

PROTECT YOUR EMOTIONS



One of the projects of class SE1740

—● <https://www.facebook.com/saveofsouls.ssg104> ●—

GROUP CONTENT - TEAM 1

About Executive Summary

- + Our project called "Protecting Your Emotions" aims to help people with low self-esteem and better understanding of their gender identity.
- + We create a fanpage and post media articles about LGBT to connect and empathize with them through the stories they share to learn more.
- + At the same time helping others change their minds more positively about the LGBT community.



● ● ● Background

Team Media

bring projects and convey MESSAGES.



Team Content

Come up with rich content so that viewers can clearly understand what the problem is.



Team Planning

Create a plan to keep the team on TRACK.



Team Action

Make movies or short videos related to the ISSUE.





Proposal



Who

Gay Community

When

06/06/2022 - 18/06/2022

How

**Create a fanpage about
LGBT.**

**Make short videos on this
issue.**

**Trying to change people's
minds about gay people.**

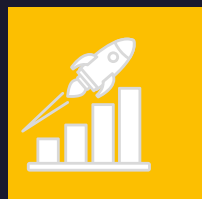
Why

**Create gender equality for
everyone.**

**Change the global
economic market.**

**Make the world a better
place.**

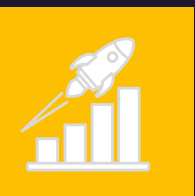
Market analysis



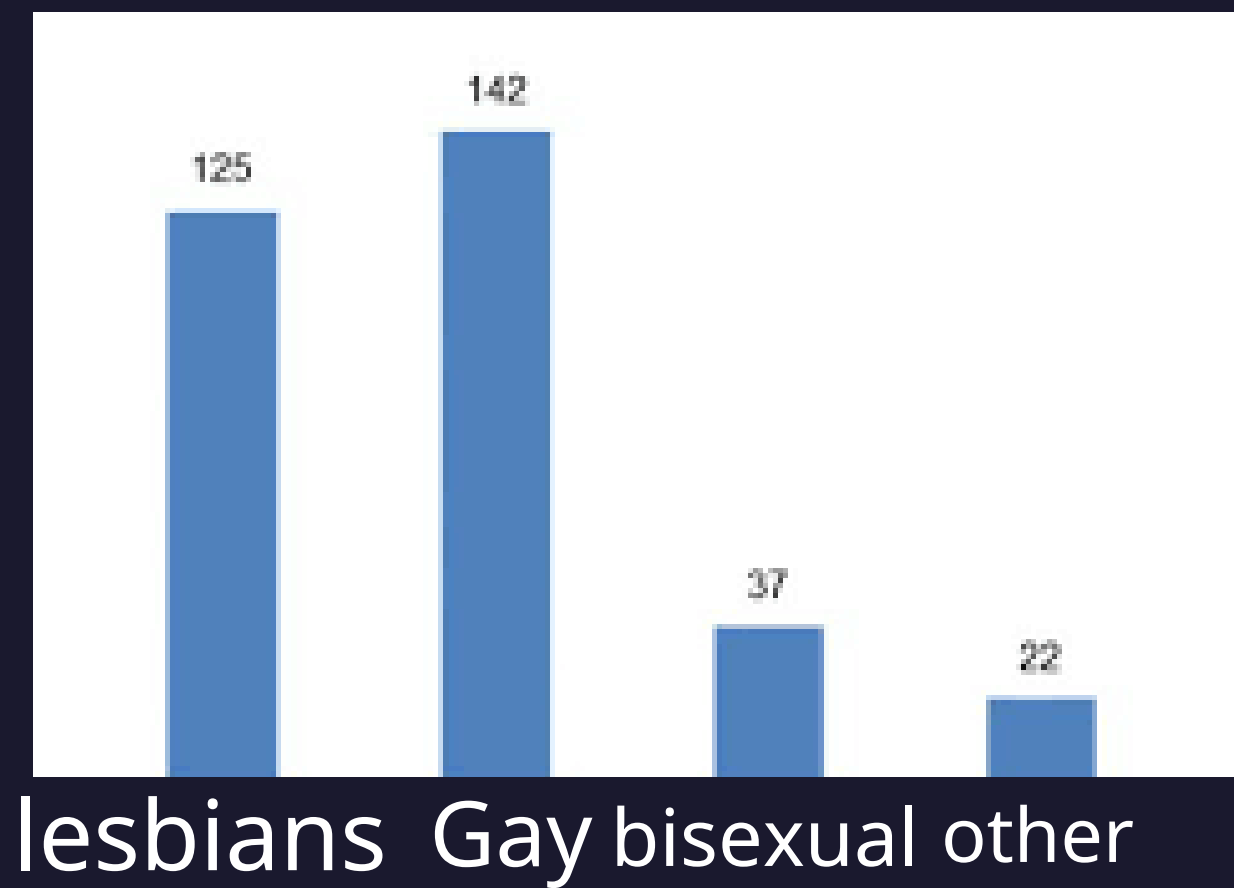
Lgbt people are increasing



Lgbt people bring pride to their country: Huong Giang idol,



They are slowly being accepted and everyone has positive thoughts about them



BENEFIT

- Helping adults people change a part of their perception of lgbt



- Parents and guardians can accept and thereby share their children's encouragement rather than blame



PREPARE

Make plan for topic (LGBT)
and create a fanpage for coney
(02/06/2022 - 05/06/2022)

Write describe for page and
prepare writing content
(06/06/2022 - 14/06/2022)

Design cover page, avatar and logo
(02/06/2022 - 05/06/2022)

Looking for the locations to make videos
(06/06/2022 - 18/06/2022)



TIMELINE



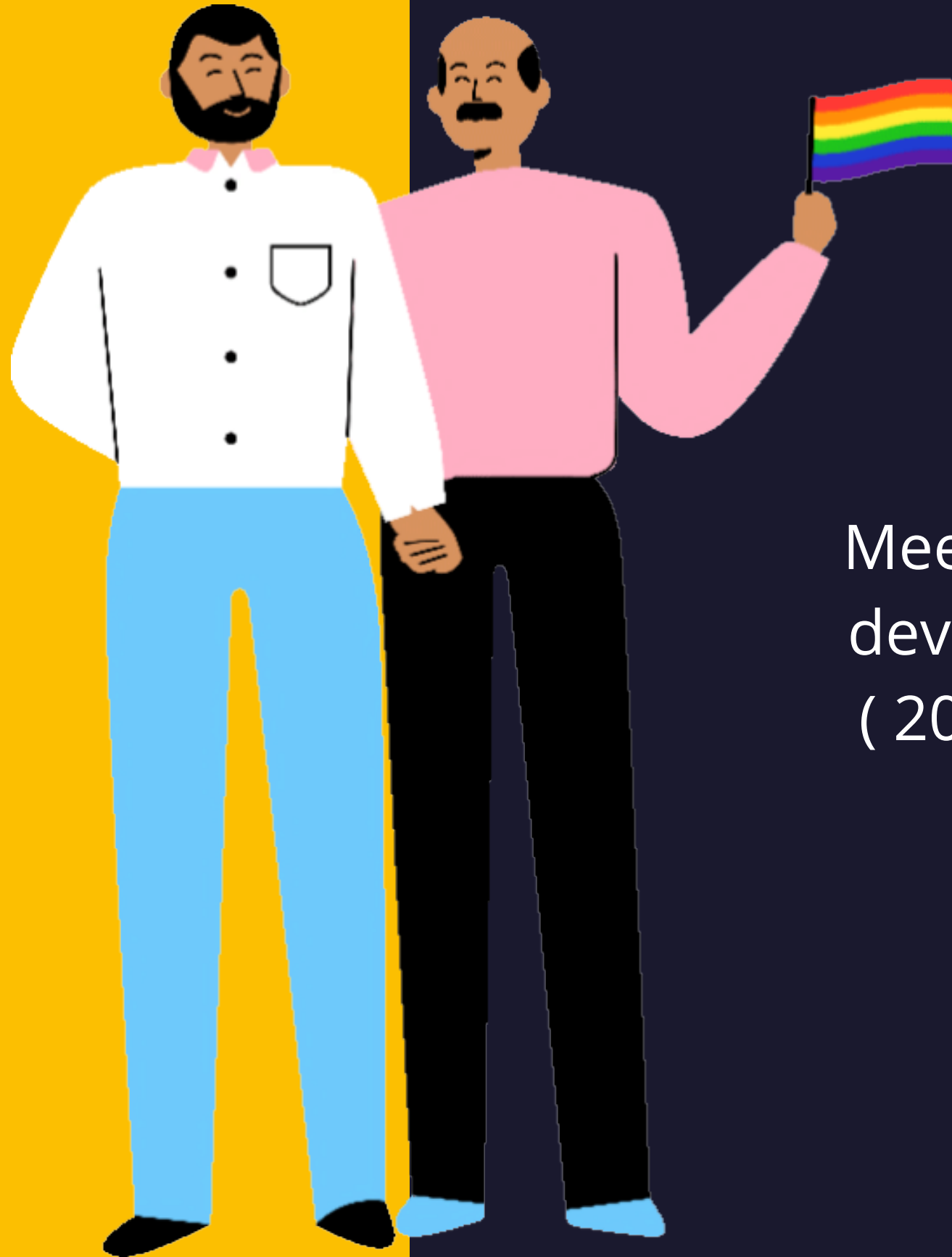
LGBT

IMPLEMENT

Post the first media in the topic + Design poster for content (13/06/2022)

Post the second media in the topic + Design poster for content (16/06/2022)

Post the last media in the topic + Design poster for content (20/06/2022)



Finish

Meeting to consider further development of the project (20/06/2022 - 29/06/2022)

Marketing Plan

- +Prepare time on specific plans.
- +Update accurate news.
- +Create content and communicate information on topics posted on fanpage.
- +Post on the timeline set by PM.
- +Promote interaction in the media.
- +Create sensible content to impress people.
- +Listen to the community and fix it.
- +Ensure the quality of the content, the schedule according to the schedule.

Conclusion

Progress :

- + Define project theme
- + Make a plan
- + Perform and distribute work
- + Propagating topics to talk about
- + Activity according to Timeline
- + Towards the goal

Purpose :

- + Get the results back
- + Collect achievements
- + Project reserve
- + Plan next with what is achieved
- + Success in propagating the topic



THANKS FOR WATCHING

<https://www.facebook.com/saveofsouls.ssg104>

SE1740
Group Content
Team 1

SE1740 - Team Content - Team 1

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