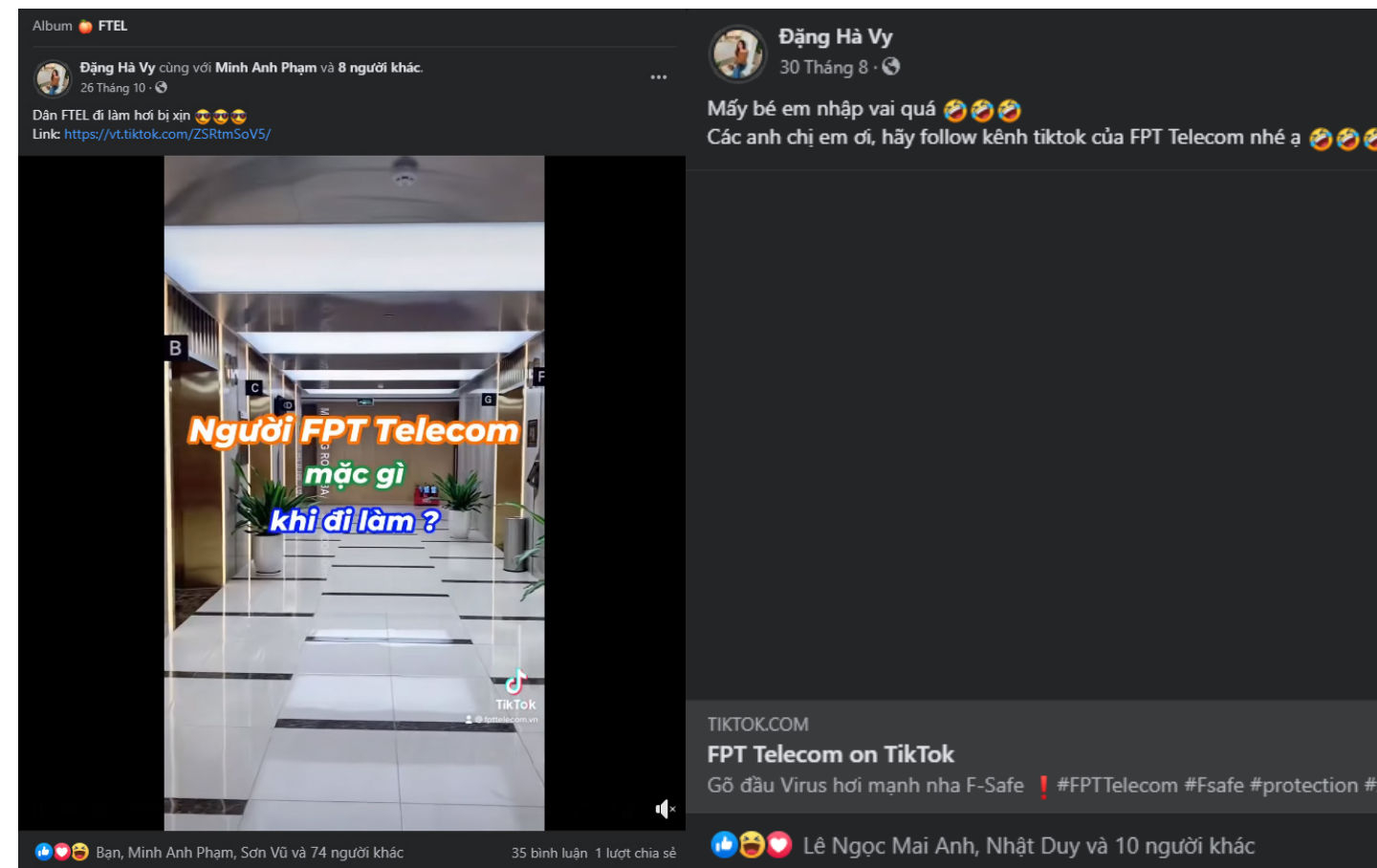
- Content, music links used by other parties such as FPT Software, chungta, ... will also attract a significant number of viewers for FPT Telecom channel.
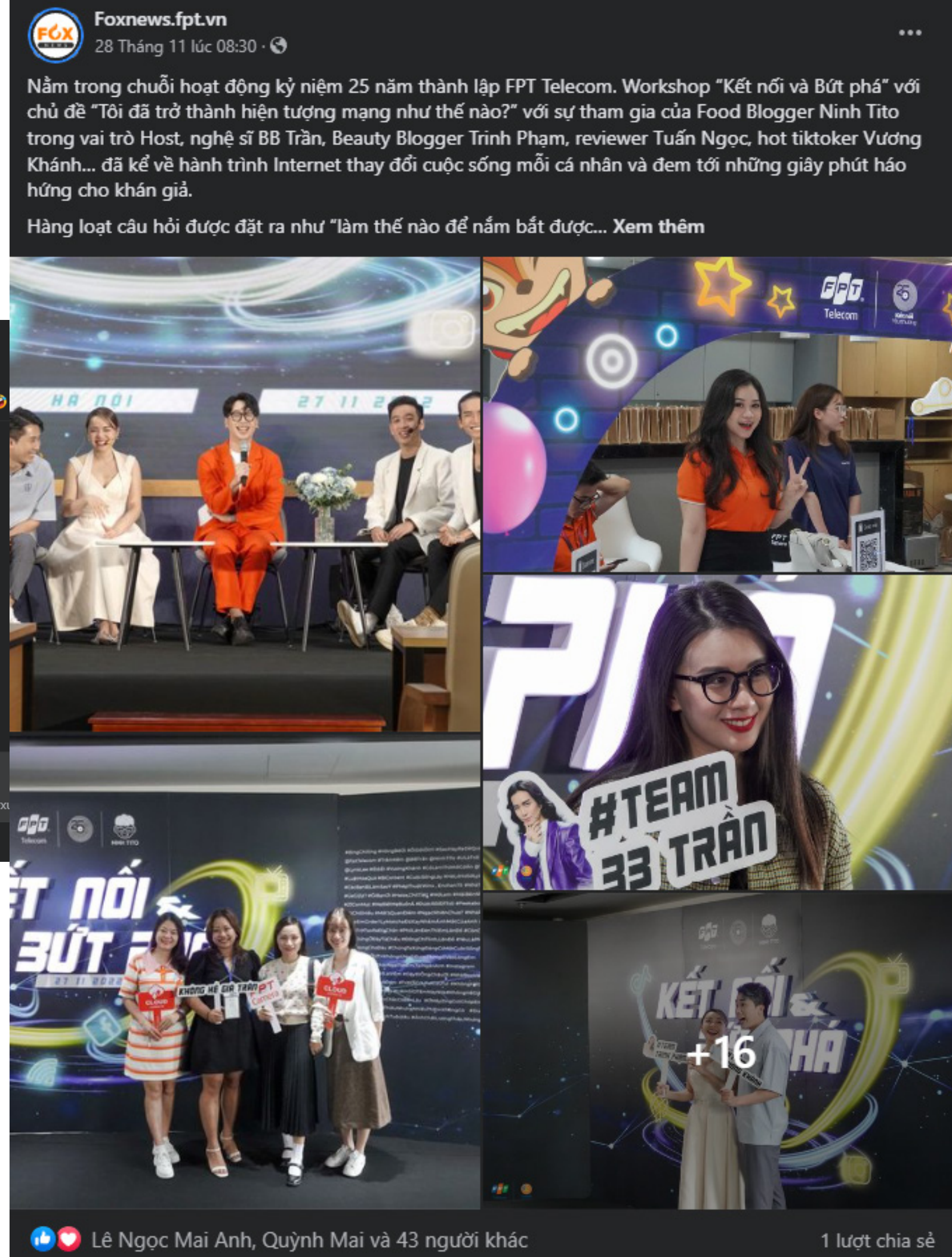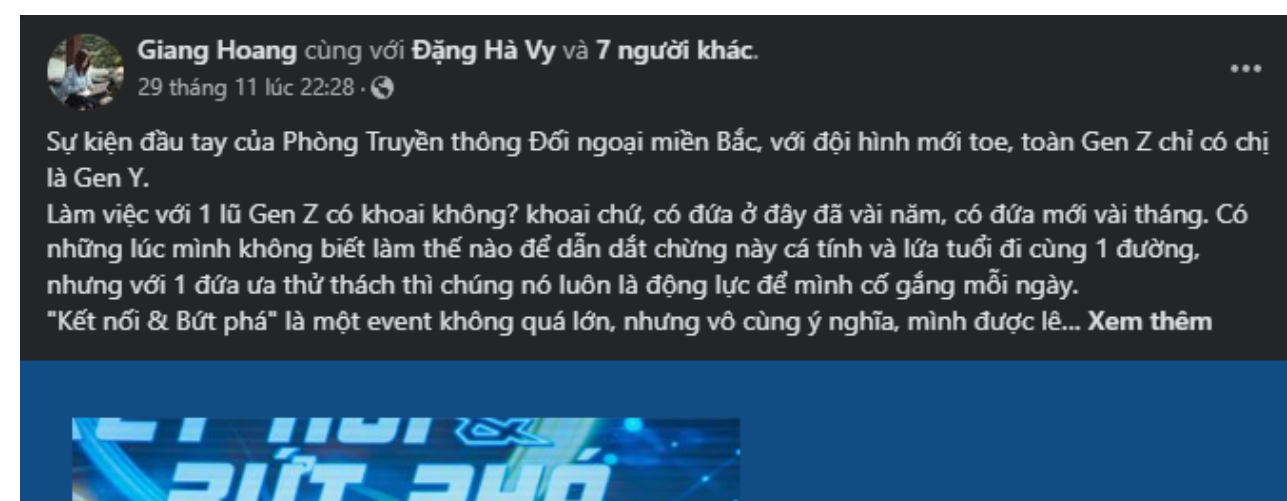
Xây dựng thương hiệu cá nhân - Định hướng công việc mới của giới trẻ?

Thinga | 29/11/2022 19:30

Thương hiệu cá nhân là một thuật ngữ tưởng chừng chỉ dành cho n...
Hiện nay, ngay cả người bình thường cũng có thể xây dựng thương ...
minh.

Xây dựng thương hiệu cá nhân - Xu hướng giới trẻ

Thương hiệu cá nhân (Personal Branding) là sự kết hợp của điều mà một ng...
được nhìn nhận và cách công chúng đánh giá và nhận xét họ. Việc xây dựng ...
cho cá nhân đó chứng tỏ bản thân, được công nhận bởi những người xung qu...
tín và kết thêm nhiều mối quan hệ chất lượng. Vì vậy, xây dựng thương hiệu ...
thành xu hướng giúp giới trẻ bộc lộ bản thân hết mình.

4 Cost

WorkShop	Kols, Host		*260.000.000*	
	Booking (Express, social)		**179.800.000**	
	Stage: Sound and light, Led screen, props, stage equipment,...		*36.000.000*	
	Printing		**1.123.000**	
	Present		*15.000.000*	
	Food (Drinks, tea break, lunch)		*1.000.000*	
	Outsource	Image	*2.000.000*	
		Media		
		Clip		
Total			*594.923.000*	

EVALUATION & REFLECTION

CHAPTER IV

I. PROJECT MEASURE AND EVALUATION

1 KPI Total

	KPI	Results	Percentage Achieved
View	1.000.000	1.141.508	110%
Like	40.000	51.000	120%
Comment	1.000	889	889
The clip reached 500k	500.000	809.000	160%
Number of clips about products and services	5	7	140%
Share	x	594	
Save	x	533	
Follow	10.000	10.900	109%

2 Channel Statistics

Percentage of views of the week

● Monday ● Tuesday ● Wednesday ● Thursday ● Friday ● Saturday ● Sunday

Percentage of watch time in days

63,0%
22,0%
15,0%

● 9 AM - 11 AM ● 4 PM - 8 PM ● Other Time

Percentage of viewers by city

48,0%
43,0%
5,0%

● Hà Nội ● Hồ Chí Minh ● Đà Nẵng ● Nha Trang ● Hải Phòng
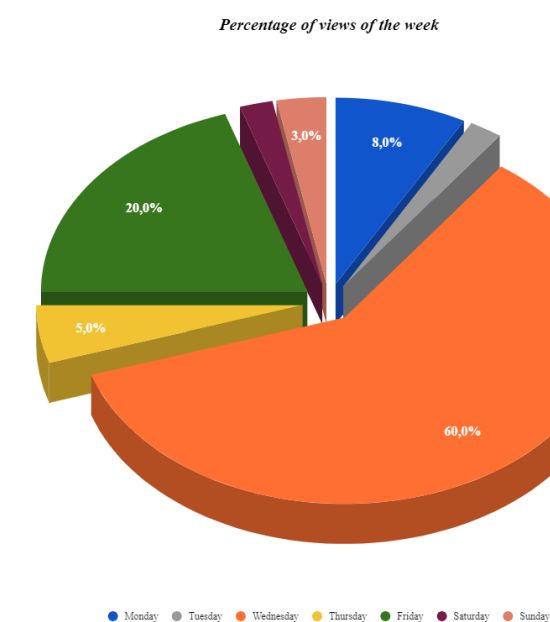
3 **User Statistics**
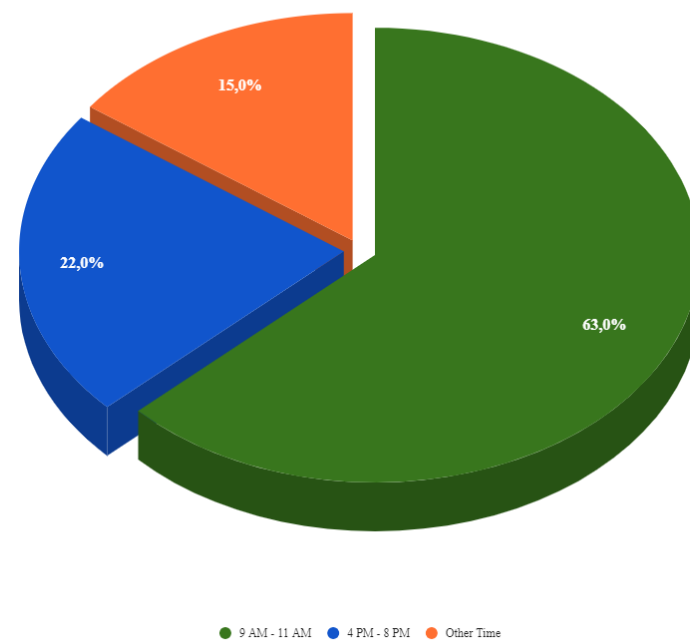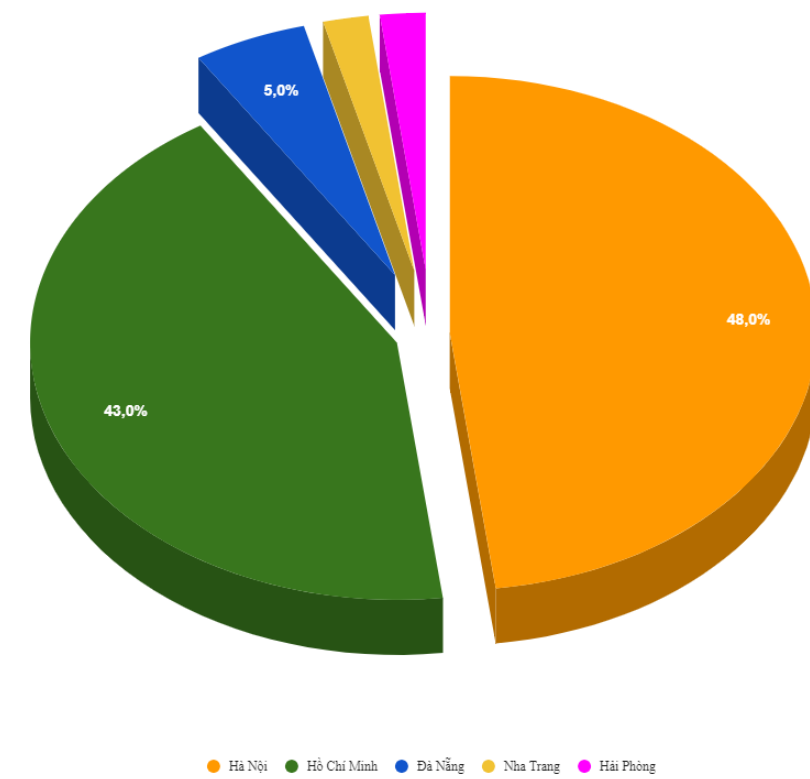
Percentage of viewers by gender

58,0%
42,0%

● Male ● Female

Percentage of viewers by age

43
46
9
1 1

● 18-24 ● 24-34 ● 35-44 ● 45-54 ● 55+
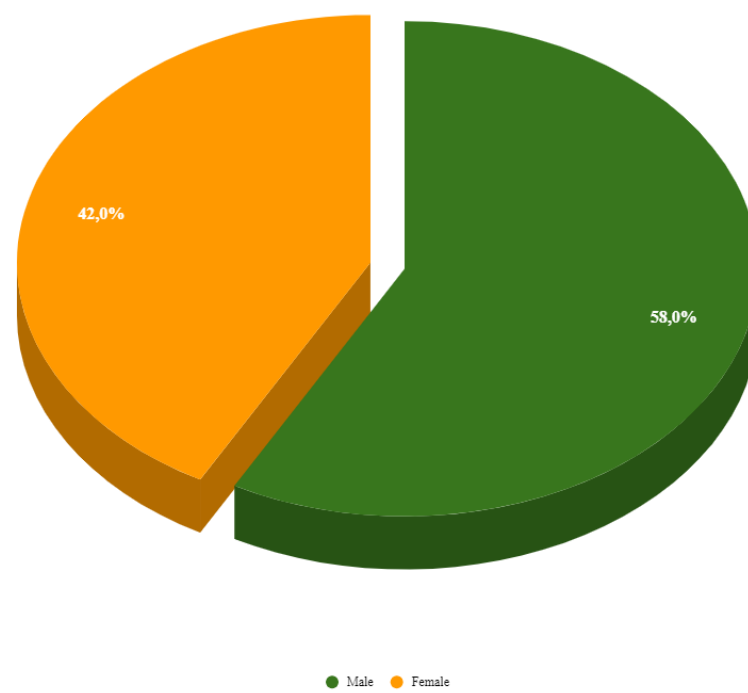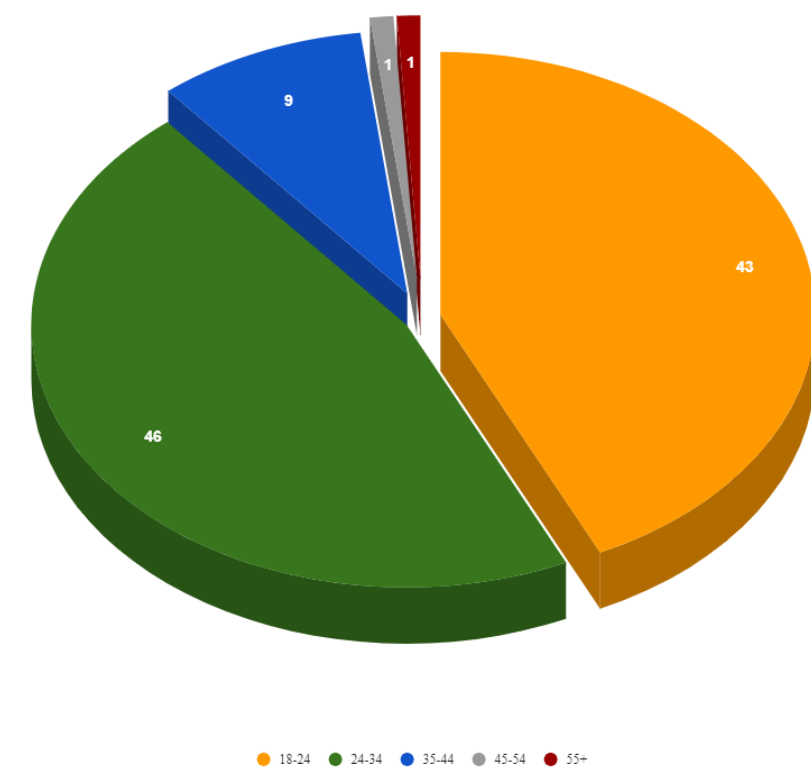
4 Audience Feedback

After the process of launching and uploading the video, although it was only within three months, the team building the TikTok channel FPT - Telecom has received a lot of positive reviews and also comments on how to build the channel effectively. The group has synthesized and made statistics by collecting and interviewing viewers and followers of the TikTok FPT - Telecom channel from the beginning of the channel's inception to the present

Ha Khanh Ly - 21 years old (Ha Noi): For me, daily use of TikTok is an indispensable and indispensable thing. It can be said that I have been following the TikTok FPT - Telecom channel from the first videos up to now. Personally, I find this to be an interesting channel that conveys many interesting messages that catch the trend as well as the style of employees working at FPT - Telecom every day.

Nguyen Viet Tien - 22 years old (Ha Noi): The Tik Tok FPT Telecom channel is one of the channels that can catch trends very well. That is reflected in the fact that they are always up to date with trends, from their scripts to their images, they are very invested. Personally, I see this as a Tik Tok channel that has the potential to develop in the future.

Bui Dinh Ninh - 25 years old (Bac Giang): I am one of the people who actively search and follow the TikTok FPT - Telecom channel. At first when the channel posted promotional uses for the product, I felt uncomfortable watching such videos. But later on, the more quality content they want, that's what we TikTok viewers want.

Nguyen Quoc Binh - 24 years old (Ha Tinh): I rate this as a TikTok channel with potential for future growth. Although their content only revolves around daily stories at FPT - Telecom, it helps me understand more

about the company as well as how dynamic the working environment.

Dao Cam Ly - 30 years old (Nam Đinh): I've known FPT - Telecom for a long time because I'm currently using a lot of FPT - Telecom services. I was quite surprised to hear that FPT _ Telecom has a TikTok channel and yet it is so young, unlike what I thought it would be difficult to watch at first or it would be like previous promotional videos. I am really looking forward to the next videos.

Nguyen Thao Van - 18 years old (Bac Ninh): I didn't really notice it at first, but once I was asked to watch the video "What do FPT-Telecom people wear to work?". Then I found it quite surprising. Then I found and watched more videos, I found it quite good and I watched all the videos from the beginning to now.

Dang Ha Vy - 27 years old (Ho Chi Minh): Honestly, for a social worker like me, I think the channel is doing pretty well, the videos on the channel are just enough without being too much, I hope the channel will grow more and more in the future..

Vu Duy Son - 30 years old (FPT Telecom Staff): I can only thank the team that built the TikTok channel for helping to bring the lives of our employees outside. This is also the first time in a long time that I see something positive when watching the videos produced by the team building the TikTok channel.

Le Hoang Bao Linh - 25 years old (FPT Telecom Staff): I was really impressed when I was invited to play a small role in the video by you. This is also the first time I feel that acting is so interesting. Thank you team for helping me find new joy.

II. **Reflection**

1 **Overview**

After a while, starting the project, producing videos for the project of building TikTok FPT Telecom channel with the aim of giving viewers a new look as well as the dynamism and willingness to innovate to approach. to many customers across the country. The TikTok FPT Telecom channel has received a lot of positive feedback from the target audience that the channel building team has set out. Although the time to launch the project is not too long, within 3 months from August 15 to November 31, thanks to the construction of the TikTok channel, FPT Telecom has helped the team have many new experiences as well as be exposed to new people. New working platform.

From the very first days when the team building TikTok channel was established, the whole team has set the most specific and practical goals. FPT Telecom wants to find new changes in image, take advantage of the fast development and influence of TikTok on the target public, thereby creating a new and unique identity that can only be found in TikTok FPT Telecom.

Besides, the construction of TikTok channel also partly affirms that FPT Telecom's innovation is constantly innovating and updating trends through each video produced and posted. In addition, the channel building team also wants to bring new feelings and pull FPT Telecom's customers closer to the brand.

Finally, the team has had interesting experiences together about thinking from practical tactics to create irreplaceable creative experiences in the video production process and the most special thing is that they can create trending videos in the right style of FPT Telecom people when working as well as playing. The TikTok FPT Telecom channel is planned to build a script on July 20, 2022, until August 23, 2022 the channel uploads the first video to start a series of trending and funny videos. Although the new channel was established not long ago, the first video has

collected 7198 views and 333 hearts, although this is not an impressive number, but for the team that built the channel from the early days. This will be a stepping stone for the process of building and developing the channel in the future. It promises to be warmly received by the audience.

After three months of development and building the channel has collected 7669 followers, 50.9 thousand likes, and many potential numbers. Although the channel faced many difficulties at the beginning, so far the views have reached a stable level, each video has an average view of 10k -30k views for recent videos. That proves that the TikTok FPT Telecom channel is growing and reaching the target audience that the channel building team set out from the beginning.

Currently, the channel has maintained a stable viewership on each posted video, the number of videos posted on the channel is also improving from quality to quantity. However, up to the present time, the team building the TikTok channel FPT Telecom is still constantly innovating to catch up with the trends of viewers and at the same time making efforts to improve to match the target audience. Trending content will be produced more and more to fulfill the initial goal of attracting customer interaction, following the trend and developing more in the future.
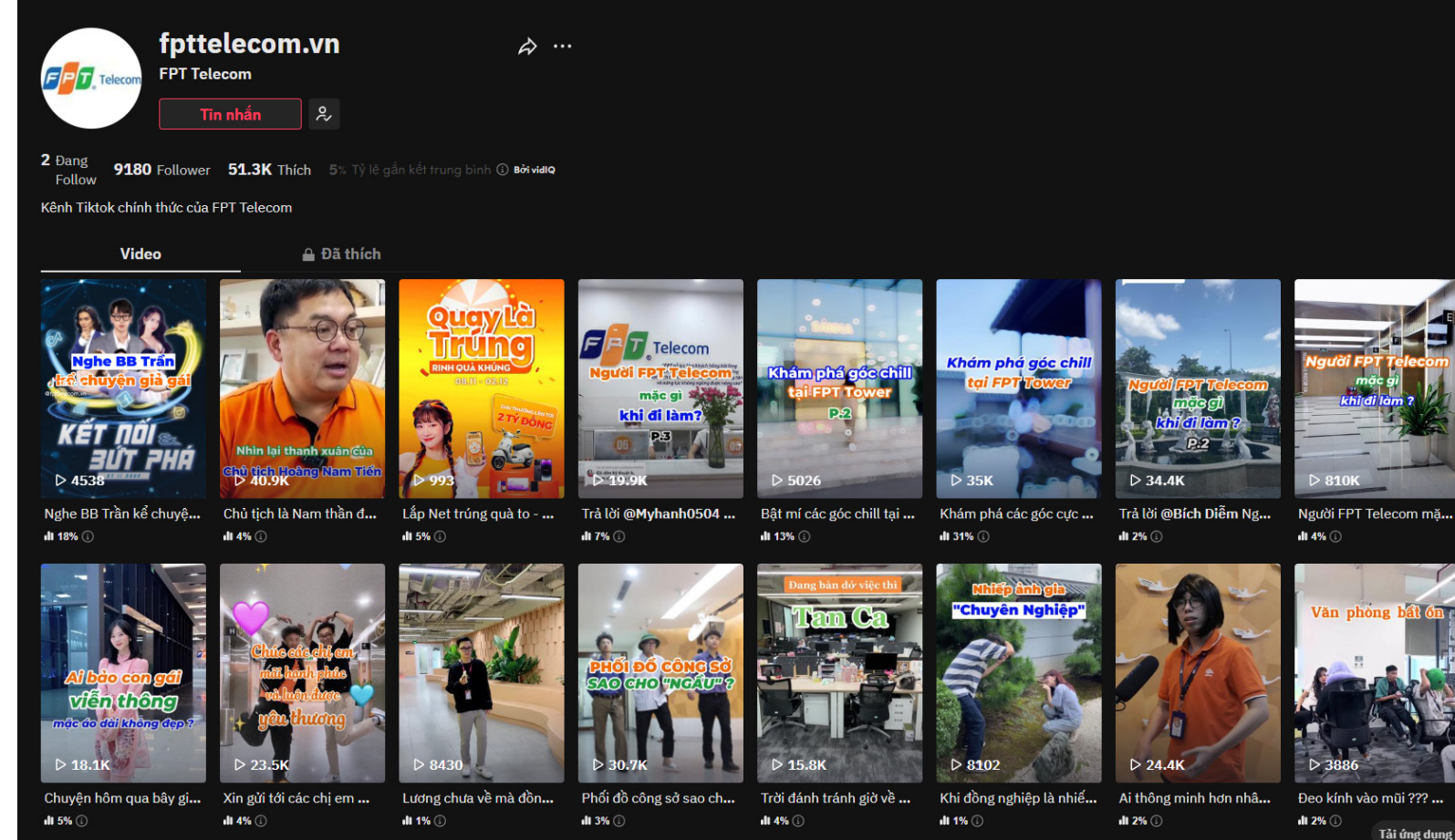
2 **Positive Points**

The channel TikTok Fpt Telecom has become a tool to convey good and new messages to the target audience, and at the same time promote the products and future directions mentioned by the channel building team. The channel has brought positive effects, attracting a large number of viewers to interact on each video posted, as well as evaluate the quality of each product produced.

FPT Telecom's TikTok channel has reached many new customers and increased brand recognition. This is reflected in the growth of the channel, the number of followers, likes, comments through positive feedback and specific valuable metrics of the channel building team.
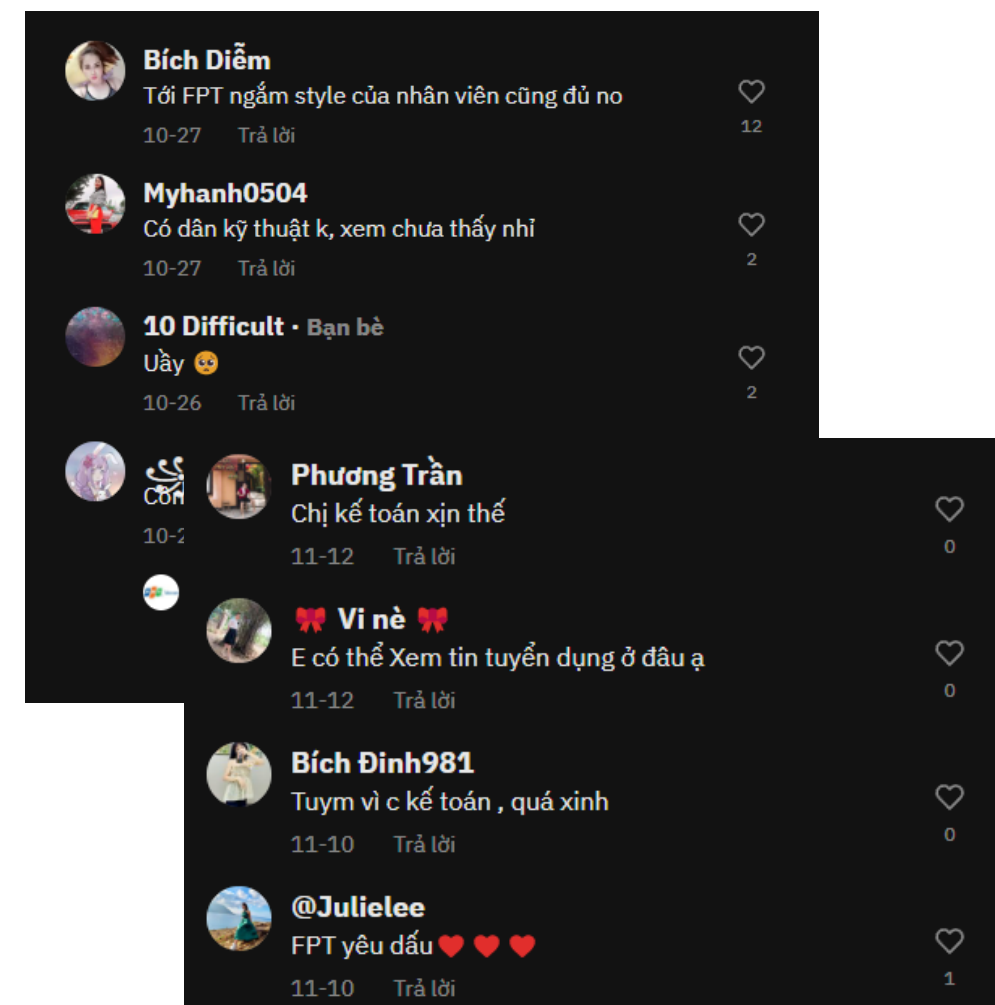
Besides, team members have access to learn in a professional working environment, guided by people with long experience in the field of communication. Regularly working with famous people will help increase communication skills as well as workflow for future work.

3 Negative Points

In the process of producing and posting videos on the TikTok platform, there may be a few cases that cause the interaction and video followers to be reduced, especially events related to famous KOLS. popular in the TikTok world in general. Most recently, we can mention the offensive video as well as the extremely strong public attack of TikToker No O No. Not only posting videos with objectionable content, this Tiktoker also broadcasts a livestream attacking those who have opposing opinions and do not support his point. It is these factors that have caused the videos posted by FPT Telecom during this period not to achieve the KPI set by the team.

In addition, in the process of censoring channel videos, there are also certain problems with the use of copyrighted images and music. It is for that reason that TikTok has tightened the policies and video content that the team posts. From that video, all images or music are carefully censored by the team building the TikTok channel FPT Telecom, if not eligible, they will immediately cancel and do not post such content on the TikTok platform. Tok. Currently, FPT Telecom is also facing some minor problems in unifying the sound to avoid copyright issues related to TikTok.

Finally, the fact that a video is allowed to be uploaded to the channel needs to go through a lot of censorship processes from the company, so the team encountered some difficulties in unifying the content to be transmitted. Taking too long to review also makes the videos uploaded later than expected, the number of videos is not too much, making the KPI of the whole team not reach the desired results.

4 Suggestions And Recommendation

Currently, the channel has gradually stabilized, the channel also has a number of loyal viewers, but the current number of videos is still not enough to be able to achieve the KPI set by the team. Therefore, to be able to develop better in the near future, channel content needs to have many new teams, the script review process needs to be adjusted in time to match the trends and orientations of viewers. shared. Besides, there also needs to be a change in image to avoid boredom for viewers, audio needs to capture trends and be able to create trends for their own videos, making it easy to reach listeners.

Then there was the issue of shooting and editing although the team has made many improvements in terms of visuals and uses of the equipment provided. But still need to change more camera angles to be able to increase recognition, as well as bring more angles and a whole view to the audience about FPT Telecom.

Finally, it is about the process of content moderation and finding trends, it takes more time to research to suit the company's culture as well as being able to update trends continuously to avoid causing the channel to drop view and reduce interaction

After finishing the first process in the project of building TikTok FPT Telecom channel, the team members have been able to study and work on their own strengths. Not only can we experience the professional working style, but also have access to many modern equipment provided by the company. The team building the TikTok channel FPT Telecom also creates conditions and funds to help the construction of the TikTok channel be completed in the best way.

III. LESSONS LEARNED

1 Tasks scheduling

In order to come up with a specific plan in the process of building a TikTok FPT Telecom channel, the team met and worked with the channel building team in advance to have a card to exchange and grasp the needs and aspirations of working, purpose. of building a TikTok channel to be able to ensure the production time during the initial period of channel building.

- **Step 1:** The team met and worked with the team building the TikTok channel FPT Telecom to unify the content and message to be transmitted for the first time. From there, find the target audience and the audience that the channel wants to target.
- **Step 2:** Combine and work with the planning team for the TikTok channel, then hand over the channel and build the content based on the available requirements from the team building the TikTok channel FPT Telecom.
- **Step 3:** Make a specific timetable and plan. Each team member will take on a separate task. To optimize working time, the team broke down each work head and combined it with the channel building team to come up with the best route.
- **Step 4:** After having a specific roadmap for each work item, the team will make a backup plan throughout the project. During the production and construction of the TikTok channel, the group encountered many problems with sound and image. For practical problems, the group has drawn up a specific plan to deal with each situation.
- **Step 5:** After a period of planning and teamwork presented the project plan, the team presented and convinced the channel team to agree and resolve the related crises during the project. production and channel building.

2 Idea and script

For the team, the script writing part can also be said to be the easiest and also the hardest part. Because the team is confident in their ability to update trends and write short scripts. But the difficulty that the team encountered was waiting for the script review from the team building the TikTok channel FPT Telecom. In the early days of working on the script, the team had a hard time trying to explain and find trends that align with the channel's growth directions. After that, thanks to Ms.Giang's help, the team members had a better understanding of the direction as well as the content that the channel wanted to convey at this time, from which the quality in each scenario was improved and the process of script moderators became faster.

5 Communication and teamwork skills

The whole team has worked together for nearly 4 months despite going through many difficulties and challenges from the barriers of geographical distance, individual personality, and new working environment. However, the team has gradually improved and become more professional, reflected in the process of implementing each scenario, communicating in a professional working environment and handling problems when discussing scenarios and making specific plans. for each video.

Besides, organizing Workshop to communicate for TikTok FPT Telecom channel, communicating and working with many famous people has helped the team become more professional in the working process. Learning communication skills in each specific situation makes the team more confident and helps a lot in future work orientation.

3 Cinematography skills

Although the group has had time to work and edit short videos and short films in the past. But having to switch to a new platform and different video format also made it a bit difficult for the team. But after researching and learning, the two of you who were in charge of filming were able to improve the camera angles, how to set up the lights and align the frame rate accordingly. Besides, the skills in using modern filming equipment have also improved significantly.

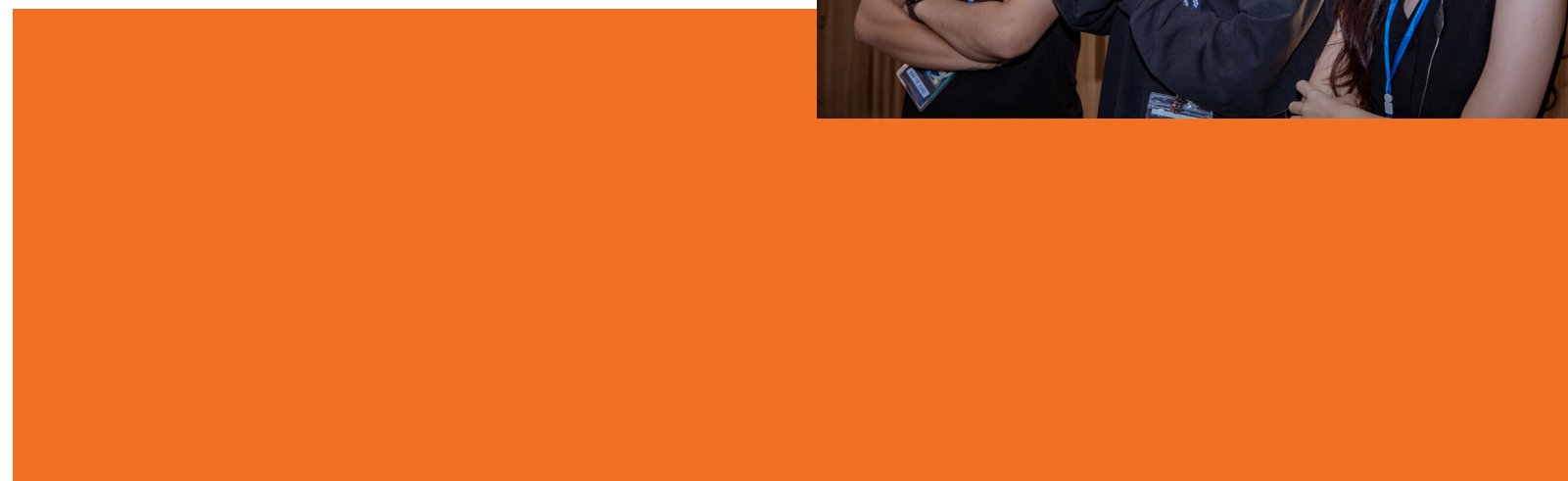## 4 The skills of filmmaking

Although the team had basic editing skills in the past, moving to a new platform also caused the team to change the style as well as need a lot of effects to better convey the intention of the video. The team first decided to use Adobe Premiere to get the best video quality, but this is professional editing software and takes a lot of time to produce. After a period of discussion and decision, the team switched to using CapCut to shorten the video editing time as well as search for effects. Besides, the skill of creating content for each video is also improved, the words of images and sounds are also learned and used in the most appropriate way. In the process, in addition to the visual and audio logic, the team also had access to effects and video output optimized with the platform.

6 TikTok skills

To better understand TikTok's terms and regulations, the team has learned a lot about the social networking platform over the years. Ways for videos to tend to get a lot of engagement, from small terms to community standards and more. In addition, because in the process of building and developing the channel, it is necessary to have a very deep understanding of how TikTok works, the whole team has been constantly learning and developing to respond well in the process of working together.

7 Handling situations skills

In the production process of products, situations cannot be avoided. Especially in the filming and video editing stages, the members need to be flexible in handling all situations to be able to achieve quick and flexible effects in the video production process to bring the most attractive products to the audience.

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BEHIND THE SCENE

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