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GSP23MCO6 - SP23MCO6



Communication campaign to raise awareness about sleep hygiene

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COMPANY FEEDBACK

• Ru9



TRƯỜNG ĐẠI HỌC FPT

PHIẾU LẤY Ý KIẾN CỦA DOANH NGHIỆP
VỀ VIỆC HỢP TÁC TRIỂN KHAI KHÓA LUẬN TỐT NGHIỆP
HỌC KỲ SPRING 2023 (1/2023 – 4/2023)

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Tên đề tài (Tiếng Việt)	Chiến dịch truyền thông nâng cao nhận thức về vệ sinh giấc ngủ	
Tên đề tài (Tiếng Anh)	Communication campaign to raise awareness about sleep hygiene	
Ngành đào tạo:	Truyền thông Đa phương tiện	
Giảng viên hướng dẫn:	Nguyễn Quốc Thụy Phương	
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	Nguyễn Thị Ngọc Trâm	SS150424
	Võ Nguyễn Lan Nhi	SS150465
NỘI DUNG LẤY Ý KIẾN		
1. Về công tác phối hợp giữa Giảng viên, sinh viên và Doanh nghiệp	Sinh viên có sự chủ động trao đổi và làm việc rất tốt với phía Ru9.	
2. Về kết quả thực hiện so với yêu cầu đề ra	Yêu cầu đề ra	Đạt/Không đạt
	Đăng video có nội dung liên quan tới thương hiệu và logo theo yêu cầu thương hiệu	Rất đạt
	Nhắc tới thương hiệu trong các post đăng	Rất đạt
	Tiktok có nhắc về thương hiệu	Rất đạt
3. Nhận xét/Góp ý về đề tài	Đề tài của các bạn rất là hay, dễ thương và phù hợp với doanh nghiệp Ru9.	
4. Đề xuất cải tiến hoặc hướng phát triển đề tài (nếu có)	Rất tốt. Không có ý kiến thêm.	
5. Đánh giá chung (theo thang điểm 10)	10	
6. Kết luận về việc nghiệm thu đề tài (Ghi rõ: “Đồng ý” hoặc “Không đồng ý”)	Đồng ý	

Người nhận xét
(Ký và ghi rõ họ tên)

Công Lê Nguyên Hoàng

COMPANY FEEDBACK

- Souris.



TRƯỜNG ĐẠI HỌC FPT


PHIẾU LẤY Ý KIẾN CỦA DOANH NGHIỆP
VỀ VIỆC HỢP TÁC TRIỂN KHAI KHÓA LUẬN TỐT NGHIỆP
HỌC KỲ SPRING 2023 (1/2023 – 4/2023)

Tên doanh nghiệp:	Souris.	
Lĩnh vực kinh doanh:	Nền thương mại	
Địa chỉ:	Hồ Chí Minh	
Website:	N/A	
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Tên đề tài (Tiếng Việt)	Chiến dịch truyền thông nâng cao nhận thức về vệ sinh giấc ngủ	
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Giảng viên hướng dẫn:	Nguyễn Quốc Thụy Phương	
Nhóm sinh viên thực hiện	Nguyễn Thị Khánh Ly	SS150346
	Bùi Lý Ngọc Tâm	SS150390
	Nguyễn Thị Ngọc Trâm	SS150424
	Võ Nguyễn Lan Nhi	SS150465
NỘI DUNG LẤY Ý KIẾN		
1. Về công tác phối hợp giữa Giảng viên, sinh viên và Doanh nghiệp	Thông tin chi tiết, đầy đủ và rõ ràng. Hỗ trợ khi brand có yêu cầu.	
2. Về kết quả thực hiện so với yêu cầu đề ra	Yêu cầu đề ra	Đạt/Không đạt
	1. Hỗ trợ khi brand có yêu cầu bổ sung về hình ảnh quảng bá, mẫu hướng dẫn dùng evoucher	Đạt
	2. Đảm bảo quyền lợi của đối tác (bài giới thiệu, cảm ơn, tag fanpage Souris)	Đạt
	3. Đảm bảo quảng bá thương hiệu rộng rãi đến mọi người thông qua e-voucher không giới hạn	Đạt
3. Nhận xét/Góp ý về đề tài	Chiến dịch có thông điệp tốt đẹp, hữu ích, lựa chọn brand đồng hành cũng rất phù hợp.	
4. Đề xuất cải tiến hoặc hướng phát triển đề tài (nếu có)	Chương trình có thông điệp tốt đẹp và hữu ích, nếu trong tương lai có dịp phát triển hơn nữa thì dự án này sẽ mang lại nhiều giá trị cho mọi người.	
5. Đánh giá chung (theo thang điểm 10)	9	
6. Kết luận về việc nghiệm thu đề tài (Ghi rõ: "Đồng ý" hoặc "Không đồng ý")	Đồng ý	

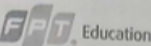
Người nhận xét
(Ký và ghi rõ họ tên)
Dương
Phan Lê Thùy Dương

COMPANY FEEDBACK

- VIProperty



CÔNG TY TNHH DỊCH VỤ VIPROPERTY



TRƯỜNG ĐẠI HỌC FPT

PHIẾU LẤY Ý KIẾN CỦA DOANH NGHIỆP
VỀ VIỆC HỢP TÁC TRIỂN KHAI KHÓA LUẬN TỐT NGHIỆP
HỌC KỲ SPRING 2023 (1/2023 – 4/2023)

Tên doanh nghiệp:	Công ty TNHH Dịch Vụ VIProperty		
Lĩnh vực kinh doanh:	Bất động sản		
Địa chỉ:	C1-S11.09, 720A Điện Biên Phủ, Vinhomes Tân Cảng, Bình Thạnh, Thành phố Hồ Chí Minh		
Website:	https://viproperty.vn/		
Người đại diện cho ý kiến:	Họ và tên: Phạm Thị Tố Uyên Chức vụ: Marketing Manager Email: anna.pham@viproperty.vn Số điện thoại: 0931119885		
Tên đề tài (Tiếng Việt)	Chiến dịch truyền thông nâng cao nhận thức về vệ sinh giấc ngủ		
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	Bùi Lý Ngọc Tâm	SS150390	
	Nguyễn Thị Ngọc Trâm	SS150424	
	Võ Nguyễn Lan Nhi	SS150465	

NỘI DUNG LẤY Ý KIẾN		
1. Về công tác phối hợp giữa Giảng viên, sinh viên và Doanh nghiệp	Giảng viên và sinh viên có sự phối hợp chặt chẽ với VIProperty từ những ngày đầu hợp tác. Quá trình trao đổi và làm việc với các ban bộ phận liên quan của công ty diễn ra thuận lợi.	
2. Về kết quả thực hiện so với yêu cầu đề ra	Yêu cầu đề ra	Đạt/Không đạt
	1. Cung cấp đầy đủ tài liệu liên quan (lịch trình, kịch bản quay, ...)	Đạt
	2. Kết hợp quảng bá hình ảnh Eco Green Saigon trong video hợp tác	Đạt
	3. Đảm bảo sản phẩm truyền thông được hai bên kiểm duyệt trước khi đăng tải	Đạt
3. Nhận xét/Góp ý về đề tài	4. Đảm bảo quyền lợi của đối tác (bài giới thiệu, cảm ơn, tag fanpage và dẫn link website VIProperty)	
	Đề tài cung cấp kiến thức về vệ sinh giấc ngủ, hướng đến cải thiện thói quen và môi trường ngủ nhằm mang lại giấc ngủ chất lượng. Riêng chủ đề về môi trường ngủ thoải mái có tính thiết thực cao và phù hợp với hình ảnh quảng bá căn hộ và nội thất của VIProperty tại dự án Eco Green Saigon.	
4. Đề xuất cải tiến hoặc hướng phát triển đề tài (nếu có)	Đề tài có thể tiếp tục phát triển theo hướng lối sống và không gian sống lành mạnh, nhằm tăng chất lượng giấc ngủ và cuộc sống. Điều đó phù hợp với hình ảnh mà VIProperty đang xây dựng trong các sản phẩm bất động sản, các gói thiết kế nội thất và căn hộ chung cư của mình. Đôi bên có thể tiếp tục hợp tác trong tương lai để tiếp tục quảng bá và truyền thông về sản phẩm VIProperty.	
5. Đánh giá chung (theo thang điểm 10)	9,3/10	
6. Kết luận về việc nghiệm thu đề tài (Ghi rõ: "Đồng ý" hoặc "Không đồng ý")	Đồng ý	

Người nhận xét
(Ký và ghi rõ họ tên)

Phạm Thị Tố Uyên

SUPERVISOR FEEDBACK

MRS. NGUYEN QUOC THUY PHUONG

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CAPSTONE PROJECT EXECUTIVE SUMMARY

Subject code	SP23MC06
Subject name (English)	Communication campaign to raise awareness about sleep hygiene.
Subject name (Vietnamese)	Chiến dịch truyền thông nâng cao nhận thức về vệ sinh giấc ngủ.
Subject explanation	High rates of young adults in general and students in particular have poor sleep quality and do not know about sleep hygiene; while sleep hygiene plays an important role and has a direct impact on sleep quality. This campaign aims to raise awareness about sleep hygiene with science-based information and youthful style.
Group code	GSP23MC06
Group members	<p>Nguyen Thi Khanh Ly - SS150346</p> <p>Bui Ly Ngoc Tam - SS150390</p> <p>Nguyen Thi Ngoc Tram - SS150424</p> <p>Vo Nguyen Lan Nhi - SS150465</p>
Scope of work	<ul style="list-style-type: none"> Research and finding <p>Secondary research on good sleep, sleep hygiene, sleep status of students worldwide and in Vietnam, suitable theory, previous campaign, media in Vietnam, sleep-related seeking behavior, and media research.</p> <p>Primary research on sleep status and understanding about sleep hygiene of FPT HCM University's students in general.</p> <ul style="list-style-type: none"> Campaign planning <p>The communication campaign named "Vệ sinh sạch, giấc ngủ ngon" consist of the series sleep hygiene on social media posts, use mascots to convey science-based knowledge and youthful style. Offline and online events to spread sleep hygiene to more young people.</p> <p>Key message of the campaign is "Good sleep hygiene for a good night's sleep" which means sleep hygiene is the first step to improve sleep quality and good sleep hygiene builds a solid foundation for good night.</p> <p>The target audience portrayed as 18-24 years old, not aware or know about sleep hygiene, go to bed after 11 p.m., tend to receive information in the form of short videos, articles with illustrations, and short comics, through Facebook and TikTok.</p>

CAPSTONE PROJECT EXECUTIVE SUMMARY

Scope of work	<ul style="list-style-type: none"> • Execution: Create 68 posts on Facebook (contents, illustrations, videos) and 32 videos on TikTok (sound, voiceover, short animation). Run the activation booth in 3 days (kahoot, minigame, checkin, disseminate information) and the online photo contest in 2 weeks (associated 3 parties: Thich ngu, partners, participants). Produce 1 long animation video, 1 collaboration video, 1 interview video. 			
	<ul style="list-style-type: none"> - Leader and Planner: Ngoc Tam - Content writer and Account executive: Lan Nhi - Illustrator and Facebook manager: Khanh Ly - Video editor and TikTok manager: Ngoc Tram 			
Results	<ul style="list-style-type: none"> • Reports: Evaluate all the results of the execution process. Compare the actual cost, sponsorship with budget. Have reflection and recommendation for the project in general. 			
		KPI	Actual Reach	Comparison
	Total Reach	100,000	92,457	92.5%
	Facebook			
	Reach	50,000	51,898	103.8%
	Like page	1,700	1,656	97.4%
	Tiktok			
	Reach	50,000	52,000	104.0%
	Heart	5,000	5,253	105.1%
Budget	4,884,000			

Table 1. Capstone Project

CHAPTER 1. INTRODUCTION

1.1. About the Capstone Project

This Capstone Project starts with the motivation from ourselves as students who often feel an unrelaxed mental state and have sleep problems. After researching and reading many scientific research articles, we realize the importance of knowledge about sleep hygiene to improve sleep quality and have a good night; however, young people in general and FPTU HCMC students in particular have not yet had much knowledge about it. When discussing sleep and sleep hygiene, the mainstream media mostly provide in-depth knowledge consulted by experts but do not focus on illustration to attract young people. Therefore, our team is enthusiastic about spreading a communication campaign for young people in general and FPTU HCMC students in particular, to raise their awareness about sleep hygiene.

The campaign "Vệ sinh sạch, giấc ngủ ngon" aims to raise awareness for young people aged 18-24 who are not aware of sleep hygiene, while this is the first step to get quality sleep. The campaign is launched from February 13 to April 10, 2023 with posts on Facebook and TikTok including content with illustrations or short animated videos to provide knowledge about sleep hygiene, 3 video productions including long animated video, collaboration video, and interview video about the topic of sleep hygiene, 2 events including the offline activation booth and the online photo contest.

1.2. Define the problem

The initial impetus for the idea of the project came from the fact that all members of the team had sleep problems, and then we noticed that many people around us had the same problem. Therefore, we started to learn and research on the topic of sleep in general and methods to help sleep well in particular.

Sleep is an essential function that allows one's body and mind to be recharged, refreshed, and alert upon awakening. Healthy sleep keeps the body energy and prevents diseases (failure, cancer, heart disease, obesity, stomach problems, etc.). On the contrary, not getting enough sleep will lead to inability to function properly, impair the concentration, memory and cause dementia, or risk of Alzheimer's disease (NIH, 2022). From the studies, it can be seen that getting a good night's sleep is extremely important and necessary for everyone's health. On the contrary, the consequences from lack of sleep can have a direct or indirect impact on a person's life and those around them.

CHAPTER 1. INTRODUCTION

For a quality sleep, sleep hygiene plays an important role and has a direct impact. In 2010, Franklin C. Brown PhD, Walter C. Buboltz Jr PhD & Barlow Soper PhD showed that knowledge of sleep hygiene is related to sleep habits, which in turn, is related to overall sleep quality. Their data indicated that altered sleep schedules, thirst at bedtime, environmental noise, and sleep anxiety are contributing factors to poor sleep quality. With college students' frequently altered sleep schedules, along with common unhealthy eating and living habits, students have poor sleep hygiene.

After researching, the team found that a lot of knowledge about sleep had been misunderstood or had no reliable scientific and methodical solution. Besides, when asked, sleep hygiene is extremely new in young people while university students are the top subjects that need to know this information. Sleep hygiene is the foundation for a good quality sleep. Overall, these are reasons that our team want to carry out a campaign to raise awareness of sleep hygiene to help young adults in general and students in particular improve their sleep, thus having good health to study and work effectively.

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2.1. Secondary research

2.1.1. *Definition of a good sleep*

According to Institute of Medicine (US) Committee on Sleep Medicine and Research wrote on the book “Sleep Disorders and Sleep Deprivation: An Unmet Public Health Problem”, there are two types of sleep, non-rapid eye movement (NREM) sleep and rapid eye movement (REM) sleep. NREM (pronounced “non-REM”) sleep is when the human brain is inactive but has active regulation. NREM sleep is divided into 4 stages including lull, light sleep, deep sleep and very deep sleep. Meanwhile, REM is sleep when the human brain is activated when most of the muscles in the human body are paralyzed, brain waves increase rapidly and is the cycle in which dreams occur. Normally, after stage 4 of NREM sleep is over, people will go back to stage 2 of NREM and start going into REM sleep. A complete sleep is all 4 stages above without interruption.

Usually, when people have not known science-based information, they would evaluate the quality of their sleep based on general feelings or by popular advice. That makes the sense of sleep health, or time control not completely accurate, leading to unstable sleep time, effects on health and effectiveness of day-to-day work. Therefore, the campaign wants to provide complete and accurate knowledge for those who want to manage their sleep health and sleep better.

2.1.2. *Definition of sleep hygiene*

Sleep hygiene is a term that describes the combination of having a sleeping environment in the bedroom and daily habits that support regular, uninterrupted sleep. Sleep hygiene can be achieved by following a relaxing pre-bed ritual, maintaining a regular sleep schedule, making your bedroom comfortable and distraction-free, and forming healthy daytime habits (Eric Suni, 2022). Sleep hygiene is important because it is the first step in the process of improving good sleep. People with serious sleep problems need special treatment from the doctor, but changing their sleeping habits and environment will still be the first suggestion. Sleep hygiene practices have 4 steps including setting the sleep schedule, following a nightly routine, cultivating healthy daily habits, and optimizing the bedroom (Eric Suni, 2022).

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Otherwise, the process of sleep hygiene can be broken down into a day-night strategy, for easy remembering while ensuring the process of building healthier sleep habits.



Figure 1. Sleep Hygiene: 10 Tips for Better Sleep
(Source: Jennifer Smith, 2020)

2.1.3. Status of students around the world

In 2019, J Family Med Prim Care conducted the survey "Sleep Hygiene Perception: Relationship with Sleep Quality among medical students at King Saud University, Riyadh, Saudi Arabia" consisting of questions for students to self-assess their sleep quality and disorders and questionnaires to assess the level of sleep hygiene awareness. Results were 30.5% of students have a good awareness of sleep hygiene, 69.5% have poor/moderate awareness. However, the research has a limitation in that the majority of respondents to the survey are male, unable to cover the situation of all students.

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Research results "The rate of awareness and practice of sleep hygiene among college students" by Felix, V. A., Campsen, N. A., White, A., & Buboltz, W. C. (2017) obtained the following results: 37, 4% of the subjects had good sleep hygiene knowledge, 36.8% of the subjects had average sleep hygiene knowledge and 25.9% of the subjects had poor sleep hygiene knowledge.

Franklin C. Brown PhD, Walter C. Buboltz Jr PhD & Barlow Soper PhD (2010) point out that, college students' frequently altered sleep schedules, along with other common habits (eg. such as alcohol consumption and caffeine use), are associated with poor sleep hygiene. Their findings suggest that knowledge of sleep hygiene is related to sleep habits and, in turn, to overall sleep quality. Data from their regression model indicate that altered sleep schedules, thirst at bedtime, environmental noise, and sleep anxiety are contributing factors to poor sleep quality.

According to study on sleep and health in university students from 26 low-, middle- and high-income from 27 universities from 26 countries across Asia, Africa and the Americas; results show health risk behavior and health status variables are related to short and long sleep duration of the subjects (Karl Peltzer, 2014). Besides, the study "Sleep quality of college students: Evaluation of the impact of smoking, social media use and energy drink consumption on sleep quality and anxiety" (Omar Afandi et. al, 2013), 67.2% of students really have sleep disorders and have poor quality sleep under the influence of smoking, social media use, and energy drink consumption. Non-smokers showed better sleep quality (25%) than smokers (75%). Among students who never missed school, 62% had a good night's sleep. People who do not use social networks, such as Facebook, have better sleep quality than those who use social networks. At the same time, poor sleep quality was strongly associated with higher anxiety levels and missed more morning classes.

After referencing research papers in the world, the results obtained are that young people, especially students in the world, have poor sleep quality and poor sleep hygiene including in theory and in practice. Moreover, the variables in the study belong to the category of people's daily habits (such as using color lights, caffeinated drinks, arranging timetables) not affected by special factors (such as culture, regional psychology), so these secondary studies are valuable for practical application in the context of the target audience of the project. Therefore, in the primary study, we would ask directly about the sleep status and understanding of sleep hygiene of the survey respondents.

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2.1.4. Status of students in Vietnam

In a study named "Sleep quality and its related factors among students at Hue University of Medicine and Pharmacy in 2015" (Nguyen Thi Khanh Linh et al., 2017), the study used a cross-sectional descriptive study that was conducted on 577 students. Data were collected by interviewing based on a set of questions and data were processed using SPSS 20.0 software. The Pittsburgh Sleep Quality Index (PSQI) was used to test sleep quality (PSQI >5: poor sleep quality). In addition, a depression-anxiety-stress scale, health indicators (smoking, sedentary lifestyle, nutritional status and physical health) were performed to explore factors such as depression, anxiety, and stress that related to sleep quality. Results showed that the students have average sleep time around 6.1 hours. The percentage of students with poor sleep quality was 49.4% (n = 577). There is a relationship between sleep quality and a number of factors: stress, depression, anxiety, sleeping space, noise, nap habits, study stress, and life events.

According to a study on "Status of using social networks, sleep quality of students at the University of Public Health and some related factors in 2014" (Le Hoang Minh Son et al., 2014), 99.1% of students use social networks, of which 60% using often and having difficulty to control its use. The percentage of students with poor sleep quality is 60%. There was a statistically significant univariate association between social media use and sleep quality ($p=0.003$). However, this association did not appear when analyzed in a multivariable logistic regression model. Some factors related to students' sleep quality are staying up late after 11p.m., studying pressure ($p<0.05$). (Appendix 2)

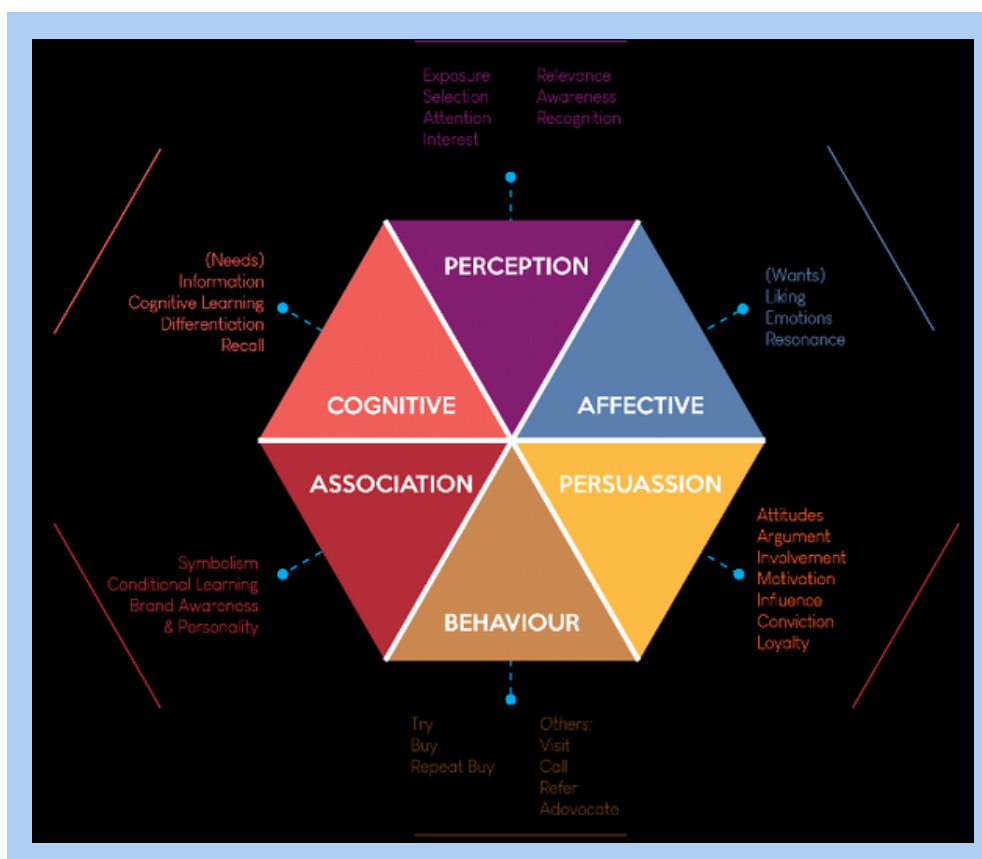
In conclusion, the majority of Vietnamese students have sleep problems and have poor sleep quality for many reasons. However, the research topic on sleep hygiene in Vietnam is still limited.

2.1.5. Theory

2.1.5.1. The 6 Facets Model of Effect

Based on the 6- facets model of effect, our team decided to focus on Cognitive to provide information and recall information about sleep hygiene, thereby increasing awareness of sleep hygiene.

CHAPTER 2. RESEARCH



*Figure 2. The 6 Facets Model of Effect
(Source: W. Wells et al., 2007)*

2.1.5.2. Pittsburgh Sleep Quality Index (PSQI)

In 1989, Buysse, DJ, Reynolds CF, Monk TH, Berman SR, Kupfer DJ researched and published The Pittsburgh Sleep Quality Index (PSQI) - a new instrument for psychiatric research and practice and it can be used to measure a person's sleep quality state. According to this method, the patient's sleep quality is assessed on 7 aspects: Quality of sleep as perceived by the patient, View of Sleep, Sleep time, Effective sleep, Sleep disorders, The use of medicine to help sleep, and dysfunction during the day.

Our team used this questionnaire with the aim of surveying the sleep problem status of the research subjects, in order to solidify the motivation of the campaign, which is to increase awareness of sleep hygiene to encourage people to improve their sleep health, and create suitable content for the posts on social media.

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2.1.6. Previous campaigns

2.1.6.1. Campaign “Ngủ ngon, Vui sống” (Lien A)

Lien A has launched the campaign "Ngủ ngon, Vui sống" on the occasion of World Sleep Day March 19 and International Day of Happiness March 20, 2021. The campaign conveys positive energy, a healthy lifestyle and encourages people to love themselves, take care of themselves through quality and complete sleep, thereby having a better life brighter and happier (Nhat Anh, 2021). The campaign consists of 3 phases from March 2021 to the end of the second quarter of 2021. Kick-Off with articles on Lien A website and Facebook about positive lifestyles, methods of sleeping well and transmitting positive energy to life. Create a "Sleep well" category on the website that provides scientific information about sleep as a health blog. Photo Contest conveys the message of rest and positivity through images and captions on Lien A fanpage. Livestream "Sleep well, Enjoy Life" and award prizes.

Through the "Ngủ ngon, Vui sống" campaign, our team saw positive messages about life are increasingly being paid attention to by brands which helped winning the hearts of consumers. This is also one of the ways to create an emotional connection between brands and customers in the market. Especially for the young generations who care more about human values in life and invest more in their health and experiences.

The knowledge of sleep hygiene towards quality sleep is also the life value that young people would be interested in. Our team's campaign learned from this campaign in organizing a photo contest to see how well participants understand sleep hygiene through the way they show it off with their pictures and spread the concept of sleep hygiene to more young people.

2.1.6.2. Campaign “Có nhau là có tết” (Vua Nem)

The comic series "Có nhau là có tết" of Vua Nem has a deep gratitude to all of us - the brave "warriors" who have persevered through a year of the pandemic. More than just a set of paintings, it is also a gift to soothe the souls of those far from home, as a confession about family, about the moment of reunion (Huong Lang, 2022).

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Through this campaign, our team learned how to apply illustrations to convey messages and information. In addition, comic products including mascots can be developed into a video format for posting on video-based platforms.

2.1.6.3. Campaign “Trại cải tạo giấc ngủ”

"Trại cải tạo giấc ngủ" is a communication campaign accompanying Gen Z to improve the sleep of students at the Academy of Journalism and Communication (Hanoi). The project launches online on Facebook, Group Facebook, Spotify, Apple Podcast, and SoundCloud. They have 3 main categories including:

- Podcast Series: Aired daily, except Fridays and Saturdays on Spotify, Apple Podcasts, and SoundCloud.
- Sleepy Sounds: Soft music, and nature sounds to lull the listeners into sleep.
- Bedtime Story: Stories that take the listeners to a new world.
- BedTalk: Interesting bedtime conversations.
- Short posts: Provide information about sleep, and catch trends related to sleep.
- Short videos: Fun, funny, trending, and suitable for GenZ.

Mood and tone use soft green and beige colors, self-designed images with a variety of sources from memes to photos, and youthful tones. This project is aimed at the young GenZ audience and uses the same fun tone and youthful image.

Our campaign also chose a soft mood and tone for key visuals. However, we are not focusing on podcasts with stories to lull people to sleep like them. We share content through mascots with illustrations or animated videos.

2.1.6.4. “Y HỌC GIẤC NGỦ TP.HCM”

"Y HỌC GIẤC NGỦ TP.HCM" is the fanpage of medical staff in Ho Chi Minh City with the same mission of protecting and improving the quality of sleep for the community with the slogan "Your sleep, our care". The main content of the fanpage includes articles about sleeping, updating information, conference results, and in-depth academic lessons. The form of presenting information is quite boring, posting frequency is not regular, and does not create interest to the audiences. However, the information and knowledge about sleep medicine are verified by industry experts to ensure accuracy and reliability.

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Therefore, our team decided to contact and cooperate with them to verify that the contents related to sleep hygiene transmitted to audiences are completely accurate, and spread the benefits of sleep medicine to the community in general and the youth in particular.

2.1.7. Media in Vietnam

Besides researchers and medical professionals who are trying to raise awareness about sleep hygiene, there are businesses and the media that also contribute information and practice about it.

HOW THE MEDIA IN VIETNAM DISCUSS ABOUT “SLEEP” AND “SLEEP HYGIENE” TOPIC		
Channel	The content	Audiences response
VNExpress, Zing.vn, Thanh niên express, Lao động express, etc.	<ul style="list-style-type: none">• About trending topics: TikTok trends, celebrity sleeping habits, etc.• About controversial topics: lunch break at work, students' class time, etc.• Interviews with experts, rare cases in the world.• Tips, notes when sleeping, steps to take to sleep well, tips, etc.• The topic of sleep is in the “health” and “lifestyle” categories.	The number of comments is small, in the direction of telling their case, contributing positive information on the right topic of the article.
Book	The most famous scientific research book about sleep is "Why We Sleep" by Matthew Walker.	4.38 stars in the international community, including Vietnam. 15,644 good reviews, 149,100 ratings including billionaire Bill Gates.

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Live on YouTube via the hospital channel or through the press channel	Live interviews, online consultations with experts and doctors.	The audience commented asking about their case or their family members' case.
Vietsuccess	1 product interview EARABLE (startup on sleep support products, research in behavior habits, science-life)	Comments are not related to sleep topics but about the product, the start-up companies or the speakers.
Vietcetera	<ul style="list-style-type: none"> • 1 interview to evaluate the sleep market of CEO Ru9 (mattress startup). • 1 article on a website about types of noise: white noise, pink noise, etc. 	
Spiderum	About 10 articles from public audience sharing	
Book vlogger Hà Khuất	Discussing the book "Why we sleep"	200 comments, including: sharing about sleeping, commenting on books, about channels/videos.
Channel about improving habits: Dang HNN	1 video titled "How to have a quality sleep?"	127 comments, from 5 years ago, discuss sleep.
Counseling and teaching channel: Web5ngay	Videos titled: "Sleep less, but still feel energetic. Here's how to do it", "How to sleep better, easier", "12 tips to Fight against insomnia - Sleep well"	10,200 comments, from 4 years ago, about 40% discuss sleep.
Education channel: Draw your brain	Video titled: "Should you sleep 8 hours?"	Few comments about sleep or need in-depth consultation. Mainly thanks for the channel and video content.

Table 2. How media in Vietnam discuss about "sleep" and "sleep hygiene" topic

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2.1.8. Sleep-related seeking behavior

According to Google Trends statistics, “how to fall asleep” (top 2), “how to fall asleep easily” (top 3), “how to fall asleep fast” (top 4) are key phrases related to sleep that people seek often. Therefore, articles on sleep hygiene posted on Facebook “Thích ngủ” and TikTok “Thích ngủ” will use similar keywords to be able to reach the target audience.

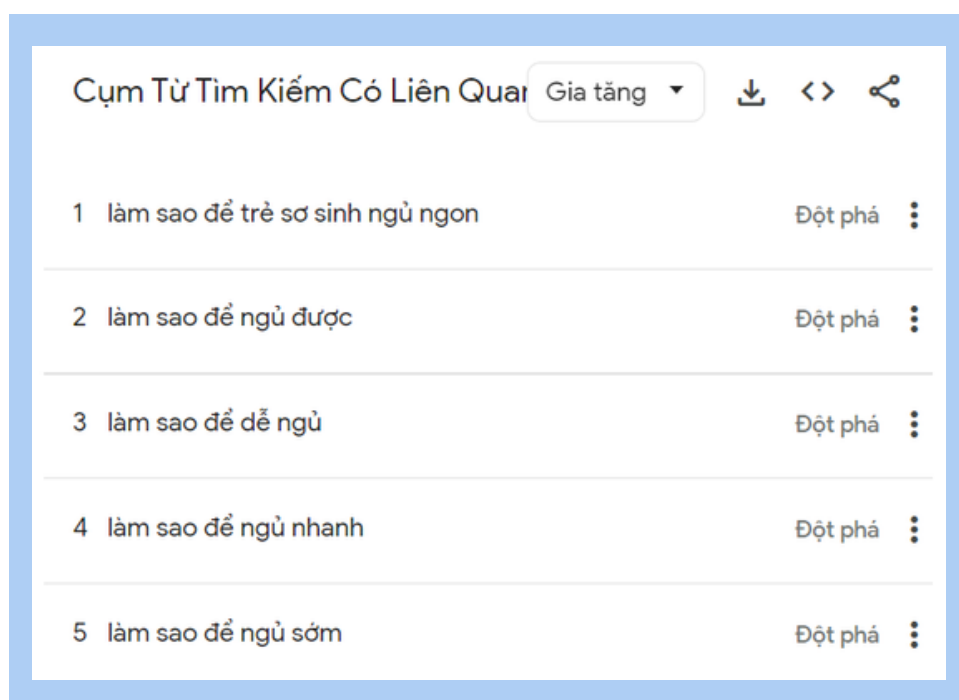


Figure 3. Frequently searched sleep-related keyword phrases
(Source: Google Trends)

2.1.9. Media research

2.1.9.1. Facebook

2.1.9.1.1. The users in Vietnam

According to Vnetwork JSC (2023), Facebook has 66.20 million users in Vietnam at the beginning of 2023. However, Facebook's potential advertising reach in Vietnam has decreased by 4.2 million (-6.0%) between 2022 and 2023, according to figures published on Meta's own tools. Facebook's advertising reach in Vietnam is equivalent to 67.2% of the total population at the beginning of 2023 and 84.9% of the local Internet user base (regardless of age) in January 2023.

CHAPTER 2. RESEARCH

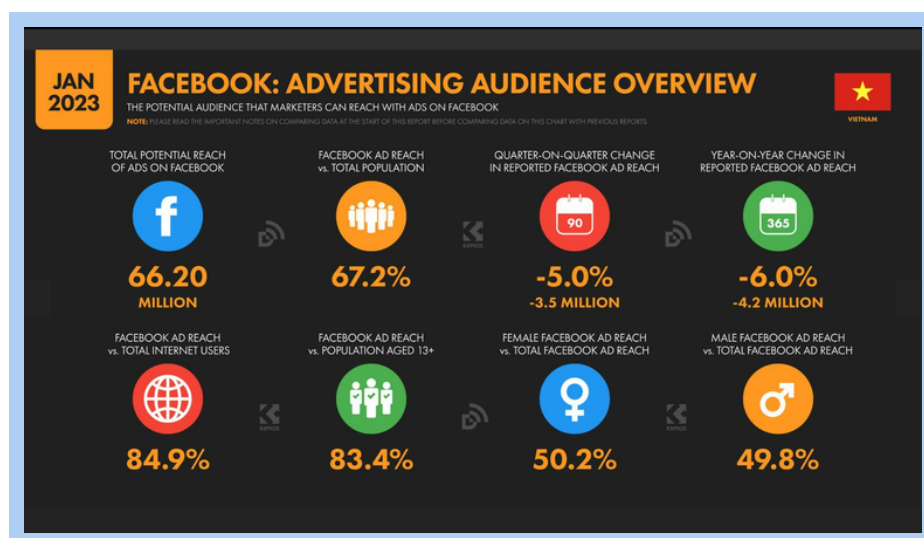


Figure 4. Facebook: Advertising audience overview in Vietnam 2023
(Source: Vnetwork JSC, 2023)

2.1.9.1.2. Facebook's Algorithm

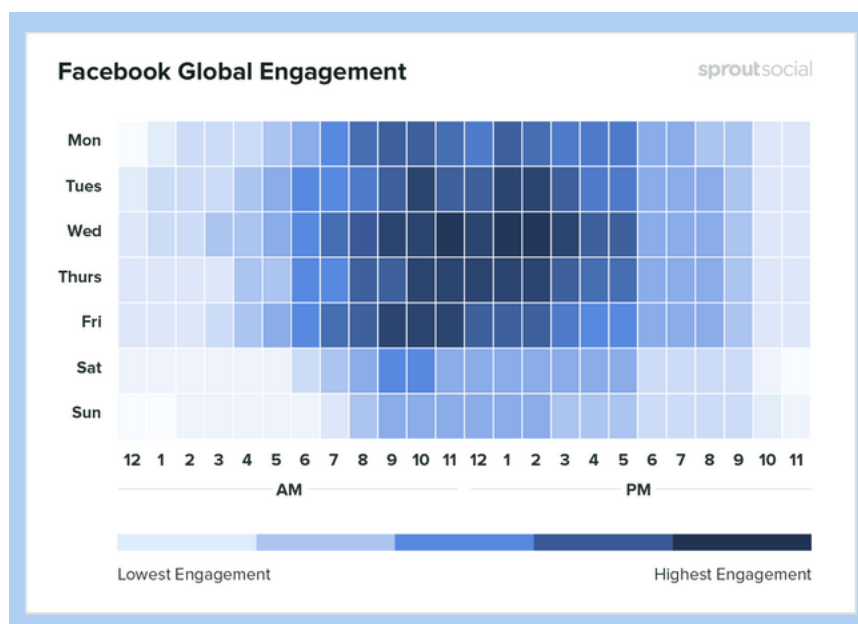
In order to optimize user engagement, Facebook's algorithm is built on three main factors (Hang Tran, 2023). The more users interact with a fanpage's post, the more content of that fanpage appears on their Facebook feed. When to post is also important. We need to know what time frame the target audience is usually online. If we post at a time when it is easy to attract users' attention, there is a high chance that the content will expand its reach and attract more interactions. The last one is content interactivity. Facebook's algorithm tracks user interaction habits and delivers relevant content and also estimates how long a user can watch a video or read an article to serve the right content to the user's needs.

News Feed's algorithm is always updated and renewed. Recently, Meta has focused on suggesting video content related to users' interests and content consumption behavior. Meta also said that "world class AI that can deliver content to the people who will appreciate it the most" (Tom Alison, 2023). According to Hang Tran (2023), short text is often more effective on Facebook. The optimal length for a Facebook post is between 25 and 55 characters. Conversely, posts with more than 80 characters will automatically be truncated for mobile, with a "See more" prompt at the end of the text. This feature will reduce the number of clicks, especially when the main information does not appear at the beginning or the content is not attractive enough in the first sentences. Videos and photos are more engaging than purely text-based posts (Alyssa Hirose, 2022).

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2.1.9.1.3. Time to post

According to Sprout Social data (Mary Keutelian, 2022), the best time to post on Facebook is between 7 a.m. and 5 p.m. from Monday through Friday.



*Figure 5. Facebook Global Engagement
(Source: Mary Keutelian, 2022)*

2.1.9.1.4. Facebook Ads

There are 8 Facebook ad formats including Photo ads, Video ads, Stories ads, Messenger ads, Carousel ads, Slideshow ads, Collection ads, and Playable ads (Meta for Business, no date). There are 2 types of budgets while running Facebook ads. Campaign budgets set one overarching campaign budget that continuously distributes in real time to ad sets with the best opportunities. Ad set budgets set individual budgets for the ad sets that have more control over delivery within specific ad sets (Meta Business Help Center, no date).

2.1.9.1.5. The A/B test

The A/B test feature in Ads Manager allows the user to use an existing campaign, ad set, or ad as a template for the test, and is useful to conveniently test a variable while creating a new ad campaign. It shows each version to a segment of the audience and ensures nobody sees both, then determines which version performs best (Meta Business Help Center, no date).

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2.1.9.2. TikTok

According to figures published in ByteDance's advertising resources (Vnetwork JSC, 2023), TikTok had 49.86 million users aged 18 and over in Vietnam at the beginning of 2023. TikTok's ad reach reached 68.9% of all adults aged 18 and over in Vietnam at the beginning of 2023. Additionally, TikTok's advertising reach in Vietnam was equivalent to 64% of the local Internet user base at the beginning of 2023 regardless of age.

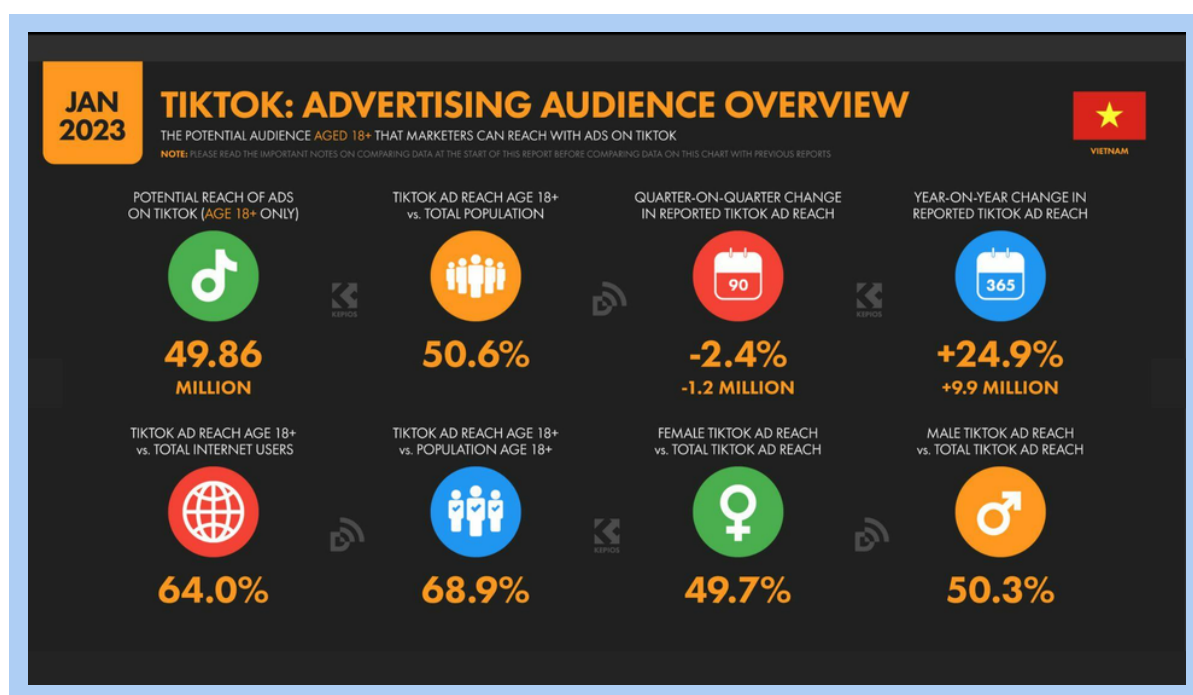


Figure 6. TikTok: Advertising audience overview in Vietnam 2023
(Source: Vnetwork JSC, 2023)

TikTok's algorithm is based on a user's interactions with the content of the video. Noah Landsberg (2022) showed that there are 6 ways to grow the following including finding out what makes the channel special, increasing the content production, collaborating with other TikTokers, getting in on challenges, using hashtags, and sharing older content.

The best times to post videos on TikTok based on the most active followers time zones in Vietnam which are calculated and recommended by Influencer Marketing Hub (no date) are in the figure 6 below.

CHAPTER 2. RESEARCH

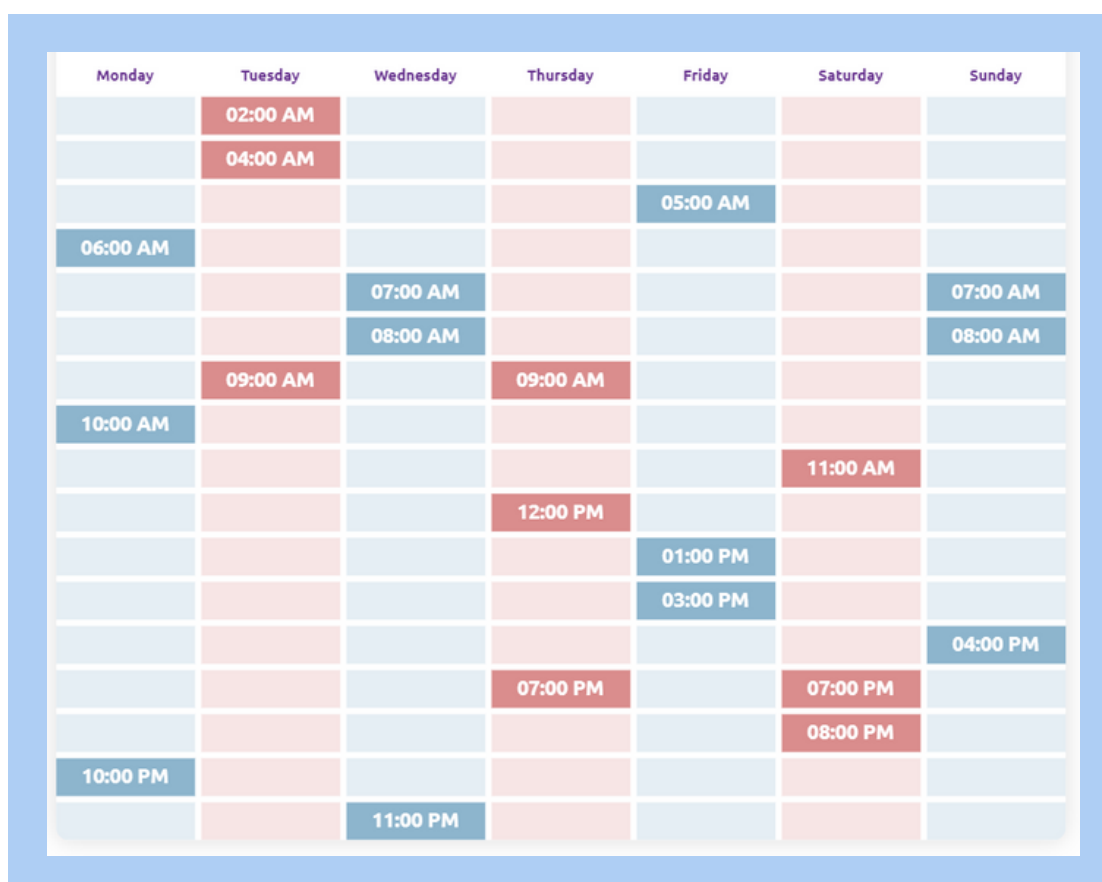


Figure 7. Best times to post based on the most active followers time zones in Vietnam
(Source: Influencer Marketing Hub, no date)

2.2. Primary research

There are presently few research studies or surveys available on the sleep condition and sleep hygiene of students at FPT university campuses in particular and in Ho Chi Minh City in general. Our team conducted a questionnaire survey on FPT HCM university students to gather actual data about the students' awareness of sleep hygiene and students' sleep conditions.

2.2.1. Methodology

2.2.1.1. Participants

The survey was shown online by Google Form, starting to conduct a survey from January 27 to February 6, 2023 (before starting the campaign). The survey had 255 answers mostly by students from FPT University in Ho Chi Minh City, Vietnam.

CHAPTER 2. RESEARCH

2.2.1.2. Questionnaire

The question set consists of 15 sentences divided into 4 parts: the information of the respondents, their sleep status, their awareness about sleep hygiene and the appropriate communication method. In the survey of sleep hygiene, we divided into 2 parts for people who have heard about sleep hygiene and people who have never heard of sleep hygiene, but the questions set on both sides have no difference to assess the awareness of sleep hygiene practices between the two groups.

In question 2 asked about age, the survey team chose the age of Young Adult (18-35) for this project and in that age, the age frame is divided according to the general regulation on human development level and this is the group of young people who our campaign targeted. In the survey, we divided with a younger age frame from 18-24 and 25-35 according to the division standard to reach the object of communication of the age of marketing.

The questions 3,4,5,6,7 are based on the Pittsburgh Sleep Quality Index (PSQI) questionnaire which is often used to assess the patient's insomnia at the hospital. The original question set has more questions and calculates the total scores, but at the project scope, our team has reduced the number of questions and removed the score. The new set of questions aims to test hypotheses after secondary research and strengthen the theoretical basis for the project goal which is to raise awareness about sleep hygiene and grasp the sleep situation of the survey subjects.

In question 8, the question set is based on the Sleep Hygiene Index of the University of Pennsylvania. Excerpt from the Direction of the original question: "A number of statements which people use to describe their sleeping habits are given below... The right of the statements to indicate how you generally feel. There are no right or wrong answers."

In Question 11B, 12B, the questions are based on the Sleep Hygiene Awareness and Practice Scale (SHAPS) to test the awareness of subjects about sleep hygiene. With the obtained data, our team relies on here to implement the appropriate content to the target audiences.

Details of the questionnaires and answers at Appendix 1.

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2.2.2. Result

The research team sent the survey to the students and obtained 255 responses (from January 27 to February 6, 2023), with the majority of answers coming from FPT HCM university students and the rest from students in other universities, 89,6% are 18-24 years old.

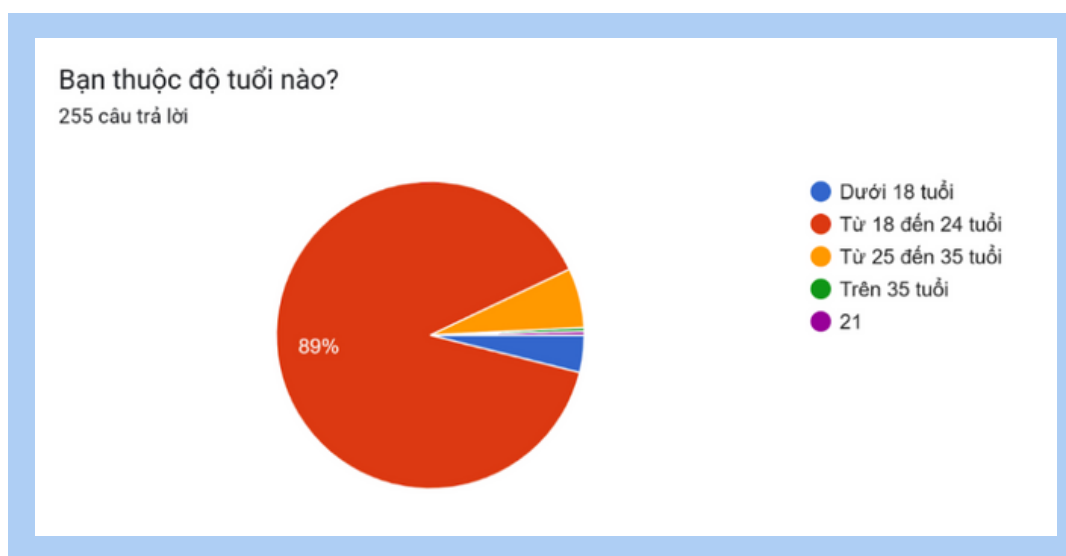


Figure 8. The age of survey participants

As a result, 71.4% of survey participants slept after 11 p.m. and 28.6% slept before 11 p.m. (Figure 47, Appendix 1), while 9p.m. to 11p.m is the standard bedtime recommended by the Sleep Foundation (Eric Suni, 2022). The reasonable time to go to sleep is less than 30 minutes and the recommended amount of sleep for young people is 6-8 hours a night (Eric Suni, 2022). Corresponding to the results obtained from the survey, with 53.3% going to sleep around 30 minutes or less, 32.5% started to fall asleep after 30-60 minutes and 14.1% needed more than 60 minutes to fall asleep (Figure 48, Appendix 1). At the same time, the actual sleep duration per night of respondents, excluding daytime naps, resulted in 56.1% in 6-8 hours (within the recommended sleep duration), 27.8% under 6 hours, and 16.1% over 8 hours (Figure 49, Appendix 1). From there, the team found that half of the respondents had good sleep, recommendation is 7-9 hours per day, or 6-8 hours per night (Brandon Peters, 2022). However, in the question section "sleep problems you have", the results indicated that they still had sleep problems. Most of the problems were "cannot fall asleep within 30 minutes" and "waking up in the middle of the night or too early in the morning" more than once a week (Figure 50, Appendix 1).

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Regarding the knowledge of sleep hygiene of the respondents, the survey results showed that 78% had never heard of this topic and 22% had heard of this topic (Figure 51, Appendix 1). At the same time, 76.9% had never actively searched about sleep hygiene and 69% had never known about sleep hygiene on any type of communication (Figure 52, Appendix 1).

The survey result shows that respondents have a greater desire to access information through mass social networks, namely Facebook and TikTok (Figure 53, Appendix 1) and popularize viewing in the form of articles with illustrations and short videos (Figure 54, Appendix 1). Therefore, our campaign would strengthen those types of communication production.

In the survey, we divided into 2 questionnaires for 2 groups with the same questions, in order to test whether the “have heard” group and “have not heard” group have any difference in sleep hygiene knowledge. The results showed small spreads of bad-good effect evaluation, but in general, the gap between the choices of these two groups is not insignificant (Figure 55 to Figure 58, Appendix 1).

2.3. Discussion

From secondary and primary research, our team concluded that a half of young people have bad sleep conditions and some common sleep problems, such as having nightmares, waking up more than once a night, etc. Moreover, a lot of information about sleep hygiene has not been clarified, there are still two opposing thoughts, such as whether to sleep for 2 hours at noon, whether drinking alcohol makes it easier to fall asleep, eating before going to bed, how to exercise, etc.

With the information related to sleep hygiene, the survey results show that the audiences want to be communicated through Facebook and TikTok in the form of posts with illustrations and short videos.

Therefore, our communication campaign is to convey information in a complete, accurate, and receptive way to the target audience through mascots by posts on Facebook and TikTok, event, and video production.

CHAPTER 3. PLANNING

3.1. Goal and objective

According to the research results, the number of young people who know about sleep hygiene is not high while sleep hygiene is a necessary foundation for getting a quality sleep. After considering time and resources, the campaign focused solely on awareness. Subsequent phrases such as behavior change will be in other future campaigns. After consulting other campaigns that also communicate about sleep, our team set objectives related to Facebook and TikTok channels to measure and evaluate the number of people who have been attracted, known and gain more information about sleep hygiene compared to before they knew about this campaign.

Goal: To raise awareness about sleep hygiene.

Objective:

- Facebook: 1,700 likes page and 50,000 reaches after 8 weeks.
- TikTok: 5,000 hearts and 50,000 views after 8 weeks.

3.2. Target audience

After obtaining the results from the primary survey, our team portrayed the persona of the main audience as follows:

- Age: 18-24 years old.
- Not aware or know about sleep hygiene.
- Going to bed after 11 p.m.
- Having a tendency to receive information and knowledge in the form of short videos, articles with illustrations, and short comics (Figure 54, Appendix 1).
- Tending to use Facebook, TikTok to get information and knowledge (Figure 53, Appendix 1).

3.3. Big idea

Inferring from the goal, objectives and target audience, our team launch the campaign named "Vệ sinh sạch, giấc ngủ ngon" consisting of tactics which are a series of social media posts with content in text and illustrations through mascots to summarize what we need to know about sleep hygiene, animated videos to reiterate information previously conveyed, and offline and online events to spread the concept of sleep hygiene to more young people.

CHAPTER 3. PLANNING

3.4. Key message

The key message of the campaign is “Good sleep hygiene for a good night's sleep” with the meaning that sleep hygiene is the first step to improve sleep quality, good sleep hygiene builds a solid foundation for a good night's sleep.

3.5. Strategy and tactics

3.5.1. Strategy

The campaign "Vệ sinh sạch, giấc ngủ ngon" deploys consistent content that integrates the message "Good sleep hygiene for a good night's sleep" through media posts and publications. Contrary to articles on sleep in general and sleep hygiene in particular, which are shared with a dry, academic style, we choose a more youthful approach through mascots to create a different impression in the target audience's mind that sleep hygiene is not something strange, but they are always present around us and are extremely necessary to get good quality sleep.

3.5.2. Tactics

- Social media:
 - Posts on Facebook: contents, illustrations, videos
 - Short animated videos on TikTok: animation, sound, voiceover
- Event:
 - Activation booth in 3 days: prepare the necessary publications for activities (kahoot, minigame, check-in, disseminate information), set up booth and coordinate the participants experience throughout the activities
 - Online photo contest in 2 weeks: negotiate rewards with sponsors, attract participants, support participants during the contest, award prizes to winners after the contest
- Production: 1 long animation video, 1 collaboration video, 1 interview video.
- External relation:
 - Contact to cooperate with experts to verify the content
 - Contact to cooperate with sponsors
 - Contact to cooperate with media support
 - Contact to cooperate with stakeholders regarding locations and equipment
 - Answer questions through comments, inboxes throughout the campaign (if any)

CHAPTER 3. PLANNING

3.6. Scope of work

The thesis report is written by B4M9 Team - the group of 4 Multimedia Communication students in FPT University, consisting of Ngoc Tam, Khanh Ly, Ngoc Tram, Lan Nhi. Ngoc Tam is the team leader and in charge of planning with various experiences in project management from university club and personal projects. Khanh Ly is in charge of illustration and Facebook management, the skills she has spent years studying and improving. Ngoc Tram, who has creativity in production, takes the TikTok managing and video editing part. Lan Nhi's strength in writing, she is the content writer and account executive of the team. Particularly for offline events, Ngoc Tam is in charge of planning and designing publications, Khanh Ly, Ngoc Tram and Lan Nhi are in charge of preparing questions, minigames and gifts for participants. During the 3 days of the offline event, the whole team set up and coordinated participants, then Khanh Ly is in charge of the recap post for the event. Together, we take advantage and direct ourselves to appropriate positions to carry out this passionate Capstone Project.

3.7. Timeline campaign

	W1	W2	W3	W4	W5	W6	W7	W8
Facebook								
Tiktok								
Event					Offline Activation Booth		Online Photo Contest	
Production					Long Animation Video		Collaboration Video	Interview Video

Table 3. Timeline campaign in 8 weeks

The key moment in the campaign is the long animation video named "Sleep party". This video synthesizes knowledge about sleep hygiene through the mascot characters' sleeping party, thereby helping the target audience easily visualize sleep hygiene in daily life and see sleep hygiene very closely and familiarly.

CHAPTER 3. PLANNING

Details of timeline social media for Facebook and TikTok in 8 weeks can be seen at: [Timeline for social posts of Facebook and TikTok](#) or Appendix 3.

Details of production timeline can be seen at: [Production timeline](#) or Appendix 4.

3.8. Visual guideline

According to research by Kantar - a data and evidence-based agency providing insights and actionable recommendations to clients, worldwide (Kantar, no date), humor is the main creative attribute that makes young people active with creative content on the internet, and at the same time makes that content also become more relatable, interesting, and memorable. Therefore, the group decided to use a youthful, fun, humorous style that is close to the target audience.

Geoff McKinnen, certified sleep coach at Amerisleep, says the best and most relevant colors for sleep are blue, green, silver, light orange (light brown and beige tones), yellow, and pink with soft shades (Geoff McKinnen, 2023). At the same time, because these colors are always in light or deep shades, they can bring relief to the eyes, but still create a harmonious whole and attract the eyes of others on social networks (KIMP, 2023). Besides, colors such as soft shades of yellow often help attract attention, also bring a sense of dynamism, fun, and warmth in accordance with the target audience's personality; shades of blue are often preferred by boys, and shades of pink are liked by girls, suitable for the target group of both men and women; shades of green are used to balance the hot and cold colors, while helping to relax the mind, and often used in health (Digital Synopsis, no date). Therefore, the team selected colors to build the image for the fanpage and mascot, which are colors such as green, yellow and pink with gentle shades, and blue tones.



Figure 9. Color palettes and Fonts

CHAPTER 3. PLANNING



Figure 10. Mood and tone

3.9. Risk management

Understanding the challenges that arise during the campaign (both predicted and unpredicted issues) is crucial for both performance and the public's perception of the brand. Planning for risk management is necessary to anticipate risks and take timely remedial measures. In this "Risk Management" version, the risk level is clearly defined and assessed, and a practical solution is provided. Details in the link [Risk Management of Project](#) or see the table at Appendix 5.

3.10. Budget

No.	Category	Amount
1	TikTok video production	440,000
2	Key moment production	1,000,000
3	Facebook ads	500,000
4	TikTok ads	500,000
5	Event	2,000,000
Total all categories		4,440,000
VAT (10%)		444,000
Total		4,884,000

Table 4. Budget for communication campaign

CHAPTER 4. EXECUTION

4.1. Pre-production

4.1.1. Mascots

Ánh, Tâm, Hương, and Thanh are in the same university class. Each character has a different personality and different habits in lifestyle. Ánh and Tâm live in the same motel room, Hương lives alone in an apartment, and Thanh stays at home with her family. Details of the character set can be seen at Appendix 6.

4.1.2. Long animation video - "Sleep party"

A motion graphic video in 2 minutes about mascots' sleep party incorporating sleep hygiene (Appendix 7).

4.1.3. Collaboration video - "Sleep hygiene relate to the bedroom"

This is a video produced by our team with support from VIProperty, conveying information about factors related to space and bedroom design, bedding, lighting, room temperature, and bedtime routines needed to help sleep well (Appendix 8).

4.1.4. Interview video - "Sleep hygiene check"

A short motion graphic video under 3 minutes about the interview around sleep hygiene topic (Appendix 9).

4.2. Facebook

Link Facebook: <https://www.facebook.com/b4m9.thichngu>



Figure 11. Facebook's avatar and cover

CHAPTER 4. EXECUTION



Figure 12. Facebook's QR code

From February 10, 2023 to April 10, 2023, Fanpage "Thich ngủ" posted a total of 69 posts (including articles and videos). In which, 4 main manuals (equivalent to 4 steps of sleep hygiene). Each handbook includes: articles providing general knowledge, prompting articles with in-depth knowledge, video summarizing the manual. The word count of articles is about 300 words long, short articles from 90 to 100 words. All media products are drawn by a team member.

For more information on media publications of Facebook, please visit: [Facebook posts](#) or Table 10, Appendix 3.

CHAPTER 4. EXECUTION

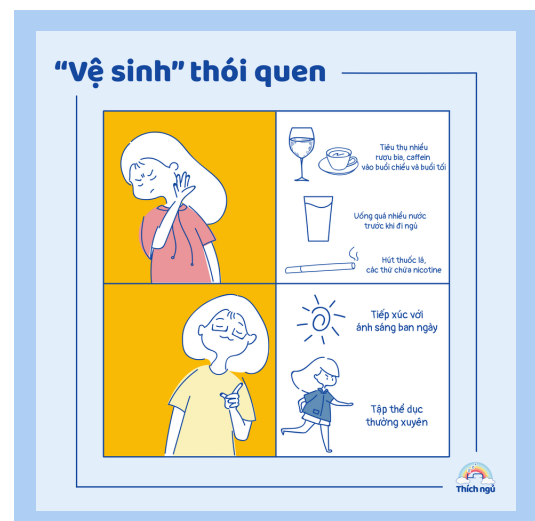
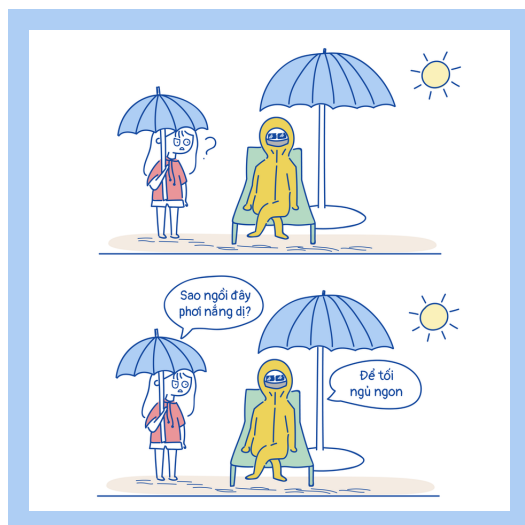


Figure 13. Short story posts

Figure 14. Handbook posts

CHAPTER 4. EXECUTION

The videos are posted on Facebook Reel, the video content is the knowledge posted in the article of 4 sleep hygiene manuals.

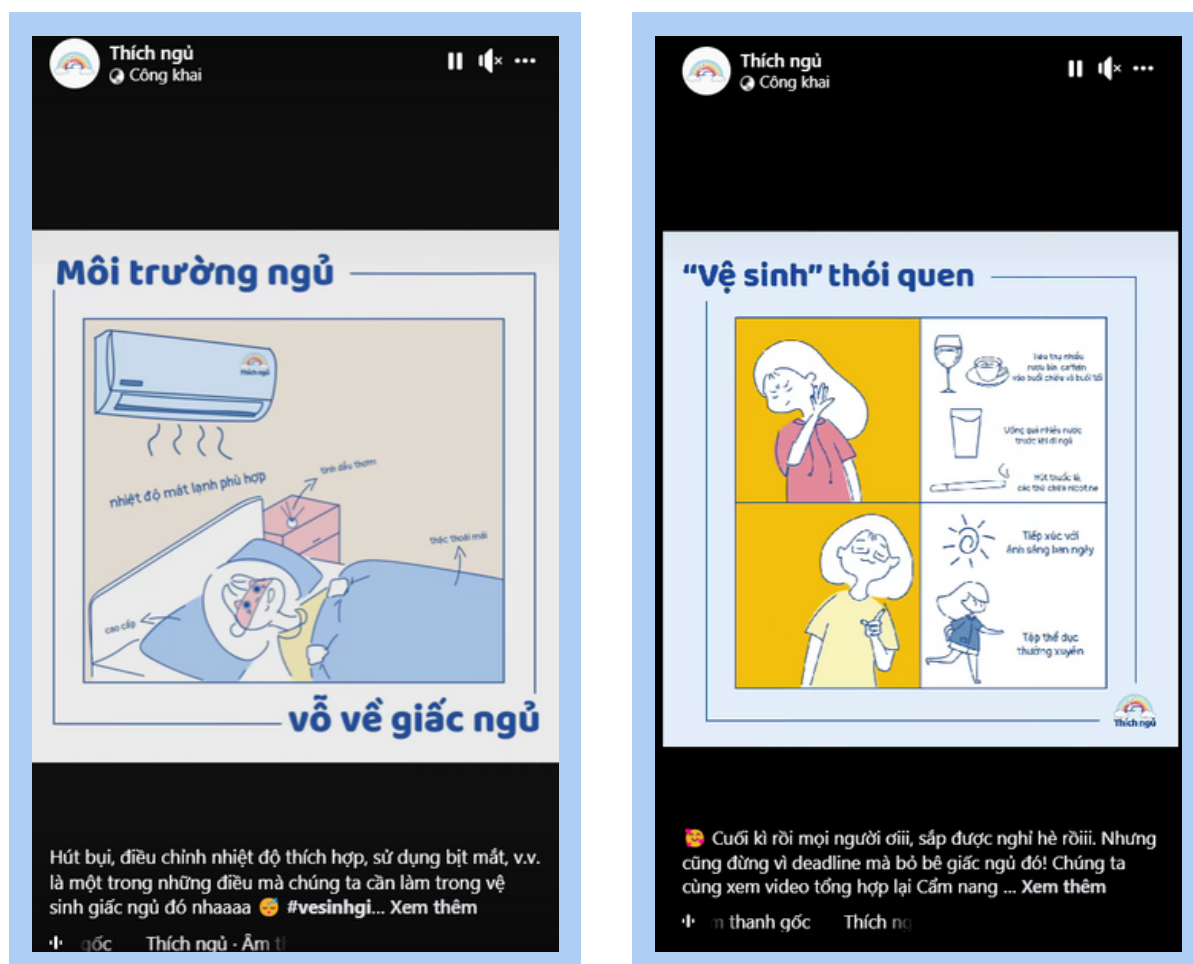


Figure 15. Facebook Reel posts

At the same time, administrators actively respond to comments, maintaining interaction with the target audience.

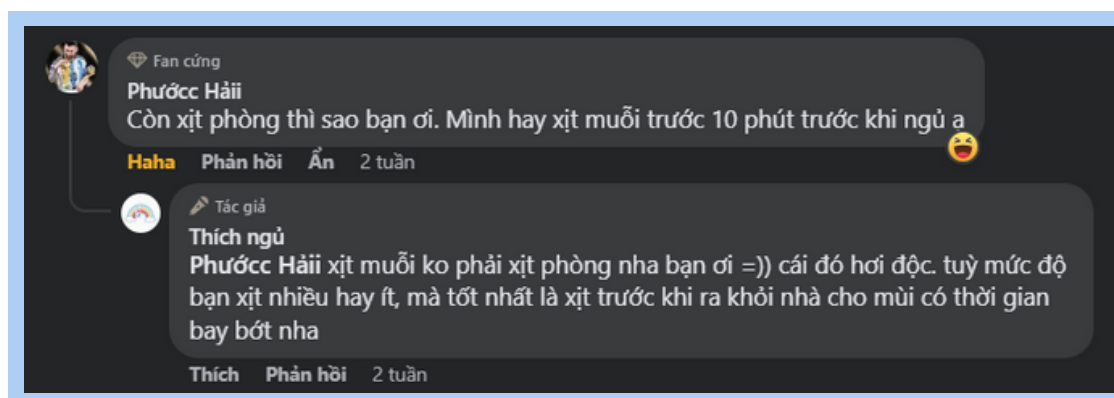


Figure 16. Positive interactive comment of “Thích ngủ” fanpage’s administrators

CHAPTER 4. EXECUTION

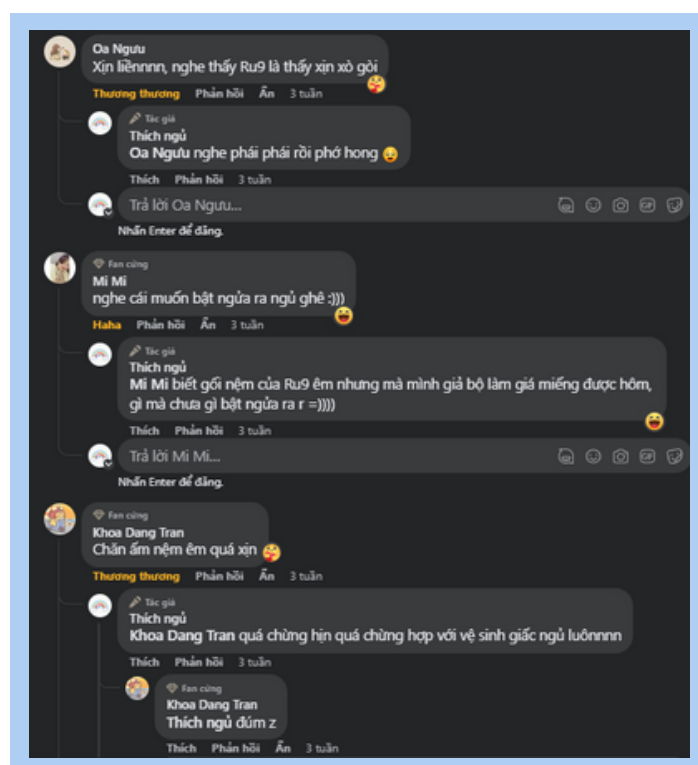


Figure 17. Some positive interactive comments of "Thích ngủ" fanpage's administrators

In addition, the fanpage "Thích ngủ" publishes articles about the event such as the offline interactive event "Vệ sinh sạch, giấc ngủ ngon" and the online photo contest "Vệ sinh sạch, giấc ngủ ngon".

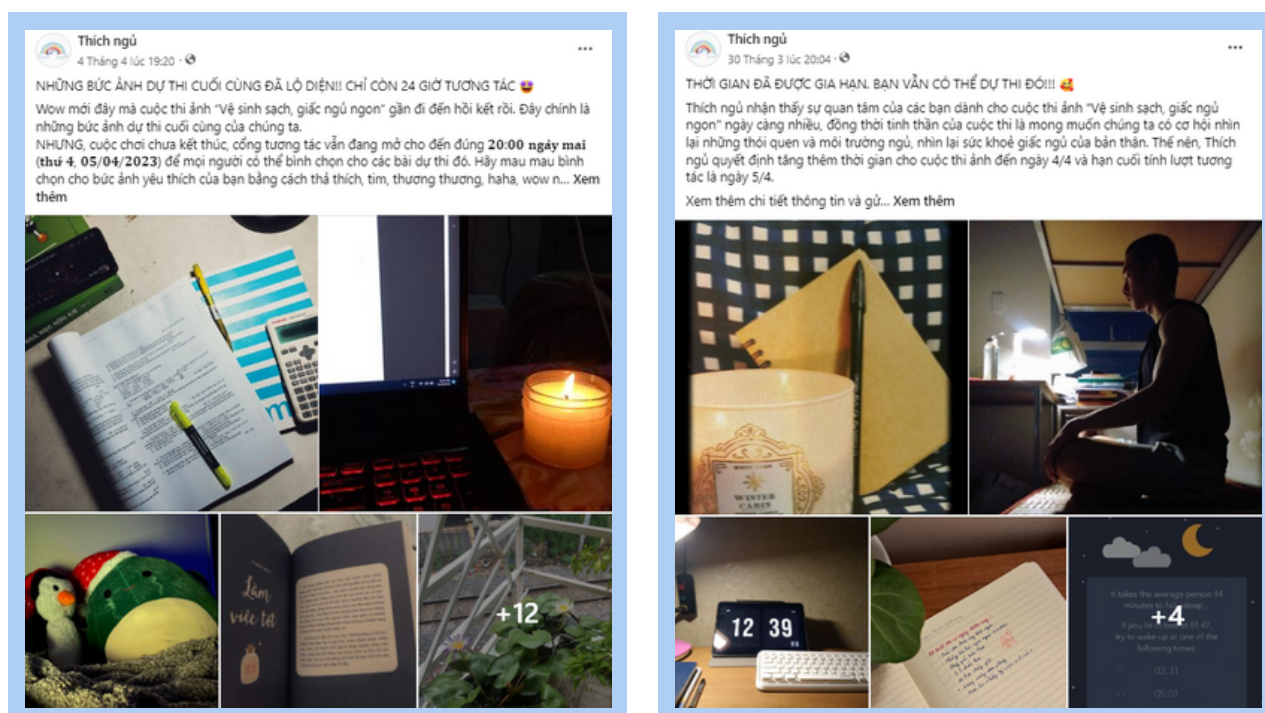


Figure 18. Some posts of the online photo contest event

CHAPTER 4. EXECUTION

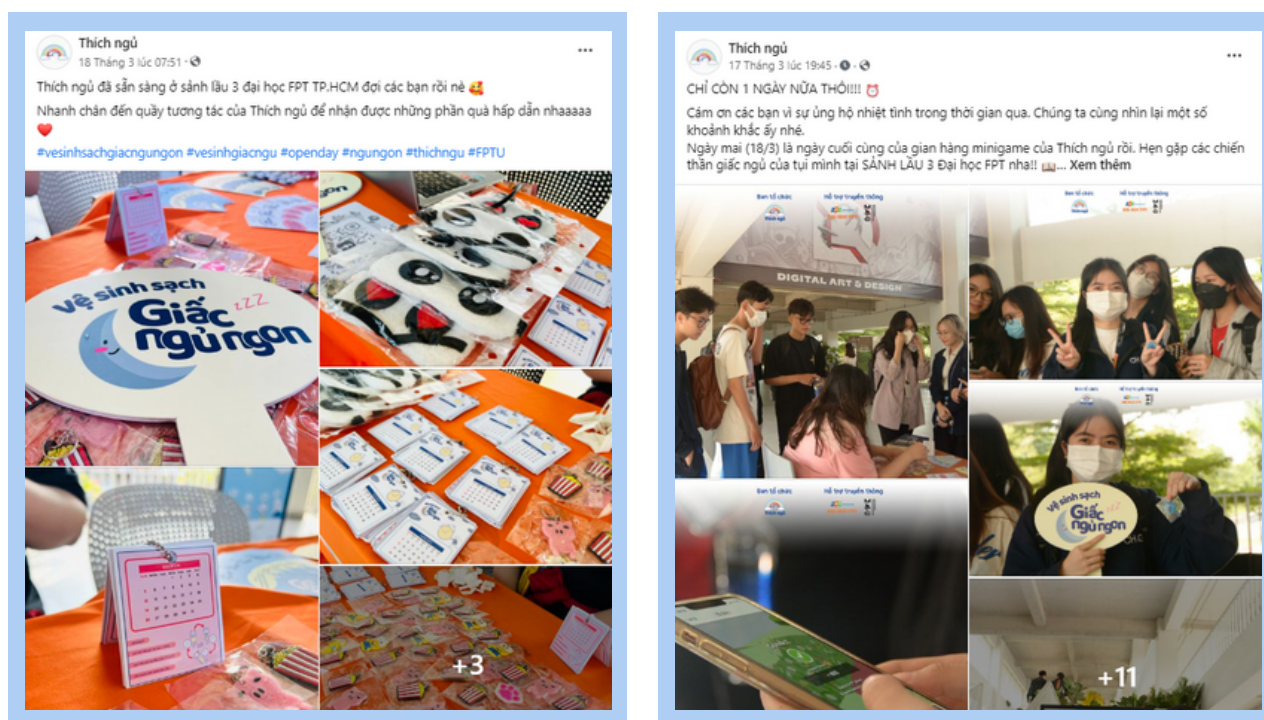


Figure 19. Some posts of the offline interactive event

Besides the quality and quantity of articles, the team applies the following hashtags and keywords:

Hashtags	Keywords
#vesinhgiacngu	cách đi vào giấc ngủ nhanh
#ngungon	phương pháp ngủ ngon
#cachngungon	cách thư giãn trước khi ngủ
#phuongphapngungon	thói quen trước khi đi ngủ
#sleephygiene	giờ ngủ sinh học

Table 5. Hashtags and keywords for Facebook content

CHAPTER 4. EXECUTION

At the same time, to accurately define and strengthen the research on the posting form, the team performed A/B testing and concluded that the visual style is not adjusted, and the article style needs adjustment for length and style. In addition, the group also introduced the project to community groups and received support from related partners such as YBOX, etc.



Figure 20. Media support

CHAPTER 4. EXECUTION

4.3. Tiktok

Link TikTok "Thích ngủ": <https://www.tiktok.com/@b4m9thichngu?t=8bTeasKG9zN&r=1>



Figure 21. Tiktok's QR code

Regarding the TikTok video production process, the team member will be in charge of drawing all the images and submitting them 5 to 7 days before the article is posted, then the images will be transferred to the graphic support party to make motion in 2 days, and finally the graphic support team will send the clip back to the team for cutting, dubbing and editing.

For more information on media publications of TikTok, please visit: [TikTok posts](#) or Table 11, Appendix 3.

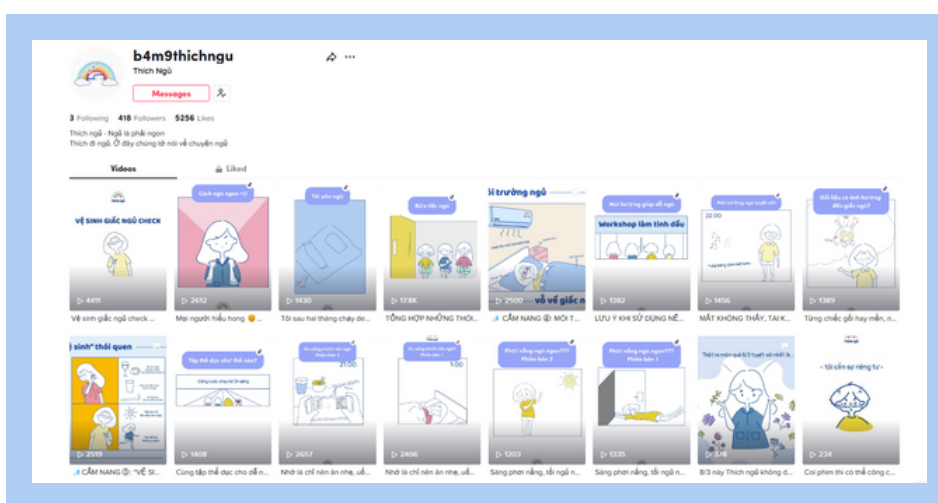


Figure 22. Tiktok "Thích Ngủ"

CHAPTER 4. EXECUTION

Up to the present time (9:52 on April, 2023), a total of 32 clips have been uploaded. On average, post 1 video every 2 days. After running for 3 weeks, the effect is not high, the views are quite low compared to expectations. So the team decided to run a/b test to see if it should change the way of drawing to make it more impressive, and whether viewers would prefer to see shorter or longer content, with mascot stories included. Run the a/b test twice to determine precisely what people want to see as concise but still nested with mascot stories. The effect is noticeably different after posting according to the most active hours of the people who follow the channel and always keep posting videos under 30 seconds.

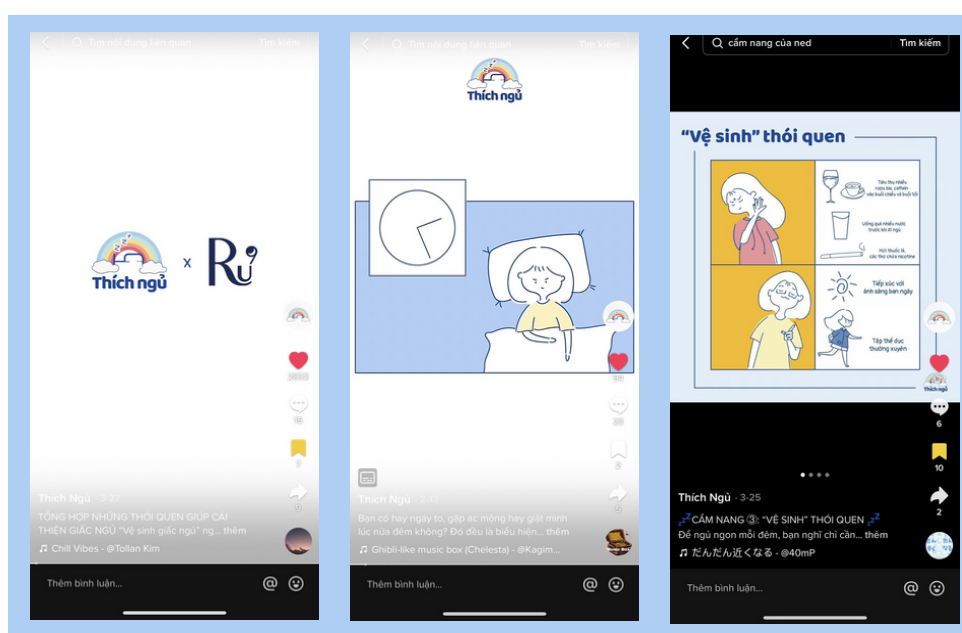


Figure 23. Some videos posting on TikTok

Regarding the video posting time frame, at first the channel was based on the research on the golden time frame to post TikTok and posted most of it before 12 noon, so it flopped, not many people see it. After the number of followers reaches 100 people, the group determines that its target audience is most active in the 12 noon and 7 p.m. time frames, so choose these 2 time frames as the main posting time.

During the campaign, always respond to viewer comments on a regular basis. How to answer cheerfully, as close as friends.

CHAPTER 4. EXECUTION

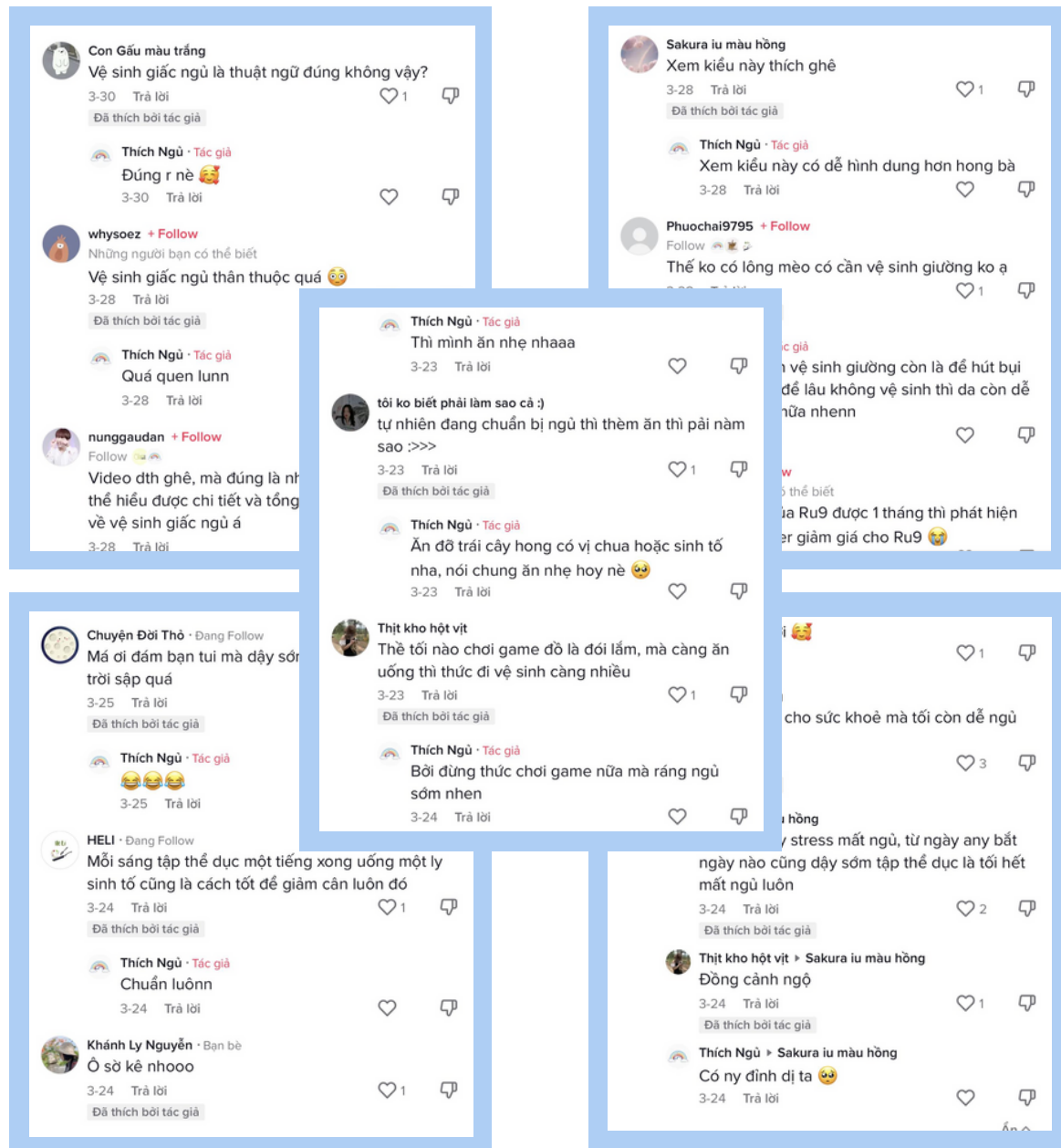


Figure 24. Reply to comments on TikTok)

CHAPTER 4. EXECUTION

4.4. Event

4.4.1. Activation booth

Design gifts and media publications (posters, standees), complete the stages of gift preparation for offline interactive events.



Figure 25. Mini calendar



Figure 26: Bookmark



Figure 27. Standee and handheld board

CHAPTER 4. EXECUTION

Assign position of each member	
Bui Ly Ngoc Tam	Booth Coordinator
Vo Nguyen Lan Nhi	Disseminating knowledge and information about the project
Nguyen Thi Ngoc Tram	Game Coordinator
Nguyen Thi Khanh Ly	Camera woman

Table 6. Each member's position assignment table

Contact to book and scout the location, borrow equipment, set up equipment (with reports before and after the event). Total borrowed: 1 TV - 1 TV stand - 2 tables (1 table for 2 people, 1 table for 1 person) - 3 chairs (2 white and 1 black) - 1 power socket - 1 tablecloth - enrollment gift (1 bag) key ring shared 3 parts with two other team booths + 2 keychain covers). [Related images and videos](#).

Do pre-event communication that calls for people to come and join the interaction. After the event, post pictures of the event and thank everyone who came.



Figure 28. Exclusive gifts from Thich ngu

CHAPTER 4. EXECUTION



Figure 29. Introducing the campaign and providing information about sleep hygiene



Figure 30. Check in



Figure 31. Mini game



Figure 32. Kahoot

4.4.2. Online photo contest

Design publications, prepare posts and registration forms.

Contact sponsors, companion partners, support communication:

- Sponsorship from sleep care brand Ru9: 3 new generation hug pillows launched in April and 50 vouchers for 12% off all products.
- Sponsorship from Souris scented candle brand: 50 vouchers for 15% off all products.
- Sponsorship from Ybox: a series of media support posting.

CHAPTER 4. EXECUTION



Figure 33. Main post on Facebook



Figure 34. Some posts of online photo contest

CHAPTER 4. EXECUTION

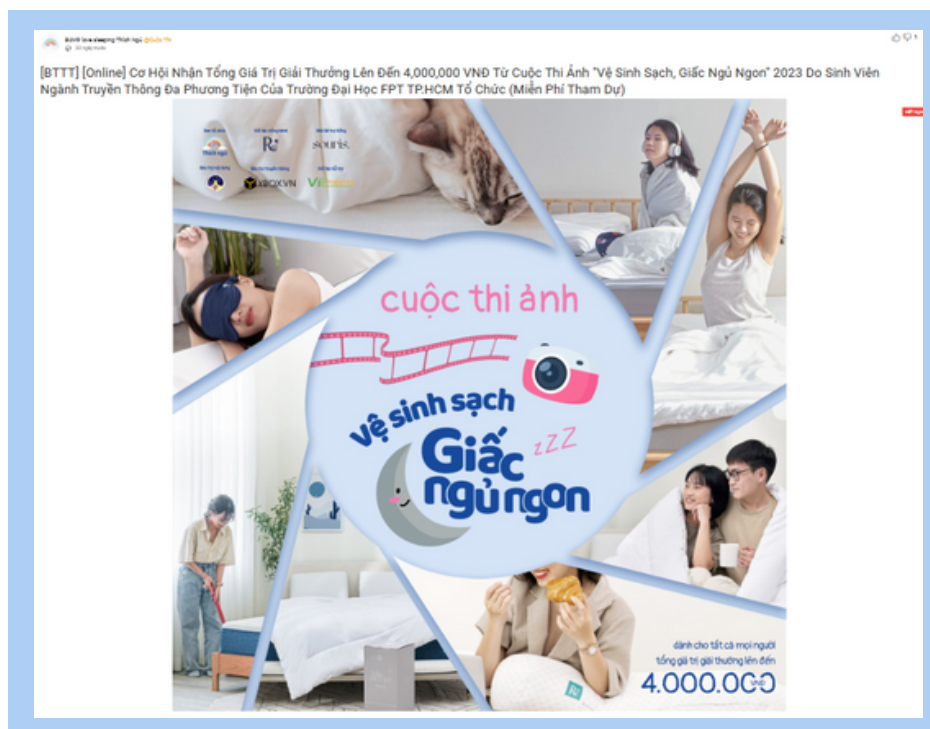


Figure 35. The post on Ybox's website

- Media support: Multimedia Communications - FPT University HCM



Figure 36. Media support post on Multimedia Communications - FPT University HCM's fanpage

CHAPTER 5. EVALUATION

	KPI	Actual result	Percentage comparison
Facebook Objective			
Like page	1,700	1,656	97.41%
Reach	50,000	51,898	103.8%
TikTok Objective			
Heart	5,000	5,253	105.1%
View	50,000	52,000	104.0%

Table 7. Summary of campaign results

5.1. Facebook

From February 10, 2023 - April 10, 2023, the fanpage "Thích ngủ" reached 51,899 people, reaching about 1656 likes and 51,898 reach.



Figure 37. Fanpage "Thích ngủ"

CHAPTER 5. EVALUATION

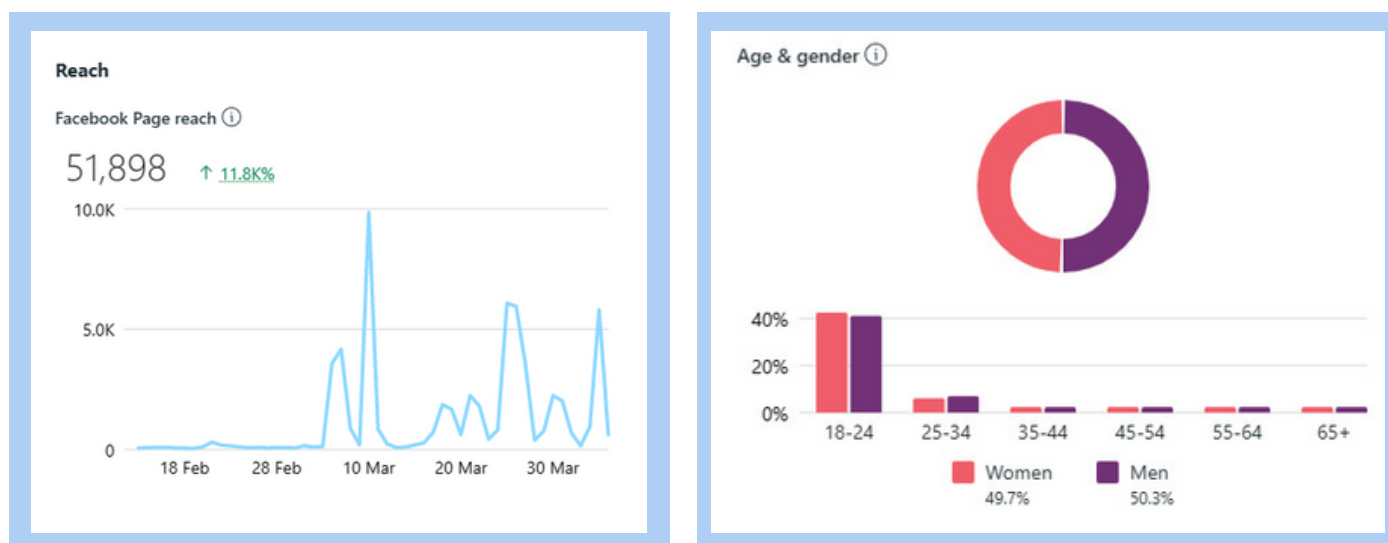


Figure 38. Fanpage “Thích ngủ” reach
Source: Meta Business Suite

Besides, the posts also gained significant reach after making some adjustments, and combined with offline interaction, the target audience also actively interacted and commented on the fanpage.

The knowledge posts with high engagement and reach are all posts from the 3rd handbook, which proves that by changing the article content and images to become short, the focus has attracted the audience. The target audience interacts more actively, willing to learn more knowledge (from 45 - 96 interactions). However, the posts that have equal interaction and reach are posts about offline events (from 224 reach, 56 interactions to 575 reach, 113 interactions), people have the desire to directly interact in knowledge with the group, so they have been waiting for posts to announce dates offline interactive events take place. In addition, the videos summarizing sleep hygiene methods at the end of each manual posted on Facebook Reel achieved 2700 - 3800 reach and 2800 - 4000 views.

In short, in terms of reach and equally high engagement, all are photo posts about offline events. But, regarding the most increased reach, the videos summarizing sleep hygiene methods at the bottom of each guide posted on Facebook Reel have slightly better reach.

CHAPTER 5. EVALUATION














	BO XÌ BO VỚI ẨM VẬT VÀ UỐNG NƯỚC ... Thích ngủ	Quảng cáo bài viết	205 Số tài khoản trong Trun...	49 Cảm xúc	5 Bình luận
	MÓN QUÀ 8/3 TUYỆT NHẤT MÀ BẠN KH... Thích ngủ	Quảng cáo bài viết	207 Số tài khoản trong Trun...	46 Cảm xúc	5 Bình luận
	ĐỘC LẠ THÍCH NGỦ - SÁNG PHƠI NẮN... Thích ngủ	Quảng cáo bài viết	197 Số tài khoản trong Trun...	51 Cảm xúc	7 Bình luận
	CẨM NANG ☺: "VỆ SINH" THỐI QUE... Thích ngủ	Quảng cáo bài viết	192 Số tài khoản trong Trun...	48 Cảm xúc	6 Bình luận
	BẠN ĐÃ THÍCH NGỦ CHƯA? Vừa qua biệ... Thích ngủ	Quảng cáo bài viết	348 Số tài khoản trong Trun...	78 Cảm xúc	2 Bình luận
	Thích ngủ đã có mặt tại sảnh lầu 4 đại h... Thích ngủ	Quảng cáo bài viết	588 Số tài khoản trong Trun...	83 Cảm xúc	4 Bình luận
	Úi Zùi Ui zì đây ta!?! Các bé chính thức lê... Thích ngủ	Quảng cáo bài viết	229 Số tài khoản trong Trun...	57 Cảm xúc	0 Bình luận
	Alo alo các bạn ơi, ngày mai tại SÁNH LẦ... Thích ngủ	Quảng cáo bài viết	340 Số tài khoản trong Trun...	72 Cảm xúc	17 Bình luận
	Thích ngủ đã sẵn sàng ở sảnh lầu 3 đại h... Thích ngủ	Quảng cáo bài viết	478 Số tài khoản trong Trun...	115 Cảm xúc	3 Bình luận
	CHỈ CÒN 1 NGÀY NỮA THÔI!!!! 📢 Cẩm ... Thích ngủ	Quảng cáo bài viết	391 Số tài khoản trong Trun...	106 Cảm xúc	3 Bình luận
	MẮT KHÔNG THẤY, TAI KHÔNG NGHE, ... Thích ngủ	Quảng cáo bài viết	369 Số tài khoản trong Trun...	97 Cảm xúc	2 Bình luận
	Thích ngủ đang ở sảnh lầu 1 của đại học ... Thích ngủ	Quảng cáo bài viết	352 Số tài khoản trong Trun...	90 Cảm xúc	0 Bình luận
	CẨM NANG ☺: MÔI TRƯỜNG NGỦ V... Thích ngủ	Quảng cáo bài viết	294 Số tài khoản trong Trun...	84 Cảm xúc	0 Bình luận

Figure 39. Posts analytics
Source: Meta Business Suite

CHAPTER 5. EVALUATION



Figure 40. Facebook Reel videos analytics

Source: Meta Business Suite

The time to post on Facebook based on the campaign goal is to increase awareness, so the posts have to reach the target audience at the time they are active on social networks. Therefore, in the evening the posting time is from 7PM to 8PM, to be able to deduct 1-2 hours of sleep for the target audience and in line with the medically recommended sleeping hours (9-11PM). In the evening, posts are focused on main content, such as topic articles, contest announcements, vote announcements, videos. There are posts in the morning, for special content like exercise, welcome to the activation booth event. Afternoon is a flexible time frame, with reference to Facebook golden hour from 11-1PM, or 3-5PM. However, the results obtained at the golden hour are not as high as the morning and evening hours of the fanpage.

During the event stage of the online photo contest, there is a call to participate or vote at the end of the posts, so those posts were scheduled to be posted before 8PM and in the afternoon.

In addition, at the end of each week, the fanpage Thích ngủ conducts an effective evaluation to promptly have an adjustment plan (Appendix 10).

CHAPTER 5. EVALUATION

5.2. Tiktok

From the time the first video was posted until now, the TikTok Thích ngủ channel has gained 417 followers, 5253 likes, and 52,000 views. Compared to the objectives of 5000 likes, the likes are nearly 105 percent, and the views have only reached 104 percent of the set target.

Project-related hashtags such as `vesinhsachgiacngungon`, `vesinhgiacngu` also respectively achieved 52,800 views and 53,300 views.

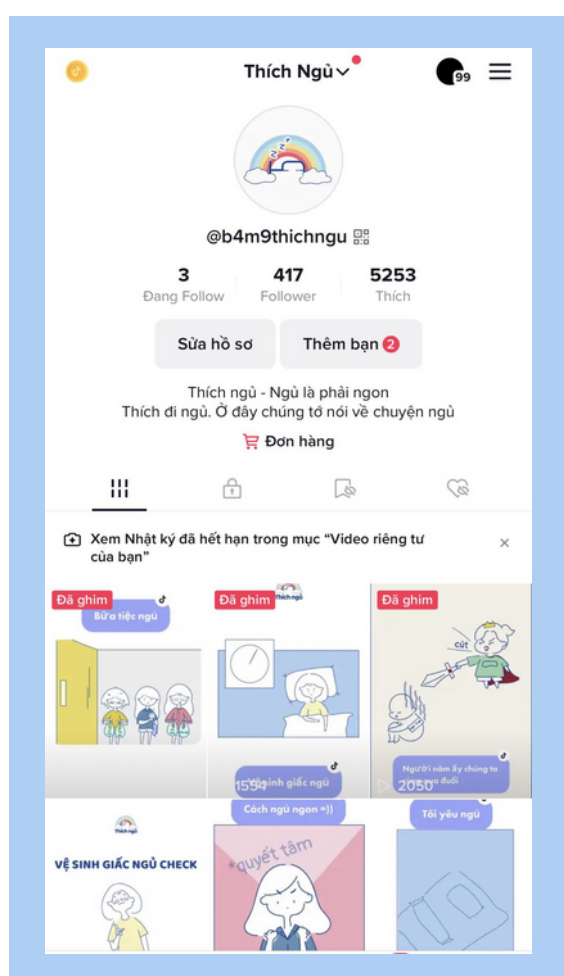


Figure 41. Tiktok Thích Ngủ

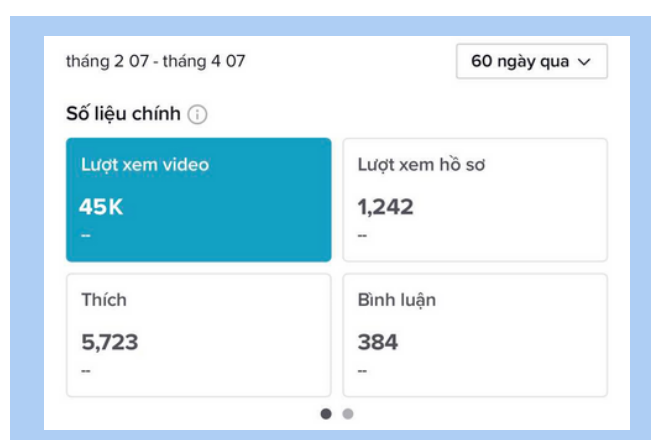


Figure 42. TikTok Analytics

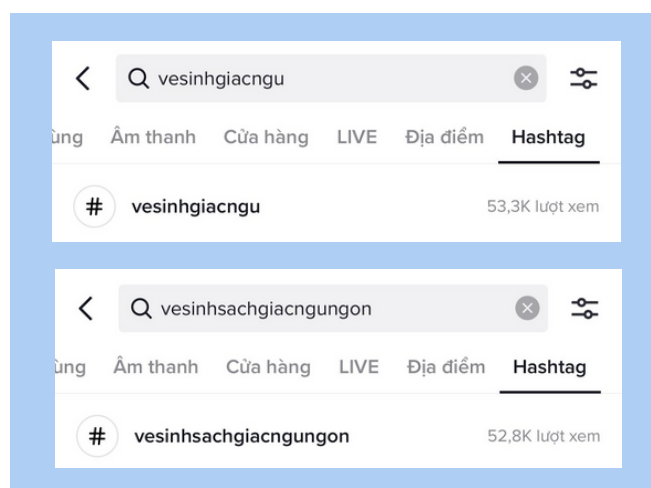


Figure 43. View of hastags

Videos with high views and high engagement fall into videos that have changed content and images, respectively. Show that the change is reasonable and right. People tend to prefer videos that summarize sleep hygiene methods rather than videos that detail each of them.

CHAPTER 5. EVALUATION



Figure 44. Left: view of video summarizing sleep hygiene methods.
Right: view of video detail each of them



Figure 45. Some of videos on TikTok

CHAPTER 5. EVALUATION

5.3. Event

5.3.1. Activation booth

The interactive booth reached a total of:

- Session 1: 200 people
- Session 2: 100 people
- Session 3: 500 people

Likes on Fanpage increased by 480% and tiktok increased by 700%.

5.3.2. Online photo contest

After 2 weeks of launching the online photo contest "Clean hygiene, good night's sleep" (March 24 - April 6), the total number of participants was 46 people, achieved 19,381 approaches, 634 interactions (472 likes/hearts, 142 comments, 20 shares). The photo contest has received the attention of the target audience and their friends and relatives, each entry has quality from the content (closer to the meaning of sleep hygiene) to the images.

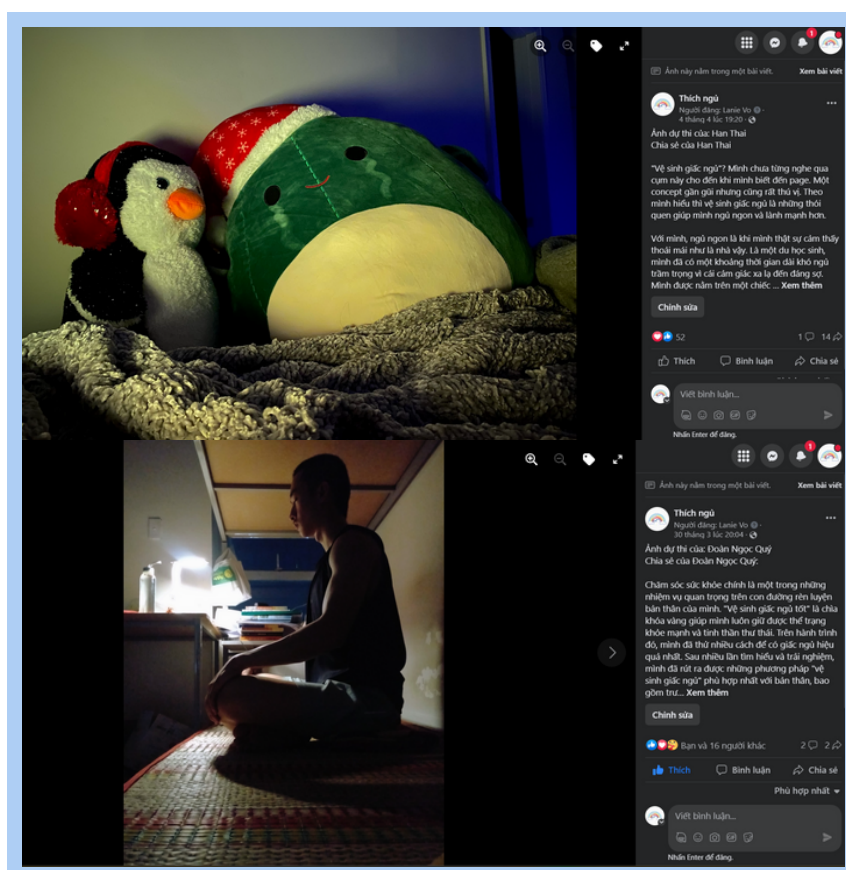


Figure 46. Some pictures of entries from the online photo contest

CHAPTER 5. EVALUATION

5.4. Sponsorship

The group received support and cooperation from related partners, until the end of the campaign, the group still maintained a favorable relationship and cooperation, the gifts were given to you. However, Ru9 due to the technical moon axis should delay the time until April 17 to deliver the gift.

CHAPTER 6. ACTUAL COST

ACTUAL COST (VND)								
No.	Category	Quantity		Unit price	Total cost	Total	Budget	Note
		Num	Unit					
1	Motion for videos on TikTok	22	Video	20,000	440,000	1,440,000	1,440,000	Production cost
2	Key moment	1	Video	1,000,000	1,000,000			
3	Facebook	5	Post		395,000	895,000	1,000,000	Advertising cost
4	TikTok	1	Video		500,000			
5	Bookmark	3	Set	144,000	432,000	1,912,000	2,000,000	Event cost
6	Standee	1		160,000	160,000			
7	Mini calendar	2	Set	350,000	700,000			
8	Inox wire	2	Set	60,000	120,000			
9	Key ring	240		1,000	240,000			
10	Blindfold	20		8,900	178,000			
11	Handheld board	1		60,000	60,000			
12	Ship fee			22,000	22,000			

(**): Total cost = Unit price (estimated average price of product of brand)
x Percentage (of the voucher) x Quantity

CHAPTER 6. ACTUAL COST

ACTUAL COST (VND)								
No.	Category	Quantity		Unit price	Total cost	Total	Budget	Note
		Num	Unit					
13	Location (ViProperty's studio)				2,000,000	34,480,000	0	Sponsor-ship
14	Gifts of contest (*)				23,130,000			
15	YBox media support set	1	Set	9,000,000	9,000,000			
16	FPT gifts at activation booth				350,000			
TOTAL ALL CATEGORIES						38,817,000	4,440,000 (VAT not included)	
TOTAL SPONSORSHIP						34,480,000		
AFTER SPONSOR MINUS						4,337,000		

Table 8. Actual cost of campaign

(*): In-kind gifts from sponsors are exchanged to the estimated amount:

Gifts	Unit price	Quantity	Total cost
Ru9's Pillow	1,150,000	3	3,450,000
Book "Why We Sleep"	180,000	1	180,000
Voucher Ru9 12%	3,000,000	50	18,000,000 (**)
Voucher Souris. 15%	200,000	50	1,500,000 (**)

CHAPTER 7. REFLECTION AND RECOMMENDATION

7.1. Reflection

7.1.1 Teamwork

Regarding teamwork, during group work, there are times when members will disagree and conflict, but members still put the collective interests first and try to talk to understand each other better.

7.1.2 Social media

Regarding media products on Facebook, the team found the image needs to be concise and show the focus of the article, while the content of the article also needs to be focused on the first 4 lines and not rambling so that the target audience can easily grasp the knowledge.

Videos on TikTok also need to be shortened and focused in the first 3 seconds to easily attract and retain the target audience.

Regarding the posting time frame, the team found that the studied golden time frame is not always suitable for the target audience and fanpage, so it is necessary to conduct a combined study based on the habits of the target audience, the goals of the project, data analysis of fanpage's posts on Meta Business Suite to choose a specific posting time frame.

7.1.3 Networking and career opportunity

In the early stages, the team was behind schedule in finding partners and stakeholders, namely delay in editing the proposal profile and not enough personnel to contact. However, the team also noticed the delay in the plan, so the team assigned personnel to promptly contact and communicate with partners. After all, learning, gaining experience, and improving skills on how to work professionally when working with support partners and stakeholders are very valuable opportunities for the team in this project.

CHAPTER 7. REFLECTION AND RECOMMENDATION

7.1.4 Contribution to society

Although sleep is a very familiar and important thing for every person, it is difficult to study deeply into sleep and sleep hygiene because the research data on young people is not extensive. At the same time, sleep hygiene is a new term, and it is difficult to convey knowledge in an understandable way to everyone, but the team also considers this as a motivation to acquire new knowledge for themselves and pioneer transmitting sleep hygiene knowledge closer to everyone, in order to improve sleep and public health.

7.2. Potential of the project

Currently, the campaign "Vệ sinh sạch, giấc ngủ ngon" is only aimed at the stage of raising awareness about sleep hygiene. In the future, the project can continue to develop the next phrases such as reaching the goal that target audiences apply sleep hygiene in real life from the smallest things to the methods that require more time to adjust.

In addition, the project Thích ngủ with the motto of providing scientific knowledge about sleep can expand the topic of some common sleep disorders such as snoring, nightmares, sleepwalking and obstructive sleep apnea during sleep to enrich and further interest related topics. We would provide more information about the issues that people care about such as the harmful effects of sleeping late, dreams, sleeping properly, and so on (Figure 95, Appendix 11).

Besides, the project Thích ngủ has received an invitation to continue cooperation from the Ho Chi Minh City Sleep Medicine Association to further develop its ideas into reality. Because the field of sleep medicine in Vietnam is still limited and not accessible to many people. The Ho Chi Minh City Sleep Medicine Association needs to develop in terms of communication, and Thích ngủ needs content verification from doctors and experts in sleep medicine. Therefore, this cooperation will bring benefits to both sides, while continuing to spread useful values to the community.

The businesses support and want cooperation in the future. Souris. praise the value of the topic, hope that the next time we can will have more time to follow the topic more closely. About the Ru9, the company commented very well and was surprised at the accessibility of the project on platforms. With the Ho Chi Minh City Sleep Medicine Association, there is a proposal for long-term cooperation.

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APPENDIX 1: The Questionnaire Survey and The Answers

THE QUESTIONNAIRE OF SLEEP STATUS AND UNDERSTANDING ABOUT SLEEP HYGIENE IN STUDENTS		
No.	Questions	Answer Option
1	What is your gender?	<ul style="list-style-type: none"> • Female • Male • Other
2	Which age range are you in?	<ul style="list-style-type: none"> • Under 18 • From 18 to 24 years old • From 25 to 35 years old • Over 35 years old
3	In the past month, what time did you usually start going to bed?	<ul style="list-style-type: none"> • Before 9 p.m. • Between 9 p.m. and 11 p.m. • After 11 p.m.
4	In the past month, how long did it usually take you to fall asleep each night?	<ul style="list-style-type: none"> • 30 minutes or less • Over 30 minutes to 60 minutes • Over 60 minutes
5	In the past month, how long did you actually sleep each night? (may differ from the time you spend in bed)	<ul style="list-style-type: none"> • Less than 6 hours • From 6 to 8 hours • Over 8 hours
6	<p>In the past month, how often did you experience any of the following sleep problems?</p> <p>Level:</p> <ul style="list-style-type: none"> • Not met • Less than 1 time a week (*) • 1-2 times a week • More than 2 times a week <p>(*) means 1 time in 2 or 3 or 4 weeks.</p>	<ul style="list-style-type: none"> • Can not fall asleep for 30 minutes • Wake up in the middle of the night or too early in the morning • Got to wake up to take a shower • Shortness of breath • Coughing or snoring loudly • Feeling so cold • Feeling so hot • Have a nightmare • Feel pain

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7	Do you sleep with anyone (family members, friends, pets, etc.)? Do they affect your sleep?	<ul style="list-style-type: none"> • I have a bedmate. I am affected • I have a roommate with a different bed. I am affected • I have a friend who sleeps in a different room. I am affected • I sleep alone. I'm not affected • I have (like the cases above), but I'm not affected
8	<p>There are sleep habits of An. An believes that these habits are completely normal and do not affect sleep quality or health. Do you agree with An?</p> <p>(Rate the degree of agreement on a scale of 1 to 5)</p> <p>1 - Totally disagree 2 - Disagree 3 - Normal 4 - Agree 5 - Totally agree</p>	<ul style="list-style-type: none"> • I take daytime naps more than 2 hours • I go to bed at different times from day to day • I get out of bed at different times from day to day • I exercise and sweat within an hour before going to bed • I lay in bed for longer than usual 2-3 times a week • I use alcohol, tobacco (nicotine) or caffeine within 4 hours of bedtime • I often play games or use the Internet before going to bed • I go to bed while feeling stressed, angry, upset, or anxious • I use my bed for other activities besides sleeping or having sex (watching TV, reading, eating, or studying) • I sleep on an uncomfortable bed (poor mattress or pillow, too many or not enough blankets) • I sleep in an uncomfortable bedroom (too bright, too stuffy, too hot, too cold, or too noisy) • I do important work before going to bed (pay bills, schedule or study) • I think, plan, or worry about something while lying in bed.

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9	Have you heard about sleep hygiene?	<ul style="list-style-type: none"> • Have heard (a) • Never heard (b)
10	Have you ever actively searched about sleep hygiene?	<ul style="list-style-type: none"> • Yes, I searched about sleep hygiene. • Yes, I searched about sleep-related diseases/problems and it led to sleep hygiene knowledge. • Never
11a	<p>Please rate your agreement with the following statements.</p> <p>(Rate the degree of agreement on a scale of 1 to 5)</p> <p>1 - Totally disagree 2 - Disagree 3 - Normal 4 - Agree 5 - Totally agree</p>	<ul style="list-style-type: none"> • Sleep hygiene is very important for good quality sleep. • Medical knowledge is required to understand sleep hygiene. • No need to know sleep hygiene to sleep well.
11b	<p>To put it simply, sleep hygiene includes both a good bedroom environment and a daily routine that promotes stable and healthy sleep.</p> <p>After reading through the above definition, please rate how much you agree with the following statements.</p> <p>(Rate the degree of agreement on a scale of 1 to 5)</p> <p>1 - Totally disagree 2 - Disagree 3 - Normal 4 - Agree 5 - Totally agree</p>	<ul style="list-style-type: none"> • Sleep hygiene is very important for good quality sleep. • Medical knowledge is required to understand sleep hygiene. • No need to know sleep hygiene to sleep well.

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APPENDIX 1: The Questionnaire Survey and The Answers

12a	<p>In your opinion, how do the following activities affect your sleep?</p>	<ul style="list-style-type: none"> • Turn on the light (white light) when sleeping. • Turn on the light (yellow light) when sleeping. • Turn off the lights while sleeping • Turn on the air conditioner at a low temperature when sleeping. • Listen to music while sleeping. • Listen to natural sounds while sleeping. • Going to bed with an empty stomach. • Eat full before sleeping. • Drink lots of water before sleeping. • Drink caffeinated beverages before sleeping. • Drink alcoholic beverages (wine, beer) before sleeping. • Drink Vitamin C before sleeping. • Drink herbal teas before sleeping (magnolia tea, chamomile tea, lavender tea, etc.).
12b	<p>(Rate the degree of agreement on a scale of 1 to 5)</p> <p>1 - Very bad effect 2 - Bad effect 3 - Normal/No effect 4 - Good effect 5 - Very good effect</p>	<ul style="list-style-type: none"> • Light exercise before sleeping (yoga, gentle exercises/movements, etc.). • Vigorous exercise before sleeping (jogging, push-ups, sit-ups, etc.). • Take a warm shower before sleeping. • Take a cold shower before sleeping. • Use your phone before sleeping. • Read a book before sleeping. • Use walls and furniture in the bedroom with pleasing visual colors (pastel, etc.). • Use walls and furniture in the bedroom with strong visual colors (orange, red, yellow, etc.). • Napping for too long (>30 minutes) • Take a 20-30 minute nap. • Using the bed for other purposes besides sleeping and having sex. • Try to fall asleep without feeling sleepy.

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APPENDIX 1: The Questionnaire Survey and The Answers

13	Where did you know about sleep hygiene before?	<ul style="list-style-type: none"> • Social media (Facebook, Instagram, TikTok, etc.) • Mainstream media (TV, newspapers, radio, etc.) • Billboards, outdoor banners • Medical centers, community organizations • Communication projects of schools, workplaces • Word of mouth (family, friends, colleagues, etc.) • Not yet
14	Which channel do you want the information about sleep hygiene to be more popular on?	<ul style="list-style-type: none"> • Facebook • TikTok • Instagram • Zalo • YouTube • Spotify • Twitter • Other
15	You want to see the information about sleep hygiene in the form of ...?	<ul style="list-style-type: none"> • Articles with illustrations • Images with content (short comics, etc.) • Short video (less than 1 minute long) • Long video (more than 1 minute long) • Minigames online • Minigames offline • Podcasts • Event activation (activity events, interactions) • Talkshow or workshop (experience events, conversations with speakers) • Exhibition • Other

Table 9. The questionnaire of sleep status and understanding about sleep hygiene in students

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The below figures are results of the questionnaire survey.

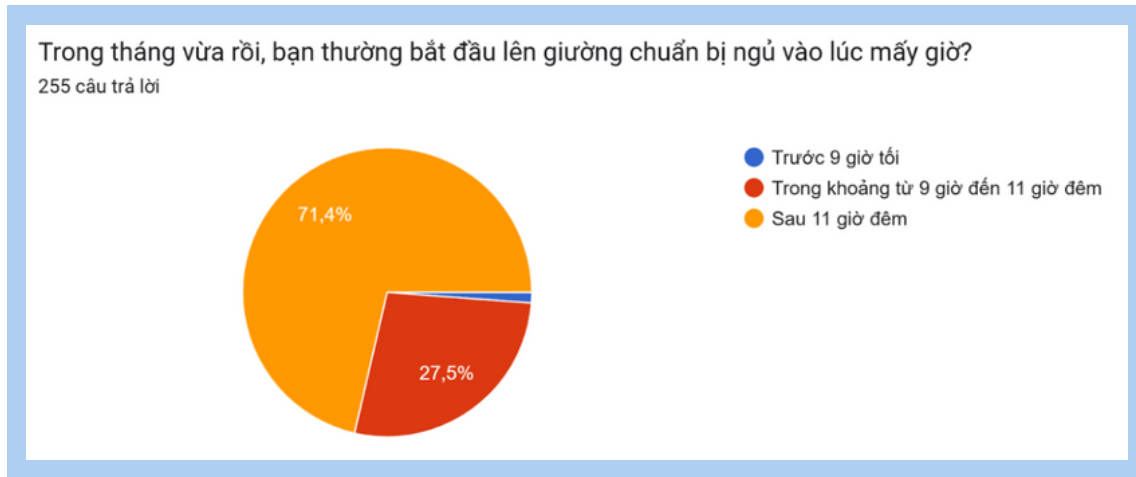


Figure 47. Survey results

Question selection basis: According to Very Well Health (Brandon Peters, 2022), if the rhythm of work and life starts at 5 a.m. to 7 a.m., people should go to bed between 22 p.m. to 23 p.m. Teenagers need to go to bed between 9 p.m. and 10 p.m.

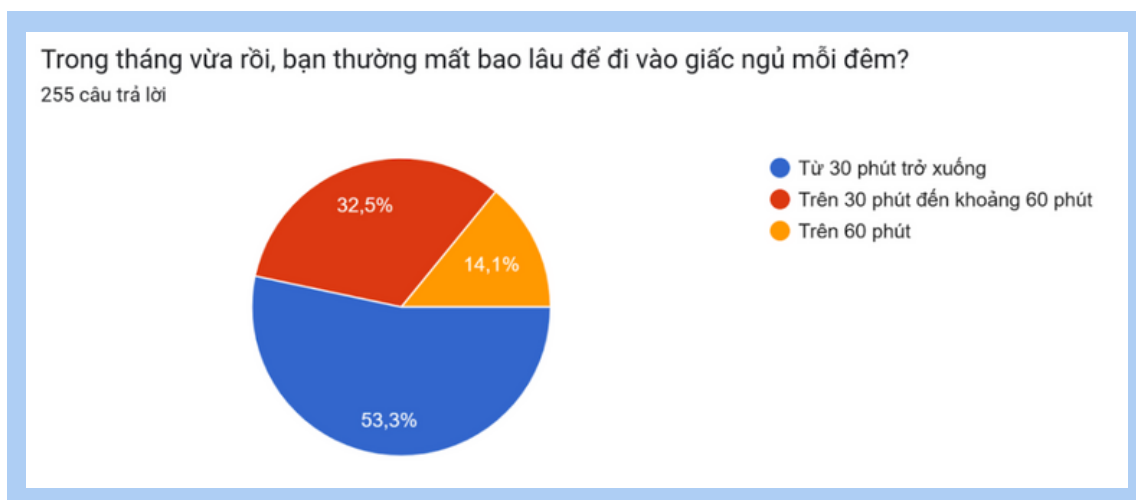


Figure 48. Survey results

Question selection basis: The Sleep Association recommends sleeping within 30 minutes, if you cannot fall asleep after 20 minutes, then you need to start lulling measures (getting up across the bed, reading a book, counting numbers, etc.). Take advantage of the 30 minutes before bed to relax and use whatever helps you to stay calm.

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Figure 49. Survey results

Question selection basis: According to Very Well Health, teenagers (14-25 years old) and adults (26 years and older) should sleep about 7-9 hours a day, including naps. According to the Sleep Foundation, young adults (18-25 years old) need to sleep 7-9 hours a day.



Figure 50. Survey results

Question selection basis: Sleep problems are tested on the Pittsburgh Sleep Quality Index (PSQI) - The Sleep Quality Index, commonly used to diagnose a patient's condition. However, in order to match the group's research paper, the questionnaire has been revised.

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APPENDIX 1: The Questionnaire Survey and The Answers



Figure 51. Survey results

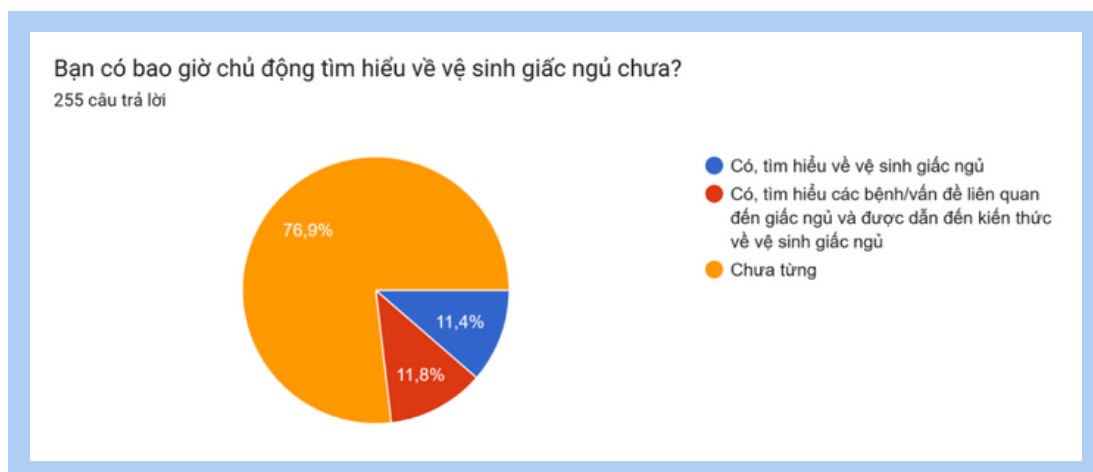


Figure 52. Survey results

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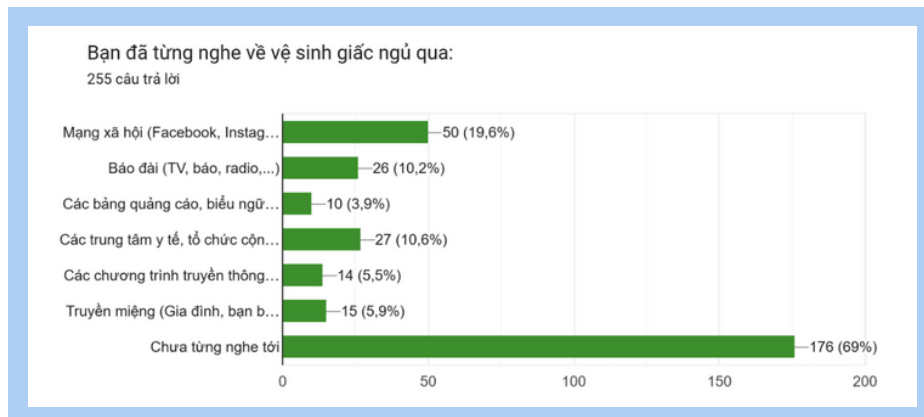


Figure 53. Survey results

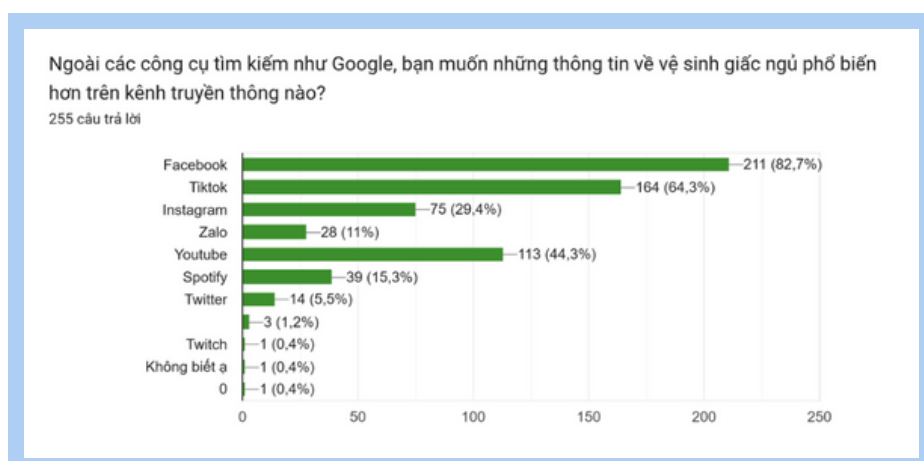


Figure 54. Survey results

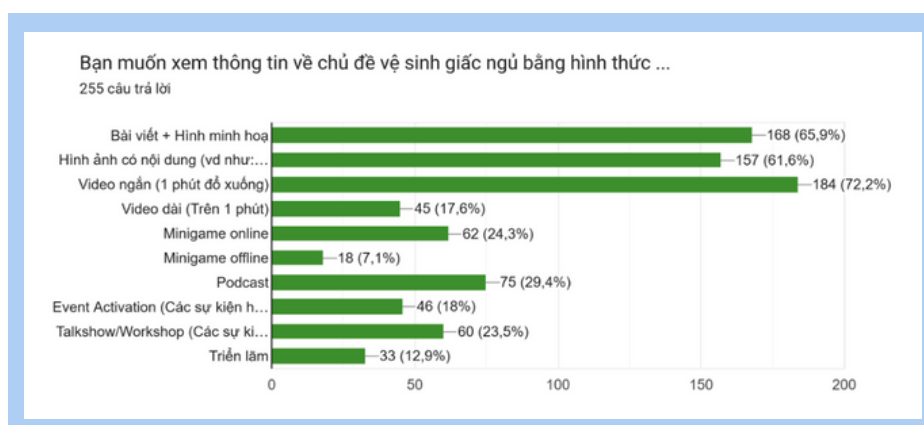


Figure 55. Survey results

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APPENDIX 1: The Questionnaire Survey and The Answers

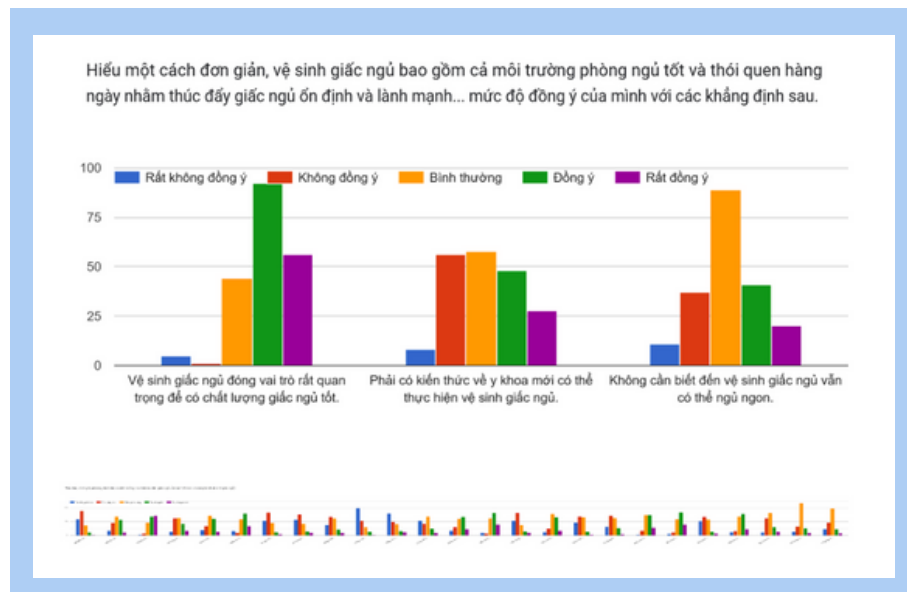


Figure 56. The questions and results of “have not heard about sleep hygiene” group

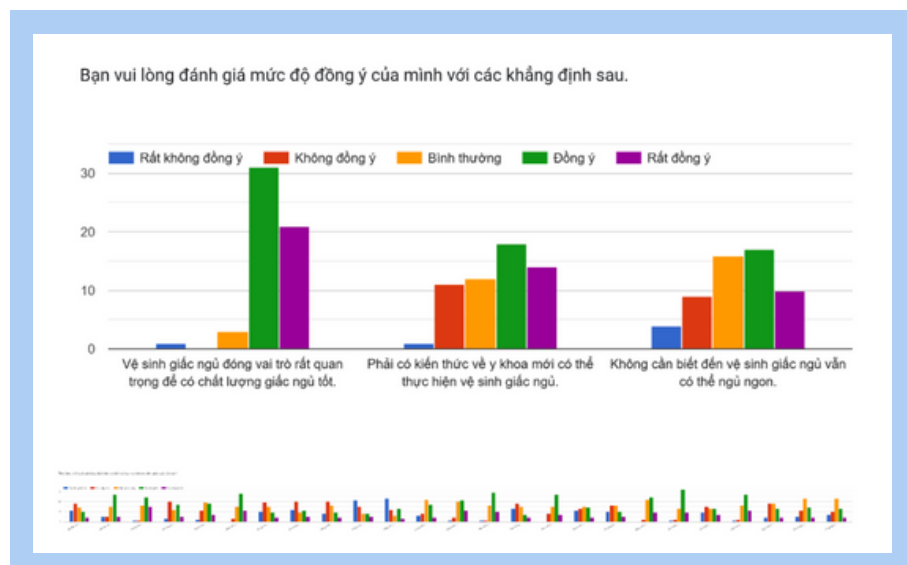


Figure 57. The questions and results of “have heard about sleep hygiene” group

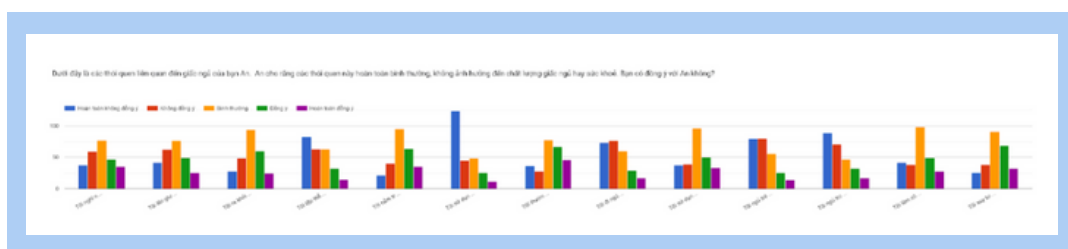


Figure 58. Survey results

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APPENDIX 2: Additional Research on Social Media Addiction of the Vietnamese Youth that Affect Sleep Habits.

In 2017, a report by the Hanoi University of Social Sciences and Humanities titled Psychological Impact of Social Networks on User Psychology written on VNExpress, 20% of Vietnamese spend more than 3 hours per day and 54% spend more than 1 hour online. 39% of Vietnamese would be extremely upset if social media were to be shut down, 37% said it was an important part of their lives, 35% would be upset and lost if they were unable to access it for one or two days. More than 43% of participants in an experiment where they were required to go 72 hours without using social media cheated within the first 6 hours. Participants frequently expressed feelings of anxiousness, fear of missing out on what was popular or happening online, and a sense of loss of connection with peers. A participant of the focus interview said before going to bed, she has to surf the Internet for at least 1 hour. Therapist and psychiatrist Nguyen Huong Linh says social media dependence is simply the start of many mental health issues, particularly in young people. According to a Qandme survey conducted in 2015 on 500 women/men under the age of 39 in Vietnam, young people aged 19 and under had 63% sleeping after 11pm; And in the age group 20-29, 14% sleep from 9PM, 25% sleep from 10PM and more than 50% sleep after 11 hours. Meanwhile, good sleep hygiene for quality sleep is to stay away from electronic devices at least 30 minutes before sleeping and keep the mind relaxed and worry-free. This is coupled with the above research showing that young people are tending to have bad habits that lead to poor sleep or mental health problem.

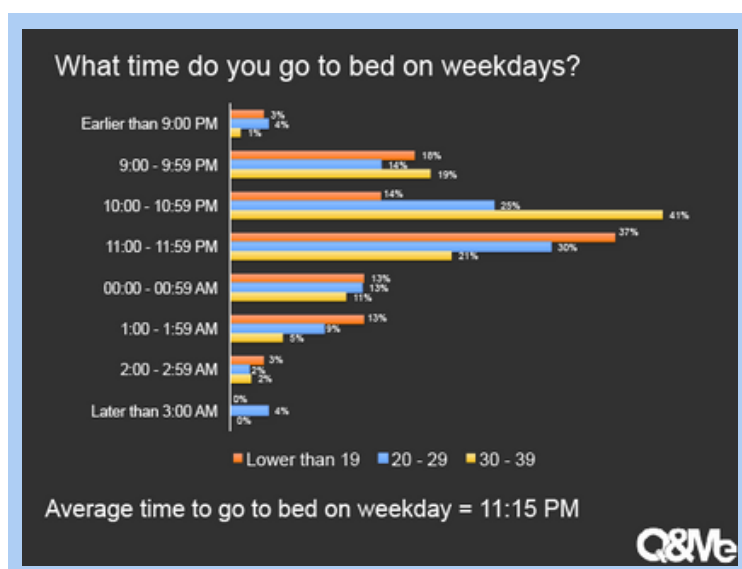


Figure 59. Go-to-bed time of people from 19-39 years old. Source: qandme.net

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Detailed timeline of fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
1	“COMING SOON”	Content: Nhi Design: Ly	10/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid02X9Fv64fucoLH2ZBZB4BAEbBjRt3MLvskvfGWETCXhSfozFrwx28KvNmuMkB98Xakl
2	“BẬT MÍ BÍ MẬT MANG TÊN “VỆ SINH GIẤC NGỦ”	Content: Nhi Design: Ly	13/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid02PnFFKdf7h1vch6kFzKrwEZ5J31KyzZAwRui52347A6dBVr1VFbyVNzc3Dn737gXWl
3	“VALENTINE NGƯỜI TA RỦ NHAU ĐI CHƠI, CÒN MÌNH ĐI NGỦ”	Content: Nhi Design: Ly	14/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid023pWYD9ij3ePknsUJZ4Wft3XV7dtXqsDUzyRjdb8ykLuubiQc9aR4Nojg8Lu3yuMwl
4	“CẨM NANG ① -BOOK LỊCH ĐẸP NGỦ CHO NGON”	Content: Nhi Design: Ly	14/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid0BRcNpwzBAKBAGh7fSV4caShaoVVNTLqNFrLkQCrWNoSxMSyNW2JRWf4YDmdx9wYvl
5	“THỜI GIAN THỨC DẬY CỐ ĐỊNH (P1)”	Content: Nhi Design: Ly	15/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid02NrBpqK4g9bA6DTkwjcrncKERSTzuXQAKu8GBNgiwgrrRZaYcNpVF7GmVPj4G8ZLVI

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No.	Name	Person in charge	Date	Link
6	“THỜI GIAN THỨC DẬY CỐ ĐỊNH (P2)”	Content: Nhi Design: Ly	16/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid0mg2tfGrsGucjNKMhPwY7vHGLx4GJD5bG3X5h3MjhPpBsSgoJLKcKBSSyp8zVVjFnI
7	“NGƯỜI NĂM ẤY CHÚNG TA TỪNG XUA ĐUỔI”	Content: Ly Edit: Trâm	16/2	https://www.facebook.com/reel/1506630556830899?fs=e&s=m
8	“THỂ LỰC BÍ ẨN BAN ĐÊM”	Content: Ly Edit: Trâm	17/2	https://www.facebook.com/watch/?v=522311619888835
9	“THỜI GIAN ĐI NGỦ CỐ ĐỊNH (P1)”	Content: Nhi Design: Ly	17/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid02GDL9q7NtaMGcTPpbyPiPCbXVRQCoAJ7T5xXgeXWjRSHjmWzR9PS21MNPvbAaqNPUI
10	“THỜI GIAN ĐI NGỦ CỐ ĐỊNH (P2)”	Content: Nhi Design: Ly	18/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid0gaBc5UvWAJBTh39aSrRCmGRgnVFgDLiExy7Do8nGtiGdUyZWYqE6EEjSq8Ekph9PI
11	“THỜI GIAN ĐI NGỦ CỐ ĐỊNH (P3)”	Content: Nhi Design: Ly	19/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid02SV5ATu6aftLKVomyEAMiLus2WKijn1y2VoQhMNRvu7pNaA3BinU18FvxVEZmW1PI

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Detailed timeline of fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
12	“ĐỪNG LẠM DỤNG NHỮNG GIẤC NGỦ NGẮN”	Content: Nhi Design: Ly	20/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid0bvS97f65FXGTTuQDpyNLk8kQhzqkG7VVeZT6LjQgk5F5V6VRyDwwjHhbKsiseiCl
13	“MINI GAME”	Content: Nhi Design: Ly	21/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid08JDKRZ1cytfzEe1M2Joh2TMFhWhyx4jH6jju7NC8LLEit6PBd92EQdYdt3mFDmQoI
14	“REMIND MINI GAME”	Content: Nhi Design: Ly	22/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid0Jy78LqTLDEaSZarAsV1mTzLBzS1ZJpUbhNEPNq6TnybHNxqSWnyqVuegh5Qgu5yNI
15	“CẨM NANG ② - VÒNG LẶP HẠNH PHÚC MỖI KHI ĐÊM VỀ”	Content: Nhi Design: Ly	22/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid02sd8tHiZdLHfRjiCvkWR8ARC1t9KHbJ5EAxvDq1qVQcd1VCmj6Eyo24Z1fU1eZK5FI
16	“CÔNG BỐ KẾT QUẢ MINI GAME”	Content: Nhi Design: Ly	23/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid02ddpDS6dvURsZJAhBiy3CfuCN9uHCF6zQSVsijKmDn763eVLxE1pyGvSHCTUSbQPMI

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Detailed timeline of fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
17	“TẠI SAO MUỐN NGỦ NGON THÌ PHẢI TẮT ĐÈN VÀ TRÁNH XA THIẾT BỊ ĐIỆN TỬ?”	Content: Nhi Design: Ly	23/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid0N8gtqXAUoRMMhdaFjAz827g2BPaN89EabNcMJW32KhjhHHG7wgkFRijxckdKqLJcl
18	“ĐỪNG BỒN CHỒN”	Content: Nhi Design: Ly	24/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid02JcMa979zPQGD4DRggrVekajHCQ8PDij99sfghfvgMk5KzveDeLTDDgVnkoJKjC2al
19	“THỬ NGHIỆM CÁC PHƯƠNG PHÁP THƯ GIÃN”	Content: Nhi Design: Ly	25/2	https://www.facebook.com/b4m9.thichngu/posts/pfbid0X4LwLAcDGpZY4JzdyaxjTjLdDoKuXDjn3pPWMDxYKbxzoVTWQMwxcykyvCe7YXel
20	“DÙ LÀ CUỐI TUẦN CŨNG ĐỪNG NGỦ TRƯA QUÁ NHIỀU”	Content: Ly Edit: Trâm	26/2	https://www.facebook.com/watch/?v=122277324113058
21	“CÁC PHƯƠNG PHÁP THƯ GIÃN ĐỂ NHANH KHỎ KHỎ”	Content: Ly Edit: Trâm	27/2	https://www.facebook.com/watch/?v=726006358903724
22	“HẠN CHẾ DÙNG ĐIỆN THOẠI TRƯỚC KHI NGỦ - CUỘC CHIA LY ĐẦY NƯỚC MẮT NHẤT LỊCH SỬ”	Content: Ly Edit: Trâm	1/3	https://www.facebook.com/watch/?v=910067890129973

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Detailed timeline of fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
23	“COI PHIM CÓ THỂ CÔNG CỘNG, NHƯNG NGỦ THÌ PHẢI RIÊNG TU”	Content: Nhi Design: Tâm	3/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid02NmP7zPrbJGP7sDkSGHBeEiC4hQNtsTfPiQpQQm9F34XXCaR7tiRxexmEgRLyjjJml
24	“VIDEO TỔNG HỢP CẨM NANG 2”	Content: Ly Edit: Ly	4/3	https://www.facebook.com/reel/1456296071445533?fs=e&s=m
25	“KHI CON MÈO NHÀ TUI XEM TIKTOK QUÁ 180 PHÚT”	Content: Nhi Design: Ly	5/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid0kwLFRGQ68BiB9NrQh1oLVjsRzxmjetVYJoJ1GhMGKCR6speakwz3GVjZ5n8bBwymMAI
26	“CẨM NANG ③: “VỆ SINH” THÓI QUEN”	Content: Nhi Design: Ly	6/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid0iWzo5bvbKxHDyJ95699meSwWt8mDxfwPty1dRyGNpWnxbV4jL2wAxQWqde4SmzpKI
27	“ĐỘC LẠ THÍCH NGỦ - SÁNG PHƠI NẮNG, TỐI NGỦ NGON”	Content: Nhi Design: Ly	7/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid02WL5a9kGNQBN9Fd3QH2dQywM1V65opKB2a3xciZKzYLwfYy4BSnDtGwtvJ6FbqYaQI

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Detailed timeline of Fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
28	“MÓN QUÀ 8/3 TUYỆT NHẤT MÀ BẠN KHÔNG NGỜ TỚI”	Content: Nhi Design: Ly	8/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid02e6TjQK9qA4VwJCVZp7de8V2Fuj2MFwTBCdoZVB9eeTptT8m6tKLQHW89aBNRRiCnI
29	“BO XÌ BO VỚI ĂN VẶT VÀ UỐNG NƯỚC TRƯỚC KHI NGỦ”	Content: Nhi Design: Ly	8/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid02ouzWjE6Wc3KMMb7zDBq4z4gzhLtqP4twSznqbqymP4971gGGyvGN6pn7HamdpVH6I
30	“VẬY LÀ THỂ DỤC DỄ CHƯA?”	Content: Nhi Design: Ly	9/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid02eVHaQftjBg9tq7Zm8MutFYZsmimfU9X68bHKFvfETEmCyr2QW7GLvf4sHTat6AUI
31	“GHÉ THĂM BOOTH TƯƠNG TÁC OFFLINE CỦA THÍCH NGỦ TẠI SẢNH LẦU 4 ĐẠI HỌC FPT”	Content: Nhi Design: Tâm	10/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid0ZmwAicgzuf26qH46fWv8LUxBM9xNwLc6NjXG6ZPhDsKBh16EAKrBRaRzwr2Rv2xvI
32	“HÉ LỘ QUÀ TẶNG CỦA THÍCH NGỦ CHO BOOTH TƯƠNG TÁC OFFLINE”	Content: Nhi Design: Ly	10/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid02NNLcDdc9R6AYv3dC2MjCjvN945R9ZPHmXaA6WipYzjcebp8miyCXjLEp5MkxCUEsI

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Detailed timeline of Fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
33	“THÍCH NGỦ ĐÃ CÓ MẶT TẠI SẢNH LẦU 4 ĐẠI HỌC FPT”	Content: Ly Design: Ly	11/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid02LpgEwEyBDnYMxHBVvABXwnyu7fHRuTmYtVWtzjjzMhh4Y3WpvssV8ZYYKyjEF6NYI
34	“RECAP BOOTH OFFLINE: BẠN ĐÃ THÍCH NGỦ CHƯA?”	Content: Nhi Design: Ly	12/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid0VbAGk5v19BXbuTCDhaAuBh3njB6BXropDQTFj8kjHhV6qA9GvHuTeVUAVcbx4zYRI
35	“VIDEO TỔNG HỢP CẨM NANG 3”	Content: Ly Edit: Ly	14/3	https://www.facebook.com/reel/196818522977783?fs=e&s=m
36	“CẨM NANG ④: MÔI TRƯỜNG NGỦ VỐ VỀ GIẤC NGỦ”	Content: Nhi Design: Ly	15/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid0ovRujG1mkWEb34f3LkBPyl2jk2Fw5LjGWFmCfs6Ph4TBkVHbRHPspkCu7hC1Cs7zl
37	“THÍCH NGỦ ĐÃ CÓ MẶT TẠI SẢNH LẦU 1 ĐẠI HỌC FPT”	Content: Ly Design: Ly	16/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid02MA1Ph7ZHYQwK6iYrbhijsrcY2sx7o2fWTpDcjADXsdzkzFLG2pimC6wwSkf5aayol

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APPENDIX 3: Timeline for Social Media Posts

Detailed timeline of fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
38	“MẮT KHÔNG THẤY, TAI KHÔNG NGHE, NGỦ SẼ NGON”	Content: Nhi Design: Ly	16/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid02cAxYzdD38VgL3r3QvBQHZhzLXh9yggXHbpR7hZdQUR7SGatEnzRkT5XwMoNaDTRLI
39	“CHỈ CÒN 1 NGÀY NỮA THÔI!!!!”	Content: Nhi Design: Ly	17/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid0dz8QfnH4jy5peHSiZKCBHvB3gFzuSQtf7nuFmcDufRqWBKoBjvUmmUHNwjjbXQpsI
40	“THÍCH NGỦ ĐÃ CÓ MẶT TẠI SẢNH LẦU 3 ĐẠI HỌC FPT”	Content: Ly Design: Ly	18/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid0pWBB1tE8caCHDW46tNUPDEHmZVcU2w8PJkREMCYmqYK8XtRgQcdcc2eZSNpfbVzvl
41	“BẠN CÓ BIẾT HÔM VỪA QUA (17/3) CHÍNH LÀ KỶ NIỆM QUỐC TẾ GIẤC NGỦ?”	Content: Nhi Design: Tâm	18/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid036hP7fc3mAUpP1WEduHX3VJNPPR11T9R9dYYs2iK9JjKBdCoQar7zTq35rirxj3Hbl
42	“LƯU Ý KHI SỬ DỤNG NẾN THƠM VÀ TINH DẦU NÈ!!”	Content: Nhi Design: Ly	20/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid0bPkEYi1QNyy3awucnuoWnjfhUd4xdekZqFT2gzWGwShkMHIMS2fhqx63eV22LyTKI

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APPENDIX 3: Timeline for Social Media Posts

Detailed timeline of Fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
43	“Ở ĐÂY CHÚNG TOI CÓ HÌNH ĐẸP”	Content: Nhi Design: Ly	21/3	https://www.facebook.com/b4m9.thichngu/posts/pfbid08J6xc7ckD9j93RqiaYVHPg334km9uh2qkXduxLGuShM4yAzdDi7VftQohpzLKISwl
44	“VIDEO TỔNG HỢP CẨM NANG 4”	Content: Ly Edit: Ly	22/3	https://fb.watch/jS95MYycoN/?mibextid=ykz3hl
45	“NGỦ NGON PHẢI CÓ GỐI ÊM THÍCH NGỦ LÀ PHẢI ĐỒNG HÀNH RU9 !!”	Content: Nhi Design: Ly	23/3	https://m.facebook.com/story.php?story_fbid=pfbid0fCnen9EMEO PD6TQ9JiptNGWqenXzTKFAM6qVXj2Rr5bsRkeHJ5g7oPd11FFhpZ2cl&id=100075920127357&mibextid=ykz3hl
46	“CHÍNH THỨC KHỞI ĐỘNG CUỘC THI ẢNH “VỆ SINH SẠCH, GIẤC NGỦ NGON” - TỔNG GIÁ TRỊ GIẢI THƯỞNG LÊN ĐẾN 4 TRIỆU VNĐ.”	Content: Nhi Design: Tâm	24/3	https://m.facebook.com/story.php?story_fbid=pfbid02BzvGYmvNipDiSNSQRbjR9kxecQh4p2KUnG8KVHgA4CbcEFDXHX8w8xy6iwVLTSnel&id=100075920127357&mibextid=ykz3hl
47	“CÔNG BỐ ĐƠN VỊ BẢO TRỢ NỘI DUNG”	Content: Nhi Design: Ly	25/3	https://m.facebook.com/story.php?story_fbid=pfbid031Sb8FxbBt1h9RTdGxn8GUu621iCkXwv2RVXkGp8ca2WtQPDqrqU16vA6aGECaS8l&id=100075920127357&mibextid=ykz3hl

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Detailed timeline of fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
48	“TỔNG HỢP MỘT VÀI PHƯƠNG PHÁP VỆ SINH GIẤC NGỦ”	Content: Nhi Design: Ly Edit: Trâm	25/3	https://fb.watch/jS8XsA8-fK/?mibextid=ykz3hl
49	“YBOX - ĐƠN VỊ BẢO TRỢ TRUYỀN THÔNG”	Content: Nhi Design: Ly	26/3	https://m.facebook.com/story.php?story_fbid=pfbid02bR3USHB7M5tkhsKX8wrzDQ5Gmo4vk1dxdsnXi6ffW1XEC1Rg6DHTJyuMBUttM9ql&id=100075920127357&mibextid=ykz3hl
50	“NHỮNG BỨC ẢNH DỰ THI ĐẦU TIÊN ĐÃ LÊN SÀN”	Content: Nhi	26/3	https://m.facebook.com/story.php?story_fbid=pfbid0rzYy5ozBvLyToyh16hqBoEE1bjVnMCw9CK7sWSuvCjo5JdvSr5p7rgTR481W1Yzrl&id=100075920127357&mibextid=ykz3hl
51	“RU9 - ĐỐI TÁC ĐỒNG HÀNH”	Content: Nhi Design: Ly	27/3	https://m.facebook.com/story.php?story_fbid=pfbid022s2mkCJnS5oLAeULXeWjrFzbgSsdfTfTG3BX2QMvodu7U5Ker8S265vjREg39wFrl&id=100075920127357&mibextid=ykz3hl
52	“VIPROPERTY - ĐỐI TÁC HỖ TRỢ”	Content: Nhi Edit: Tâm	28/3	https://fb.watch/jS8QZRq6mr/?mibextid=ykz3hl

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Detailed timeline of fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
53	“VỆ SINH GIẤC NGỦ” GẦN GỬI QUÁ NÈ!!”	Content: Nhi	28/3	https://m.facebook.com/story.php?story_fbid=pfbid02g5nf5ZnwMcih6cwrPeKEUxZNiiYipqKBgrRnUS2kw73Ubpga6zjGTeB9TqMBN9TxI&id=100075920127357&mibextid=ykz3hl
54	“SOURIS. - NHÀ TÀI TRỢ ĐỒNG CHO CUỘC THI ẢNH”	Content: Nhi Design: Ly	29/3	https://m.facebook.com/story.php?story_fbid=pfbid024JMkpqApnHAXjsMk7s8YsY1uNk4MjdrTtD1o6KFWWhSxqZSgwQj2D2v1oCP54yCLBI&id=100075920127357&mibextid=ykz3hl
55	“THÔNG BÁO GIA HẠN THỜI GIAN THAM GIA CUỘC THI ẢNH”	Content: Nhi Design: Ly	30/3	https://m.facebook.com/story.php?story_fbid=pfbid02xMh1DzKwQxvmTxbBYHVHi2f3cxwGFLTqqBCXqJSW7166yDs65EdLmrY3vDTGxTutI&id=100075920127357&mibextid=ykz3hl
56	“THỜI GIAN ĐÃ ĐƯỢC GIA HẠN. BẠN VẪN CÓ THỂ DỰ THI ĐÓ!!!”	Content: Nhi	30/3	https://m.facebook.com/story.php?story_fbid=pfbid02wdRg5ZFA8h6gi6mQXCyK5SZfDM8pymHTgLLWeugdZuth7bG1caShTuckUEexpjvI&id=100075920127357&mibextid=ykz3hl

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Detailed timeline of fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
57	“THẾ NÀO LÀ MỘT “GIẤC NGỦ CHẤT LƯỢNG?”	Content: Nhi Design: Ly	31/3	https://m.facebook.com/story.php?story_fbid=pfbid02VT5UwsAX1dT32q8Az3uPDqJMK8KcZ2LtBDpmS1ecWauNcafjBQwVH8n1ZsqEmRMI&id=100075920127357&mibextid=ykz3hl
58	““VỆ SINH GIẤC NGỦ” Ở QUANH TA”	Content: Nhi	1/4	https://m.facebook.com/story.php?story_fbid=pfbid036G9vEnhpi4Y6m9UdD9EbuDNTzrtLj3onwDSE22pGHqo47m4gwhv88tcPTXLdbrL2l&id=100075920127357&mibextid=ykz3hl
59	“VÌ SAO BẠN CẦN VỆ SINH GIƯỜNG THƯỜNG XUYỀN?”	Content: Nhi Design: Tâm	2/4	https://m.facebook.com/story.php?story_fbid=pfbid0CHr6vBAWDAttmNT6XZjjjRnHjQ8TBnhKuTgSG3Fwi8Va6Hg7Ew337xzVChNCgMTPI&id=100075920127357&mibextid=ykz3hl
60	“2 PHÚT VỆ SINH GIẤC NGỦ (PHIÊN BẢN TRONG PHÒNG NGỦ)” - Collaboration video	Content: Nhi Edit: Tâm	3/4	https://fb.watch/jS8Ey62zKL/?mibextid=ykz3hl

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Detailed timeline of Fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
61	“CHỈ CÒN 2 TIẾNG NỮA ĐỂ THAM GIA - CUỘC THI ẢNH “VỆ SINH SẠCH, GIẤC NGỦ NGON””	Content: Nhi Design: Tâm	4/4	https://m.facebook.com/story.php?story_fbid=pfbid02GqNTbE5cmsJhbbLhC69TUTaDxTRgR91t8VoyQ5iaDqA7nq7Zaz7oafdYmhTm27Tjl&id=100075920127357&mibextid=ykz3hl
62	“NHỮNG BỨC ẢNH DỰ THI CUỐI CÙNG ĐÃ LỘ DIỆN!! CHỈ CÒN 24 GIỜ TƯƠNG TÁC”	Content: Nhi	4/4	https://m.facebook.com/story.php?story_fbid=pfbid09xD3UTnRBHzzZQWqARUyoCr27MQj5ftDXcKXurr7LgiPz9uue7VUPykh87wpDrqJl&id=100075920127357&mibextid=ykz3hl
63	“ĂN NO TRƯỚC KHI NGỦ CÓ TỐT HÔNG?”	Content: Nhi Design: Tâm	5/4	https://m.facebook.com/story.php?story_fbid=pfbid02kf4NUcQQLrxgx4uJMoFGQyV6vSHLqueUn3hQmcyNByncTDGsquoSBGphj5JnurDI&id=100075920127357&mibextid=ykz3hl
64	“ĐÓNG CỔNG TƯƠNG TÁC - CÙNG ĐỢI MAIL THÔI BẠN ƠI!!!”	Content: Nhi Design: Tâm	5/4	https://m.facebook.com/story.php?story_fbid=pfbid02UyzdSqdwcm4mwhmuYxtUVrFHKhmGCcMYhz82hxaWe3DRWYBGLCsiXzjXFGgNYHr8l&id=100075920127357&mibextid=ykz3hl

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Detailed timeline of fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
65	“CÔNG BỐ 3 GIẢI ĐẶC BIỆT - CUỘC THI ẢNH “VỆ SINH SẠCH, GIẤC NGỦ NGON””	Content: Nhi Design: Ly	6/4	https://m.facebook.com/story.php?story_fbid=pfbid0ar5KXw8m9oS4a5YPv7ZAhK7vRxa8Yeu7ZomGHQVMeu65ygaV6YnFg7YJjwBiCegl&id=100075920127357&mibextid=ykz3hl
66	“UỐNG TRÀ GÌ NGỦ CHO NGON?”	Content: Nhi Design: Ly	7/4	https://m.facebook.com/story.php?story_fbid=pfbid02fbPmYsZXyfKgPdKBYHW4cr4YZtpqpUQ9a3TZNrNZzX673B2wjap4GBmyuBA7iuwLI&id=100075920127357&mibextid=ykz3hl
67	“TRI ÂN SỰ ĐỒNG HÀNH VÀ HỖ TRỢ CỦA QUÝ ĐỐI TÁC”	Content: Nhi Design: Ly	8/4	https://m.facebook.com/story.php?story_fbid=pfbid0349WenRn1zNK5mDPpTRkAWQXhg63QjgHZDDFTMp28TSL4ek7H9HK6xGGPFE7XAcxal&id=100075920127357&mibextid=ykz3hl

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APPENDIX 3: Timeline for Social Media Posts

Detailed timeline of fanpage “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
68	“VỆ SINH GIẤC NGỦ CHECKKKK”	Content: Nhi Design: Ly Edit: Trâm	9/4	https://fb.watch/jS8vMCNvIv/?mibextid=ykz3hl
69	“FEEDBACK CHIẾN DỊCH “VỆ SINH SẠCH, GIẤC NGỦ NGON””	Content: Nhi Design: Ly	10/4	https://m.facebook.com/story.php?story_fbid=pfbid0F6MPxyrFT rV5yDREvG9kS6Qg8rfyrLLpb CHiTkLCh536Md8FJfn25gAab 947Gzoal&id=100075920127357&mibextid=ykz3hl

Table 10. Timeline social posts of fanpage “Thích ngủ” in 8 weeks

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APPENDIX 3: Timeline for Social Media Posts

Details timeline of TikTok “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
1	“Hồi đó - Bây giờ”	Trâm	6/2	https://vt.tiktok.com/ZS8fwaHfe/
2	“Bóng đèn”	Trâm	7/2	https://vt.tiktok.com/ZS8fw9q5p/
3	“Châm ngôn động lực”	Trâm	8/2	https://vt.tiktok.com/ZS8fwvDDq/
4	“Trời mưa ngủ ngon”	Trâm	9/2	https://vt.tiktok.com/ZS8nQfEu5/
5	“Trước và sau khi ngủ dậy”	Trâm	10/2	https://vt.tiktok.com/ZS8nQQ63Q/
6	“Vệ sinh giấc ngủ”	Trâm	11/2	https://vt.tiktok.com/ZS8nQS66m/
7	“Valentine năm nay bạn đã làm gì?”	Trâm	14/2	https://vt.tiktok.com/ZS8nQmrAs/
8	“Thức dậy vào giờ cố định”	Trâm	16/2	https://vt.tiktok.com/ZS8nQb9yg/
9	“Đi ngủ vào giờ cố định”	Trâm	17/2	https://vt.tiktok.com/ZS8nQ4y3v/
10	“Vòng lặp nhờ vả”	Trâm	18/2	https://vt.tiktok.com/ZS8nQmn4A/
11	“Thời gian ngủ trưa”	Trâm	19/2	https://vt.tiktok.com/ZS8nQb6rY/
12	“Book lịch đẹp ngủ cho ngon”	Trâm	20/2	https://vt.tiktok.com/ZS8nQko1j/

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APPENDIX 3: Timeline for Social Media Posts

Details timeline of TikTok “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
13	“Ai là triệu phú”	Trâm	22/2	https://vt.tiktok.com/ZS8nQDD1q/
14	“Giảm ánh sáng xanh”	Trâm	23/2	https://vt.tiktok.com/ZS8nQU9sq/
15	“Đừng ôm bồn chồn đi ngủ”	Trâm	24/2	https://vt.tiktok.com/ZS8nQPbfL/
16	“Thư giãn trước khi ngủ”	Trâm	25/2	https://vt.tiktok.com/ZS8nQScma/
17	“Vòng lặp hạnh phúc mỗi khi đêm về”	Trâm	26/2	https://vt.tiktok.com/ZS8nQPLtG/
18	“Tôi cần sự riêng tư”	Trâm	5/3	https://vt.tiktok.com/ZS8nQmd9X/
19	“Món quà 8/3 tuyệt vời nhất”	Trâm	8/3	https://vt.tiktok.com/ZS8nQSXFu/
20	“Phơi nắng ngủ ngon” (Version 1)	Trâm	10/3	https://vt.tiktok.com/ZS8nQX3cU/
21	“Phơi nắng ngủ ngon” (Version 2)	Trâm	10/3	https://vt.tiktok.com/ZS8nQ5Md4/
22	“Ăn uống trước khi ngủ” (Version 1)	Trâm	22/3	https://vt.tiktok.com/ZS8nQHfPs/
23	“Ăn uống trước khi ngủ” (Version 2)	Trâm	22/3	https://vt.tiktok.com/ZS8nQDyss/

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APPENDIX 3: Timeline for Social Media Posts

Details timeline of TikTok “Thích ngủ” in 8 weeks

No.	Name	Person in charge	Date	Link
24	“Tập thể dục như thế nào”	Trâm	24/3	https://vt.tiktok.com/ZS8nQAA8x/
25	“Vệ sinh” thói quen	Trâm	25/3	https://vt.tiktok.com/ZS8nQSXYt/
26	“Gối liệu có ảnh hưởng đến giấc ngủ”	Trâm	25/3	https://vt.tiktok.com/ZS8nQVN5F/
27	“Môi trường ngủ tuyệt vời”	Trâm	26/3	https://vt.tiktok.com/ZS8nQmehS/
28	“Mùi hương giúp dễ ngủ”	Trâm	26/3	https://vt.tiktok.com/ZS8nQUy6M/
29	“Môi trường ngủ vỗ về giấc ngủ”	Trâm	27/3	https://vt.tiktok.com/ZS8nQCVvb/
30	“Bữa tiệc ngủ”	Trâm	27/3	https://vt.tiktok.com/ZS8nQCvup/
31	Điều hướng cuộc thi ảnh	Trâm	24/3 to 4/4	Story has no link
32	“Tôi yêu ngủ”	Trâm	30/3	https://vt.tiktok.com/ZS8nQbqXq/
33	“Cách ngủ ngon”	Trâm	2/4	https://vt.tiktok.com/ZS8nQDf1t/
34	“Vệ sinh giấc ngủ check”	Trâm	9/4	https://vt.tiktok.com/ZS8nQhonh/

Table 11. Timeline social posts of TikTok “Thích ngủ” in 8 weeks

APPENDIX 4: Production Timeline

TIMELINE SẢN XUẤT		Partner		Team		Đồ án bắt đầu:		2/1/2023		Tuần 1		Tuần 2		Tuần 3		Tuần 4		Tuần 5		Tuần 6		Tuần 7		Tuần 8		Tuần 9		Tuần 10		Tuần 11		Tuần 12		Tuần 13		Tuần 14	
1	Đang thực hiện	Chưa thực hiện	Đang thực hiện	Đã thực hiện																																	
2	Phát triển																																				
3	Phát triển																																				
4	Phát triển																																				
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18	Phát triển																																				
19	Phát triển																																				
20	Phát triển			</																																	

Table 12. Production timeline

CHAPTER 8. APPENDIX

APPENDIX 5: Risk Management

This is the risk management table during the implementation of the campaign, divided into main parts such as executive account, Facebook management, TikTok management and production risk.

BẢNG QUẢN LÝ RỦI RO								
Nhóm	B4M9			Cao				
Tên Dự án	Chiến dịch truyền thông nâng cao nhận thức về vệ sinh giấc ngủ			Trung Bình				
Thời gian tổ chức	01/02/2023 - 10/04/2023			Thấp				
Người lập	Bùi Lý Ngọc Tâm Nguyễn Thị Ngọc Trâm Nguyễn Thị Khánh Ly Võ Nguyễn Lan Nhi							
BẢNG QUẢN LÝ RỦI RO								
STT	Nội dung	Vấn đề/ Khủng hoảng	Mức độ	Có ngăn chặn được không	Nguyên nhân vấn đề	Điểm gia tăng mức độ	Quy trình xử lý	Chịu trách nhiệm
Đối ngoại với các bên liên quan								
1	Nhà tài trợ có các yêu cầu tác động đến chủ đề cốt lõi của chương trình	Vấn đề		Ngăn chặn được	Nhà tài trợ trình bày nhiều ý tưởng mới khác với yêu cầu của mình đưa ra	Vẫn tiếp tục hoạt động	- Khi soạn hợp đồng phải nêu rõ điều lệ và giới hạn phạm vi quyền lợi của NTT. - Xem xét các yêu cầu và từ chối nếu cần thiết. - Cần cầu xác nhận thông tin trước sự kiện với bên nhà tài trợ.	Bùi Lý Ngọc Tâm, Võ Nguyễn Lan Nhi Account Executive
2	Nhà tài trợ yêu cầu bổ sung các quyết định liên quan đến quyền lợi, tài trợ, truyền thông ngoài thuần.	Vấn đề		Ngăn chặn được	Nhà tài trợ cảm thấy họ có thể có thêm nhiều lợi nhuận hơn từ số tiền họ bỏ ra	Vẫn tiếp tục hoạt động	- Liên hệ với bên nhà tài trợ và bàn bạc về vấn đề trên nếu: + Extra sự việc không quá nhiều, chỉ là các bài truyền thông, không ảnh hưởng nhiều đến kinh phí của BTC, thoả hiệp và chấp nhận thêm. + Nếu lương công. việc thêm quá nhiều, hoặc đã lên bài truyền thông, BTC sẽ cân giải quyết theo hợp đồng và giải thích chi tiết cho họ vì việc tăng giá trị thêm quá lớn sẽ ảnh hưởng đến các stakeholders khác. Nên sẽ không thể thoả thuận với việc này. Và cần tìm nhà tài trợ mới để kịp tiến độ. + Cố gắng kiểm soát sự việc này ngay từ lúc ban đầu.	
3	Nhà tài trợ không cung cấp đủ phần tài trợ như trong hợp đồng	Vấn đề		Ngăn chặn được	Bên nhà tài trợ sai sót về xử lý dữ liệu.	Vẫn tiếp tục hoạt động	- Khi soạn hợp đồng phải nêu rõ điều lệ và nếu NTT không đáp ứng đúng thì bên BTC có quyền không thực hiện những quyền lợi cho NTT. - Cần email xác nhận trước sự kiện với bên nhà tài trợ. - Xin bên tài trợ cho BTC nhận phần tài trợ trước và xác nhận trước 1 tuần so với ngày sự kiện diễn ra để sắp xếp.	
4	Nhà tài trợ cung cấp phần tài trợ không đúng thời hạn.	Vấn đề		Ngăn chặn được	Vì vấn đề cập nhật thông tin nhận tài trợ sai.	Vẫn tiếp tục hoạt động	- Khi soạn hợp đồng phải nêu rõ thời gian giao hàng. - BTC phải liên tục liên lạc với NTT để giao hàng đúng hạn.	
5	Đến địa điểm quay nhưng nhà tài trợ không giao phòng (phía tài trợ phòng)	Vấn đề		Ngăn chặn được	Phía đối tác gặp trục trặc	Vẫn tiếp tục hoạt động	- Liên hệ trước trong nhiều ngày, xác nhận sẽ gặp ai, số điện thoại nào để lấy phòng. - Đến trước 1 ngày để checkin và chuẩn bị	
6	Không liên hệ được với người thắng giải	Vấn đề		Ngăn chặn được	Phía người thắng giải gặp trục trặc	Vẫn tiếp tục hoạt động	- Lúc điền form tham gia hỏi email và các phương thức liên lạc dự phòng. Gửi mail yêu cầu phản hồi trong 10 ngày và mình vẫn tìm cách liên lạc. Kèm lưu ý trong bài đăng công bố là sau thời hạn nếu 2 bên không thể liên lạc sẽ chuyển qua cho ban khác.	
Truyền thông Facebook								
1	Bị spam bình luận tiêu cực	Vấn đề		Ngăn chặn được	Khán giả có ấn tượng không tốt với chủ đề/NTT/đối tượng bài viết.	Vẫn tiếp tục hoạt động	- Ban truyền thông khóa tính năng bình luận trên các bài viết. - Tiến hành xóa các bình luận tiêu cực nếu cần thiết - BTC tìm ra nguyên nhân vì sao lại có các bình luận đó và cách khắc phục. - Đưa ra thông cáo rõ ràng về những vấn đề tiêu cực đó và các giải quyết của BTC.	Nguyễn Thị Khánh Ly Võ Nguyễn Lan Nhi - Co-Facebook Manager
2	Mini game nhưng không có người tham gia.	Vấn đề		Ngăn chặn được	Tổ chức minigame vào dịp thi cử, bận bịu và cuối năm nên khán giả không có thời gian tương tác.	Vẫn tiếp tục hoạt động	Có một đội "chim mồi" để tham gia minigame.	
3	Lượt reach minigame thấp	Vấn đề		Ngăn chặn được	Cùng lúc đó có minigame quy mô lớn hơn được diễn ra.	Vẫn tiếp tục hoạt động	Có một đội "chim mồi" để kêu gọi chơi minigame	
4	Các kênh hỗ trợ truyền thông không đăng bài	Vấn đề		Ngăn chặn được	Các kênh truyền thông có quá nhiều sự kiện để đăng nên bỏ lỡ bài đăng về giải đấu.	Vẫn tiếp tục hoạt động	Liên hệ các kênh đó để nhắc nhở và đền bù thiệt hại cho sự kiện	
5	Các thí sinh tham gia minigame từ chối phỏng vấn	Vấn đề		Ngăn chặn được	Tâm thế ngại ống kính; cần giữ sự riêng tư cá nhân	Vẫn tiếp tục hoạt động	- Gửi lời mời phỏng vấn trước cho các bạn. - Gửi câu hỏi mẫu cho các bạn - Thu âm ban nhưng hình ảnh là hoạt họa.	
6	Chạy bài ở kênh đã chọn (FB, TT) nhưng không hiệu quả bằng kênh chạy thử (IG, YT)	Vấn đề		Không ngăn chặn được	Các kết quả có được từ thử nghiệm trước không còn áp dụng được cho hiện tại. FB đối tượng toàn	Vẫn tiếp tục hoạt động	- Chia các nền tảng cho các thành viên chịu trách nhiệm giám sát. - Cập nhật mỗi ngày độ tiếp cận của bài đăng, thời gian đăng và đặt các giá thiết, tiếp tục cải tiến vào ngày tiếp theo. - Bổ trí đội ngũ "chim mồi" tương tác ở các nền tảng chính.	
7	Nền tảng Facebook sắp	Khủng hoảng		Không ngăn chặn được	Nền tảng Facebook gặp lỗi ở riêng Việt Nam hoặc toàn thế giới. (như sự việc năm 2021)	Vẫn tiếp tục hoạt động	- Tăng cường cập nhật tin tức qua báo chí, email, các nền tảng mạng xã hội khác, nội bộ sinh viên trường và tìm phương án giải quyết phù hợp. - (FB sắp trong thời gian lâu) Chọn nền tảng mới thay thế, thay đổi chiến lược dự án. Gửi mail thông báo cho người theo dõi về địa chỉ mới. - (FB sắp trong thời gian ngắn) Tận dụng làm lời để để đăng nội dung thu hút sau khi FB có thể hoạt động trở lại.	

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APPENDIX 5: Risk Management

Truyền thông Tiktok								
1	Bị spam bình luận tiêu cực	Vấn đề		Ngăn chặn được	Khán giả có ấn tượng không tốt với chủ đề/NTT trong bài viết.	Vẫn tiếp tục hoạt động	<ul style="list-style-type: none">- Ban truyền thông khóa tính năng bình luận trên các bài viết.- Tiến hành xóa các bình luận tiêu cực nếu cần thiết.- BTC tìm ra nguyên nhân vì sao lại có các bình luận đó và cách khắc phục.- Đưa ra thông cáo rõ ràng về những vấn đề tiêu cực đó và các giải quyết của BTC.	Nguyễn Thị Ngọc Trâm Tiktok Manager
2	Chạy bài ở kênh đã chọn (FB, TT) nhưng không hiệu quả bằng kênh chạy thử (IG, YT)	Vấn đề		Không ngăn chặn được	Các kết quả có được từ thử nghiệm trước không còn áp dụng được cho hiện tại. TT đối thuật toán	Vẫn tiếp tục hoạt động	<ul style="list-style-type: none">- Chia các nền tảng cho các thành viên chịu trách nhiệm giám sát.- Cập nhật mỗi ngày độ tiếp cận của bài đăng, thời gian đăng và đặt các giá thiết, tiếp tục cải tiến vào ngày tiếp theo.- Bổ trí đội ngũ "chim mồi" tương tác ở các nền tảng chính.	
3	Nền tảng Tiktok sập	Khủng hoảng		Không ngăn chặn được	Nền tảng Tiktok gặp lỗi ở riêng Việt Nam hoặc toàn thế giới.	Vẫn tiếp tục hoạt động	<ul style="list-style-type: none">- Tăng cường cập nhật tin tức qua báo chí, email, các nền tảng mạng xã hội khác, nội bộ sinh viên trường và tìm phương án giải quyết phù hợp.- (TT sập trong thời gian lâu) Chọn nền tảng mới thay thế, thay đổi chiến lược dự án. Gửi mail thông báo cho người theo dõi về địa chỉ mới.- (TT sập trong thời gian ngắn) Tán dụng làm lại nội để đăng nội dung thu hút sau khi có thể hoạt động trở lại.	
Production								
1	Nội dung không còn thu hút người đọc	Vấn đề		Ngăn chặn được	Khán giả đã quen thuộc với cách viết bài và không còn hứng thú. Đang có trend mới thu hút thị hiếu khán giả	Vẫn tiếp tục hoạt động	<ul style="list-style-type: none">- Thường xuyên cập nhật xu hướng, cách viết mới.- Học tập từ các bài viết thu hút trước đó của page khác.- Đưa cho bạn bè đọc và nhận xét trước khi đăng bài.	Bùi Lý Ngọc Tâm - Leader Võ Nguyễn Lan Nhi Content Manager
2	Hình ảnh xảy ra lỗi	Vấn đề		Ngăn chặn được	Lỗi từ phần mềm của người xem không xem được. Sai sót trong hình ảnh nằm ngoài dự kiến	Vẫn tiếp tục hoạt động	<ul style="list-style-type: none">- Kiểm tra bằng nhiều thiết bị sau khi đăng tải lên fanpage. Ghi thêm chú thích cho người xem nếu cần thiết.- Kiểm tra kỹ ở bước xuất hình ảnh, trước và sau khi đăng tải hình ảnh. Sửa ngay khi phát hiện lỗi.- Nếu khán giả phát hiện thì trả lời bình luận cảm ơn.	Nguyễn Thị Khánh Ly Illustration Manager
3	Khán giả phản hồi tiêu cực về video	Vấn đề		Không ngăn chặn được	Khán giả có ấn tượng không tốt với chủ đề/NTT/đối tượng/ lồng tiếng trong video	Vẫn tiếp tục hoạt động	<ul style="list-style-type: none">- Ban truyền thông khóa tính năng bình luận trên các bài viết.- Tiến hành xóa các bình luận tiêu cực nếu cần thiết.- BTC tìm ra nguyên nhân vì sao lại có các bình luận đó và cách khắc phục.- Đưa ra thông cáo rõ ràng về những vấn đề tiêu cực đó và các giải quyết của BTC.	Nguyễn Thị Ngọc Trâm Video Manager
4	Âm thanh bị đánh bản quyền dù không vi phạm	Vấn đề		Không ngăn chặn được	Sai sót nằm ngoài dự kiến (như trường hợp video TT bị đánh bản quyền giọng của chính mình)	Vẫn tiếp tục hoạt động	<ul style="list-style-type: none">- Bình luận đính chính ở cuối video.- Reup nếu có thể và cần thiết	Nguyễn Thị Ngọc Trâm Sound Manager

Table 13. Risk Management

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APPENDIX 6: Character set

Ánh: She goes to bed early every day, but she doesn't wake up until the afternoon. She likes to listen to music and watch muk-bang before going to sleep. Always have your own pillow when you sleep. Always pay attention to the sleeping environment such as temperature, light, and scent.



Figure 60.1. Character Ánh

Tâm: Eating and sleeping with the deadline, running the deadline anytime, anywhere, the laptop is something that cannot be separated. Due to too many deadlines, he is increasingly stunted. Drunk 1 can. Almost always with messy hair. Due to running the deadline too much, I am afraid of contact with the human world.



Figure 60.2. Character Tâm

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APPENDIX 6: Character set



Figure 60.3. Character Hương

Hương: Apprentice painter, drawing all day. The house has a cat, but always wants the bed to be clean, so there are all kinds of tools in the house. Eat healthily, and live well but worry a lot. Live according to the established timeline of the day. Always go to bed at 10 but lie anxiously until 12 at night. Or go to drink a lot of water at night, so I often go to the toilet at night. Every night, I have to turn on the light to go to bed to easily get up to go to the bathroom, so I have to use a blindfold to sleep.

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APPENDIX 6: Character set



Figure 60.4. Character Thanh

Thanh: The games lover, who always surfs TikTok late at night, and never sleeps early. Like to eat or eat at night, the shirt is shaped like instant noodles. Policy to go there or go there. There is a lover, due to a long-distance relationship, so she often calls and texts her lover, not far from the phone. Or vent, confiding with teddy bears.

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APPENDIX 7: Script of Long animation video

Link video: <https://vt.tiktok.com/ZS8WXnrFN/> or
<https://fb.watch/jS8XsA8-fK/?mibextid=ykz3hl>

Note: All sentences in “..” are speech and must be dubbed there.

Scene	Artwork	Sound
1	Draw the scene behind Hương sitting in front of the computer pressing the keyboard.	Keyboard click sound
2	The computer screen is about to post a post about SLEEP CLEANING on Facebook (must clearly see the word sleep hygiene, time 19:00). Mouse over the post button.	Click sound
3	Hand rings the doorbell.	Ringtone
4	Still sitting in the back but with an exclamation mark and the head is slightly turned.	
5	The door opens, see the door and friends are carrying armpits.	Door opening sound
6	Put food and drinks on the table.	
7	Ánh brings essential oils to the bedroom, combined with a chat bubble "Tui để tinh dầu vô phòng bà rồi nha" (Fragrant essential oils). Seeing a cat lying on the bed.	
8	Ánh petting a cat lying on the bed.	
9	Thanh crying out to eat echoed in "Ra ăn nè Ánh", leaving the room.	

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APPENDIX 7: Script of Long animation video

10	Thanh sat between Tâm and Ánh, Thanh put too much in the bowl, Tâm and Ánh at the same time reminded Thanh not to overeat before sleeping. "Ăn no trước khi đi ngủ không tốt nha."	The sound of picking chopsticks, dubbing
11	Tâm holds a beer can to prepare to drink, Ánh holds a cup of coffee before preparing to drink. Thanh raised her hand to remind them " Uống rượu bia và cà phê cũng không tốt nha". (scene 10 and 11 have the same image, the top 10 appears first, and the bottom 11 appears later).	Click sound
12	The clock shows 21:00, Tâm hugs her laptop, Thanh holds her phone to play a game, Ánh is chatting on FB (then the effect disappears and the question marks on the head).	Ringtone
13	A pleased face of Hương "it's fun to come here and play".	
14	The scene of 4 children meditating, ánh and Hương were unable to sit still, Thanh and Tâm were like "ủa gì vậy".	Temple bell
15	22:00 Hương sees that the bed is full of cat hair, so it should be vacuumed.	Vacuum cleaner sound
16	Thanh sits in front of the mirror for skin care.	
17	Tâm tried two pillows.	Pillow sound

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APPENDIX 7: Script of Long animation video

18	Tâm throws 1 pillow.	
19	Tâm lies on the pillow with the other side enjoying (insert Ru9 logo next to the pillow).	
20	Ánh is hugging a pillow to sleep.	
21	Press the button to open the air conditioner → the temperature is not too hot or too cold.	Title sound
22	Click to turn off the light. “Vệ sinh sạch, giấc ngủ ngon”.	Click sound

Table 14. Script of Long animation video - "Sleep party"

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APPENDIX 8: Script of Collaboration video

Link video: https://fb.watch/jW33Xi_07/

Scene	Idea	Script
1	Take a panoramic view of the outside and lead to the door to enter the bedroom	Hi everybody!! I see that many young people are also learning how to arrange their bedroom and how to have a nighttime routine before going to bed to have a good and comfortable sleep. So today, let's see how Love to Sleep has implemented sleep hygiene!
2	Camera goes in slowly, covers the bedroom	My room currently looks like this. This is what was available when I just checked in from VIProperty
3	Filmed the bed scene, with the scene outside the window	The view is not good. First, I'll make the bed.
4	Pull the curtains to brighten the room	You may not often notice this detail, but the secret to using bed sheets, pillows and blankets is to rely on that material. Most of the materials that can make us comfortable when lying down are cotton, cotton blends, silk, modal and flannel. Except for the flannel fabric that is specialized for cold seasons to get warmth, the remaining fabrics that I just mentioned bring coolness, softness, breathability and comfort when reclining. You can't sleep without your favorite pillow, right?
5	Vacuum the bed, pat the pillow flat	
6	Reposition teddy bear	

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APPENDIX 8: Script of Collaboration video

7	Decorating the bedside cabinet: order photo frames, mini calendars, scented candles and books, respectively	Recently, scented candles are items that are no longer strange to everyone. It has many uses, such as creating a feeling of warmth for the room, bactericidal, anti-mold, mental relaxation and helping us sleep well. However, when choosing scented candles, you also need to learn carefully, so choose reputable brands and natural candle ingredients as possible!
8	Dark screen, fast forward to night	
9	Turn on the night light, the candle is burning, pick up the book	<p>My evening routine usually starts with a clean shower, skincare, then go to bed to read a book and keep my mind relaxed, "chill chill"</p> <p>If you do not know, according to research, the appropriate temperature for sleep is 15.5 - 20 degrees Celsius. As for light, I think you all have heard that yellow light is a very important factor to help our eyes soften and easily fall asleep, right?</p>
10	Bed headrest reading book	<p>Normally I go to bed and wake up at the same time, regardless of weekday or weekend.</p> <p>If you want to sleep well, you not only need to clean your body and bedroom, but also keep your mind at peace. I like to read books, like my friends like to meditate. As long as you don't bring your troubles to bed, it's fine.</p>
11	Close the book and put it on the nightstand	Before going to bed, we should repeat the nightly routine in order. Because we're training our minds to pick up the bedtime cues
12	Turn off the lights, turn off the candles	End the day with a good night's sleep in a room 10 out of 10

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APPENDIX 8: Script of Collaboration video

13	Shoot outdoor view at night	Show off a little night view before turning off the vlog
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Table 15. Script of Collaboration video - "Sleep hygiene relate to the bedroom"

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APPENDIX 9: Script of interview video

Link video: <https://vt.tiktok.com/ZS8W497Ub/> or <https://fb.watch/jS7t8pFv64/>

A short motion graphic video under 3 minutes about the interview around sleep hygiene insights to recap the campaign, using information from real people (2 men, 2 women) with illustration, motion, title, sub, and voiceover.

Set of interview questions:

- Through which channel do you know about the campaign "Vệ sinh sạch, giấc ngủ ngon"?
- Before following "Thích Ngủ", did you know about sleep hygiene?
- If not, before that, what do you think about sleep hygiene? (something toilet related!). If so, were there any previous actions that you thought were sleep hygiene?
- What do you know more about sleep after following Thích Ngủ? Did you notice something you misunderstood before?

Scriptwriter: Scene transition: based on the answer to insert artwork if any

- Opening: cut interesting passages to attract viewers first.
- Question 1 appears on the screen.
- Consecutive 4 answers from 4 friends.
- Question 2 appears on the screen.
- Consecutive 4 answers from 4 friends.
- Question 3 appears on the screen.
- 4 sentences in a row.

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

A. From 10/2 - 23/2

A.1 Evaluation

Design publications, prepare posts and registration forms.

Tiêu đề	Loại	Số người tiếp cận	Lượt thích và cảm xúc	Bình luận	Lượt chia sẻ	
ngủ một mình vẫn ngon 🍷 Thích ngủ	Quảng cáo bài viết	Bài viết	59 Số tài khoản trong Trun...	26 Cảm xúc	0 Bình luận	0 Lượt chia sẻ
CẨM NANG ☺ - BOOK LỊCH ĐẸP NG... Thích ngủ	Quảng cáo bài viết	Bài viết	75 Số tài khoản trong Trun...	30 Cảm xúc	4 Bình luận	0 Lượt chia sẻ
va-len-tai người ta rủ nhau đi chơi, mình ... Thích ngủ	Quảng cáo bài viết	Bài viết	120 Số tài khoản trong Trun...	33 Cảm xúc	4 Bình luận	1 Lượt chia sẻ
BẬT MÍ BÍ MẬT MANG TÊN "VỀ SINH... Thích ngủ	Quảng cáo bài viết	Bài viết	158 Số tài khoản trong Trun...	27 Cảm xúc	4 Bình luận	0 Lượt chia sẻ
đoán xem chúng tớ sắp mang đến bất n... Thích ngủ	Quảng cáo bài viết	Bài viết	90 Số tài khoản trong Trun...	34 Cảm xúc	13 Bình luận	0 Lượt chia sẻ

Tiêu đề	Loại	Số người tiếp cận	Lượt thích và cảm xúc	Bình luận	Lượt chia sẻ	
Trước sau như 1.... Bài chiến trường 🍷 #... Thích ngủ	Quảng cáo bài viết	Bài viết	70 Số tài khoản trong Trun...	33 Cảm xúc	1 Bình luận	0 Lượt chia sẻ
Trước khi ngủ và sau khi ngủ có sự khác biệt nhẹ #sleephygiene ... b4m9.thichngu	Bài viết	53 Số tài khoản trong Trun...	5 Lượt thích	0 Bình luận	0 Lượt chia sẻ	
Hãy theo dõi TikTok của Thích ngủ để đón xe... Thích ngủ	Tạo quảng cáo	--	--	--	--	
1 ngày làm chẳng nên non 21 ngày c... Thích ngủ	Quảng cáo bài viết	Bài viết	112 Số tài khoản trong Trun...	27 Cảm xúc	7 Bình luận	0 Lượt chia sẻ
Thử thách 21 ngày 21 đêm dậy sớm ngủ ... Thích ngủ	Quảng cáo bài viết	Bài viết	171 Số tài khoản trong Trun...	38 Cảm xúc	12 Bình luận	1 Lượt chia sẻ

Tiêu đề	Loại	Số người tiếp cận	Lượt thích và cảm xúc	Bình luận	Lượt chia sẻ	
Ngày đầu đi ngủ đúng giờ (check ✓) N... Thích ngủ	Quảng cáo bài viết	Bài viết	99 Số tài khoản trong Trun...	37 Cảm xúc	8 Bình luận	0 Lượt chia sẻ
Mỗi lần trời mưa chỉ muốn đắp chăn đi ngủ 🍷 #sleepbetter #rai... b4m9.thichngu	Bài viết	118 Số tài khoản trong Trun...	7 Lượt thích	0 Bình luận	0 Lượt chia sẻ	
Bất ngờ gặp gỡ vệ sinh giấc ngủ như đư... Thích ngủ	Quảng cáo bài viết	Bài viết	66 Số tài khoản trong Trun...	32 Cảm xúc	0 Bình luận	0 Lượt chia sẻ
Muốn khỏe đẹp thì phải ngủ thật đủ 🍷 ... Thích ngủ	Quảng cáo bài viết	Bài viết	96 Số tài khoản trong Trun...	32 Cảm xúc	6 Bình luận	0 Lượt chia sẻ
Thử lực bí ẩn mỗi đêm 🍷 #B4M9 #sleep... Thích ngủ	Quảng cáo bài viết	Bài viết	67 Số tài khoản trong Trun...	27 Cảm xúc	1 Bình luận	0 Lượt chia sẻ

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

A. From 10/2 - 23/2

A.1 Evaluation

Tiêu đề	Loại	Số người tiếp cận	Lượt thích và cảm xúc	Bình luận	Lượt chia sẻ
Đi ngủ thôi nào các bạn mình ơiiiii 🥰 #s...	Quảng cáo bài viết	81 Số tài khoản trong Trun...	28 Cảm xúc	0 Bình luận	0 Lượt chia sẻ
Bạn đã bao giờ dậy trước báo thức chưa? 🤖 #sleepbetter #wak... b4m9.thichngu	Bài viết	250 Số tài khoản trong Trun...	9 Lượt thích	0 Bình luận	0 Lượt chia sẻ
(↪️👉👈) LOA LOA LOA MINIGAM...	Quảng cáo bài viết	1,1K Số tài khoản trong Trun...	69 Cảm xúc	27 Bình luận	18 Lượt chia sẻ
Deadline vs. Ngủ. Bạn chọn ai? Thích ...	Quảng cáo bài viết	118 Số tài khoản trong Trun...	34 Cảm xúc	8 Bình luận	0 Lượt chia sẻ
NHÀ PHẢI CÓ NÓC, NGỦ PHẢI CÓ G...	Quảng cáo bài viết	109 Số tài khoản trong Trun...	34 Cảm xúc	7 Bình luận	0 Lượt chia sẻ

Tiêu đề	Loại	Số người tiếp cận	Lượt thích và cảm xúc	Bình luận	Lượt chia sẻ
TẠI SAO MUỐN NGỦ NGON THÌ PHẢI...	Quảng cáo bài viết	114 Số tài khoản trong Trun...	35 Cảm xúc	9 Bình luận	0 Lượt chia sẻ
CÔNG BỐ KẾT QUẢ MINIGAME 🎮 ✨	Quảng cáo bài viết	123 Số tài khoản trong Trun...	31 Cảm xúc	10 Bình luận	0 Lượt chia sẻ
Nhà bao việc, deadline gì tâm này nữa, đ...	Quảng cáo bài viết	99 Số tài khoản trong Trun...	30 Cảm xúc	5 Bình luận	0 Lượt chia sẻ
CẨM NANG 📖 - VÒNG LẬP HÀNH PH...	Quảng cáo bài viết	90 Số tài khoản trong Trun...	33 Cảm xúc	4 Bình luận	0 Lượt chia sẻ
Đi ngủ thôi nào các bạn mình ơiiiii 🥰 #s...	Quảng cáo bài viết	81 Số tài khoản trong Trun...	28 Cảm xúc	0 Bình luận	0 Lượt chia sẻ

Figure 61. Evaluate the effectiveness of Facebook. Source: Meta Business Suite

In which, week 2 learns and applies SEO content to improve online communication efficiency. However, it has not yet achieved the desired effect. The content and images of the article do not have central information and cannot provide specific solutions for readers. At the same time, the articles have not shown the link on the topic post. Videos when posted on Facebook watch are not effective, only stopping at from 58 reach to 140 reach.

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

A. From 10/2 - 23/2

A.1 Evaluation



Figure 62. Evaluate Facebook Watch. Source: Meta Business Suite



Figure 63. Evaluate Facebook Watch. Source: Meta Business Suite

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

A. From 10/2 - 23/2

A.1 Evaluation

The communication effect from 10/2 - 23/2 is not as effective as expected, it is necessary to take action to change to achieve another effect. Besides posting Facebook Watch, the group also tested the effectiveness of Facebook and achieved 2,700 reach, 2,900 views. The team decided not to post Facebook Watch, focusing on posting videos on Facebook Reels.

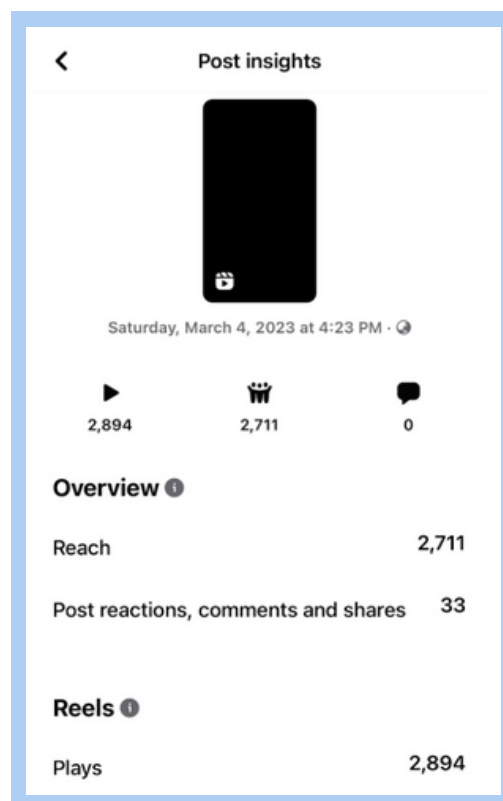


Figure 64. Evaluate Facebook Reels. Source: Meta Business Suite

Posts on Valentine's Day and following trends have higher reach and engagement than regular posts, can be leveraged and interspersed with informative posts to diversify content, attract and retain target audience.

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

A. From 10/2 - 23/2

A.2 Problem and resolution

No.	Content that needs to be fixed	Solutions
1	Article length	Limit post word count from 90 - 300 words
2	Improve communication efficiency	Learn and apply SEO content
3	Capture the attention of the target audience	Besides knowledge articles, alternately posting funny articles, taking advantage of holiday events,...
4	Attract target audience to like fanpage	Seeding, expanding the network to lead fanpage likes
5	Articles need to be linked together	Create an album for each manual and post a compilation video at the end of each manual
6	Facebook watch does work	Take advantage of Facebook reels
7	The golden hour frame does not work	Test posting in many time frames and analyze, choose the right time frame
8	The image does not represent the main content to be conveyed	The image is simple, unfussy and limited to 3 frames, showing the core content of the article
9	Need to provide solutions besides basic knowledge	In each post, both provide knowledge/information and provide solutions for readers

Table 16. Problem and resolution for 10/2 - 23/2

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

B. From 24/2 - 9/3

B.1 Evaluation

From 24/2 - 9/3, after some adjustments and strengthening activities, the reach of each article gradually increased and there was a significant positive change.

Tiêu đề	Loại	Số người tiếp cận	Lượt thích và cảm xúc	Bình luận	Lượt chia sẻ
Cùng gác hết những deadline lại và hãy đi ngủ sớm nhé 🌙 #sle... b4m9.thichngu	Bài viết	138 Số tài khoản trong Trun...	6 Lượt thích	0 Bình luận	0 Lượt chia sẻ
Dậy sớm đón nắng mặt trời và tập thể d... Thích ngủ	Quảng cáo bài viết Bài viết	110 Số tài khoản trong Trun...	32 Cảm xúc	2 Bình luận	0 Lượt chia sẻ
Dù có là cuối tuần thì cũng đừng ngủ trư... Thích ngủ	Quảng cáo bài viết Bài viết	115 Số tài khoản trong Trun...	33 Cảm xúc	3 Bình luận	0 Lượt chia sẻ
THƯ GIÃN RỒI NGỦ, HAY NGỦ RỒI T... Thích ngủ	Quảng cáo bài viết Bài viết	119 Số tài khoản trong Trun...	39 Cảm xúc	6 Bình luận	0 Lượt chia sẻ
Lưu truyền rằng mấy đứa ngủ thường ng... Thích ngủ	Quảng cáo bài viết Bài viết	103 Số tài khoản trong Trun...	34 Cảm xúc	4 Bình luận	0 Lượt chia sẻ

Tiêu đề	Loại	Số người tiếp cận	Lượt thích và cảm xúc	Bình luận	Lượt chia sẻ
VẬY LÀ THẾ DỤC DỮ CHƯA? 🤔 Bạn đã ... Thích ngủ	Quảng cáo bài viết Bài viết	6.1K Số tài khoản trong Trun...	50 Cảm xúc	0 Bình luận	0 Lượt chia sẻ
BO XÍ BƠ VỚI ẨM VẬT VÀ UỐNG NƯỚC ... Thích ngủ	Quảng cáo bài viết Bài viết	203 Số tài khoản trong Trun...	48 Cảm xúc	5 Bình luận	0 Lượt chia sẻ
MÓN QUÀ 8/3 TUYỆT NHẤT MÀ BẠN KH... Thích ngủ	Quảng cáo bài viết Bài viết	204 Số tài khoản trong Trun...	45 Cảm xúc	5 Bình luận	0 Lượt chia sẻ
ĐỌC LẠI THÍCH NGỦ - SÁNG PHOI NẤU... Thích ngủ	Quảng cáo bài viết Bài viết	194 Số tài khoản trong Trun...	50 Cảm xúc	7 Bình luận	0 Lượt chia sẻ
CẨM NANG ☺️: "VỀ SINH" THỜI QUE... Thích ngủ	Quảng cáo bài viết Bài viết	189 Số tài khoản trong Trun...	47 Cảm xúc	6 Bình luận	0 Lượt chia sẻ

Figure 65. Evaluation of Facebook posts. Source: Meta Business Suite

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

B. From 24/2 - 9/3

B.1 Evaluation

A/B testing, the team drew the conclusion: the target audience accepted the article's concise, focused and illustration style.

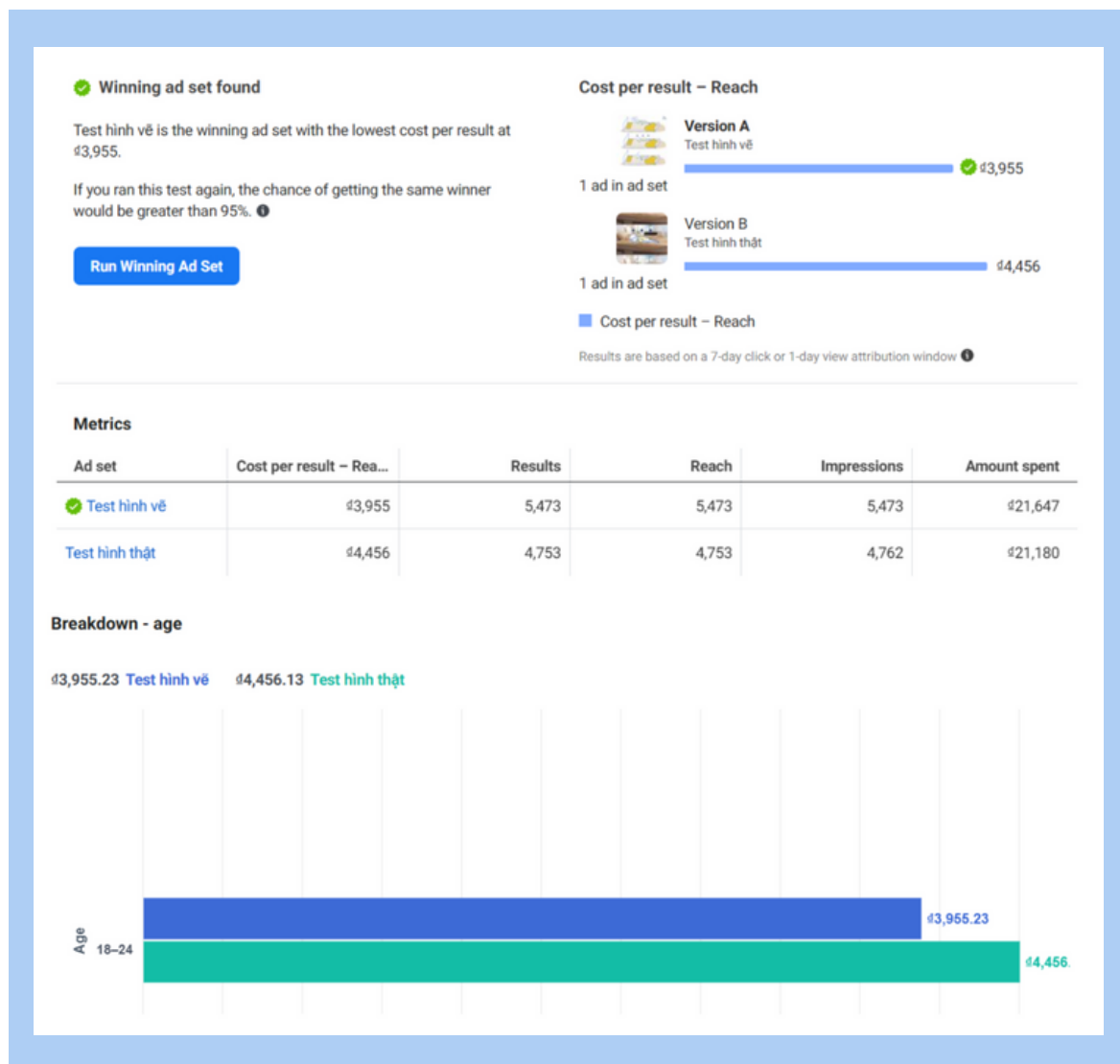


Figure 66. Evaluation of Facebook A/B test. Source: Meta Business Suite

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

B. From 24/2 - 9/3

B.1 Evaluation

Maintaining a video posting on Facebook Reels received 3,600 to 3,700 reach and 3,800 to 3,900 views.



Figure 67. Evaluation of Facebook Reels. Source: Meta Business Suite

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

B. From 24/2 - 9/3

B.2 Problem and resolution

No.	Content that needs to be fixed	Solutions
1	Review the content of the article	Do A/B testing, draw conclusions
2	Need to interact with people who like Fanpage	Allocate time to administer the Fanpage, actively interact and respond to the comments of the target audience

Table 17. Problem and resolution for 24/2 - 9/3

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

C. From 10/3 - 22/3

C.1 Evaluation

After implementing the offline interactive event, the Fanpage reached 110 people and the posts were gradually improved in effectiveness.

Tiêu đề	Loại	Số người tiếp cận	Lượt thích và cảm xúc	Bình luận	Lượt chia sẻ
Cuối kì rồi mọi người ơi, sắp được nghỉ hè rồi. Nhưng cũng...	Bài viết	--	--	--	--
BẠN ĐÃ THÍCH NGỦ CHƯA? Vừa qua biệ...	Quảng cáo bài viết	Bài viết	344 Số tài khoản trong Trun...	77 Cảm xúc	2 Bình luận
Thích ngủ đã có mặt tại sảnh lâu 4 đại h...	Quảng cáo bài viết	Bài viết	581 Số tài khoản trong Trun...	82 Cảm xúc	4 Bình luận
Ủi Zui Ui zì đây ta?? Các bé chính thức lè...	Quảng cáo bài viết	Bài viết	225 Số tài khoản trong Trun...	56 Cảm xúc	0 Bình luận
Alo alo các bạn ơi, ngày mai tại SÂN H LÃ...	Quảng cáo bài viết	Bài viết	336 Số tài khoản trong Trun...	71 Cảm xúc	17 Bình luận
Thích ngủ đã sẵn sàng ở sảnh lâu 3 đại h...	Quảng cáo bài viết	Bài viết	465 Số tài khoản trong Trun...	114 Cảm xúc	3 Bình luận
CHỈ CÒN 1 NGÀY NỮA THÔI!!! Cảm ...	Quảng cáo bài viết	Bài viết	387 Số tài khoản trong Trun...	105 Cảm xúc	3 Bình luận
MẮT KHÔNG THẤY, TAI KHÔNG NGHE, ...	Quảng cáo bài viết	Bài viết	360 Số tài khoản trong Trun...	96 Cảm xúc	2 Bình luận
Thích ngủ đang ở sảnh lâu 1 của đại học ...	Quảng cáo bài viết	Bài viết	347 Số tài khoản trong Trun...	89 Cảm xúc	0 Bình luận
CẨM NANG @: MÔI TRƯỜNG NGỦ V...	Quảng cáo bài viết	Bài viết	287 Số tài khoản trong Trun...	83 Cảm xúc	0 Bình luận
Có thức đêm chơi game, đọc tiểu thuyết, cày phim hay chạy dea...	Bài viết	--	--	--	--
LƯU Ý KHI SỬ DỤNG NẾN THƠM VÀ TIN...	Quảng cáo bài viết	Bài viết	425 Số tài khoản trong Trun...	38 Cảm xúc	12 Bình luận
Ở ĐÂY CHÚNG TÔI CÓ HÌNH ĐẸP ...	Quảng cáo bài viết	Bài viết	429 Số tài khoản trong Trun...	33 Cảm xúc	15 Bình luận
Hút bụi, điều chỉnh nhiệt độ thích hợp, sử dụng bật mắt, v.v. là m...	Bài viết	--	--	--	--
BẠN CÓ BIẾT HỒM VUA QUA (17/3) CHỈ...	Quảng cáo bài viết	Bài viết	285 Số tài khoản trong Trun...	39 Cảm xúc	13 Bình luận

Figure 68. Evaluation of Facebook posts. Source: Meta Business Suite

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

C. From 10/3 - 22/3

C.1 Evaluation

In addition, the team actively interacts and responds to everyone's comments with a fun, approachable style, helping to retain and create sympathy with the target audience.



Figure 69. Comments on Fanpage

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

C. From 10/3 - 22/3

C.2 Problem and resolution

No.	Content that needs to be fixed	Solutions
1	Retention of target audience	Allocate time to administer the fanpage, maintain a positive state of interaction and respond to comments on posts
2	Improve communication efficiency	Implement advertising plan, contact media support

Table 18. Problem and resolution for 10/3 - 23/3

CHAPTER 8. APPENDIX

APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

D. From 23/3 - 6/4

D.1 Evaluation

Until the period from March 23 to April 6, the fanpage "Thích ngủ" has had 1,656 likes, reached 51,898 people, and reached the right target audience.



Figure 70. Evaluation of Facebook page.
Source: Meta Business Suite

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

D. From 23/3 - 6/4

D.1 Evaluation

The reach is stable, most posts have more than 100 reaches.

#cachngungon #goodhabit — Liên hệ với chúng tớ qua: Email: b4m9.thichngu@gmail.com Fanpage: Thích ngủ TikTok: @b4m9.thichngu (Thích ngủ)		Loại	Số người tiếp cận	📈 📉	Lượt thích và cảm xúc	📈 📉	Bình luận	📈 📉	Lượt chia sẻ	📈 📉
	CÔNG BỐ ĐƠN VỊ BẢO TRỢ NỘI DUNG ... Thích ngủ	Quảng cáo bài viết	Bài viết	299 Số tài khoản trong Trun...	37 Cảm xúc	13 Bình luận	0 Lượt chia sẻ			
	CHÍNH THỨC KHỞI ĐỘNG CUỘC THI AN... Thích ngủ	Quảng cáo lại	Bài viết	14K Số tài khoản trong Trun...	47 Cảm xúc	31 Bình luận	10 Lượt chia sẻ			
	NGŨ NGON PHẢI CÓ GỐI ỀM THÍCH ... Thích ngủ	Quảng cáo bài viết	Bài viết	422 Số tài khoản trong Trun...	60 Cảm xúc	40 Bình luận	0 Lượt chia sẻ			
	Có chơi game, cây phim hay chạy deadline ban đêm thì cũng chỉ ... b4m9.thichngu		Bài viết	31 Số tài khoản trong Trun...	1 Lượt thích	0 Bình luận	0 Lượt chia sẻ			
	Có thức đêm chơi game, đọc tiểu thuyết, cây phim hay chạy dea... Thích ngủ		Bài viết	--	--	--	--			

Tiêu đề	Loại	Số người tiếp cận	📈 📉	Lượt thích và cảm xúc	📈 📉	Bình luận	📈 📉	Lượt chia sẻ	📈 📉
	Không chỉ là những thói quen ăn uống, vận động hay chu trình lị... Thích ngủ		Bài viết	--	--	--	--		
	NHỮNG BỨC ẢNH DỰ THI ĐẦU TIÊN ĐÃ... Thích ngủ	Quảng cáo bài viết	Bài viết	473 Số tài khoản trong Trun...	27 Cảm xúc	3 Bình luận	0 Lượt chia sẻ		
	Còn chần chờ gì mà không tham gia n... Thích ngủ	Không thể quảng cáo	Bài viết	127 Số tài khoản trong Trun...	19 Cảm xúc	0 Bình luận	0 Lượt chia sẻ		
	YBOX - ĐƠN VỊ BẢO TRỢ TRUYỀN THÔN... Thích ngủ	Quảng cáo bài viết	Bài viết	349 Số tài khoản trong Trun...	34 Cảm xúc	7 Bình luận	0 Lượt chia sẻ		
	TỔNG HỢP NHỮNG THÓI QUEN GIÚP CẢI TH... Thích ngủ	Quảng cáo lại	Bài viết	12,6K Số tài khoản trong Trun...	33 Cảm xúc	20 Bình luận	2 Lượt chia sẻ		

Tiêu đề	Loại	Số người tiếp cận	📈 📉	Lượt thích và cảm xúc	📈 📉	Bình luận	📈 📉	Lượt chia sẻ	📈 📉
	Bài viết: "TỔNG HỢP MỘT VÀI PHƯƠNG... Thích ngủ	Không thể quảng cáo	Quảng cáo	4,4K Số tài khoản trong Trun...	--	--	--		
	SOURIS. - NHÀ TÀI TRỢ ĐỒNG CHO CU... Thích ngủ	Quảng cáo bài viết	Bài viết	222 Số tài khoản trong Trun...	22 Cảm xúc	8 Bình luận	0 Lượt chia sẻ		
	"VỆ SINH GIÁC NGŨ" GẦN GŨI QUÁ NẾ!!... Thích ngủ	Quảng cáo bài viết	Bài viết	219 Số tài khoản trong Trun...	11 Cảm xúc	3 Bình luận	0 Lượt chia sẻ		
	VIPROPERTY - ĐỐI TÁC HỖ TRỢ ... Thích ngủ	Quảng cáo bài viết	Bài viết	146 Số tài khoản trong Trun...	13 Cảm xúc	0 Bình luận	0 Lượt chia sẻ		
	RUS - ĐỐI TÁC ĐỒNG HÀNH ♥ "Đầu tư... Thích ngủ	Quảng cáo bài viết	Bài viết	323 Số tài khoản trong Trun...	32 Cảm xúc	7 Bình luận	0 Lượt chia sẻ		


CHAPTER 8. APPENDIX

APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

D. From 23/3 - 6/4

D.1 Evaluation

Tiêu đề	Loại	Số người tiếp cận	Lượt thích và cảm xúc	Bình luận	Lượt chia sẻ
<div></div> <div>"VỀ SINH GIÁC NGỦ" Ở QUANH TA 🤔 Đ...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>194 Số tài khoản trong Trun...</div> <div>13 Cảm xúc</div> <div>0 Bình luận</div> <div>0 Lượt chia sẻ</div>					
<div></div> <div>THẾ NÀO LÀ MỘT "GIẤC NGỦ CHẤT LƯ...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>159 Số tài khoản trong Trun...</div> <div>17 Cảm xúc</div> <div>0 Bình luận</div> <div>0 Lượt chia sẻ</div>					
<div></div> <div>Bài viết này không có văn bản</div> <div>Thích ngủ</div> <div>Không thể quảng cáo</div> <div>Tin</div> <div>--</div> <div>28 Cảm xúc</div> <div>--</div> <div>0 Lượt chia sẻ</div>					
<div></div> <div>THỜI GIAN ĐÃ ĐƯỢC GIA HẠN. BẠN VÃ...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>445 Số tài khoản trong Trun...</div> <div>33 Cảm xúc</div> <div>4 Bình luận</div> <div>1 Lượt chia sẻ</div>					
<div></div> <div>🚨 THÔNG BÁO GIA HẠN THỜI GIAN TH...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>218 Số tài khoản trong Trun...</div> <div>24 Cảm xúc</div> <div>5 Bình luận</div> <div>0 Lượt chia sẻ</div>					

Tiêu đề	Loại	Số người tiếp cận	Lượt thích và cảm xúc	Bình luận	Lượt chia sẻ
<div></div> <div>ĐỒNG CỘNG TƯƠNG TÁC - CÙNG ĐỢI ...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>126 Số tài khoản trong Trun...</div> <div>12 Cảm xúc</div> <div>0 Bình luận</div> <div>0 Lượt chia sẻ</div>					
<div></div> <div>ĂN NO TRƯỚC KHI NGỦ CÓ TỐT HỒNG...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>147 Số tài khoản trong Trun...</div> <div>14 Cảm xúc</div> <div>1 Bình luận</div> <div>0 Lượt chia sẻ</div>					
<div></div> <div>NHỮNG BỨC ẢNH DỰ THI CUỐI CÙNG ...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>1,2K Số tài khoản trong Trun...</div> <div>11 Cảm xúc</div> <div>2 Bình luận</div> <div>9 Lượt chia sẻ</div>					
<div></div> <div>🏆 CHỈ CÒN 2 TIẾNG NỬA ĐỂ THAM GI...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>187 Số tài khoản trong Trun...</div> <div>17 Cảm xúc</div> <div>5 Bình luận</div> <div>0 Lượt chia sẻ</div>					
<div></div> <div>🎥 2 PHÚT VỀ SINH GIÁC NGỦ (PHIÊN B...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>145 Số tài khoản trong Trun...</div> <div>24 Cảm xúc</div> <div>5 Bình luận</div> <div>0 Lượt chia sẻ</div>					

Tiêu đề	Loại	Số người tiếp cận	Lượt thích và cảm xúc	Bình luận	Lượt chia sẻ
<div></div> <div>TRI ẮN SỰ ĐỒNG HÀNH VÀ HỖ TRỢ CÙ...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>148 Số tài khoản trong Trun...</div> <div>9 Cảm xúc</div> <div>0 Bình luận</div> <div>0 Lượt chia sẻ</div>					
<div></div> <div>UỐNG TRÀ GÌ NGỦ CHO NGON? 🍵 Nế...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>125 Số tài khoản trong Trun...</div> <div>10 Cảm xúc</div> <div>0 Bình luận</div> <div>0 Lượt chia sẻ</div>					
<div></div> <div>🏆 CÔNG BỐ 3 GIẢI ĐẶC BIỆT - CUỘC T...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>217 Số tài khoản trong Trun...</div> <div>27 Cảm xúc</div> <div>9 Bình luận</div> <div>0 Lượt chia sẻ</div>					
<div></div> <div>ĐỒNG CỘNG TƯƠNG TÁC - CÙNG ĐỢI ...</div> <div>Thích ngủ</div> <div>Quảng cáo bài viết</div> <div>Bài viết</div> <div>126 Số tài khoản trong Trun...</div> <div>12 Cảm xúc</div> <div>0 Bình luận</div> <div>0 Lượt chia sẻ</div>					

Figure 71. Evaluation of Facebook page. Source: Meta Business Suite

CHAPTER 8. APPENDIX

APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

D. From 23/3 - 6/4

D.1 Evaluation

After 2 weeks of launching the online photo contest "Vệ sinh sạch, giấc ngủ ngon" (March 24 - April 6), the total number of participants was 46 people, achieved 19,381 approaches, 634 interactions (472 likes/hearts, 142 comments, 20 shares). The photo contest has received the attention of the target audience and their friends and relatives, each entry has quality from the content (closer to the meaning of sleep hygiene) to the images.

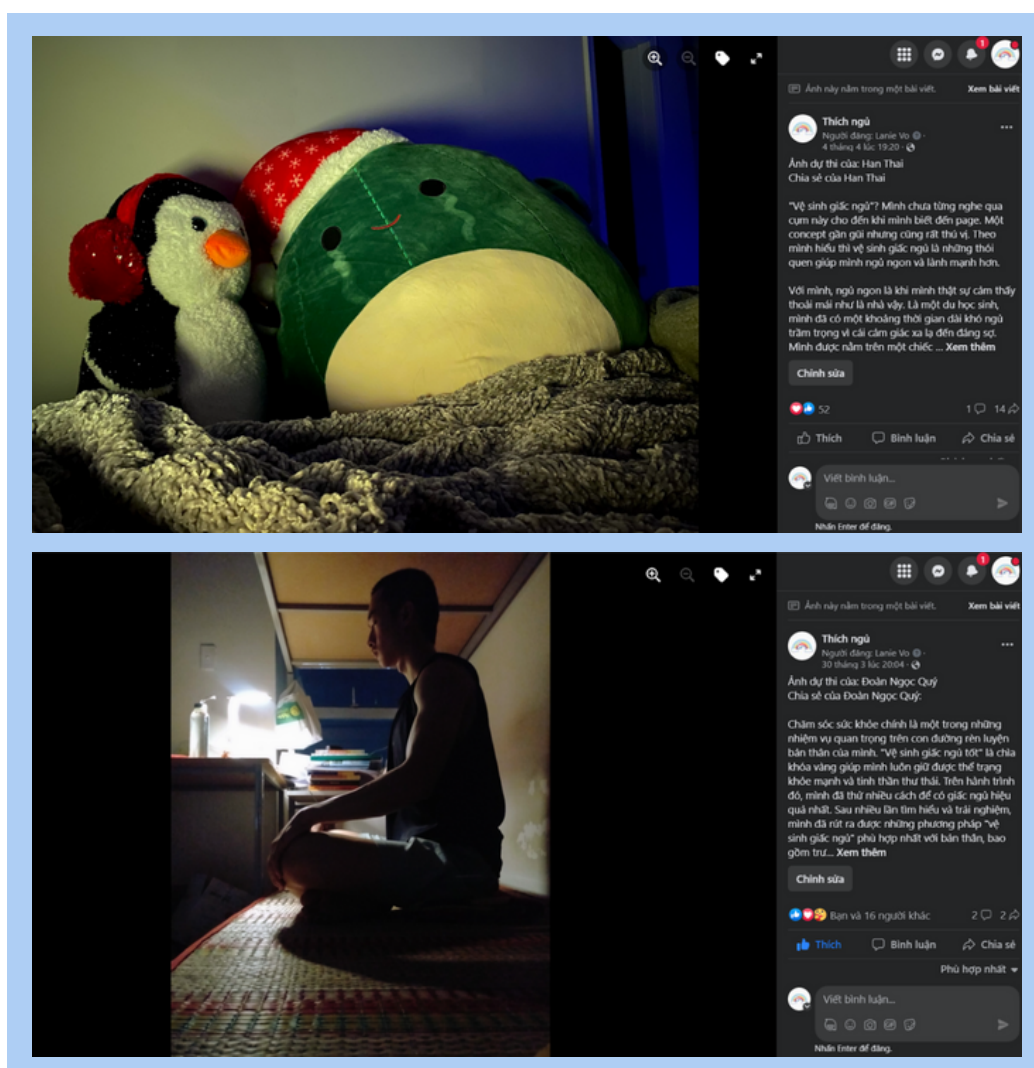


Figure 72. Some pictures of participants to the photo contest

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of Facebook "Thích ngủ"

D. From 23/3 - 6/4

D.2 Problem and resolution

Post the last posts as a hibernation video to say goodbye to everyone and see everyone in "Thích ngủ"s next project.

CHAPTER 8. APPENDIX

APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

A. From 10/2 - 23/2

Build a channel about sleep by reuploading high-engagement Facebook posts as voiceover videos

No.	Topic	Type	Date	Member in charge
1	The person that we chased away (Non nap)	Video with voiceover, background music	6/2	Trâm
2	Invisible force	Video with voiceover, background music	7/2	Trâm
3	Motivational maxim	Video with voiceover, background music	8/2	Trâm
4	Good night in the rain	Video with voiceover, background music	9/2	Trâm
5	Before and after waking up	Video with voiceover, background music	10/2	Trâm
6	Definition of sleep hygiene	Video with voiceover, background music	11/2	Trâm
7	Valentine goes to bed	Video with voiceover, background music	14/2	Trâm

Table 19. Content Plan for TikTok (February 6 - February 14)

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

A.1 Evaluation of effectiveness

The first stage received 21 followers and more than 200 hearts, 1500 views for the video, although not high but not low, but temporary. The profile view is high, but the followers are still low because the channel has quite a few videos, I don't know if it's active for a long time or not.

A.2 Expected Plan

- Continue to post videos regularly, work hard to answer comments and answer everyone's questions.
- Seeding more widely, commenting on major channels, viral clips.

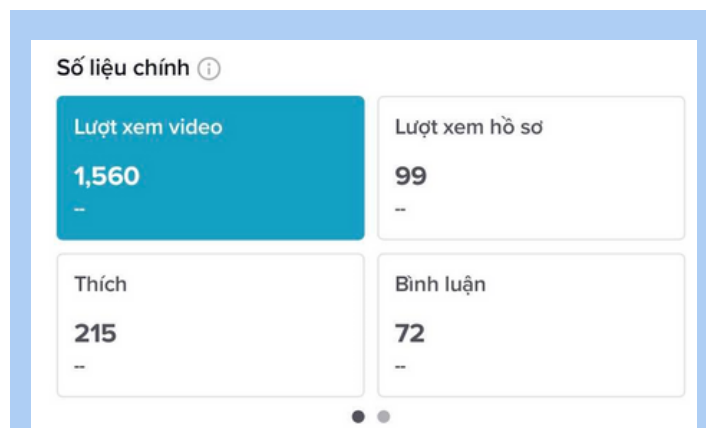


Figure 73. TikTok Analytics

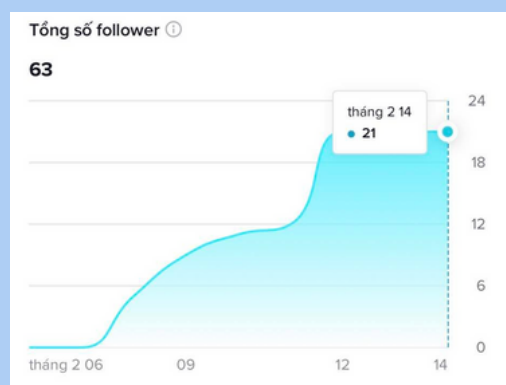


Figure 74. TikTok Analytics

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

B. From 15/2 - 22/2

No.	Topic	Type	Date	Member in charge
1	Fixed wake-up and bedtime times (episode 1)	Video with voiceover, background music	16/2	Trâm
2	Fixed wake-up and bedtime times (episode 2)	Video with voiceover, background music	17/2	Trâm
3	Fixed time to wake up and go to bed (episode 3)	Video with voiceover, background music	18/2	Trâm
4	Don't abuse naps	Video with voiceover, background music	19/2	Trâm
5	Schedule your sleep	Video with pictures and background music	21/2	Trâm
6	Who Wants To Be A Millionaire Version Like To Sleep	Video with pictures and background music	2/2	Trâm
7	Valentine goes to bed	Video with voiceover, background music	14/2	Trâm

Table 20. Content Plan for TikTok (February 15 - February 22)

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

B.1 Evaluation of effectiveness

Views and interactions are down slightly, but compared to the previous period, they are more stable. Average 1 day increases to 2 followers. posting stable videos helps the channel to have hard followers, often video interaction

B.2 Expected Plan

- Continue to regularly post videos.
- Enhance seeding even more.

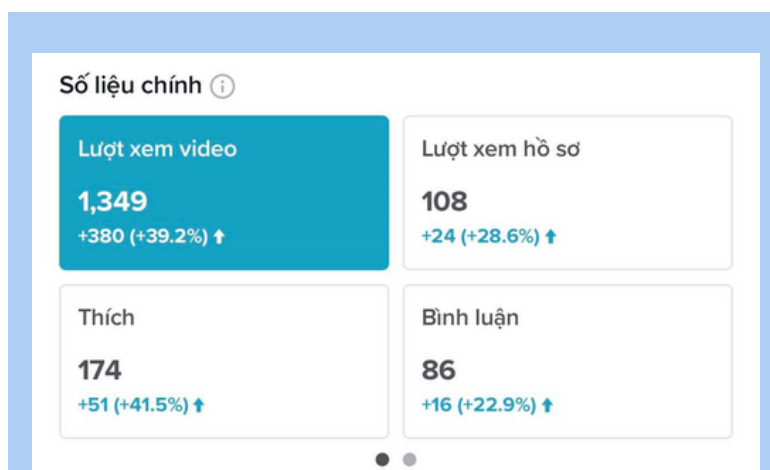


Figure 75. TikTok Analytics

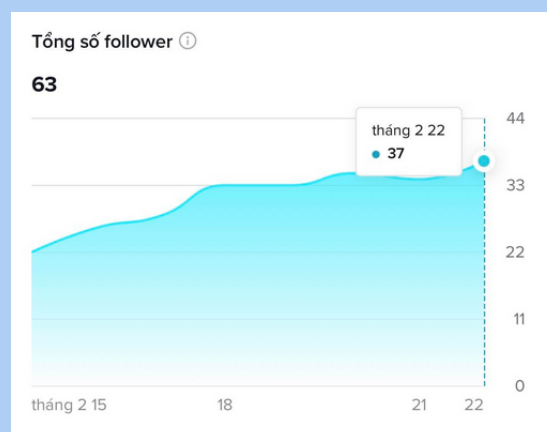


Figure 76. TikTok Analytics

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

C. From February 23 to March 1

No.	Topic	Type	Date	Member in charge
1	Reduce strong light	Video with voiceover, background music	22/2	Trâm
2	Don't be restless	Video with voiceover, background music	24/2	Trâm
3	Experiment with relaxation techniques	Video with voiceover, background music	25/2	Trâm
4	Do the cycle out of habit	Video with photos and background music	26/2	Trâm

Table 21. Content Plan for TikTok (from February 23 to March 1)

C.1 Evaluation of effectiveness

Video views are slightly reduced, so it is recommended to run ads. It is possible that the video content is too long, so the view is reduced.

C.2 Expected Plan

Consider running TikTok ads to see between long and short content which will perform better on the platform.

CHAPTER 8. APPENDIX

APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

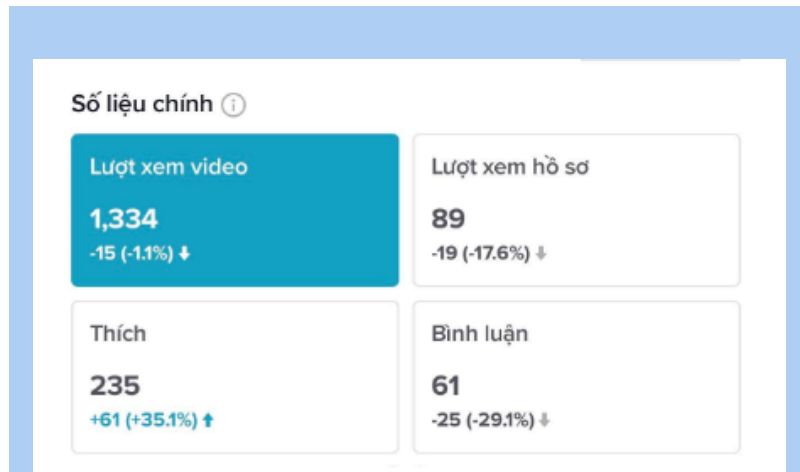


Figure 77. TikTok Analytics



Figure 78. TikTok Analytics

D. From 2/3 to 8/3

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APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

No.	Topic	Type	Date	Person in charge
1	Do the cycle out of habit	Video with photos and background music	2/3	Trâm
2	I need privacy	Video with voiceover, background music	5/3	Trâm
3	Women's Day	Video with photos, background music	8/3	Trâm
4	Do the cycle out of habit	Video with photos and background music	26/2	Trâm

Table 22. Content Plan for Tiktok (from March 2 to March 8)

D.1 Evaluation of effectiveness

The number of views decreased due to the frequency of posting videos, but the number of followers still increased, showing the need to post clips regularly and regularly

D.2 Expected Plan

Running an A/B Test to see which content will attract more viewers next week (Tilt of mascot story or no mascot story). Besides, running more small offline events at the school to communicate more about the campaign and to increase follow and interaction from the target audience.

CHAPTER 8. APPENDIX

APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

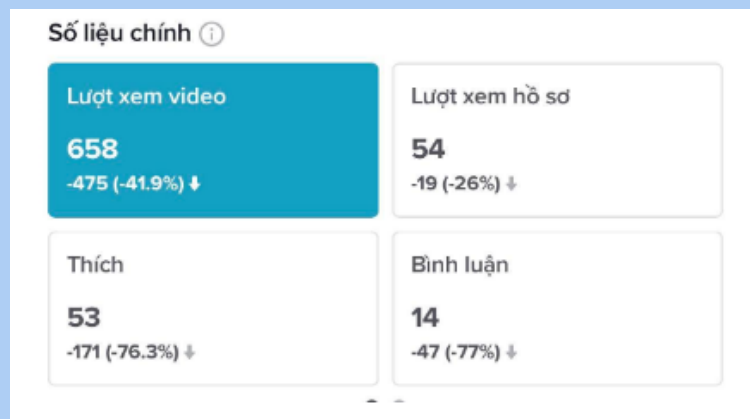


Figure 79. TikTok Analytics



Figure 80. TikTok Analytics

E. From 9/3 to 16/3

CHAPTER 8. APPENDIX

APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

No.	Topic	Type	Date	Member in charge
1	Sleep well in the sun (Version 1)	Video with photos and background music	10/3	Trâm
2	Sleep well in the sun (Version 2)	Video with voiceover, background music	10/3	Trâm

Table 23. Content Plan for TikTok (March 9 - March 16)

E.1 Evaluation of effectiveness

Due to this period of time promoting offline propaganda, the content of Facebook cannot be converted and uploaded to TikTok because they don't have the same concept, so we only run 2 A/B Testing videos. Getting the result that people like to watch clips with shorter content. While playing these 2 videos, there was a copyright on the sound and forced to change the sound and lose the voiceover, and fought the fire by commenting and explaining.

E.2 Expected Plan

Keep posting and run A/B tests to see if people prefer short content with mascot stories or short content without mascot stories.

CHAPTER 8. APPENDIX

APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

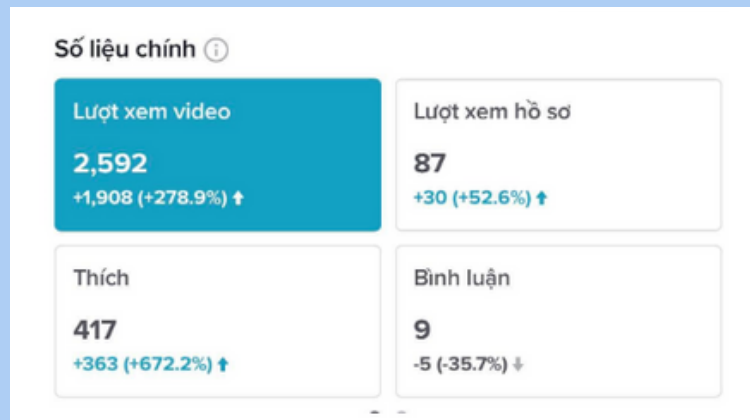


Figure 81. TikTok Analytics



Figure 82. TikTok Analytics

F. From March 17 to March 24

CHAPTER 8. APPENDIX

APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

No.	Topic	Type	Date	Member in charge
1	Eat before bed (Version 1)	Video with voiceover, background music	22/3	Trâm
2	Eat before bed (Version 2)	Video with voiceover, background music	22/3	Trâm
3	Exercise how?	Video with voiceover, background music	24/3	Trâm

Table 24. Content Plan for TikTok (from March 17 to March 24)

F.1 Evaluation of effectiveness

Followers increased rapidly because many of you participating in offline activities were interested and followed the channel, leading to an increase in views. Since then, the videos that are posted can also reach more people. The results of running the A/B test show that people prefer short content with mascot stories, then determine how to make video content later.

F.2 Expected Plan

- Increase the frequency of posting videos
- Advertise key moment for more people to know
- Catch the trend

CHAPTER 8. APPENDIX

APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

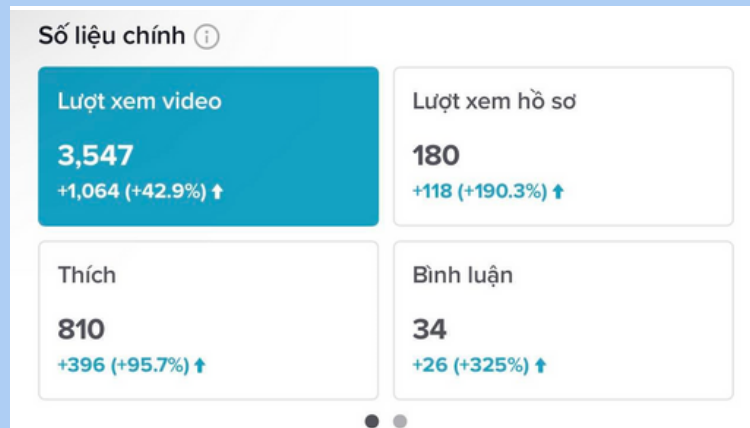


Figure 83. TikTok Analytics



Figure 84. TikTok Analytics

G. From March 25 to April 9

CHAPTER 8. APPENDIX

APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

No.	Topic	Type	Date	In charge
1	“Habit hygiene”	Video with photos, background music	25/3	Trâm
2	Do pillows affect sleep?	Video with voiceover, background music	25/3	Trâm
3	Sleeping environment	Video with voiceover, background music	26/3	Trâm
4	Essential oils, scented candles	Video with voiceover, background music	26/3	Trâm
5	Optimal bedroom	Video with photos, background music	27/3	Trâm
6	Sleep party	Video with background music	27/3	Trâm
7	Photo contest	Story	25/3 to 30/3	Trâm
8	I love sleeping	Video to catch trend, use sound trend	30/3	Trâm
9	How to sleep well	Video to catch trend, use sound trend	2/4	Trâm
10	Interview	Video with voiceover, background music	9/4	Trâm

Table 25. Content Plan for TikTok (from March 25 to now)

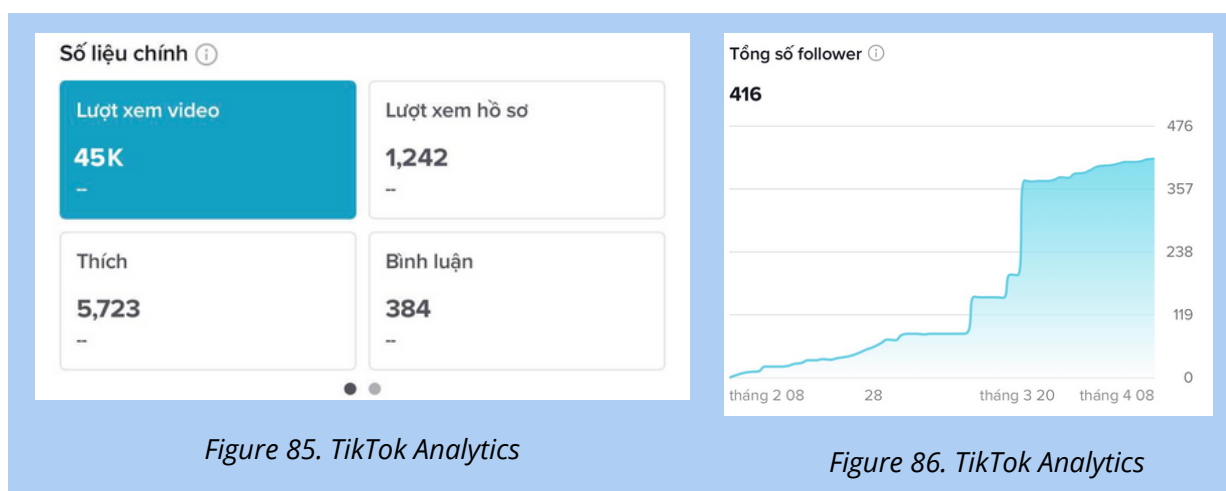
CHAPTER 8. APPENDIX

APPENDIX 10: Evaluation the weekly effectiveness of Facebook and TikTok

Evaluate the weekly effectiveness of TikTok “Thích ngủ”

G.1 Evaluation of effectiveness

The following gradually stabilized, the video combined with Ru9 had quite good results with nearly 18k views, 2827 likes and brought the channel more than 30 channel followers. The days when the channel doesn't upload videos still get interactions and it's not always from the latest video. Up to the present time (8:22 April 9, 2023, not interviewed) the channel has reached 45k views, reaching 90% of the KPI, the likes of 5193 reaching 104% of the KPI.



G.2 Expected Plan

Continue to maintain to achieve the previously set KPI, post the last video as a hibernation video to say goodbye to everyone and see everyone in Thich Sleep's next project.

CHAPTER 8. APPENDIX

APPENDIX 11: Feedback Form

Total answers: 307 (divided to 278 of respondents who have known the campaign, 29 of respondents who have not known the campaign)



Figure 87. Feedback Result

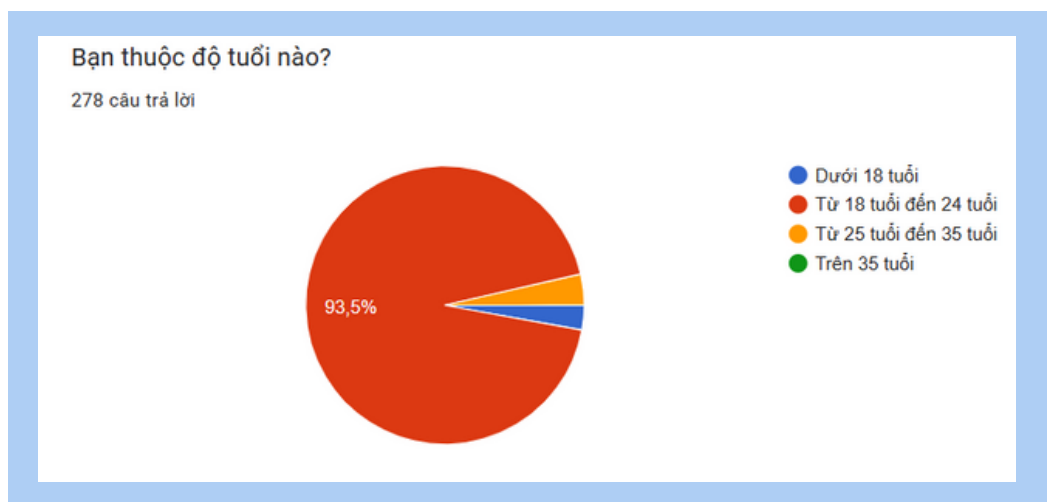


Figure 88. Feedback Result

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APPENDIX 11: Feedback Form

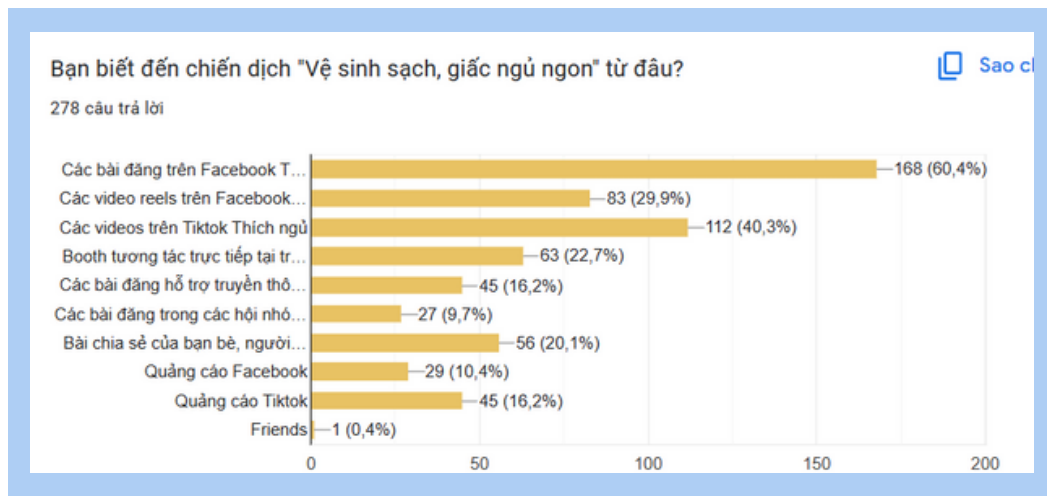


Figure 89. Feedback Result



Figure 90. Feedback Result

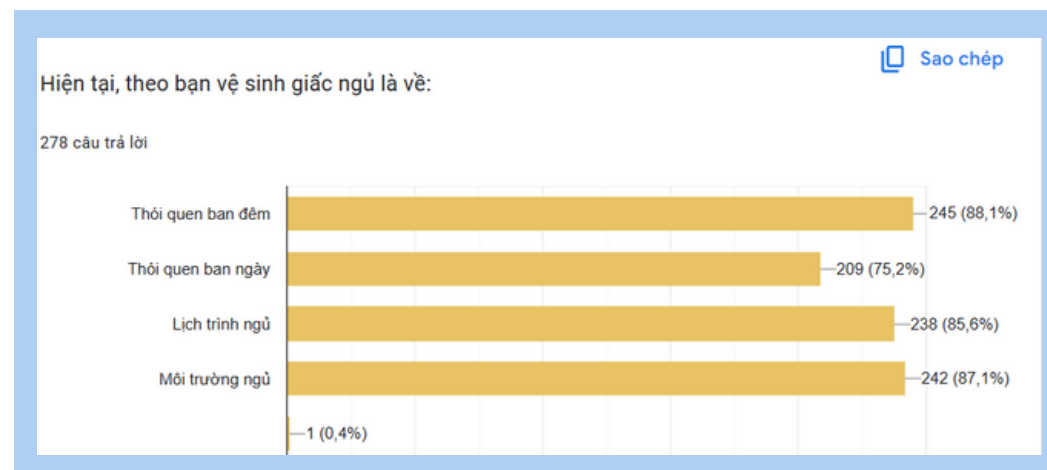


Figure 91. Feedback Result

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APPENDIX 11: Feedback Form



Figure 92. Feedback Result



Figure 93 Feedback Result



Figure 94. Feedback Result

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APPENDIX 11: Feedback Form

- Question for who knew about campaign - 278 answers.

“What you think Thich ngủ need to improve after the campaign “Vệ sinh sạch, giấc ngủ ngon”?

- Want more knowledge: 8 answers.
- Improve to approve more people: 6 answers.
- Related to content: 3 answers.
- Related to illustration and videos: 5 answers.
- Related to event: 6 answers.
- The others: no comment or the campaign is already good.

- Question for who not knew about campaign - 29 answers.

“If you follow a sleep-related project (like Thích ngủ), what knowledge do you expect to convey? Or what activities are there?”

Answers:

Cách để ngủ ngon hơn
tác hại của việc ngủ trễ
Mình muốn được truyền tải những kiến thức hay ho về giấc ngủ như về các giấc mơ (tại sao có người mơ nhiều có người mơ ít, tại sao có những giấc mơ như thật,...) hoặc có thể về những assumption sai lầm của mọi người về giấc ngủ (ví dụ như ngủ càng nhiều càng tốt,...)
Về hoạt động thì mình nghĩ việc miêu tả các giấc mơ hay các fun fact về giấc ngủ cũng rất hay
Cách chìm vào giấc ngủ
Kiến thức về giấc ngủ sâu
Các mẹo, kinh nghiệm, kiến thức khoa học về giấc ngủ.
Ngủ đúng cách
Tầm quan trọng của giấc ngủ, cuộc thi ngủ
Phương pháp giúp ngủ ngon khi đang bị stress, nhiều thứ để lo nghĩ
Cách để có giấc ngủ sâu
Cách để ngủ sớm
Cách vào giấc và trạng thái ngủ phù hợp để có một giấc ngủ lý tưởng
Cách để ngủ ngon, kiểm soát đồng hồ sinh học 1 cách hợp lý
Làm sao có giấc ngủ ngon
Cách để có giấc ngủ ngon và chất lượng mà không tốn quá nhiều chi phí hoặc không phụ thuộc vào hoàn cảnh xung quanh
Vệ sinh giấc ngủ
Muốn biết tại sao lại mơ
cách có thể ngủ nhanh hơn, sâu hơn và ngủ như thế nào là đủ
Mình muốn có 1 ngày quốc tế ngủ :))) thật ra thì mình cũng muốn mọi người xung quanh biết được tầm quan trọng của giấc ngủ và cách đi ngủ hợp lý là như thế nào, mong là sẽ được truyền tải rộng rãi hơn, nhất là đến những người chưa biết và chưa sắp xếp được thời gian ngủ hợp lý như các bạn học sinh hay thức khuya để học... kiểu v :Đ
Cách giúp để ngủ và lan tỏa được tích cực khi vệ sinh giấc ngủ, vệ sinh giấc ngủ là như thế nào, clip minh họa dẫn chứng từ khoa học
Mình chưa theo dõi những chiến dịch liên quan đến giấc ngủ, hay những thể loại nội dung như vậy, nên mình cũng không biết
Sau khi theo dõi dự án liên quan đến giấc ngủ (Thích ngủ), thì em có rút ra cho mình những quy tắc về giấc ngủ như đi ngủ đúng giờ, ngủ như thế nào cho đúng khoa học, và ngủ ít nhưng phải chất lượng để lo chạy deadline nữa à huhuhu.
Cách để dễ đi vào giấc ngủ nhanh mà vẫn có hiệu quả giấc ngủ
Trước khi ngủ mình thường tắm mát mặt, xịt nước hoa, đốt nến thơm, mệnh gối sạch sẽ, thơm tho, không suy nghĩ nhiều. Hạn chế uống cafe, trà,... các chất kích thích. Ăn vừa đủ không nên quá no.
Cải thiện chứng mất ngủ của mình
Cách giúp ngủ ngon
Làm cách nào để ngủ ngon, cải thiện chứng mất ngủ với suy nghĩ nhiều trước khi ngủ

Figure 95. Feedback Result

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- Thank you -

