

Marketing Request Report

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General Context

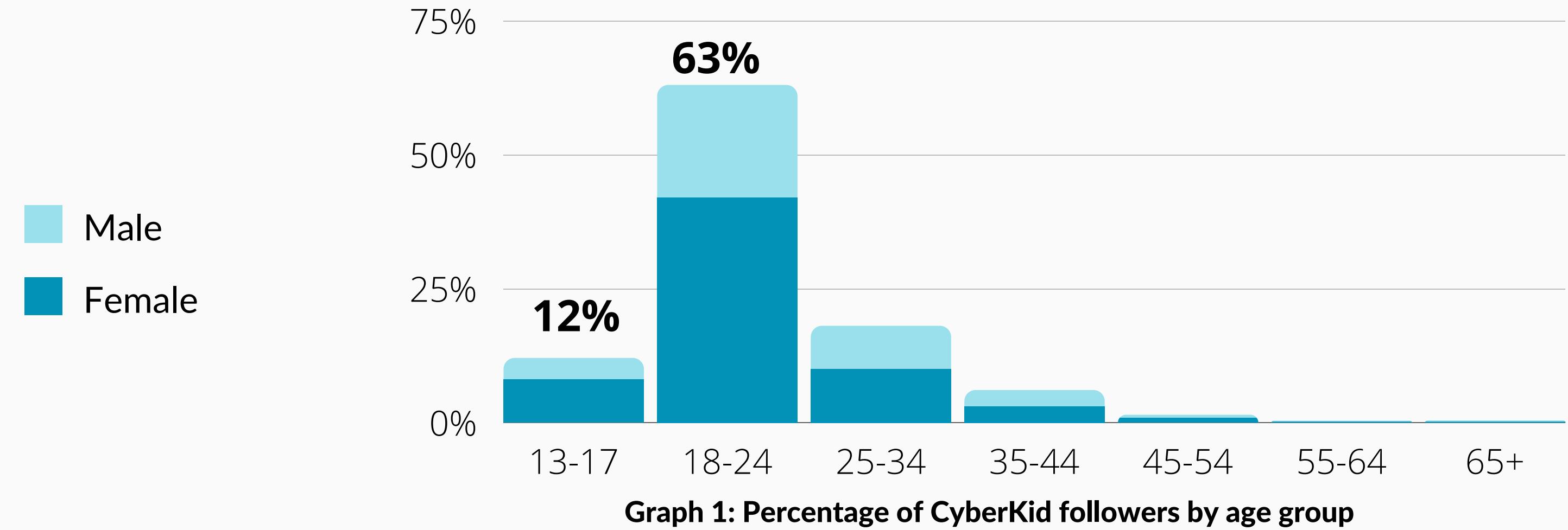




Unequal distribution of followers by age groups

CyberKid's target audience is young adults aged 18 - 22, high school students, and secondary students (aged 10-18). However, of the number of CyberKid's followers, there is a huge gap in the number of Facebook fan page followers, between young adults and adolescents (63% of likes come from young adults and only 12% of likes come from people who are under 18) (Report 9/2021)

GENERAL CONTEXT

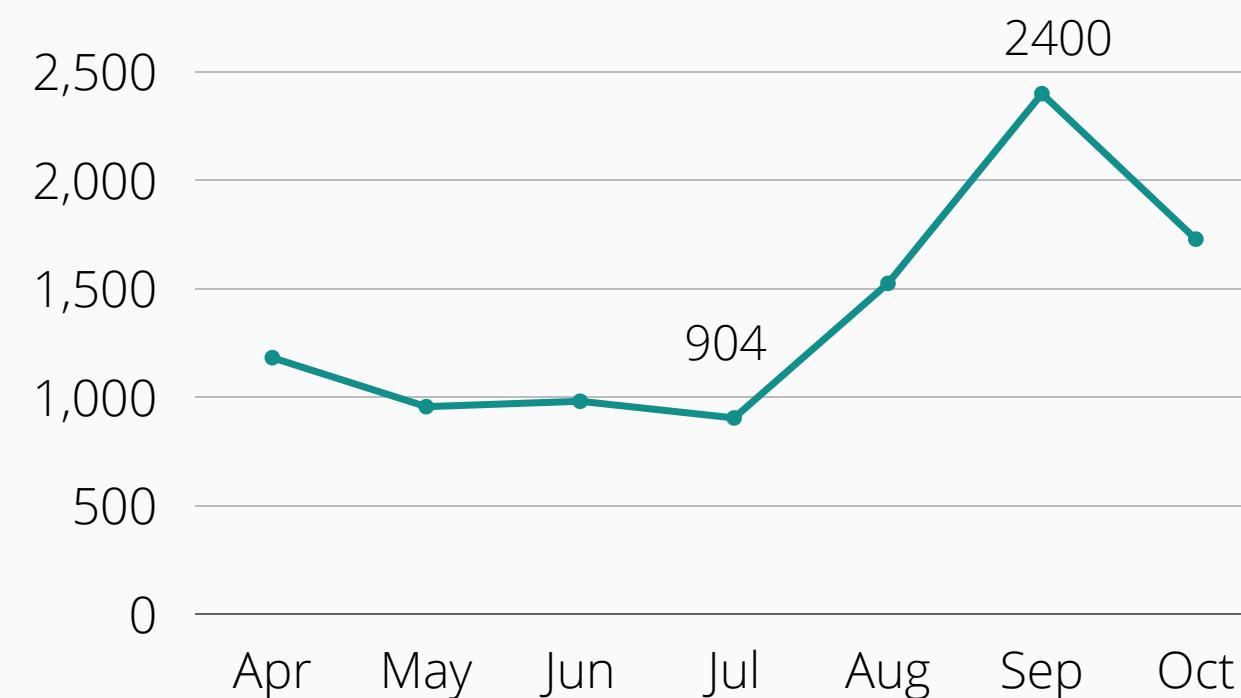




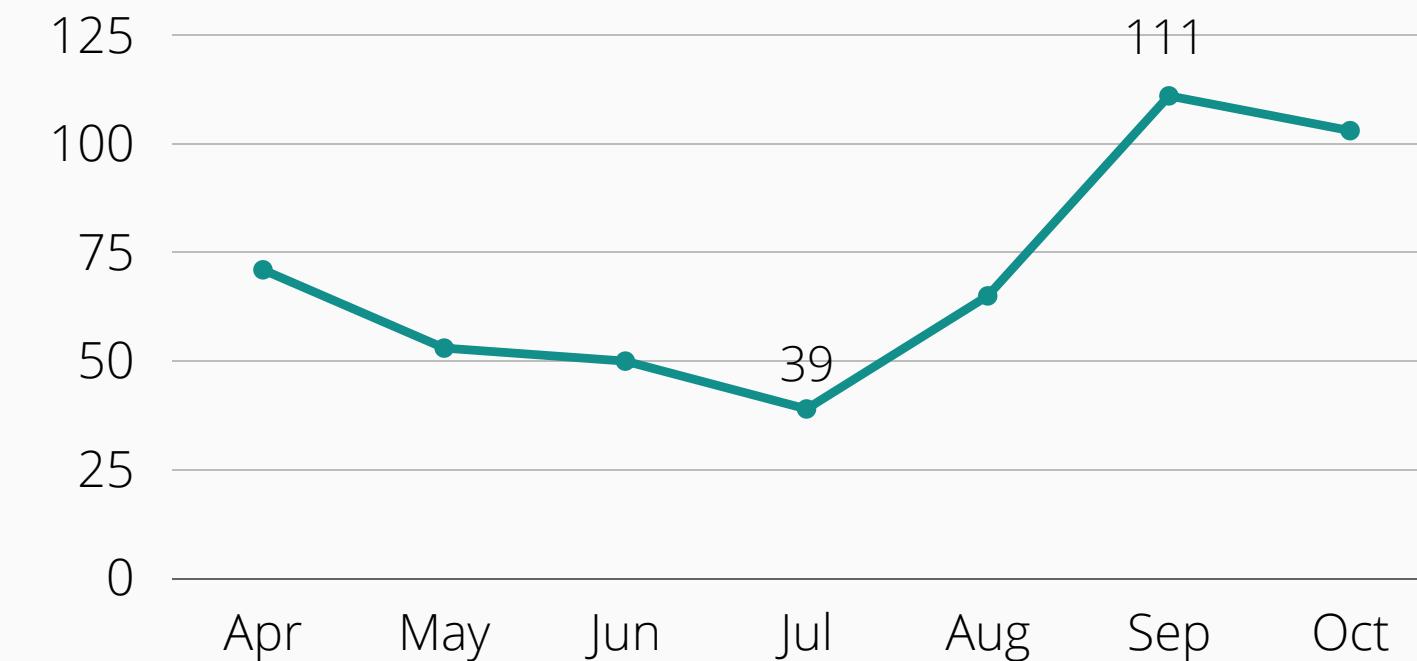
Low reaches and engagements on Facebook fanpage

According to all information provided by the Head of Marketing department, social media communication on CyberKid fanpage has been not really efficient. It can be proven that reach and engagement on CyberKid fanpage are still **quite low**, with approximately **1400 reaches** and **70 likes** on average in 2 quarters from April to October 2021.

GENERAL CONTEXT



Graph 2: Average number of Reaches on posts Apr-Oct



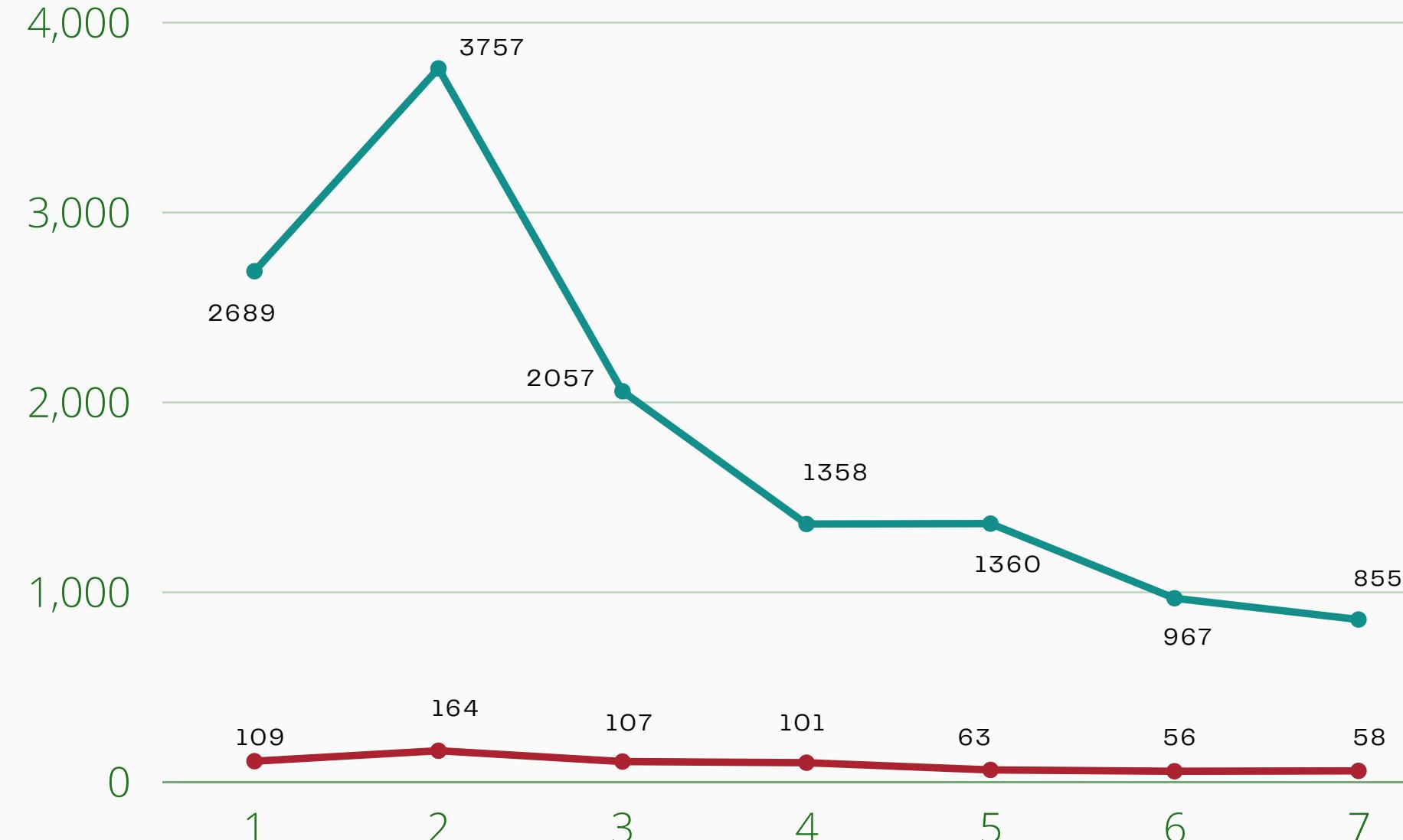
Graph 3: Average number of Likes on posts Apr-Oct



Low reaches and engagements on Facebook fanpage

Series Lăng kính thế giới mạng:

GENERAL
CONTEXT



Graph 4: The number of Reaches and Reactions on 7 posts

Reaches
Reactions

77%

Reduction in
reaches of 2nd
post and 7th post

65%

Reduction in
reactions of 2nd
post and 7th post



Low reaches and engagements on Facebook fanpage

Reasons for a sharp decrease in series Lăng kính thế giới mạng were explained by 4 main points, provided by the Head of the Marketing as follows

1

Relying too much on seeding from internal human resources of CyberKid.

With the first 2 videos, it is a fairly new product of Marketing, so they received a lot of support and seeding from the whole CyberKid. But over time, it also gradually decreases because this series is not outstanding enough compared to other events on Facebook.

2

Animation is not suitable for the main audience.

This animation series is currently aimed at children, but the main audience on the fanpage currently are youth (18-24 yrs old), so it has been quite childish to target the main audience because of the way it is staged.

3

Time gap among videos is long.

After introducing the first video, it took the Marketing team almost a month to release the next video. By that time, the digital communication effectiveness on social media had decreased due to a long period of time. The reason for this is because of a lack of manpower

4

Team animation and content's capacity has not been proficient.

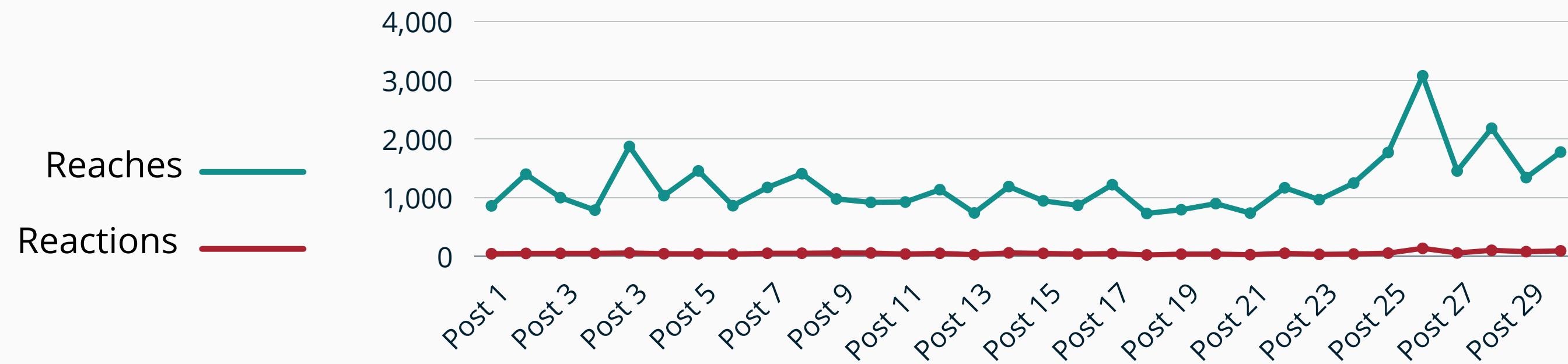
These videos are purely educational, but there is no hook to hold the audience due to a lack of creative ideas in the video production team.



Low reaches and engagements on Facebook fanpage

Education: The article is difficult to understand, not attractive, rigid language as content creators lack specialized knowledge in cyber safety and cyber security.

Based on the information provided, the Educational content is difficult to understand because all sources of content which Marketing has searched have **a lot of jargon which might make Marketing unclear, then give out ineffective or even inaccurate content posts** (even though the number of reaches has been improved, the number of reactions has fluctuated, 50 reactions on average). In terms of not being attractive, it's because even though Marketing tries to write close to the meaning of the reference sources in order to avoid knowledge errors, they have not been able to build the article in a more attractive and fluent way.



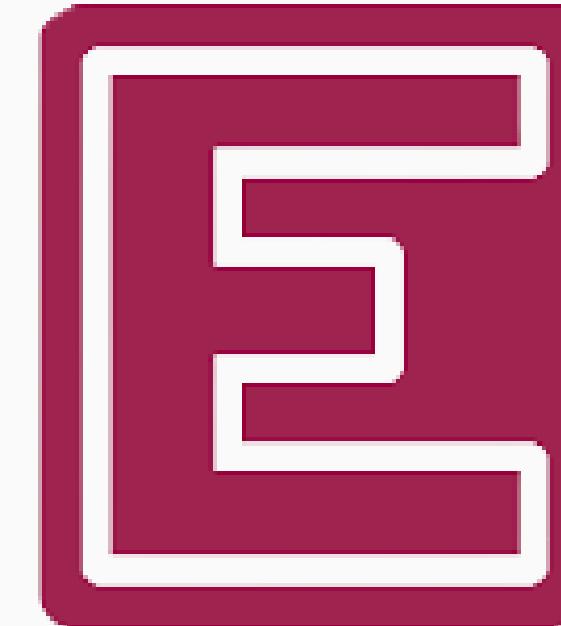
Graph 5: The number of Reaches and Reactions in Education content from April-October, 2021



Low reaches and engagements on Facebook fanpage

Personalization: most articles are sensational, relying up to **90%** on newspapers, such as VNExpress, VTV24, Dantri, etc. They are all official prestige sources of news.

GENERAL
CONTEXT

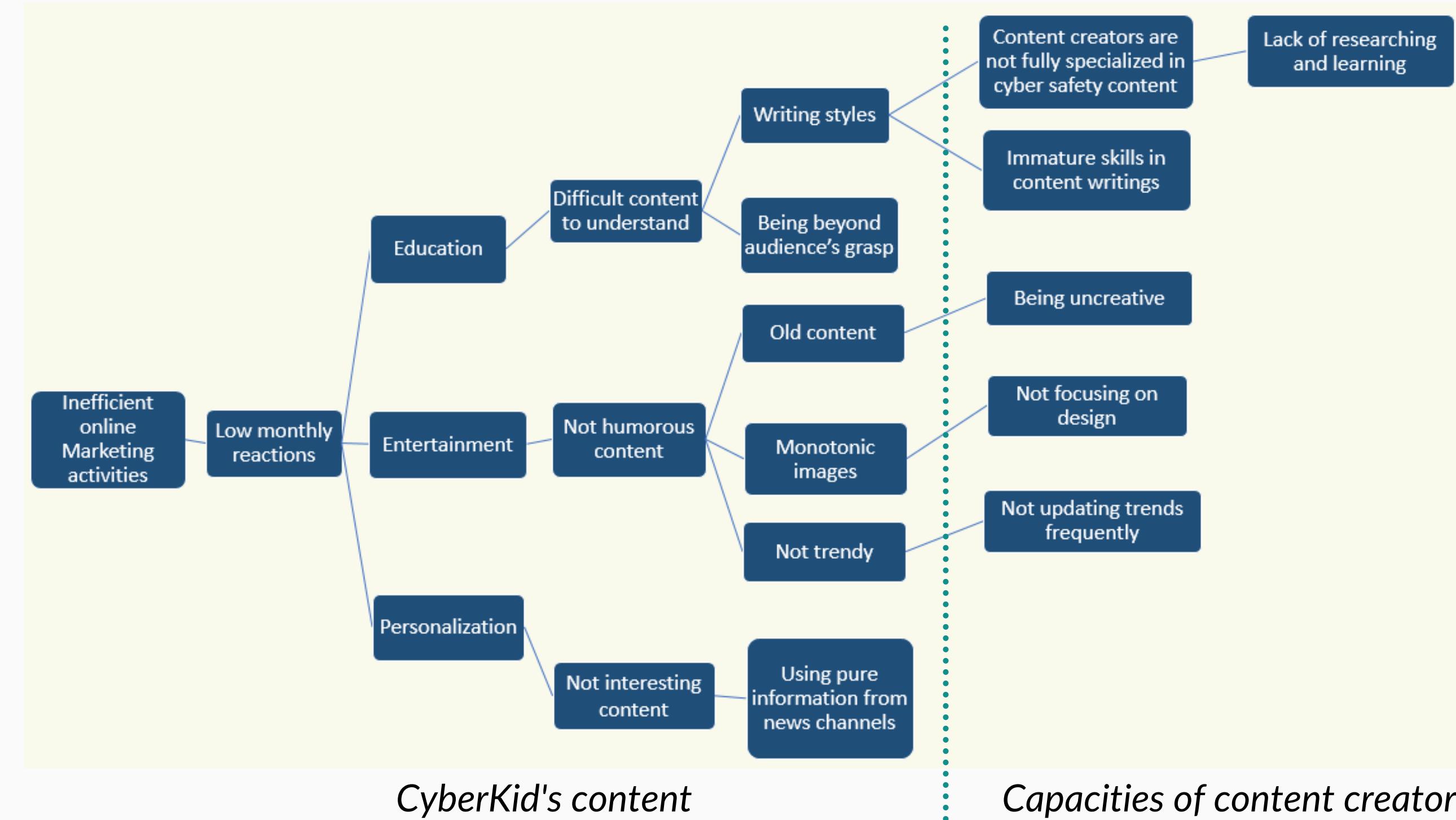




Low reaches and engagements on Facebook fanpage

Besides that, in order to find out the root causes of general problems, we applied **the five Whys model** in this Marketing case, presented in the issue tree and hypothesis tree below.

GENERAL CONTEXT



Business Objectives

180

reactions (likes, hearts,..) on average on each post

3.500-4.000

reaches per post



Research Overview



Research Objectives

1

Target audiences' insights, including **target audience's preferences** and **concerns** about network security, the audience's concerns and **pain points** when using the network, and the **values** that CyberKid's content brings to the main audience in the media.

2

Suggestion in content pillars rebuilding: 3-4 pillars



Research Objectives

In order to obtain research objectives, we determined Marketing's informational needs through the following set of bullets

Business Objectives

Target audiences' insights

Suggestion in content pillars rebuilding

Bullets needed

- Collecting **target audiences' interests and concerns in content, tone of voice, wording, infographic,...**
- Being aware of target audiences' **pain points** when using the Internet
- Assessing **values** that CyberKid could bring to audiences

Competitors benchmarking between CyberKid and Cookie Hân Hoan



Research Methodology

1

Secondary method: Using desk research of **young people's Internet usage**, the facts about young people relating to 7 dangers in cyberspace

Sources: CNBC, Statista, Unicef, VnEconomy, Thanh Niên Magazine online news. These are all official, safe sources that we use for this report.

RESEARCH **Target:** Nationwide **children and young people**, aged **10-18**, have **frequent access** to the Internet, especially **social media** (Facebook)

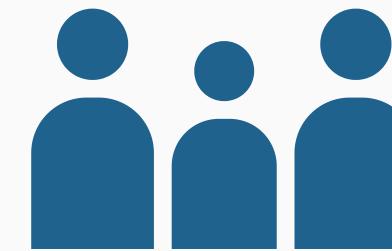
2

Primary method: In-depth interview, Survey



Research Methodology

Interview - Target



young people



16-20

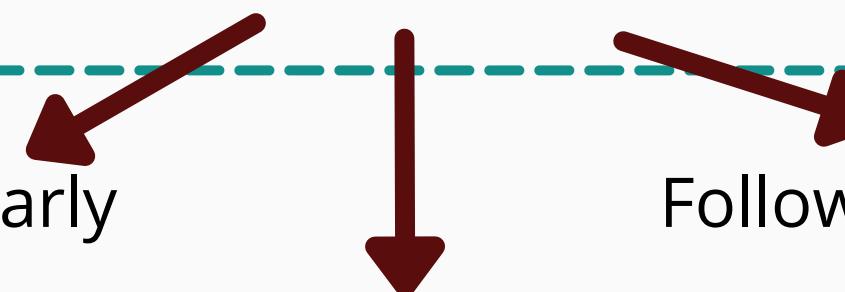


Living in big
cities



Being interested in social issues,
awareness of network safety

Followers of CyberKids react regularly



Followers of other competitors (Cookie Hân hoan)



Research Methodology

Interview - Objectives

Assess target audience's **preferences and concerns** about network security

RESEARCH

Assess the audience's **concerns and pain points** when using the network

Assess the current **value of CyberKid's content** in the media, compared with competitors.



Research Methodology

Interview

The research team conducted **1-1 interviews** with **5 students** (3 people aged 15-17, 2 people aged 18-20) via Zoom.

In each meeting, there are 1 interviewer, 1 interviewee, and another person from CyberKid's Marketing or RnD department to observe and take note.

The **results collected from the interview** were synthesized and filtered, forming the **basis for the survey questionnaire**.

RESEARCH

Full Name	Age	Location	Status
Tran Kim Ngan	20	Hanoi	Frequent interaction
Nguyen Mai Phuong	18	Hanoi	Abandon
Pham Quoc Bao	17	Ho Chi Minh city	Abandon
Huynh Thi Ngoc Anh	16	Binh Thuan	Abandon
Trinh Tuan Kiet	15	Binh Thuan	Frequent interaction Competitors' follower

Ideas to rebuild reasonable content pillars as well as improve Marketing's content, thereby building public awareness about the 7 threats in cyberspace and the urgency of protecting them, protecting children's safety online



Research Methodology

Survey

Target: Young people (aged 16-20), are interested in social issues and curiosity, frequent use of social networking platforms.

Objectives: To validate insights collected from interviewees, add some other questions which are all based on research objectives:

- (1) *To collect target audiences' interests and concerns in content, tone of voice, wording, infographics, videos.*
- (2) *To be aware of target audiences' pain points when using the Internet.*
- (3) *To assess values that CyberKid could bring to them then maximize benefits of the audiences when accessing to CyberKid fanpage.*

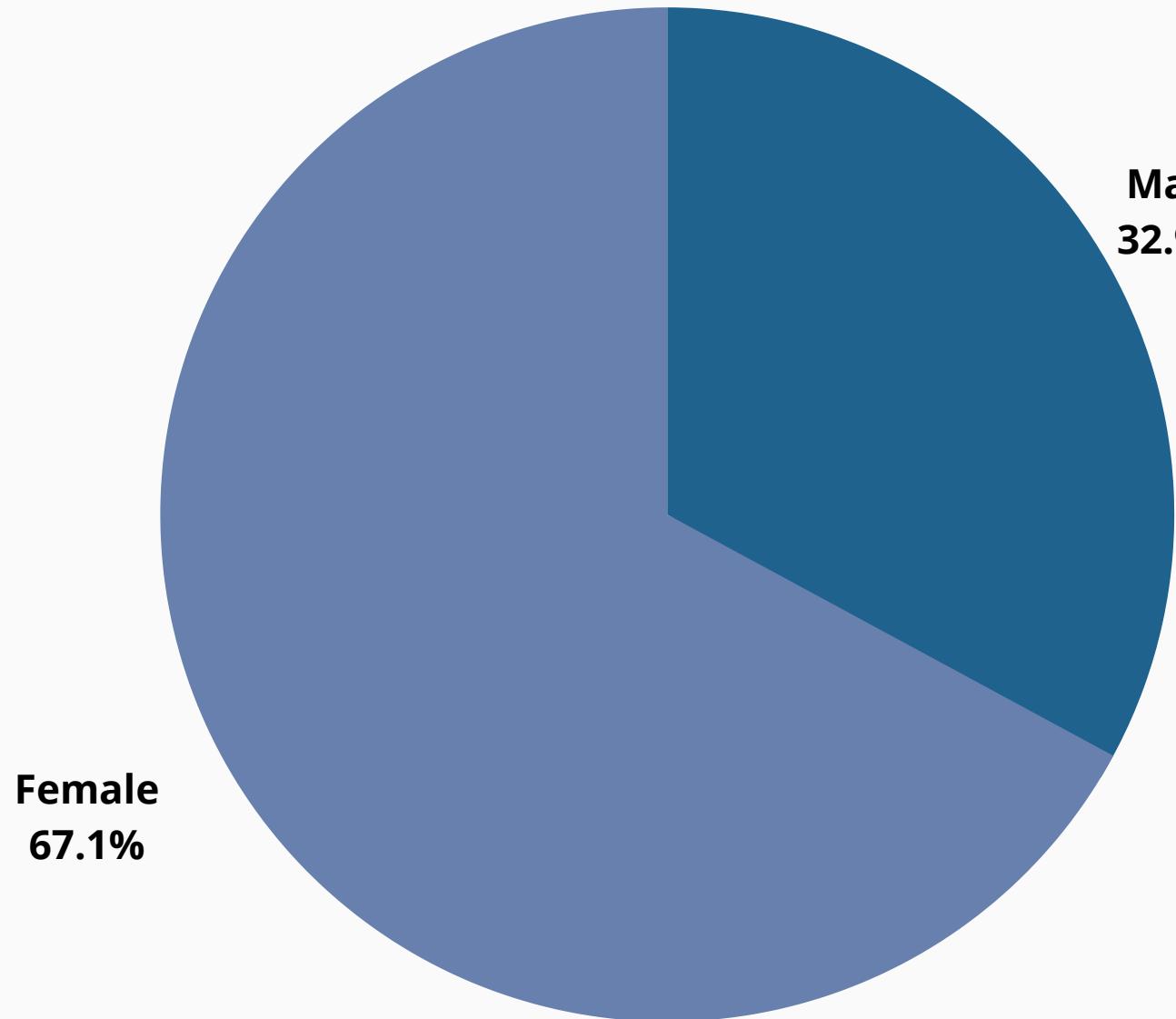
Methodology: Quantitative research was carried out in the form of online survey forms then spreading in many different cities and provinces via direct messages.

Time for the survey: 23/11 - 24/11/2021

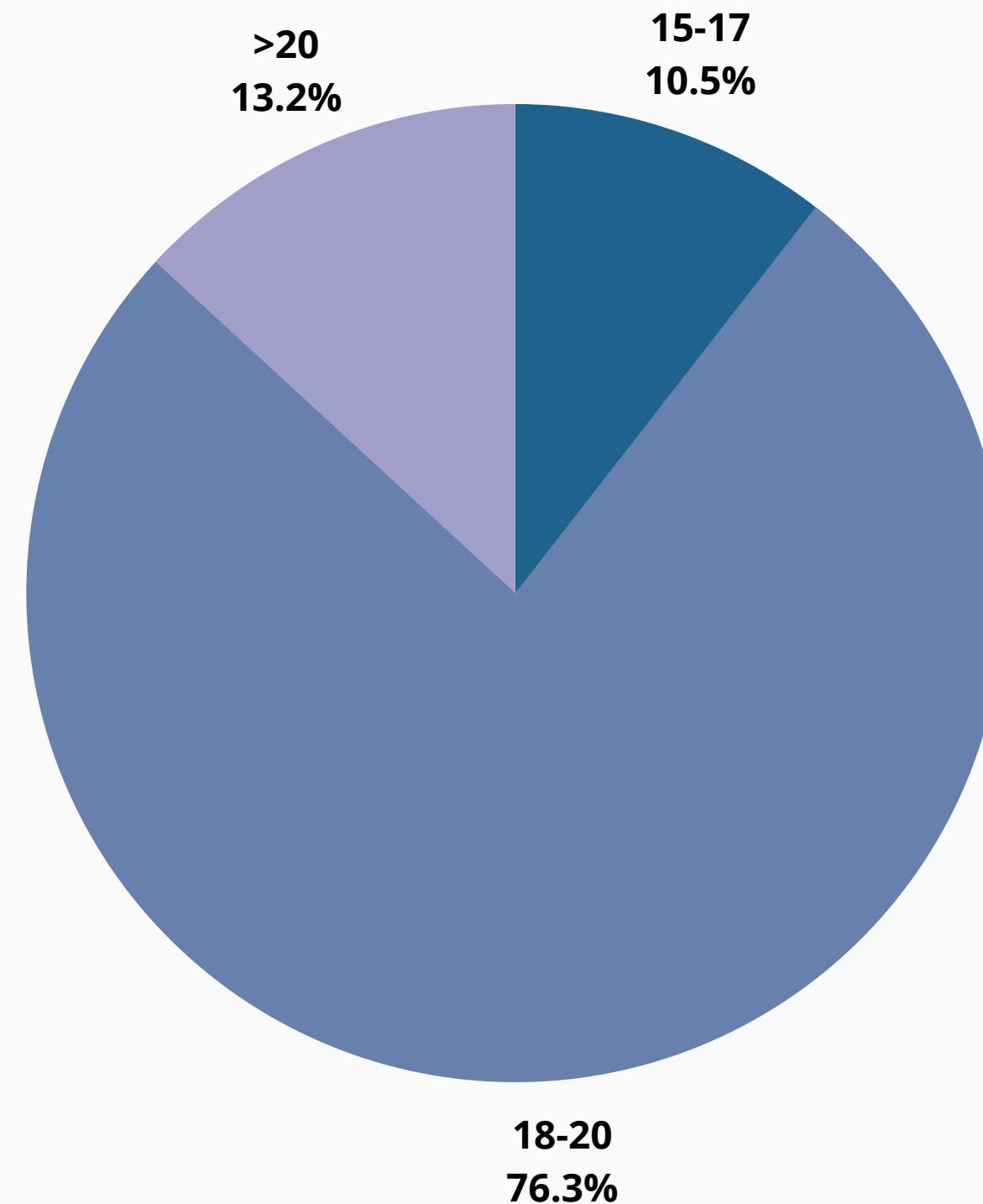


Research Methodology

Survey - Demographics - Sample size 233



Graph 6: Percentage of respondents by gender



Graph 7: Percentage of respondents by age group



Limits of Research

This study has some limitations because finding media audience insights as well as assessing cyber safety awareness, pain points when using the Internet of young people is done quite **quickly and simply** due to being under time pressure. (3 days for interviews, 2 days for survey)

Firstly, about the qualitative research through interviews, the number of sample sets is very small (5 people) due to limitations in human resources to find out insights and time (2-3 days to conduct interviews). Moreover, RnD members' capabilities of questioning to exploit information and insights from interviewees have not been fluent enough. As a result, the depth of information provided may not fully reflect the pain points of the mass media audience.

Secondly, in terms of quantitative research, the sample set is not too large (233 respondents collected, after filtering, the total number is 229), which can lead to biases in selection and may affect the possibility of excessive thirst research. In addition, due to time constraints for survey delivery (less than 2 days), nearly 10% of survey respondents were over-aged 20 which is included in the target audience's persona of the Marketing department.

RESEARCH

1**THE SMALL INTERVIEW
SAMPLE SETS (5 PEOPLE)****2****INEFFICIENT CAPABILITIES
IN INSIGHT QUESTIONING
OF RND MEMBERS****3****BIASES IN
SAMPLING****4****TIME, RESOURCES
CONSTRAINTS**

QUALITATIVE RESEARCH THROUGH INTERVIEWS

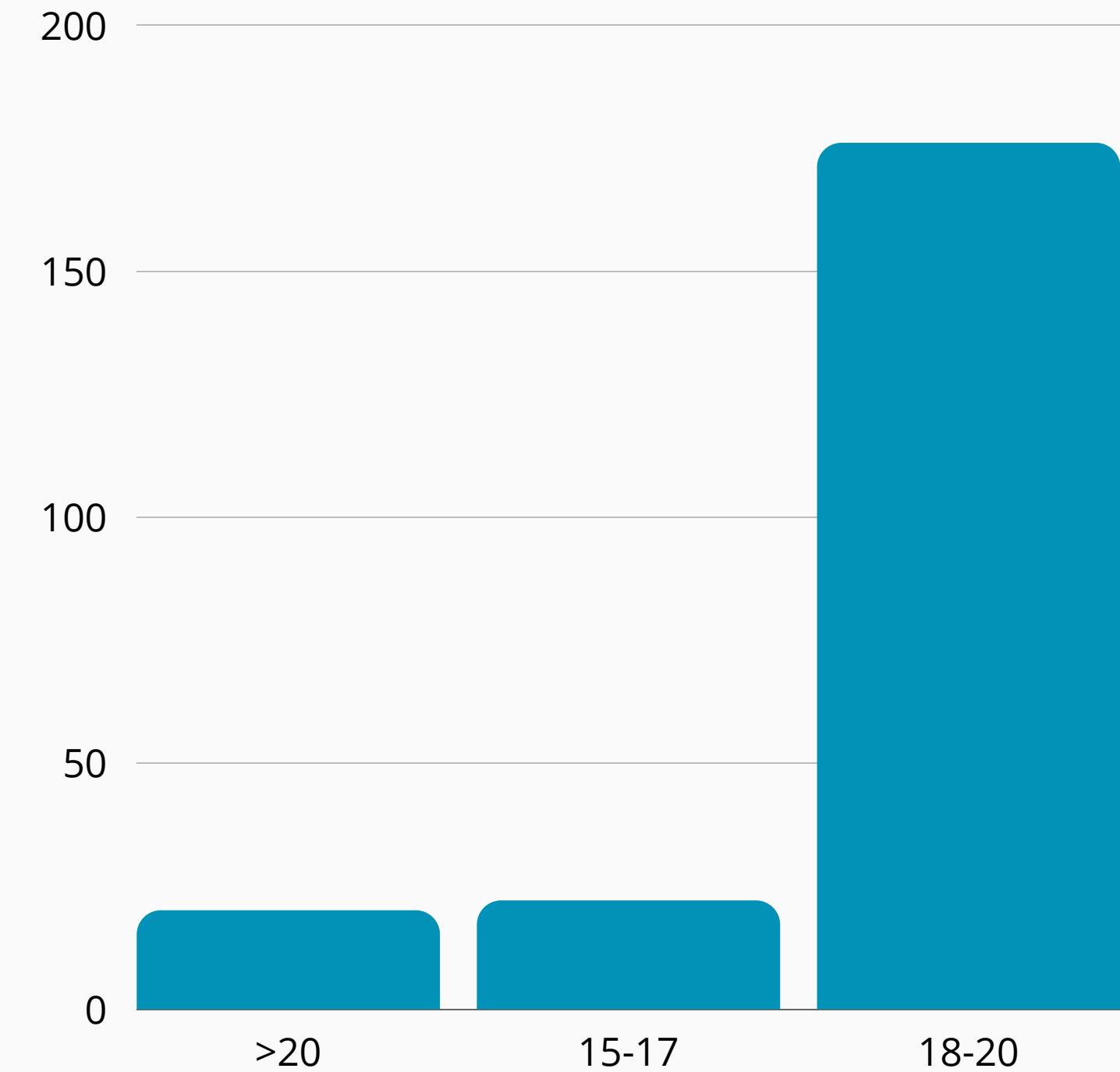
QUANTITATIVE RESEARCH



Limits of Research

Due to time constraints for survey delivery (less than 2 days), nearly 10% of survey respondents were over-aged 20 which is included in the target audience's persona of the Marketing department.

RESEARCH



Graph 8: The number of survey respondents by age group

Key Findings



01.

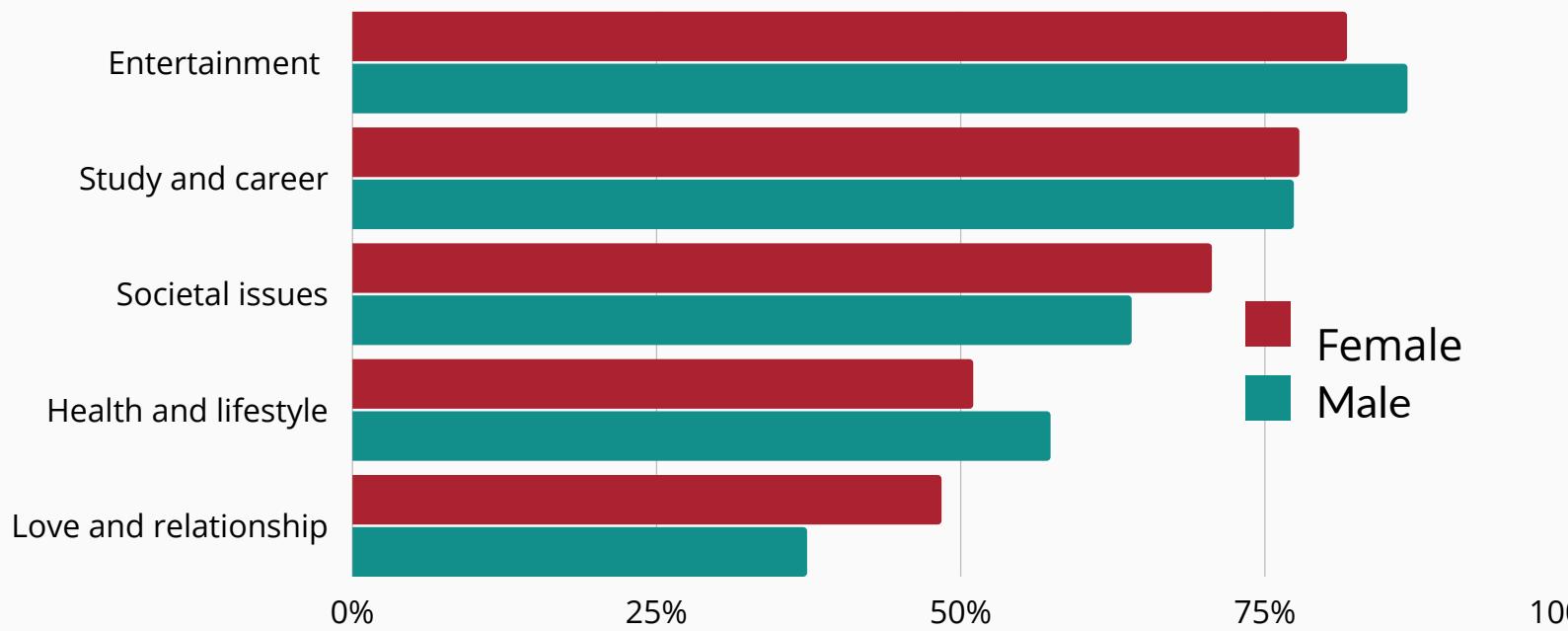
Assess current problems of
CyberKid Vietnam content on social
media and the values that it could
bring to the target audiences.

Vietnamese youths indicated a strong appetite for entertainment topics when surfing the Internet, while love and relationship topics gained the lowest interest.

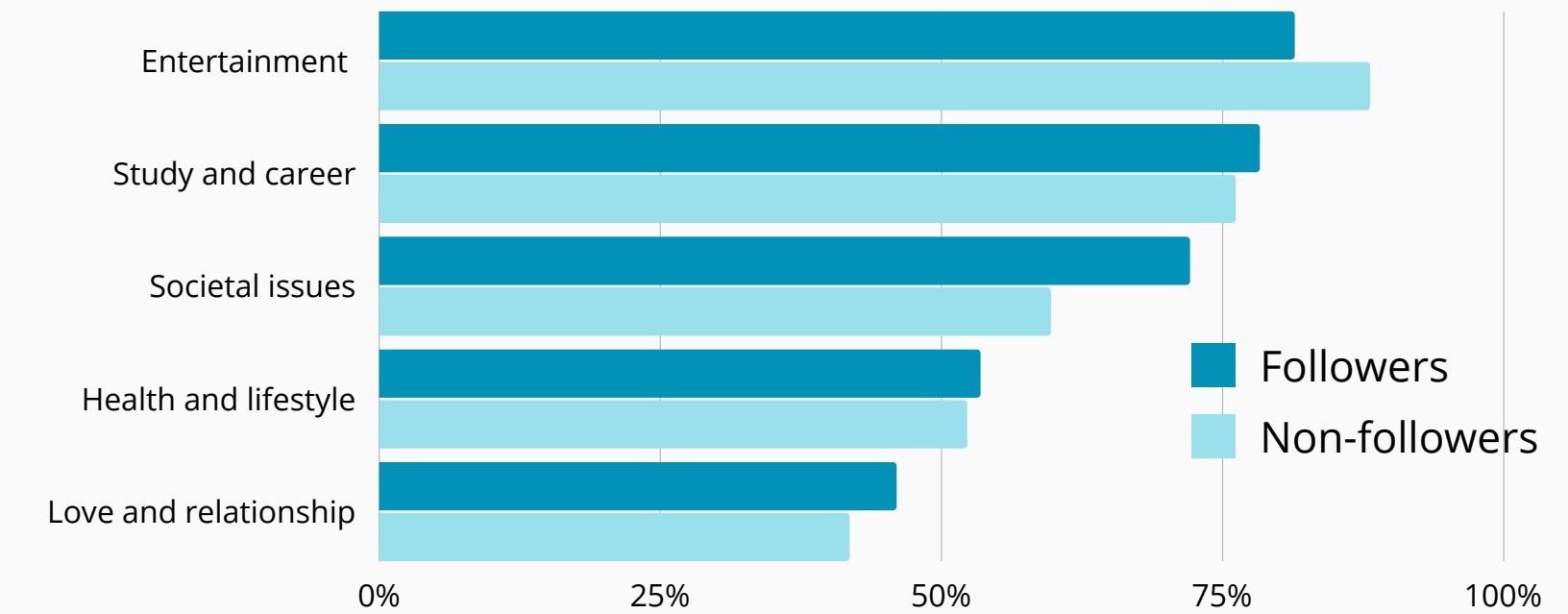
About four in five females who participated in the survey said they are frequently interested in entertainment news including music, movies, celebrity news on social media, and the number is relatively higher in male respondents which are about 87% of them. This phenomenon remains the same with CyberKid Vietnam followers and non-followers, as respectively, 81% and 88% of them showed similar interest.

81 %
of CyberKid followers
are interested in
entertainment topics

Alternatively, content related to a love and relationship topic gains the lowest interest among the other five given topics, with an average of 45% of respondents choosing it as a subject they were attracted to, and the number is lower in male responses (37%). This is consistent with the interview's responses since three in five interviewees demonstrated their attraction to humorous (i.e. meme) and entertainment content, and suggested the integration of entertaining factors into knowledge-based content.

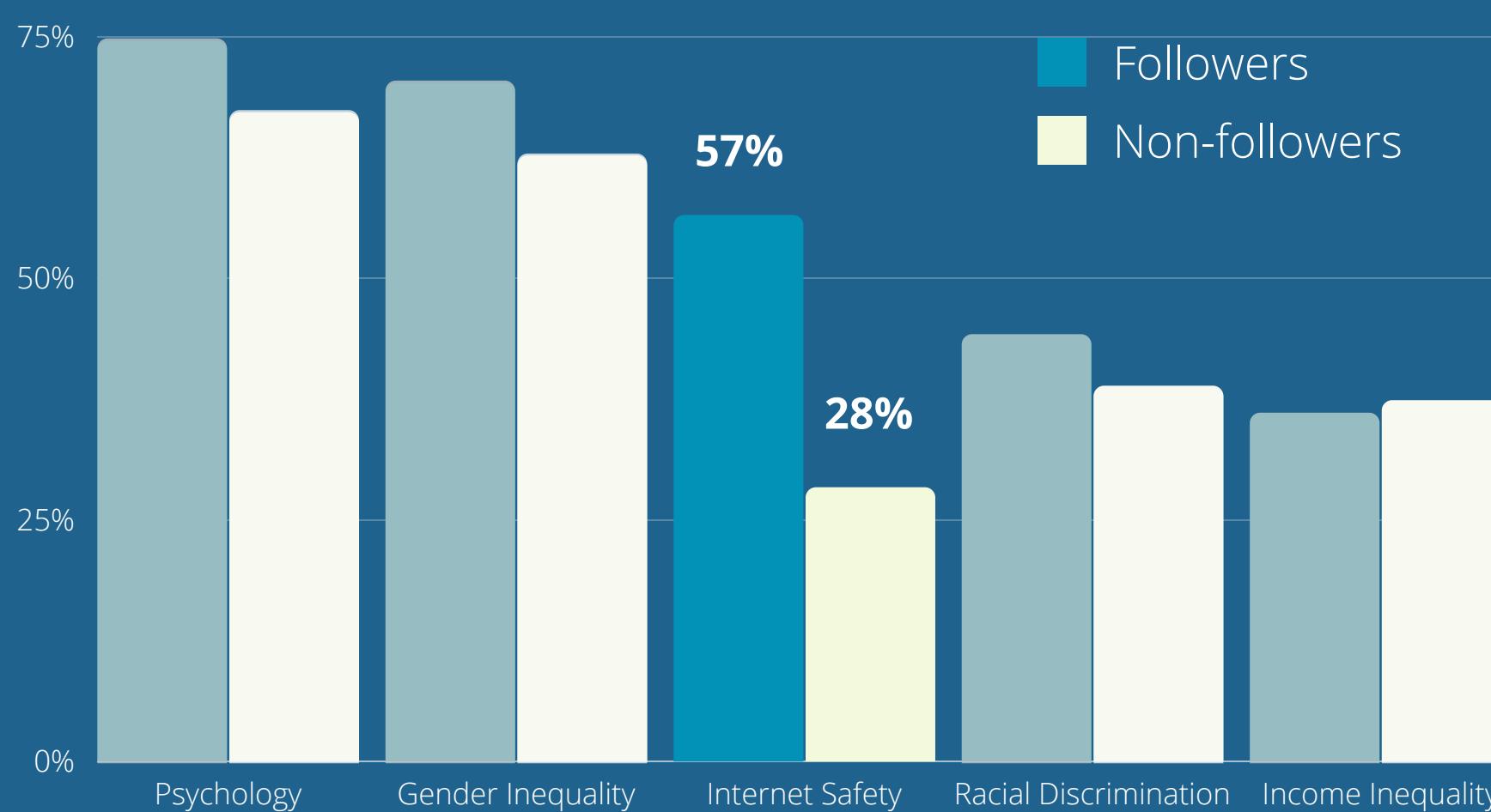


Graph 9: The percentage of Vietnamese youth who are interested in several topics, divided by gender.



Graph 10: The percentage of Vietnamese youth who are interested in several topics, divided by followers.

Indeed, when Vietnamese youth were asked which areas related to societal issues have gained their regular interest, Internet Safety came out to be in third place with 49% of responses, which is 23 percentage points lower than the psychology topics (72%). However, the number of people who did not follow the CyberKid Vietnam page reported being appealed to Internet Safety notably lower than followers, which are 28% of non-CyberKid Vietnam followers and 57% of CyberKid Vietnam followers.



Graph 11: The percentage of Vietnamese youth who are interested in topics related to societal issues, divided by followers.

Cybersafety remains the least interesting area for non-followers. This may expect the difficulty in attracting new followers with online safety content in the future, due to the little interest. Moreover, the percentage of CyberKid Vietnam followers being interested in Internet Safety is only slightly higher than half of the total followers (57%), there are two possible justifications for it;

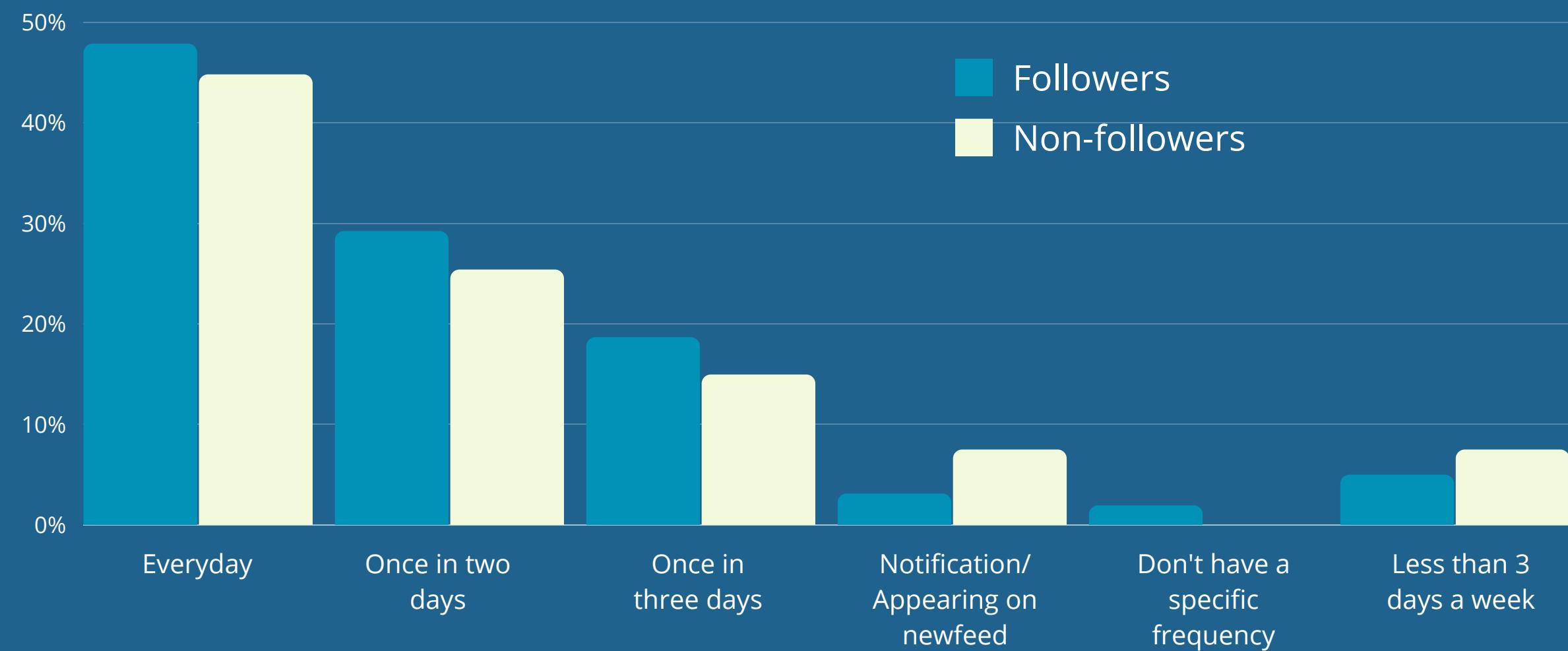
- (1) *The current content of online safety may have not appealed enough to all followers to be interested in the topic;*
- (2) *A proportion of followers follow the CyberKid Vietnam page because of other reasons rather than being interested in cybersafety.*

Additionally, there is only an unnoticeable difference in the percentage of youth who have encountered one or more cyber threats (50%) and those who have never encountered cyber threats (46%) who showed interest in cyber safety. Hence, there is little support to claim that there is a relationship between the level of a person's appeal to internet safety and the negative experiences they encountered before because of unsafe behaviours on the Internet.



47% of respondents would if it is the topics they are regularly interested in, spend their time reading that content every day.

The number is followed by one time in two days (24%) and one time in three days (18%). Therefore, it could be presumed that if it is a topic that young people are not attracted to, they will be less likely to read those contents. However, there could be other potential reasons why people may have not read the content. So it remains to have more statistics to support the claim that the level of interest is related to a person's behaviour of reading specific content.



Graph 12: The percentage of Vietnamese youth who spend their time to read topics related to societal issues (graph 8), divided by followers.

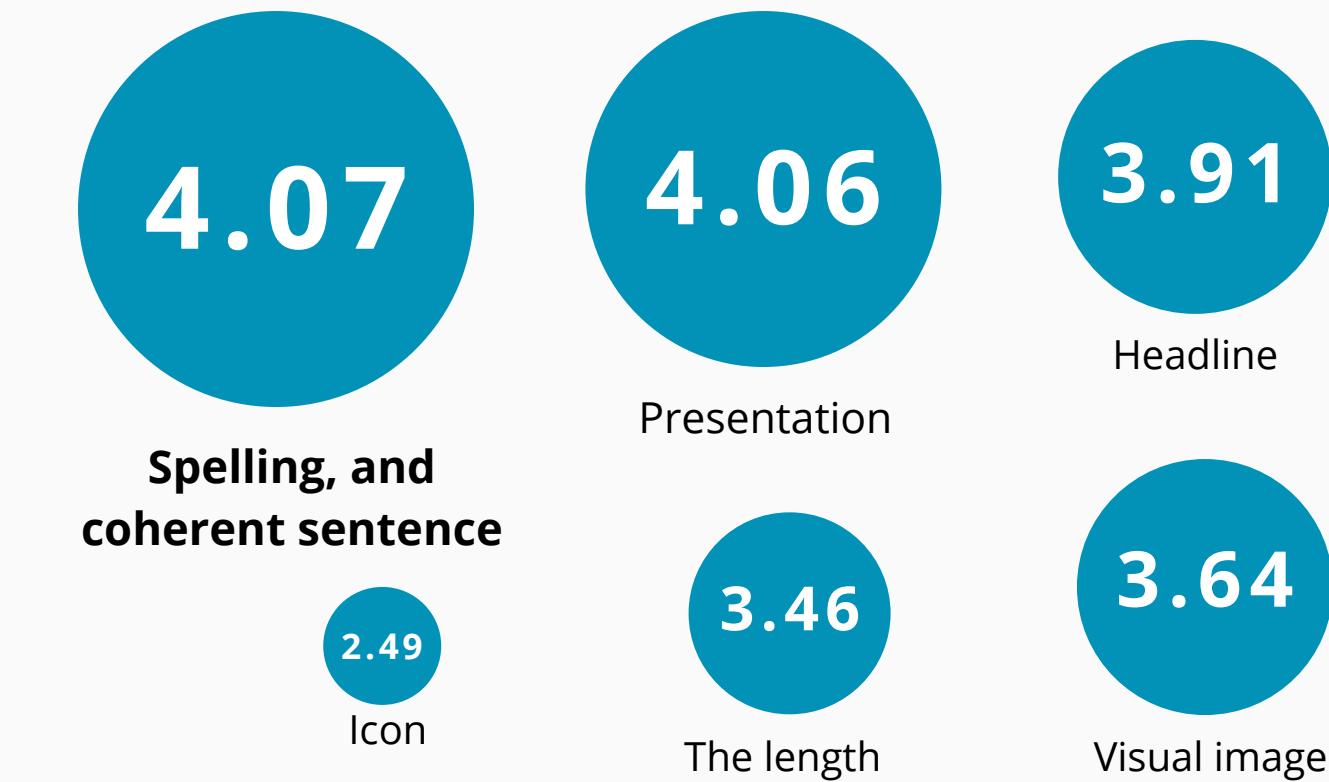


While approaching information, or articles, Vietnamese young people generally are highly affected by spelling, coherent sentences and presentation of a piece of information.

Spelling, **coherent sentences and presentation** with average points of 4.19/5.00 and 4.14/5.00 respectively are at the top of the list of factors that **hugely influence followers of CyberKid Vietnam behaviours on reading and access to information**.

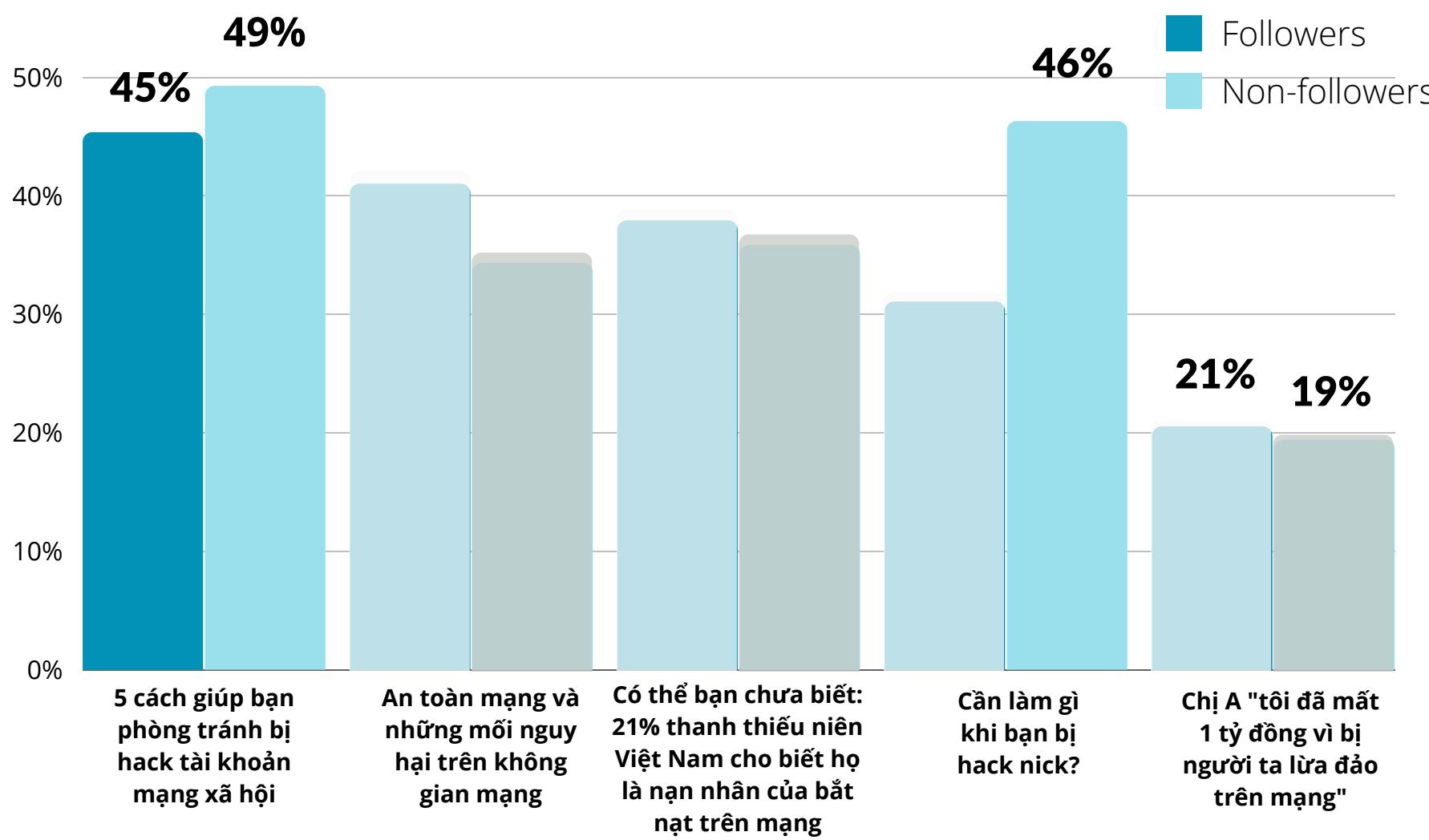
However, among people who were **not a follower** of CyberKid Vietnam, a **headline** of a post is indicated as a **top influenced factor** (3.90/5.00), while **spelling, coherent sentences and presentation** are closely tied in the second place (both 3.85/5.00). While the length of an article which is presumed to have high influence got the second-lowest points among six factors with the overall points of 3.46/5.00.

An icon is the only factor that has the point below 3 for its influence on audiences. This may have happened because when reading, a **person's attention is focused more on the words and main ideas of a post**. However, the point of icons is slightly above average with the point of 2.53 for CyberKid Vietnam followers, thus it is suggested to keep using the icons in the post despite its little influence on readers.



Graph 13: The average points of six factors influence youth behaviour when approaching information, on average.

While a headline is revealed to be in the top 3 factors that influence Vietnamese youth behaviours toward reading and accessing information, articles; surveyees showed to be more attracted to headlines that state an exact number of helpful ways to help them with unwanted situations in cyberspace



27 Graph 14: The headlines gained youth's interest (%), divided by followers.

40%
Surveyees had experienced being hacked situation

Social media accounts being hacked is increasingly common among youth nowadays, hence **46% of young people revealed to have the highest interest in the headline: '5 ways to protect your social accounts from getting hacked'**, which triggers their right need.

The high interest in this headline is more prevalent among females (49%), who is reported to be more exposed to the situations of being hacked. It can be said that the headline mentions the right problems that young people are facing and includes solutions (benefits) for them, thus it captured their attention.

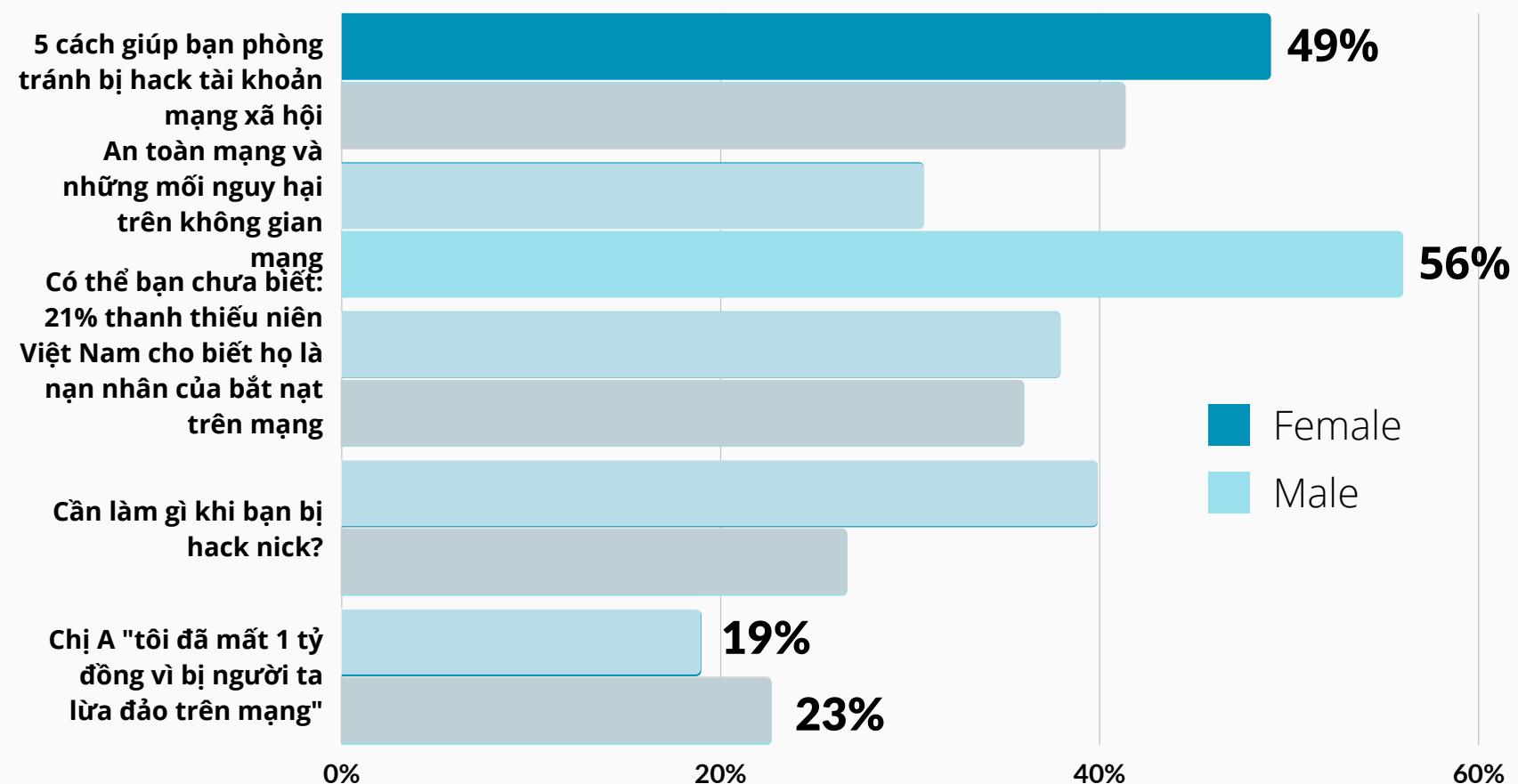
Additionally, non CyberKid followers are said to be appealing the most to the headlines related to being safe in a situation of getting hacked.



Alternatively, young people seem to be less interested in articles with elements of sensationalism and exaggeration.

The headline “Chị A: tôi đã mất 1 tỷ đồng vì bị người ta lừa đảo trên mạng” has gained the lowest interest among the 5 given articles, with only about two in ten of those surveyed pointing out it is attractive to them. **Vagueness or confusion often is a reason for the unattractive headline**, which the audience really **does not know what they're going to get**, or they do not see what are the **benefits they can get** from the post.

Another hefty percentage of young people stated that they like the headline that is clear and straight to the point as 37% of respondents chose “Internet Safety and several threats on the Internet”. Moreover, **it remains to be the most famous headline for males (56%)**.



Graph 15: The headlines gained youth's interest (%), divided by gender.

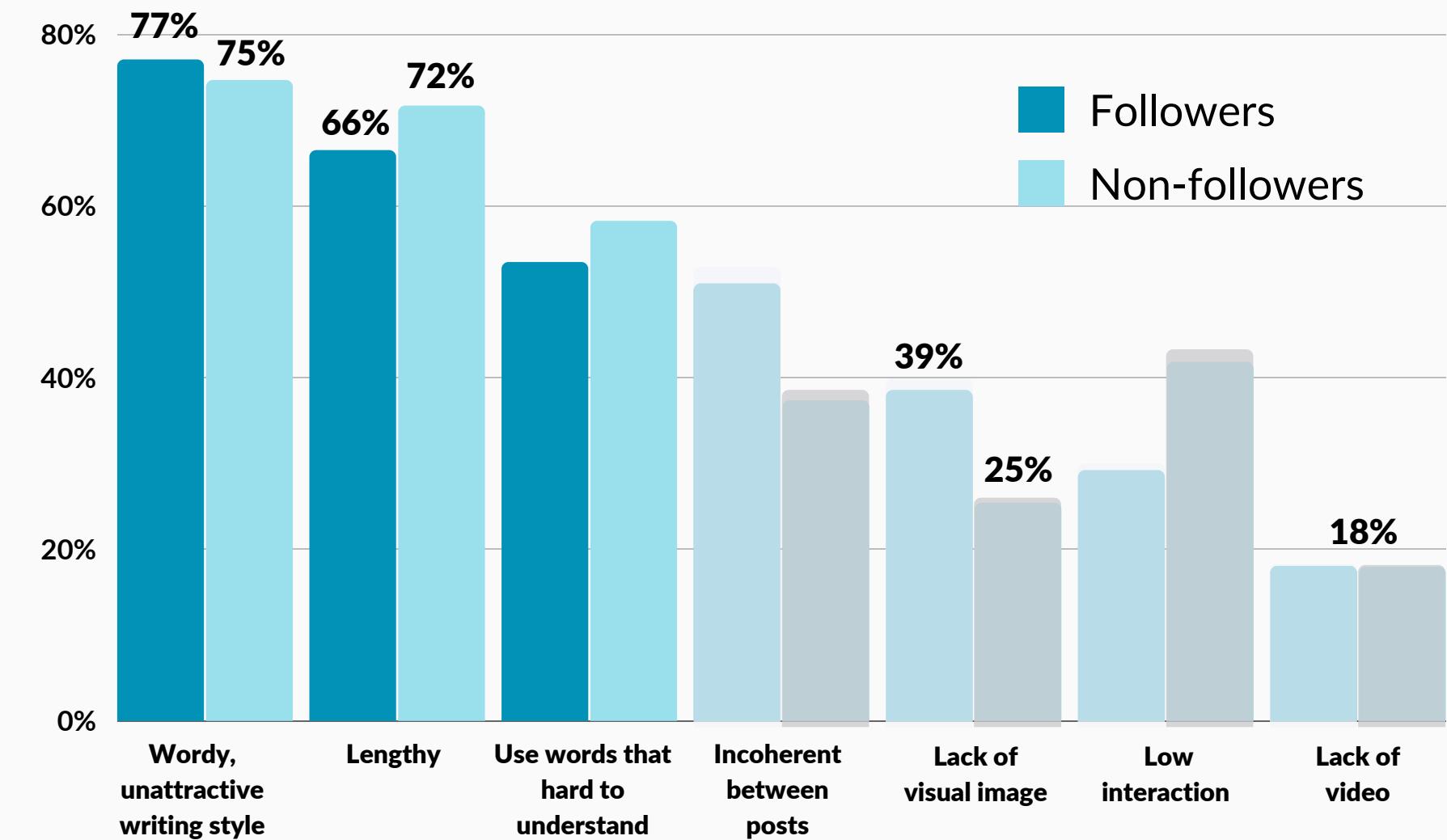


76% of respondents hesitate to read the articles with unattractive writing style

69% of respondents scare of reading lengthy posts

The favour for straightforward writing style isn't different between CyberKid Vietnam followers and non-followers, since 77% of followers surveyed chose the wordy, unattractive writing style as the first factor that restrains them from reading a post on social media (versus 75% of non-followers). The choice of lengthy posts is more interesting: 66% of followers chose it as a top-two factor constraining them from reading compared with a high level of 72% of non-followers, even though the length of an article was early stated to only have a moderate influence on Vietnamese youth behaviours when approaching information, or articles (3.46/5.00).

On the other hand, the lack of video in a post seems to be not a problem for the young. Only **18%** of both followers and non-followers *agreed that the lack of vivid video stops them from viewing content on social networks*. The visual image remains to have higher impacts than video, since **35%** of those surveyed said to *hesitate reading a post that lacks visual image or has unrelated design*, and the number is higher for CyberKid Vietnam followers with 39% of them (versus 25% of non-followers).



Graph 16: The factors that make Vietnamese hesitate to read the articles (%), divided by followers.

CyberKid Vietnam followers allocated higher points for all three content pillars than non-followers when asked to rate how each content pillar is suitable to you.



	PERSONALIZATION	EDUCATION	ENTERTAINMENT
	4.13	4.04	3.82
	3.90	3.79	3.78

Graph 17: Marking based on suitability of CyberKid's contents, divided by followers.

Personalisation (**real-life stories**) got the highest point among the three content pillars for content that is understandable and practical for young people.



Graph 18: Marking based on suitability of CyberKid's content, on average

Entertainment stayed in last place. This could be corroborated by one interviewee who had shared that: "*A number of current entertaining, meme posts did not go straight to the point, thus lowering my mood afterwards*" when being asked to share their thoughts about the current content of CyberKid Vietnam Facebook posts.

02.

Assess the target audience's awareness of cyber safety and how they deal with problems relating to cyber security

Vietnamese young people (aged from 15 to 23) are now aware of safe behaviours in cyberspace but are not fully aware of the seven dangers, females have more intention to protect themselves in cyberspace more than males.

68%

of young people surveyed know risk of



identity
theft



online
bullying



human
trafficking



fraud



online sexual
harassment

><

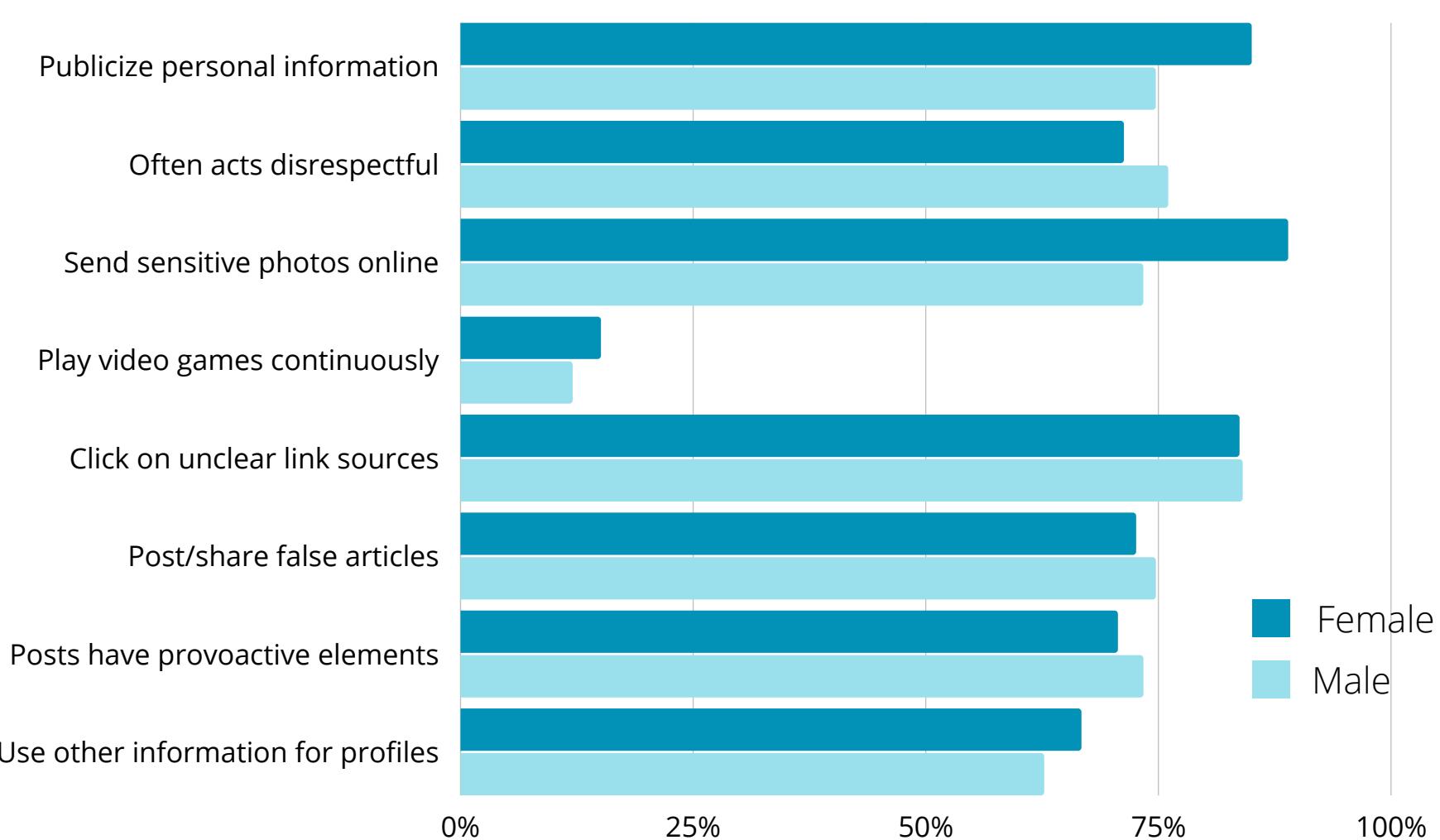
15%

of survey respondents think

gaming addiction
is not a

Cyber threat

Females are more concerned about online sexual harassment than males

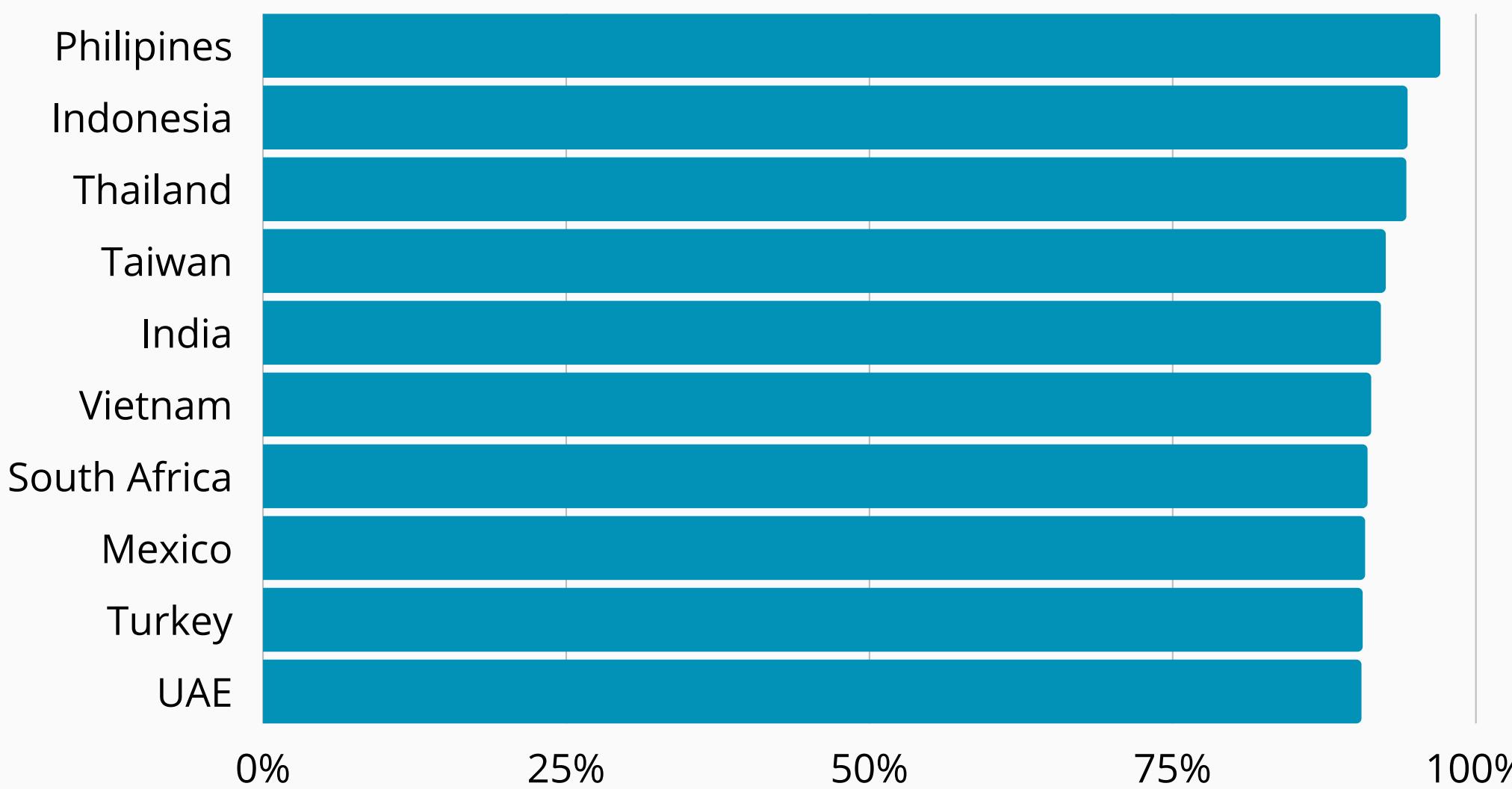


Graph 19: The percentage of Vietnamese youth awareness of acts of lack of sense of safety in cyberspace, divided by gender.

Specifically, when analyzing young people's awareness of cyber security, we noticed 2 main points. Firstly, we see a gap between the percentages of males and females in behaviors resulting in online sexual harassment. In more detail, the percentage of females reckoning that sending sensitive self-images is an unsecured activity is 15% higher than that of males. This situation could be explained based on a fact that the number of females that be sexually abused is far higher than that of males. According to *Thanh niên Magazine*, during 2015-2019, the whole country has detected and handled 8,442 cases of child abuse, with 8,709 children being abused (1,672 male children, 7,037 female children). This also partly shows that we need to further promote awareness of online sexual abuse, especially with boys.

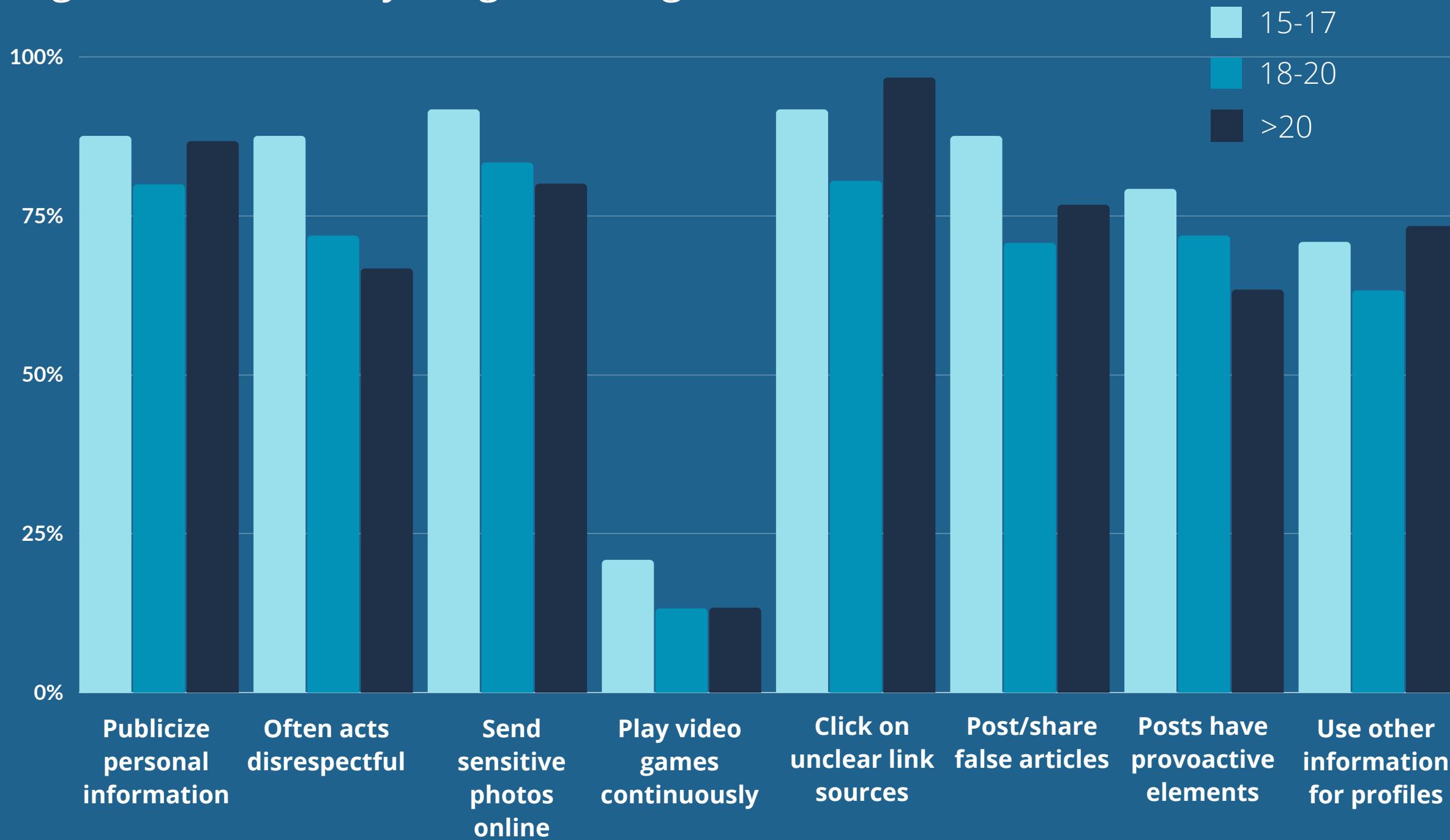
Vietnam becomes the country with the 6th highest ratio of gamers to population

Secondly, only 34 people considered game addiction as a behavior of cyber insecurity. It is likely because there are a huge number of Vietnamese young people playing video games today. In accordance with Statista, up to the first quarter of 2021, **Vietnam has 91.3% of Internet users playing games, becoming the country with the 6th highest ratio of gamers to the population in the world.** Besides, we also think that a small number of people select the answer “playing the game continuously” is evidence that the **amount of information about both physical and mental harm of game addiction** approaching them **is a little.**

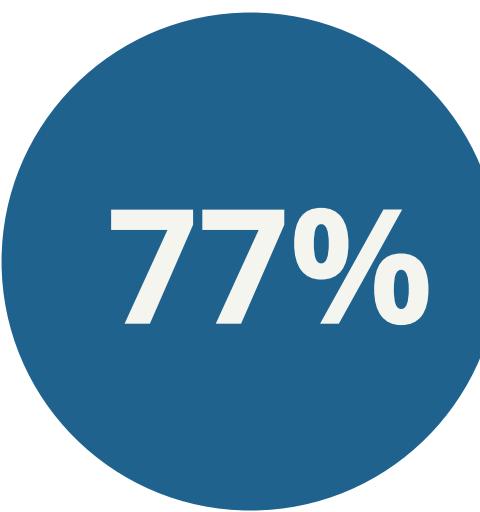


Graph 20: Top 10 countries in terms of percentage of Internet users who play games.

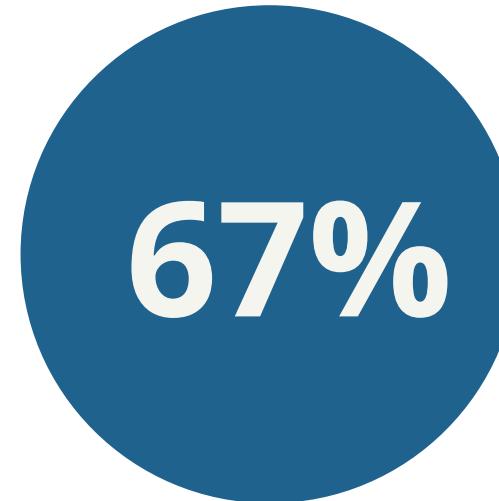
Moreover, when analyzing data based on the age of respondents, we see that the percentage of **adolescents** (aged 15-17) who **have a higher awareness of unsafe behavior online than adults**, 77% on average, 10% higher than that of young adults aged 18-20.



Graph 21: The percentage of Vietnamese youth awareness of acts of lack of sense of safety in cyberspace, divided by ages.



of adolescents are aware of unsafe behavior online



of young adults (18-20) are aware of unsafe behavior online

“Safety in cyberspace is when your information is not exposed, it is not sold or used to do illegal things, safety in cyberspace also includes not being bullied online”

An 18-year-old female student, Hanoi, follows CyberKid



A 15-year-old male student, Binh Thuan, interested in cyber security, follower of CyberKid Vietnam

"Safety on the internet is that I don't click on bad links, scam links, don't leave digital footprints, don't reveal information."

A 20-year-old female student, Hanoi, follows CyberKid Vietnam and frequently reacts to posts.

"The danger in cyberspace comes from people who use it for bad purposes, take advantage of loopholes they don't know to use it for bad purposes such as impersonation, account hacking, fraud related to love or business. material. There is also human trafficking, gambling...depending on the purpose that people create."

A 17-year-old male student, Ho Chi Minh city, follows CyberKid Vietnam

"Safety in cyberspace is when we use the network, social networks require a lot of personal information, social network users in particular and the internet in general need to be safe about personal information, should not be made public. Too many unintended, cyberbully, psychological effects when going online, being exposed online. My younger brother had it, his mentality was not very good at that time."

Young people in general have a basic sense of the consequences that can be encountered from unsafe internet use.



90%

of survey respondents aware
of the risk of being
hacked

The high percentage of people surveyed who chose "*social media accounts being hacked*" is so **high** because it's so **common nowadays**.

40%

average

46%

teenagers aged 15-17

39%

young adults aged 18-20

have social media accounts being hacked

43.5%

CyberKid followers

31.3%

Non-CyberKid followers

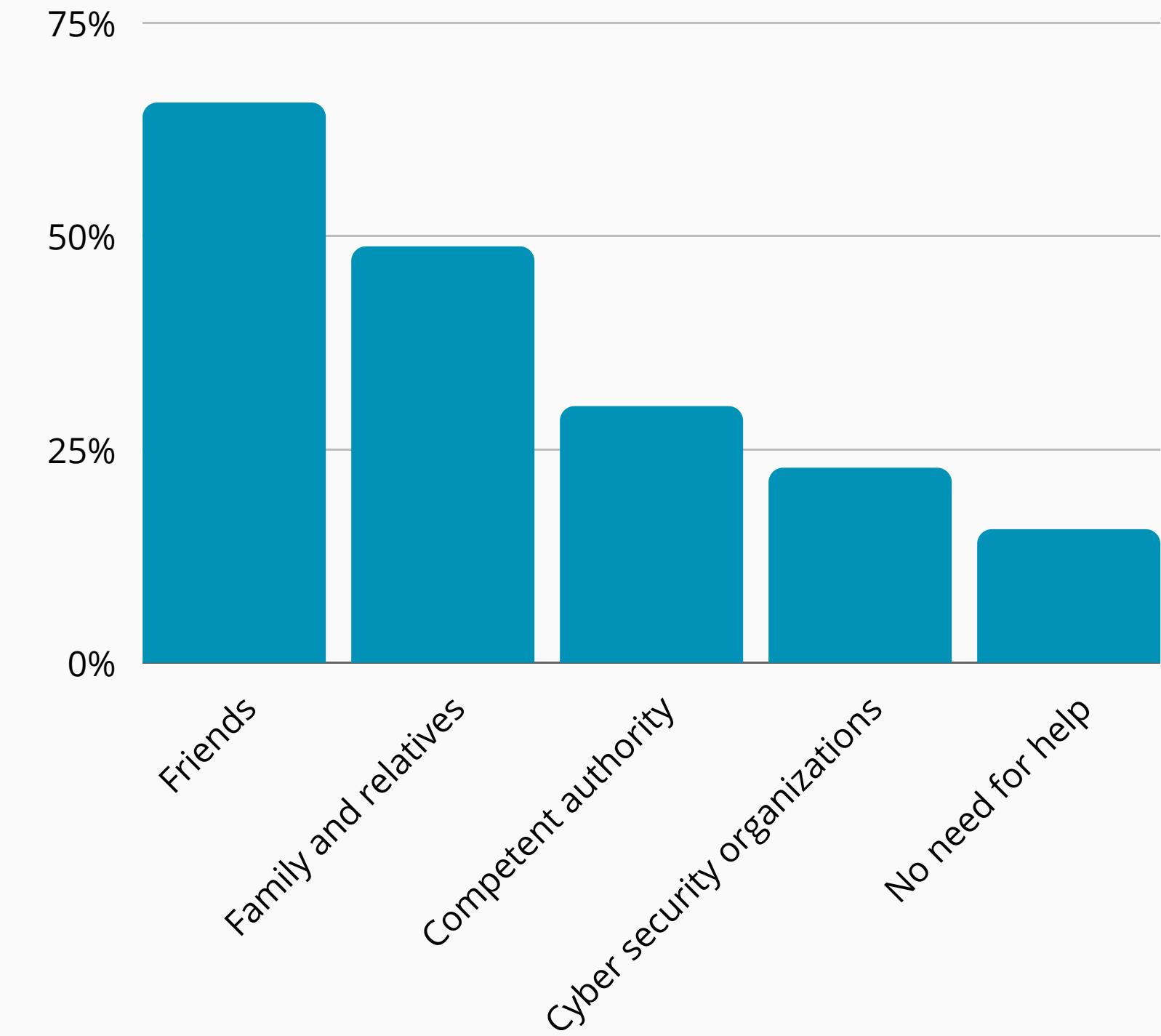
Therefore, it is extremely necessary to regularly post articles related to hacking to maximize the benefits that CyberKid brings to the media audience, especially those who are following CyberKid.

Whom young people ask for help...

66% friends

50% family and relatives

30% competent authority



Graph 22: Whom young people ask for help when they have trouble on the Internet

Competitors benchmark

To serve the purpose of building new content pillars more precisely, the research team **compared** and contrasted CyberKid's communication **strengths** and **weaknesses** with the main competitor, **Cookie Hân Hoan**. The competitor selected is based on 3 key points: *main content relating to cyberspace, cyber safety, cyber security; non-profit organization; and target followers are young people.* Arguments on Cookie Hân Hoan are extracted from documents of the Marketing department.



CyberKid Vietnam

Content

COMPETITORS
BENCHMARK

Strength

Deploy a lot of **new** and **creative** content up-to-date "Education" knowledge is **quite practical** and **accessible**, for example, Sales, Internet love,...

Weakness

Unconnected among posts, making audiences **hard to keep track**. (based on interviewee's point of view)

Many topics, articles, and **writing styles** are **not suitable** with the trends of **young adults** who account for 63% of total followers. (based on interviewee's point of view)

Inability to master writing style due to **lack of experience and in-depth understanding of the educational category**. (based on documents provided by Marketing department)

Some of the **memes don't go straight to the point**, losing enthusiasm. (based on the interviewee's point of view)



CyberKid Vietnam

COMPETITORS
BENCHMARK

	Strength	Weakness
Media	<ul style="list-style-type: none">• Consistent color code• Youthful design, highly educational• There has been a diversification in content presentation, such as videos, images, infographics.	
Activity	Organizing activities on fanpage to interact with audiences	Lack of interaction with media audience in the comment

Cookie Hân Hoan

Content

COMPETITORS
BENCHMARK

Strength

The **tone of voice** is **friendly and fun**; the frequency of incarnation in the post as though readers were the **characters** in those situations.

There are many **examples** to demonstrate the cyber security information, so it's quite accessible and easy for readers to understand.

There are **clearly divided content pillars**: 1. Sharing; 2. Basic Web; 3. Network; 4. Web Application Vulnerability; 5. Surviving in cyberspace; 6. Programming; 7. Encryption and decryption; 8. Digital Forensics; 9. The rest are entertainment posts that may or may not be related to cybersecurity.

Short, suitable word count:

- Professional sharing posts are about 350 words
- Non-professional entertainment posts are about 20 words

Weakness

Many posts are very casual, unrelated to the page's expertise

Cookie Hân Hoan

Media

Strength

There are 2 main **cartoon characters**: Chicken and Hazy, which are used frequently in most of the posts.

Besides, the rest of the photos are funny, **popular memes**.

Each post usually has only 1 photo.
Use media, like 2D, animation, and video sub.

Activity

Strength

Regularly comment, **interact** with readers. Organize an online contest for young people who are passionate about information technology and network security

Weakness



There is a huge gap between interactions and comments. The number of interactions is nearly 300 on average in which likes account for the main percentage, while the number of comments is around 10

Cookie Hân Hoan

Applicable strengths

Apply **friendly tone of voice, the incarnation**, propose at least one **example** in each post, especially posts including specialized content.

Moderate word count which is about **200-350**

Regularly interact with readers

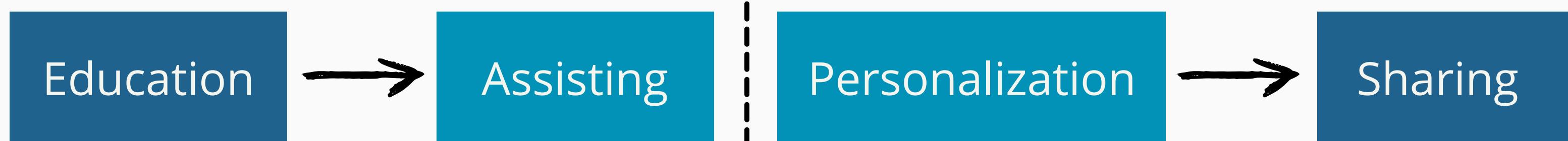


Content Strategy



50%

of CyberKid's followers are concerned about practical and applicable content



focusing on **what audience need us to assist**, instead of what we want to educate

rewriting in caring and empathy wording to tell true stories to bring the audiences **feelings of openness and connection**

Content pillars redistribution



Education



Entertainment



Personalization

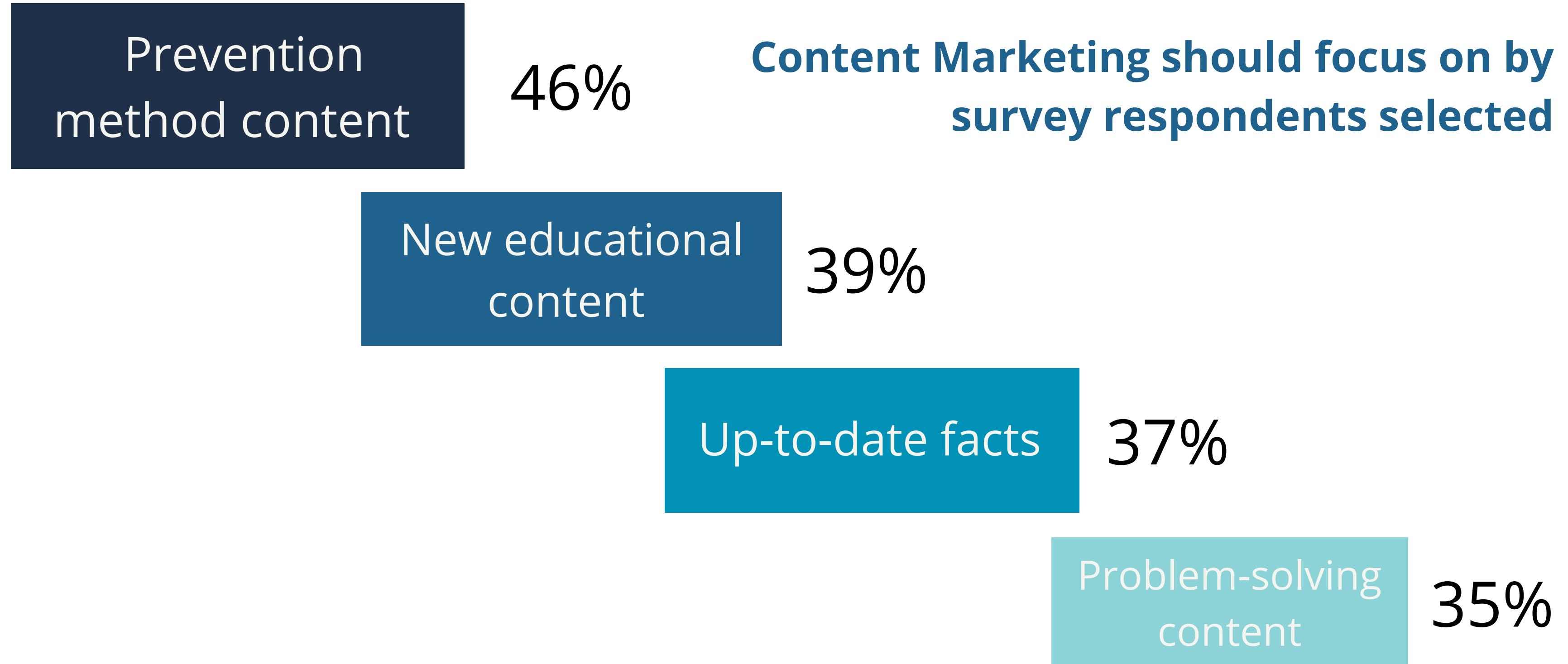
This suggestion is also based on content arrangement of Nha tu Hoa Lo, besides data collected from survey

How to improve content effectively

To be able to build effective content, content creators need to **understand and be loyal to CyberKid's mission**. All content from **education, stories, memes must be directed to the image and goals of the organization**, in parallel with **catching up with the trends** of the times.

Moreover, content creators need to have **specialists evaluate all cyber safety educational content, help them grasp those specialized contents** so that they can easily modify and create content in their own way. However, due to limited human resources, a large amount of work for content creators, and a very small percentage of people who actually know about cybersecurity, we suggest that the Marketing department in the **short term** needs to **increase the time to read** to understand and supplement basic knowledge about network safety and security, along with **practising writing more content**. In the **long term**, Marketing may consider **inviting a few cybersecurity majors to be mentors** who can support and provide qualified educational content for the content creators in the department

How to improve content effectively



How to improve content effectively

88%

of CyberKid's followers surfing social media
for entertaining

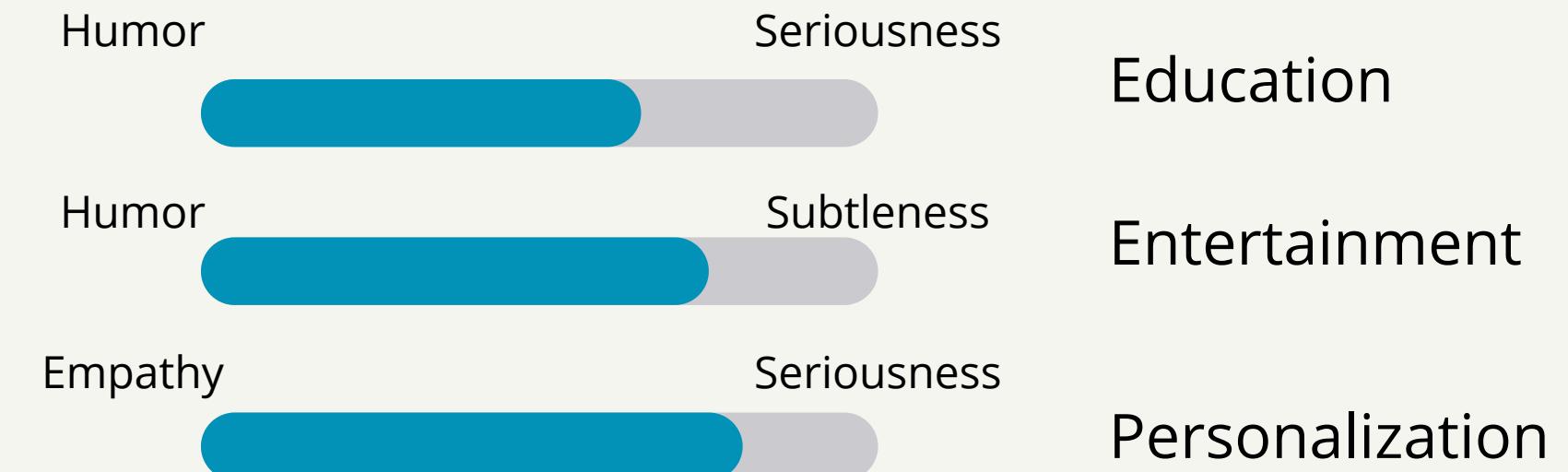
the average score that the surveyors gave to the
Entertainment was the lowest

3.8/5

**More entertainment content
More subtly humorous in
writing**



Tone of voice



How to improve content effectively

Suggestion in representative character

Marketing department can based on Wall-E and EVE to create their own representative character



EVE - Wall-E's lover



Wall-E

How to improve content effectively

Time for content posting



20h-23h



Once per day

Marketing also needs to create a series of topics, organize posts in chains, helping the audience find easier to grasp information. The representative character could be used to present those content as stories.

How to improve content effectively

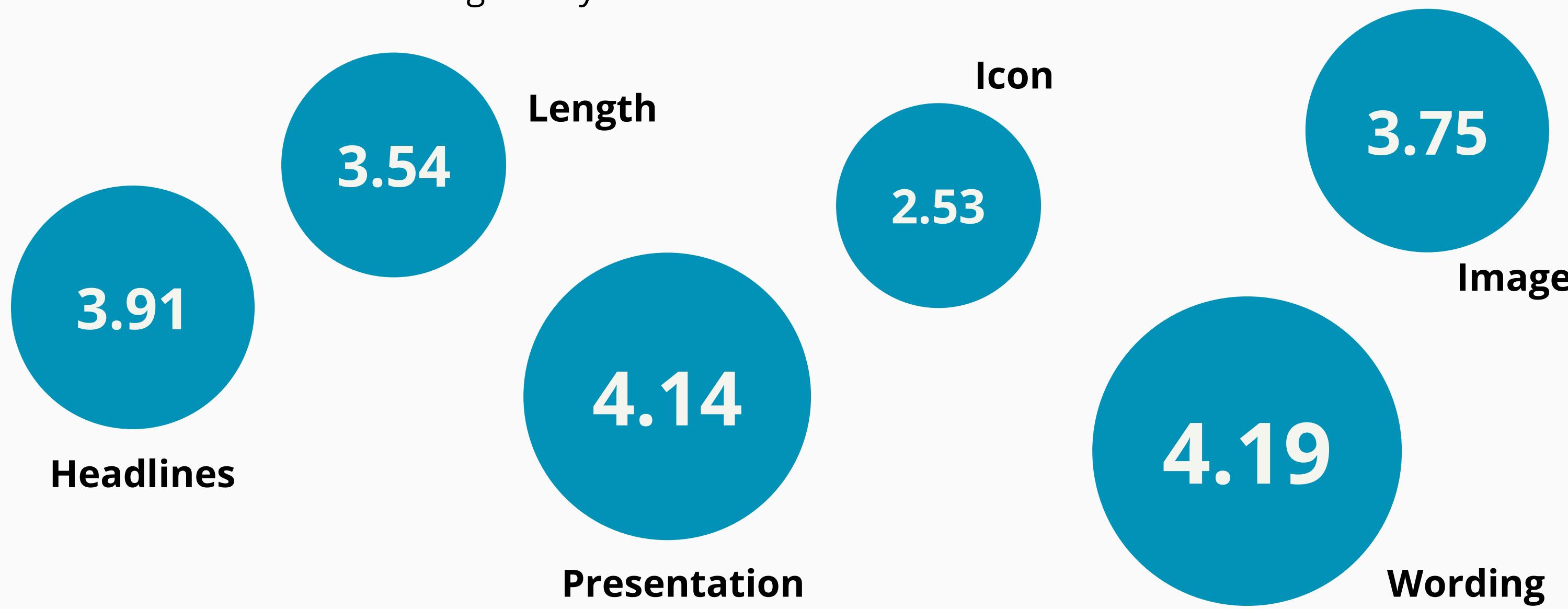
Magnetic headlines to grasp attention

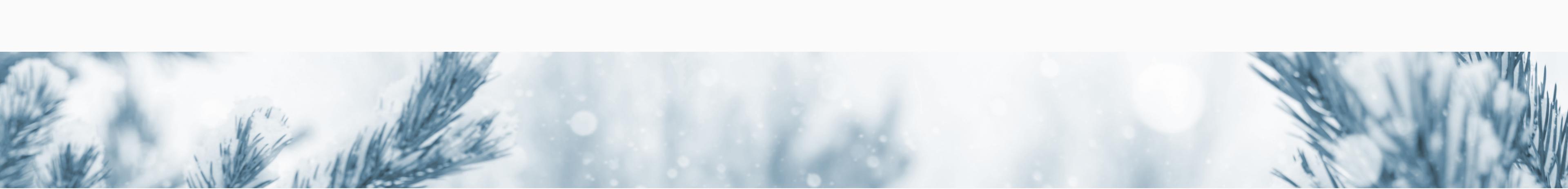


- Steal other headlines, and creatively adapt them.
- Internalize the structure and the look and feel of a really solid professional headline.
- Magazines are good places to study the headlines. Well executed headlines attract readers
- Start with the headline that you found interesting or popular, and then figure out how you're going to fill this in, what you're going to create that's valuable and interesting that you can fill this show with.

How to improve content effectively

Present the content, divide the paragraph clearly. Being marked with 4.16/5 from CyberKid followers, we can see how clear structural content critically affects the audiences' approach to the posts on social media. Along with that, comprehending wording in posts is also important as it is the element influencing the CyberKid's audiences the most - 4.16 /5.





How to improve content effectively

Keep it short

300-350 words



How to improve content effectively

**Take advantages of vivid images
and infographics, movie cuts**

Call to action to impulse the audiences to share

PRODUCT

DEVELOP

MEN