

BUILD UP TIKTOK CHANNEL FOR



SUPERVISOR: NGUYEN THI HUE

CAPSTONE PROJECT CODE: GRA497_G16



GROUP MEMBERS

Supervisor



Mrs. Thu Hue

Leader



Do Nhat Duy

Supervisor



Mrs. Hoang Huong Giang

Member



Nguyen Anh Tu

Member



Le Hai Dang

Member



Le Thanh Dat

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01

INTRODUCTION

PROJECT INTRODUCTION

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COMPANY OVERVIEW



1

PROJECT INTRODUCTION

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.

**THAT'S THE REASON WHY
FPT Telecom's TikTok channel was established.**



REASONS for choosing the project

According to statistics, Vietnamese users spend up to


the average Internet
user spends
85 minutes
a day watching videos

The latest report shows


including up to
**3 hours 32
minutes**
of use on mobile devices

**6 hours 38
minutes**
a day surfing the Internet


THE SUITABILITY of the project for the team



Have experience in video production, making short films on platforms




Regularly update trends, understand the prevailing factors for a viral video



Have experience in building channels on various social networking platforms

Joined and laid the foundation for the Channel TikTok FPT Telecom from the beginning when the new channel was established



Equipped with diverse knowledge of communication as well as product production through subjects and knowledge shared by teachers during their studies at FPT University



THE MEANING of the project to team



Learn and cultivate experience when working with a big brand



Get oriented towards future work



Contact and work with modern equipment and professional team



Obtain certain achievements in the production of media publications

Completion of graduation project fall 2022





2

PROJECT OVERVIEW





The Current Project

The TikTok FPT Telecom channel started the planning development from August 2022.

The project 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



THE PROPOSED PROJECT

BOUNDARIES OF THE PROJECT



**MASTER PLAN
FOR THE TIKTOK
CHANNEL**



**CREATE IDEAS
AND CONTENT
FOR TIKTOK
CHANNEL**



TEAM MISSION

**VIDEO EDITING
FOR PREPARED
SCRIPTURES**



**COMMUNICATION
FOR EACH VIDEO
CATEGORY**



TEAM'S CONTRIBUTION To The Project



Do Nhat Duy

Write script content, come up with ideas to find trends and trends of TikTok, work with the team to build and browse the content of the TikTok 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 TikTok platform

”

THE WHOLE TEAM

Receiving data, viewer feedback, statistics, receiving information and improving in the next products produced



COMPANY OVERVIEW



COMPANY OVERVIEW

Established on 31 - 01 - 1997



After 25 YEARS of Operation FPT Telecom has



"FPT nỗ lực làm
trở nên hiệu quả
một cách nhất nh
và n" không

Belongs to
transaction offices



Nearly 90 branches ➤ In 61 provinces

More than
316

More than
8.984
official employees





CORE VALUE

TÔN – ĐỔI – ĐỒNG CHÍ, GƯƠNG, SÁNG

Considered an indispensable part of FPT's genome, FPT spirit, the power to promote leadership, employees of the corporation are constantly striving and creating for the common good of the community, customers, shareholders and other stakeholders



COMPANY OVERVIEW

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.



— VISION

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.

MISSION —





IDEA DEVELOPMENT & PRE-PRODUCTION

IDEA DEVELOPMENT

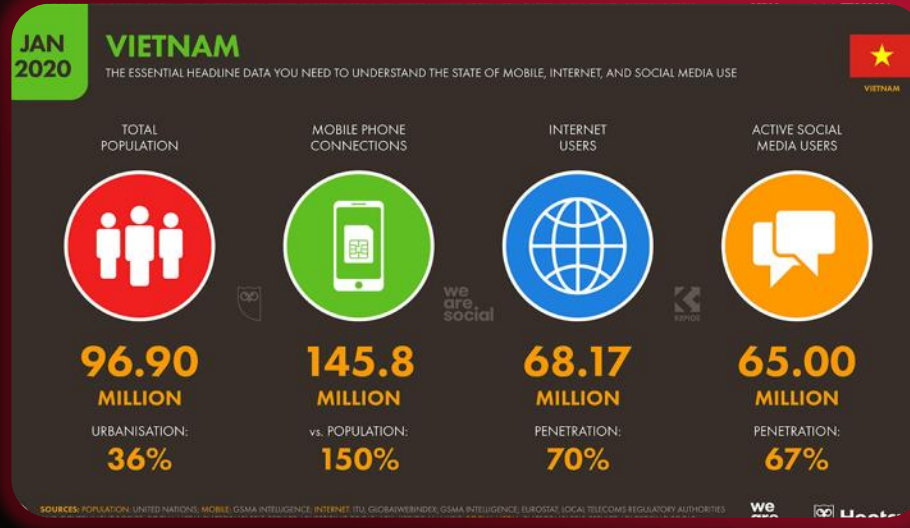
PROJECT PLANNING

PRE-LAUNCH/ PRE-PRODUCTION

02



IDEA DEVELOPMENT



Situation Analysis

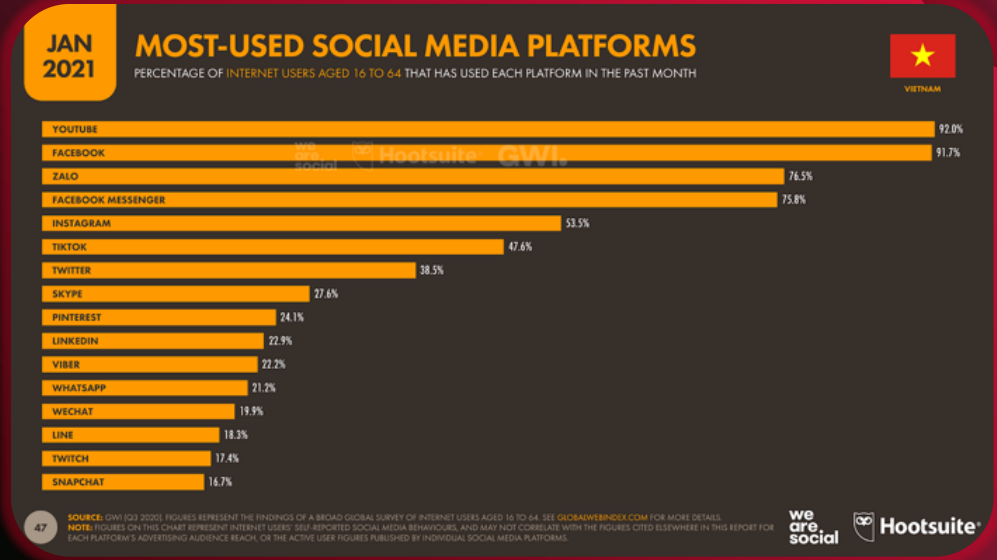
Vietnam is one of the countries with rapid development in information technology with a large and increasing number of internet and social network users

According to Vnetwork's statistics, by January 2020



SituatiOn Analysis

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



Currently, Vietnam is the country with the highest number of TikTok users in Southeast Asia. According to Nguyen Lam Thanh, TikTok's policy director in Vietnam, at of the end of March 2020, the platform had 13 million registered regular users in Vietnam.

OUTSIDE COMPETITOR

Competitor Analysis

honghotvanphong
(CMC Telecom)



Viettelvn (Viettel Telecom)

tuyendungfpttelecom
(HR FPT Telecom)



INSIDE COMPETITOR

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.

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.



Research target audiences' insight via secondary research

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."

3



Research & Target audiences' insight

**Research target
audiences' insight via
qualitative study**



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



Phạm Đức Huy - 25 tuổi (Nghệ 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.

Nguyễn Hoàng - 31 tuổi (Nhân Viên FPT Telecom)

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.

SWOT Analysis

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.

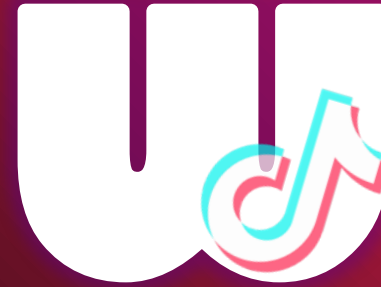
Invest in communication products of good quality from content to images.

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



TRENGTH



EAKNESS

SWOT Analysis



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.

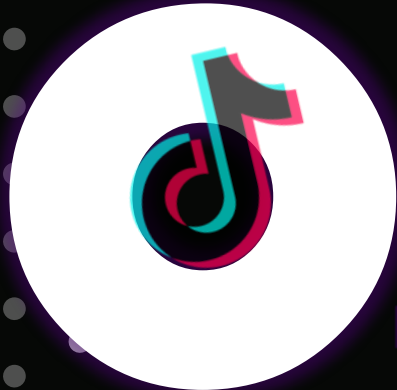
Because FPT Telecom is in the telecommunications industry, many people think that this brand is not as friendly as the way they think about the IT industry, especially young people. Therefore, the creation of the TikTok communication channel will show everyone the friendliness, openness and dynamism of the brand.



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.



PPORTUNITY

SWOT Analysis



Need to censor content carefully before posting, although it may not violate TikTok's regulations, incorrect and negative images can also affect FPT Telecom



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



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...



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.



TIKTOK CHANNEL AND TOOLS



TikTok is a short video sharing social network with a variety of popular content on social media. 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.

CHANNEL

fpttelecom.vn
FPT Telecom

Tin nhắn

2 Đang
Follow 63 Follower 1.3K Thích

Kênh TikTok chính thức của FPT Telecom

2 Đang
Follow 63 Follower 1.3K Thích

Kênh TikTok chính thức của FPT Telecom

TikTok

Tools for Authors

General tools



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

Tap Profile in the lower right corner.



Click on the icon 3 dash lines in the upper right to go to the settings section.



Click Creator Tools.



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.

Tools for Authors

General Tools



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.

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).



TOOL

Tools for Authors

General Tools



Q&A

The Q&A feature allows viewers to ask questions directly through your Profile page or in the section of your video.

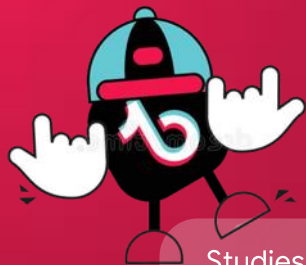
ADVERTISE



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.



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.

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.



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.





PROJECT PLANNING

GOAL

of TikTok channel “FPT Telecom”



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, increasing customer volume for FPT Telecom

OBJECTIVE

10K SUBSCRIPTION

50K AVERAGE

1000K VIEW TOTAL



Continue to create high-spread clips & have a clip with 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



Target Audience

Demographics

- Gender: Male/ Female
- Age: 18 – 45
- Job: All occupations

Geographic

- Region: Việt Nam
- City: Concentrating the North and expanding in the South

Psychographic

Attitude:

- Paying attention to FPT Telecom's products and services
- Interested in culture and want to learn about FPT Telecom

Behaviors

Behaviors Towards Company's Events:

- Follow up activities
- Posting time frame: 11am - 13h or 18h – 20h



PRIMARY AUDIENCE

Communication Channel Used



Target Audience

Demographics

- Gender: Male/ Female
- Age: 22 – 45
- Job: Working at FPT Telecom

Geographic

- Region: Việt Nam
- City: Concentrating the North and expanding in the South

Psychographic

Attitude:

Proud, open, happy with the positive things in my working environment

Behaviors

Behaviors Towards Company's Events: Join and follow the activities

SECONDARY AUDIENCE

Communication Channel Used



WORKPLACE



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.

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.

Strategies for using media



Tactics

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.

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.



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.

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.

HASHTAG

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



Communication Support

Workshop

Own Media

Earned Media

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.



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.

Communication Support

Workshop

Own Media

Earned Media



FPT Telecom

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.

FoxNews

Foxnews is an internal communication channel that publishes employee activities and events such as team building, football tournaments, etc.



Communication Support

Workshop

Own Media

Earned Media



Word of mouth effect

Content, music links used by other parties such as FPT Software, chungta, ... will also attract a significant number of viewers for FPT Telecom channel.

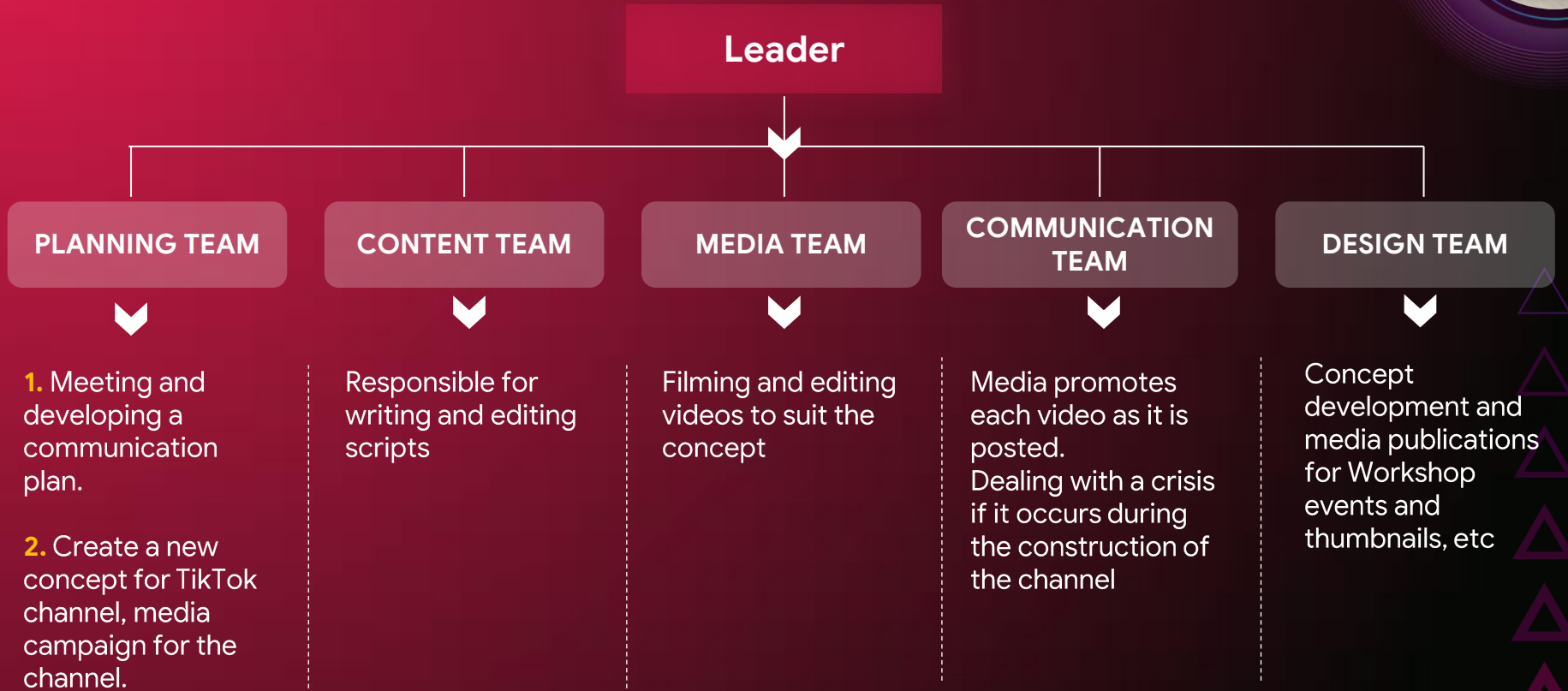


Content plan



Phase	Time	Content
PLANNING	10/08 - 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, edit 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.

Team Structure



ESTIMATED COST

NO	CATEGORIES	CONTENT	ESTIMATED CASH (VND)
1	TIKTOK VIDEO	Equipments	100.000.000
		Stylist/ Make up	20.000.000
		Take Care	10.000.000
		Logistics	10.000.000
	Estimated total (tiktok video)		140.000.000
2	WORKSHOP	Kols, Host	100.000.000
		Booking	100.000.000
		Stage: Sound and light, Led screen, props, stage equipment,...	100.000.000
		Printing	100.000.000
		Moving, place of residence	100.000.000
		Present	100.000.000
		Food (Drinks, tea break, lunch)	100.000.000
		Outsource (Image, Media, Clip, Express)	100.000.000
	Estimated total (workshop)		575.000.000
ESTIMATED TOTAL			715.000.000

**HUMAN
RESOURCE**



Risk Management



**OPERATION
AND
PRODUCTION**



**LEGAL AND
ETHICAL
ISSUES**



BUDGET

Risk Management



**ACCIDENTS
AND NATURAL
DISASTERS**



3

PRE-LAUNCH/ PRE-PRODUCTION

Production
Timeline

Planning Phase

(10/08 - 20/08)



Deploying Phase

(23/08 - 31/11)

Evaluating Phase

(10/12 - 14/12)

NO	CATEGORIES	JULY		AUGUST	
		W3	W4	W1	W2
1	Form ideas				
2	Create key messages				
3	Choose concept				
4	Script writing				



Production Timeline

Planning Phase

(10/08 - 20/08)

Planning Phase

(10/08 - 20/08)

Deploying Phase

(23/08 - 31/11)

Deploying Phase

(23/08 - 31/11)

Evaluating Phase

(10/12 - 14/12)

Evaluating Phase

(10/12 - 14/12)

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Production Timeline

Planning Phase

(10/08 - 20/08)

Deploying Phase

(23/08 - 31/11)

Evaluating Phase

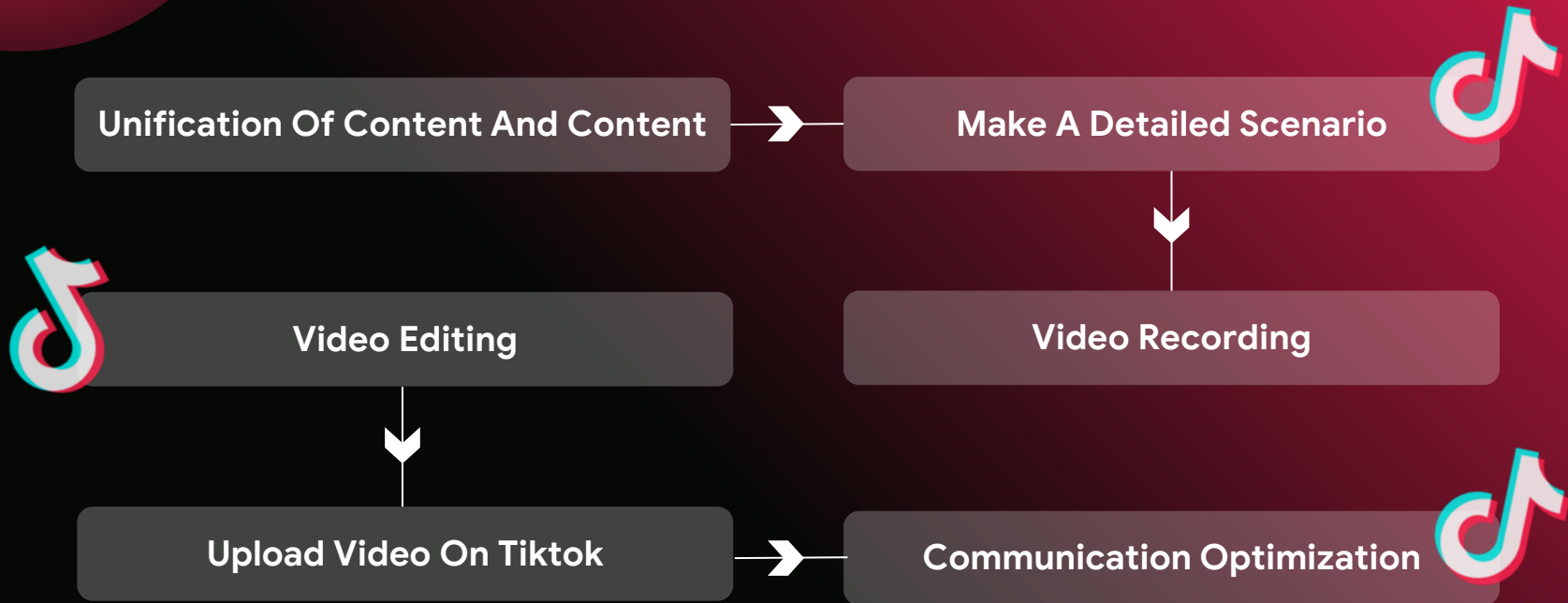
(10/12 - 14/12)



NO	CATEGORIES	DECEMBER	
		W3	W4
1	Collect data overall		
2	Rate customer engagement on each		
3	Measure media effectiveness, activity effectiveness, communication effectiveness		



Distribution



Testing the censorship process



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

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

Communication Designs



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.

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.

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 **03 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.

Branding Logo:



Video Specifications

File Size

Up to 280MB on iOS and up to 70MB on Android

Video Length

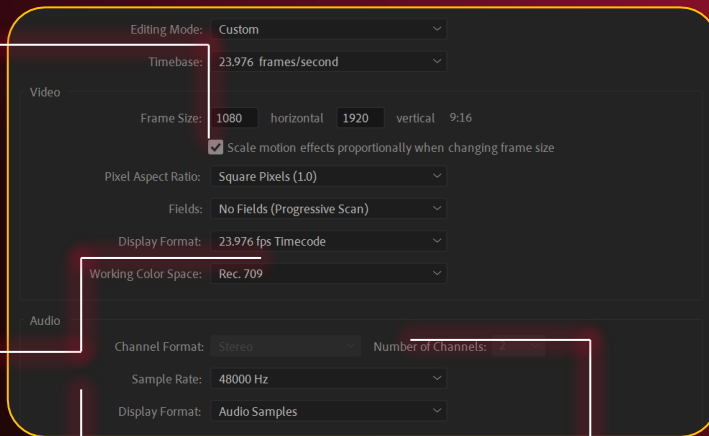
1 minute for products uploaded as video.

Margin on video

150px for top and bottom, 64px for 2 sides

Resolution of uploaded video

1080 x 1920 (1080p).



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

BRAND IDENTITY



TikTok Thumbnail Caption

The 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

[illegible]



03

PROJECT EXECUTION

FUNDAMENTALS OF TIKTOK

TIMELINE

PRODUCTION PROCESS

COMMUNICATION FOR TIKTOK CHANNEL





FUNDAMENTALS OF TIKTOK



HOW DO VIDEOS GET ONTO THE
TRENDING FEED ON TIKTOK



SPECIFIC DETAILS



HOW TO BUILD A MILLION VIEWS



HOW DO VIDEOS GET ONTO THE TRENDING FEED ON TIKTOK



IDENTIFY THE AUDIENCE



Genz generation whose
age ranges from 15-25
years old



Define the main topic of
the TikTok channel





HOW DO VIDEOS GET ONTO THE TRENDING FEED ON TIKTOK



CREATING CONTENT

Most TikTok users mainly watch videos for entertainment purposes and kill time



Skillfully insert advertising content into videos that bring value to viewers



Creating trending, funny TikTok videos



ACTIVELY POST VIDEOS, HASHTAGS, INTERACT WITH PEOPLE



Gradually extending the time of posting clips (about 4 videos per week)



Use hashtags that related to the content in the video



Regularly drop hearts or respond to user comments



HOW DO VIDEOS GET ONTO THE TRENDING FEED ON TIKTOK



POST VIDEOS IN PRIME TIME FRAMES





Khung giờ vàng để thu hút Follow trên TikTok

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	

Thời điểm đăng bài tốt nhất theo Influencer Marketing Hub đã phân tích 100.000 bài viết trên TikTok và tỷ lệ tương tác





HOW DO VIDEOS GET ONTO THE TRENDING FEED ON TIKTOK



VIDEO'S QUALITY

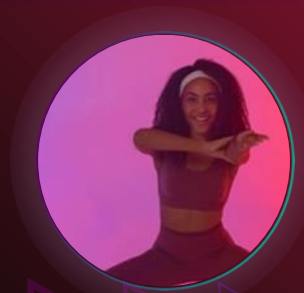
Use video recording tools such as cameras, tripods, lights, recording microphones, etc.



A high-quality video will bring positive signs to the TikTok channel

BUILD AN ACCOUNT PROFILE

Build an account profile that matches the content





SPECIFIC DETAILS



TIKTOK'S SCANNING ROUNDS

STEP 1

Scan the videos for
community violations



STEP 2

Hire an outside business
for the purpose of content
selection only



STEP 3

Scan the 3rd pass to be
able to bring the video to a
foreign audience



SPECIFIC DETAILS



AGE, CONTENT TO PAY ATTENTION

TikTok will set up data about the origin, age, and customer file you want to target

AGE

Constantly update and improve the quality of the content to satisfy TikTok users

CONTENT

ADS ON TIKTOK

You should not use any external advertising services to increase channel interaction

Limit the use of advertising features



HOW TO BUILD A MILLION VIEWS



STEPS TO BUILD A TIKTOK CHANNEL

Surf TikTok 2-3 hours a day to observe how other tiktokers do

Determine the topic, style of the channel and the target audience

Prepare content and equipment to start making videos

Upload Tiktok videos and continue to analyze results and optimize over time



NOTES WHEN BUILDING A TIKTOK CHANNEL

Name the channel according to your personal brand, with personalization elements

Exciting video content attracts lots of hits and ranks

Understand the psychology of TikTok users

Be more persistent

Use Thumbnail

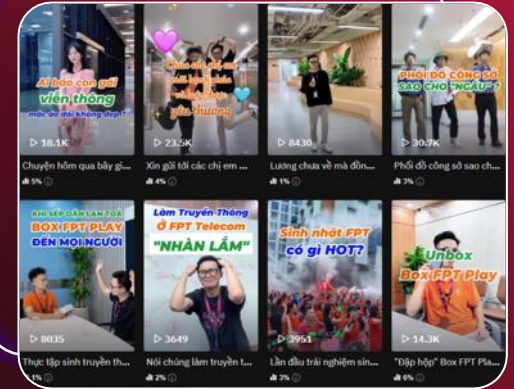
Use hashtags



Timetable for TikTok posting and improvement

TikTok Video
Posting
Timeframe?

TikTok golden hour or trending posting time frame on TikTok is the time of day when this application receives the most traffic and usage.



The importance of Tiktok posting time frame



NOTE

Try to match your publishing schedule to the hours of operation for the majority of your channel viewers.

Learn from other popular channels.
Posting schedule will need to be adjusted over time.



Clips of FPTTelecom.vn channel are currently posted between 6pm and 8pm which is the most viewed timeframe

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

The effect of hashtags



Definition



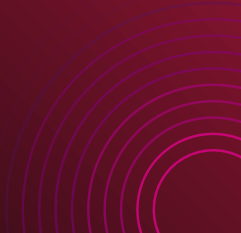
TikTok hashtag is an unsigned word or phrase placed after a pound sign (#) to group different content and topics that are being discussed. , mentioned in the video.

Comparison

Benefits



TikTok 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 view



The effect of hashtags

Definition

Comparison

Benefits

HOW ARE HASHTAGS TIKTOK DIFFERENT FROM OTHER PLATFORMS ?

While Instagram allows up to 30 hashtags to be used, TikTok limited the number of the character counted in the caption, with the maximum of 300 characters in total

TikTok hashtags is one factor that helps TikTok channel reach more different users

THE USE OF TIKTOK HASHTAGS

Increase visibility

Increase interaction

Community development

Identify competitors

Follow the crowd

Get great TikTok content ideas



Common Basics Mistake

TikTok has also enacted a law that prohibits users from posting violent content, which is

Violent, dangerous contents

Contents with high sensitivity

Contents violation

Summary

Action and dangerous challenges

Suicide and self-harm

Action and dangerous challenges

Abuse behavior

Hostile thoughts

Threatening and inciting violence

Violent and gruesome content

TikTok

Tik Tok

Common Basics Mistake

Violent, dangerous contents

Contents with high sensitivity

Contents violation

Summary

Sexual harassment

Child sexual abuse

Acts of solicitation to abuse minors

Nudity and sexual activity involving minors

Harmful behavior of minors

Sexual exploitation

Nudity and adult sexual activity

Physical and psychological harm to minors

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, which is:

Spam and promote fake interactions

Impersonation

Harmful misleading information.

Copyright and trademark infringement

Common Basics Mistake

Violent, dangerous contents

Contents with high sensitivity

Contents violation

Summary



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

Information and research help each individual have many opportunities and skills to develop breakthroughs in the future





TIMELINE

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



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



18/10	19/10	20/10	21/10
<ul style="list-style-type: none"> + 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. 	<ul style="list-style-type: none"> + 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. 	<ul style="list-style-type: none"> + 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. 	<ul style="list-style-type: none"> + 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.

Phase 3 (10/10/2022 - 27/11/2022)			
10/10	11/10	12/10	13/10
<ul style="list-style-type: none"> + Make plan phase 3. 	<ul style="list-style-type: none"> + Make plan phase 3. 	<ul style="list-style-type: none"> + Script editing phase 3. 	<ul style="list-style-type: none"> + 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.
14/10	15/10	16/10	17/10
<ul style="list-style-type: none"> + 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. 	<ul style="list-style-type: none"> + 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. 	<ul style="list-style-type: none"> + 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. 	<ul style="list-style-type: none"> + 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.

Details of the implementation process for each phase

PRODUCTION PROCESS



Script building



Post-production



Video upload schedule

Production

Upload videos to TikTok channel



Script building

Pre-production

Write a script

Find the content

Prepare props and technical equipment

Find the context

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

NGƯỜI FPT TELECOM MẮC GÌ ĐI LÀM?									
PIC: WYH2 Kịch bản tóm tắt: 8 người thuộc các ngành nghề đơn vị khác nhau đổ 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							
24/10			x (sáng)	x (chiều)					
25/10				x	x	x			
26/10							x		
Cảnh quay	Nội dung	Chi tiết	Diễn viên	Trang phục	PIC	Ghi chú	Sound chọn cho video	Thời lượng các cảnh (dự kiến)	Tổng video
1 (Chuyển động máy Lẻ ngang er dọc, góc máy: toàn cảnh)	Quay toàn cảnh đã được sửa nhà và khu vực làm việc đẹp	- Quay dưới sảnh tòa nhà - Quay ở ngoài chỗ đã có chủ FPT - Quay khu vực lễ tân và sảnh 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) Chẩn text: Người FPT Telecom mắc 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 đấu cho đến khi mở cửa phòng thư ký đi vào Chẩn text: Thư ký	Hải FCC	Đồ công sở như vest hoặc blazer trắng Hải hay mặc, đeo thẻ nhân viên, trang điểm chút chút.		- Đăng quay - Vy check source	Vy liên hệ và gửi yêu cầu trang phục	05-09	

Script building

Pre-production

Write a script

Find the content

Prepare props and technical equipment

Find the context

Because the habits of users on each social networking platform are different, it took us a long time to aggregate and distill the information into a complete source to build the channel.



Script building

Pre-production

Write a script

Find the content

Prepare props and technical equipment

Find the context



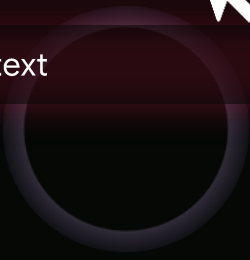
The team used two Canon 6D Mark II cameras, a smartphone with a 50 f/1.8, EF 24-70mm f/2.8L II USM lens kit.



Canon 6D Mark II 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.



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...



Script building

Pre-production

Write a script

Find the content

Prepare props and technical equipment

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

Post - Production

Production



Upload videos to TikTok channel

VIDEO PRODUCTION IS THE
STAGE WHERE SCENES ARE
RECORDED



	A	B	C	D	E
13	1 (Chuyển động máy Liana ngang or dọc, góc máy : toàn cảnh)	Quay toàn cảnh để khoe được tòa nhà và khu vực làm việc đẹp	<ul style="list-style-type: none">- 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) <p>Chèn text: Người FPT Telecom mặc gì đi làm?</p>	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 <p>Chèn text: Thư ký</p>	Hải FCC	Đồ công sở như vest hoặc blazer trắng Hải hay mặc, đeo thẻ nhân viên, trang điểm chín chu, tóc tai uốn xoắn đẹp để
15	3 (Chuyển động máy follow, góc máy : toàn cảnh)	Design	quay cảnh Giân Văn ngáp ngái ngủ đi ra khỏi thang máy, nhìn thấy máy quay thì làm thêm vài hành động hài freestyle của Giân <p>Chèn text: Thiết kế Hơi Mệt</p>	Giân Văn FCC	Ăn mặc bụi bặm như style bình thường của Giân, 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 gấp vào từ ngoài cửa văn phòng, mặt hơi nhăn nhó méo xệch :)) <p>Chèn text: Dân content đang chạy deadline</p>	Mai Anh FCC	Áo sơ mi vàng xính xính của Mai Anh và jeans, lap top, kính mắt

Post - Production

Production



Upload videos to TikTok channel

The schedule of a filming session will be conducted through the following steps:



1

Set up the necessary equipment for the shoot such as cameras, equipment to support filming, lighting.

2

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.

3

Actors work directly with the director to match lines and agree on script ideas.

4

The production team and the actors took test shots and checked the camera angles to best suit the actors.

5

Organize production according to the script.

6

After the end of the production session, clean up the site and maintain the production equipment.

Post – Production

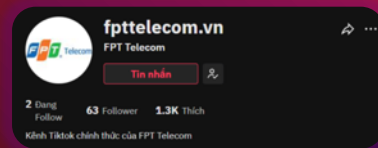
Production



Upload videos to TikTok channel

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

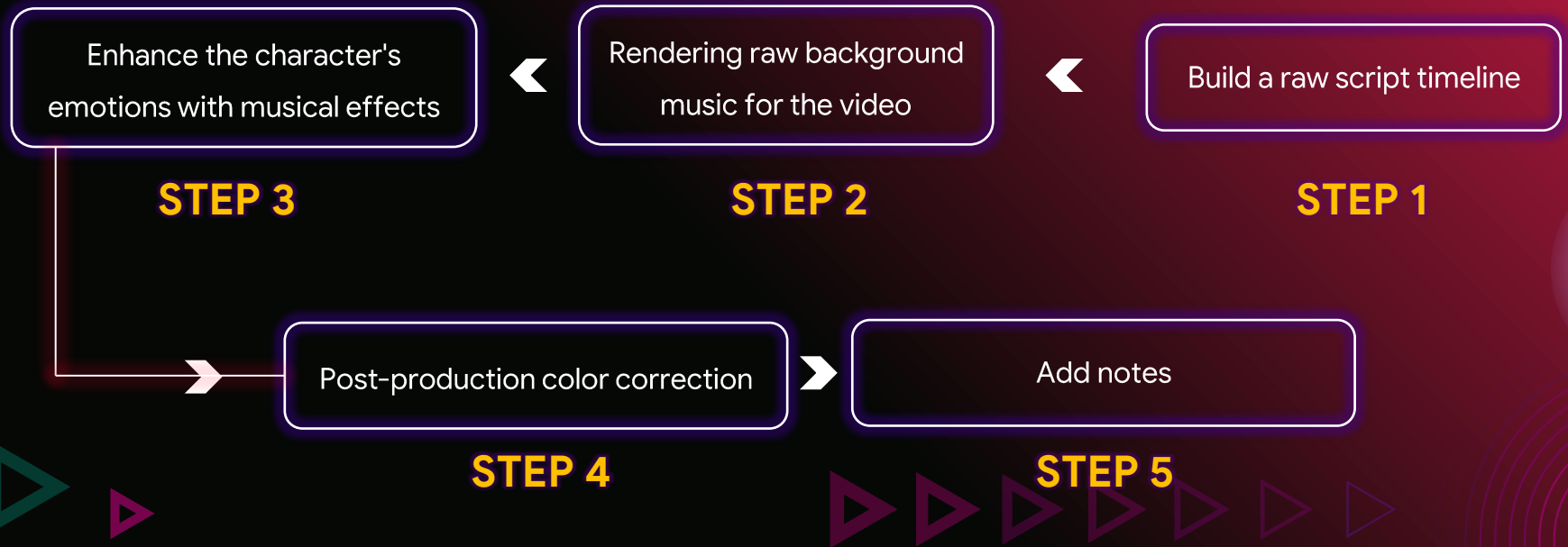


Post - Production

Production

Upload videos to TikTok channel

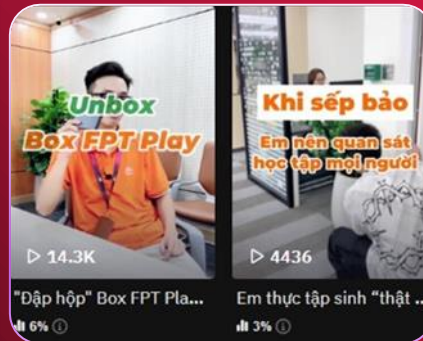
The post-production process will include steps



Post – Production

Production

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

The scripting team checks for possible violations before publishing.

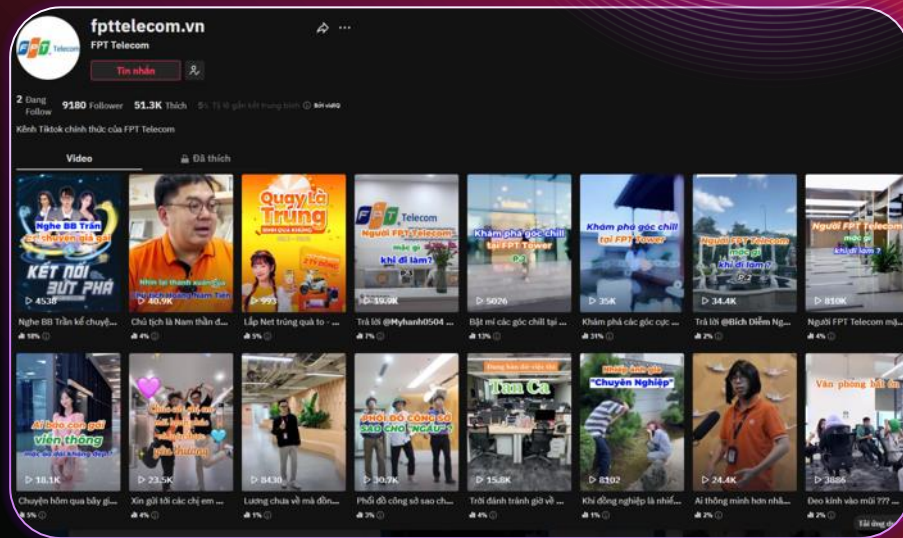
Post - Production

Production

Upload videos to TikTok channel



After passing the tests, the video will be uploaded to **FPTtelecom.vn** channel with the trending hashtags on TikTok.



Post - Production

Production

Upload videos to TikTok channel

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 khỏe

24/08

25/08

TikTok Video:
Nỗi sợ tan biến khi đã
có..

26/08

27/08

28/08

29/08

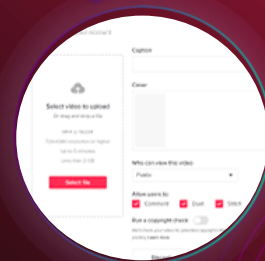
30/08

TikTok Video:
Gỡ đầu Virus hơi mạnh
nhà F-Safe

31/08

“

VIDEO
UPLOAD
SCHEDULE



Post - Production

Production

Upload videos to TikTok channel

TikTok FPT Telecom

December (01/12/2022 - 14/12/2022)

01/12

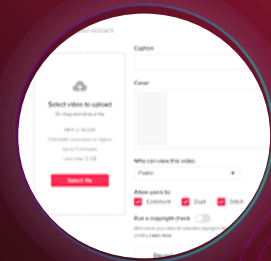
02/12

03/12

04/12

TikTok Video:
Nghe BB Trần
kể chuyện giả
gái để làm
nghề

VIDEO
UPLOAD
SCHEDULE



COMMUNICATION FOR TIKTOK CHANNEL



Workshop “Kết Nối & Bứt Phá

Online newspaper booking



Communication Products -
Earned Media

Cost of workshop





STT	Hạng mục	Nội dung triển khai	Nội dung chi tiết	PIC	Deadline	Ghi chú	
1	Hợp đồng	Hợp đồng Truyền thông	Sơ và view các đầu không để ra Hợp đồng ký kết và PTEL và team Ninh Tín	Huyền Vy		Đang chờ bản lịch tem ứng	
		Hợp đồng không gian phát sóng					
2	Danh sách khách mời	Huyền Ninh Tín	Yêu cầu làm báo chí chương trình			done	
		Cà phê Lyric Lee	Lyric Lee báo chí: 2 bài báo trong tư liệu và giao lưu			done	
		Khách mời: BB Trần, Trịnh Phạm, Võng Khánh, Tuấn Ngọc đại	Khách mời trong talkshow				
		Thẩm mỹ	Nhảy flash mob tư liệu				
		Mimosa, mirror, videora	Sân xuất video đầu tiên trên kênh đăng tải ngay trong tư liệu				
		1 MC khách đồng	BTV Hoàng Hà MC khách đồng Hợp đồng chương trình lead: Minganara				hở
3	Thiết kế - Ấn phẩm	Ảnh Hoàng Hà Trần: chủ tịch PTEL	City phóng và ảnh Trần chiếu trong video	Giảng		đã gửi qua Email chủ định	
		Bộ Key Visual	Màu chủ đề: Xanh dương - vàng đỏ	Giảng			
		Poster chương trình			13/11	done	
		Cover & live page Event và					
		Thư mời gửi & khách mời	Thư mời online & khách mời check in tại gói trên MSH		16/11	done	
		Proposal	Gửi khách mời	Ninh Tín		done	
			Bảng Check in (Hàng đầu)				
			Bảng hướng dẫn VC				
			Standee				
			Backdrop chụp hình				
4	Quà tặng	Wish MCT					
		Sân khấu (màn hình, intro sân khấu)					
		Wing tay diamond					
		Hanging đèn tay					
		The BTC					
		Pop-up banner					
		tag gói bánh (2 mẫu)					
		Thiệp cảm ơn khách mời					
		Mechu tư liệu					
			3 gói Number 12 tháng để dịch vụ FPT Play				
5	Kịch bản - Nội dung	Giải thưởng quay số	1 gói Box FPT Play				
			2 gói Nền tảng của Emtech				
		Checkin nhận quà	Gift certificate số gói sticker tag in logo chương trình + thank you card + Brochure 200 gói	Dựp: Nguyễn, Mai Anh	25/11		
		Hoa & quà tặng khách mời	Tặng khách mời cuối chương trình				
			1) Box 1				
			2) Quà 1 FPT Play Box				
		Kính ban talkshow	Kính ban các chủ đề chia sẻ trong talkshow	Anh Ninh	12/11	done	
		Cười chít Sảng tạo nội dung trên sân khấu					
		Thành					
		(15/11) phút đầu - 21/11 đầu 27/11 (cộng lễ và vào giải)					
6	Kịch bản - Nội dung	Event chương trình	Tan event trên Fanpage PTEL	Vy	24/11		
			Lưu trữ ảnh ghi âm tham dự		25/11	done	

Online newspaper booking



thách cho the eMagazine



WORKSHOP
KẾT NỐI &
BỨT PHÁ

VTVCn - Hôm 27/11, ca sĩ Lynk Lee lần đầu biểu diễn tại một sự kiện sau ca phẫu thuật thành quản.

- Lynk Lee phát hành MV đầu tiên sau khi chuyển giới, hình phúc được là chính mình

Lynk Lee là khách mời tại buổi tọa đàm có tên "Kết nối và Bứt phá" với về ngoại trừo ttt. Đây là lần đầu tiên nữ ca sĩ trình diễn sau ca phẫu thuật thành quản.

Có thể hiện 3 ca khúc là "Không dám", "Buồn thì khóc đi" và "Tất nước đầu đình" và nhận được sự cổ vũ nhiệt liệt của khán giả.



Lynk Lee lần đầu biểu diễn tại một sự kiện sau ca phẫu thuật thành quản

Communication Products - Earned Media



Foxnews.fpt.vn đã thêm 20 ảnh mới vào album: Workshop "Kết nối và Bứt phá".
28 tháng 11 lúc 08:30 · 0

Nằm trong chuỗi hoạt động kỷ niệm 25 năm thành lập FPT Telecom, Workshop "Kết nối và Bứt phá" với chủ đề "Tôi đã trở thành hiện tượng mạng như thế nào?" với sự tham gia của Food Blogger Ninh Tito trong vai trò Host, nghệ sĩ BB Trần, Beauty Blogger Trinh Phạm, reviewer Tuấn Ngọc, hot tiktoker Vương Khánh... đã kể về hành trình Internet thay đổi cuộc sống mỗi cá nhân và đem tới những giây phút hào hứng cho khán giả.

Hàng loạt câu hỏi được đặt ra như "làm thế nào để nắm bắt được tâm lý mọi người?", "làm sao để tạo ra chất riêng cho mình?" đều có lời giải đáp trong 3 giờ đồng hồ diễn ra chương trình. Bên cạnh đó là những phần giao lưu "cực chất" của ca sĩ Lynk.1e và fan hâm mộ khiến cho bầu không khí trở nên "nóng" hơn bao giờ hết.

Link bài viết: <https://foxnews.fpt.vn/choang-ngoi-voi-workshop-toan-.../>



Budget



Cost of
workshop

COSTS

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



POST-LAUNCH PROJECT & REFLECTION



PROJECT MEASURE AND EVALUATION

REFLECTION



Lessons Learned

04

Project Measure And Evaluation

KPI Total

Channel Statistics

Social Listening

	KPI	Results	Percentage Achieved
View	1.000.000	1.141.508	110%
Like	40.000	51.000	120%
Comment	1.000	889	80%
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	10.100	100%

KPI TOTAL

(28/08 - 10/12/2022)



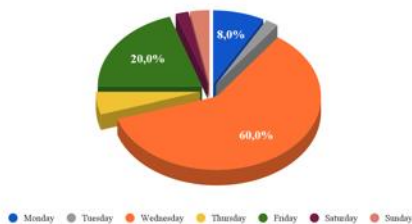
Project Measure And Evaluation

KPI Total

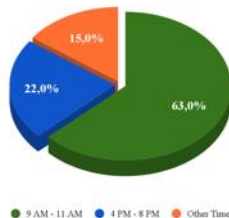
Channel Statistics

Social Listening

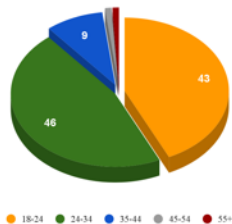
Percentage of views of the week



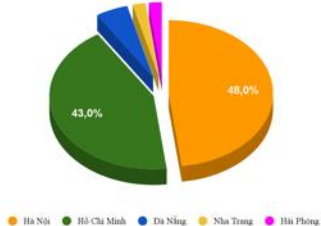
Percentage of watch time in days



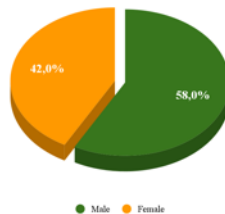
Percentage of viewers by age



Percentage of viewers by city



Percentage of viewers by gender



Project Measure And Evaluation

KPI Total

Channel Statistics

Social Listening

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.

HA KHANH LY
21y (Hanoi)

NGUYEN VIET TIEN
22y (Hanoi)

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.

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.

BUI DINH NINH
25y (Bac Giang)

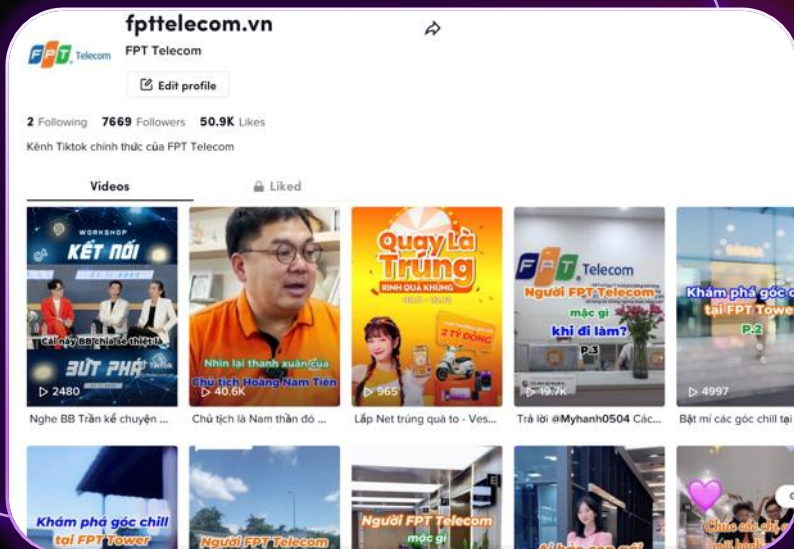
Reflection

Overview

Positive Points

Negative Points

Suggestion & Recommendation



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.

After three months of development and building the channel has collected 7669 followers, 50.9 thousand likes, and many potential numbers.

Reflection

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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

 **Phương Trần**
Chị kể toán xịn thế
11-12 Reply 0

 **Vi nè**
E có thể Xem tin tuyển dụng ở đâu ạ
11-12 Reply 0

 **Bích Đình981**
Tuym vì c kể toán , quá xinh
11-10 Reply 0

 **@Julielee**
FPT yêu dấu ❤️❤️❤️

 **Bích Diễm**
Tôi FPT ngắm style của nhân viên cũng đủ no
10-27 Reply 12

 **Myhanh0504**
Có dân kỹ thuật k, xem chưa thấy nhì
10-27 Reply 2

 **Truong_Tre_Mang**
Công ty đẹp z
10-26 Reply 13

 **FPT Telecom** • Creator

Lượt xem video	Lượt xem hồ sơ	Thích	Bình luận	Lượt chia sẻ
970,433 +991,410 (+2,386.90%) ↑	8,225 +6,365 (+342.2%) ↑	28,544 +26,584 (+1,356.32%) ↑	551 +315 (+123.47%) ↑	861 +585 (+211.96%) ↑

FPT Telecom's TikTok channel has reached many new customers and increased brand recognition.

Reflection

Overview

Positive Points

Negative Points

Suggestion & Recommendation



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.



In the process of censoring channel videos, there are also certain problems with the use of copyrighted images and music.



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



Reflection

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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



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



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.



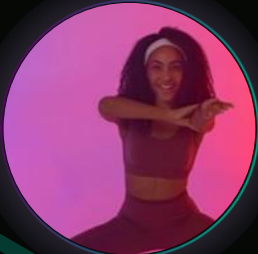
it is about the process of content moderation and finding trends, it takes more time to research to suit the company's culture as well as being able to update trends



Lessons Learned



TASKS SCHEDULING



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.

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.

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

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.

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.

STEP

**IDEA AND
SCRIPT**



**THE SKILLS OF
FILMMAKING**

LESSION LEARNED

**CINEMATOGRAPHY
SKILLS**





**COMMUNICATION
AND TEAMWORK
SKILLS**

LESSION LEARNED

**TIKTOK
SKILLS**



**HANDLING
SITUATIONS
SKILLS**



THANK YOU

The background features a dark purple to red gradient. In the top left, a vertical line of white dots is next to a purple triangle. In the top right, there are concentric circles and a grey triangle. In the bottom left, a large purple circle contains a row of seven right-pointing triangles. In the bottom right, there is a grid of horizontal bars of varying heights.