

COMMUNICATION IN EDUCATION

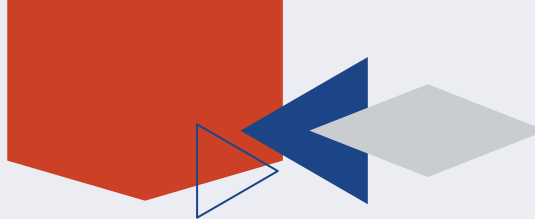
Applied since 12/2022



A decorative graphic in the top-left corner consisting of a red shield-like shape, a blue arrow pointing left, and a grey arrow pointing right.

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- 01** Communication makes competitive advantages
- 02** Reasons to choose VietNamNet
- 03** Solutions & costs



01

**Communication makes
competitive advantages**

The number of students nationwide has quadrupled for 10 years

2009 - 2010	2018 - 2019
74.355	280.118

The above potential context is both the foundation and the factor to increase the competitiveness of each school when the number of preschools, primary schools, middle schools, high schools and universities and colleges has risen sharply in the past 10 years.

According to data from the Ministry of Education and Training in 2018-2019, the total number of schools across the country is as follows:

Kindergarten	Primary school
13.222	13.959
Secondary school	High school
10.898	2.836
University, College, Academy	
About 700	



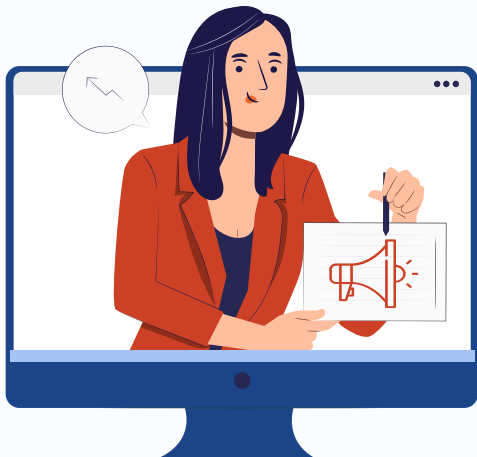
How does your school attract more students?

How to make your school **a top priority**
when parents choose the learning
environment for their children?



SCHOOL COMMUNICATION

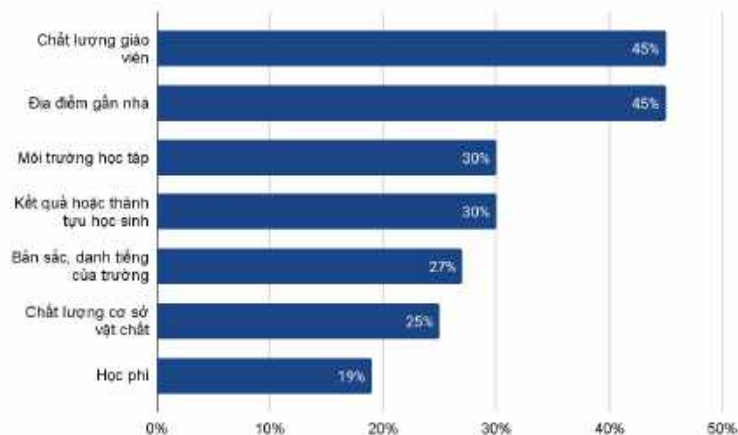
The “need” factor in increasing competitive advantage



- ★ Choosing the right school is always a concern of every parent when having a child of school age or transitioning level.
- ★ Every decision to choose a school is a consideration, measured from many factors, references from multiple sources.
- ★ Therefore, school communication is an element that every school needs. Besides expressing and conveying the strengths of the school, but above all, school communication helps to hit the psychology of parents and students when deciding on the study environment.

Communicating the strengths of the school based on the content of interest of parents and students, through reference sources

Decisions are made based on many factors



*Based on Survey published by Varkey Foundation in 2018

Information about schools is chosen from many sources



Advice from family and friends



Information in the press



Discussion topics on social networks



Directly from schools



Proper communication at each stage of the chain of behavior, hitting the psychology of parents and students when making decisions about schools to attend



Need awareness

Communication shows the importance of choosing a school: Not only does the emotional impact in the learning process, but the school also affects the future of learners.

Look for information

Communication helps locate your school on a large scale and provides information such as location, school features, strengths...

Evaluate options

Communication helps highlight strengths, increase competitive advantages in school choice decisions of parents and students

Give decision

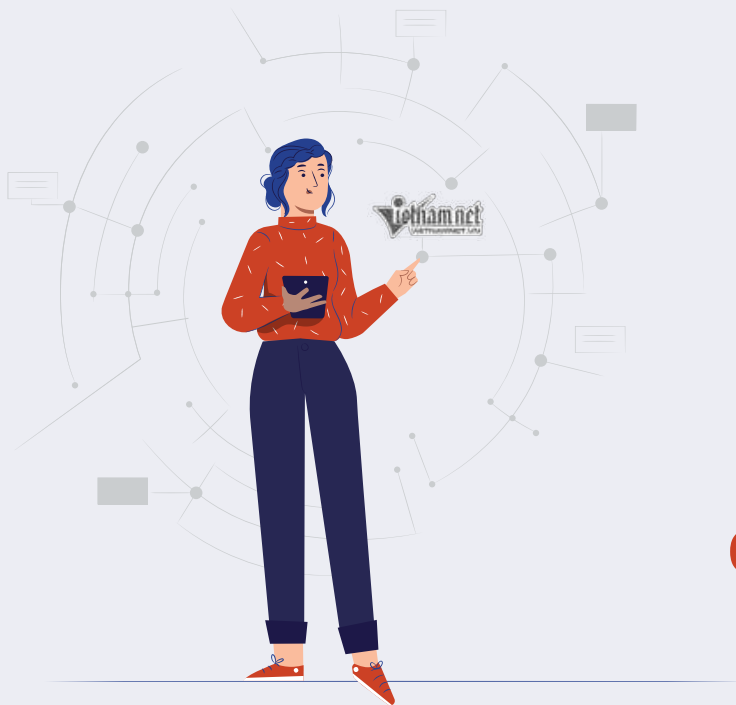
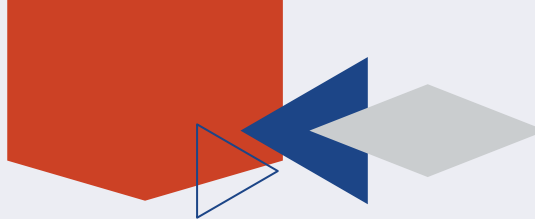
Parents, students make school selection decisions after being navigated by the media



ONLINE NEWSPAPER

is an effective, reputable and reliable communication channel thanks to its:

-  Objectivity
-  Reputation
-  Wide coverage



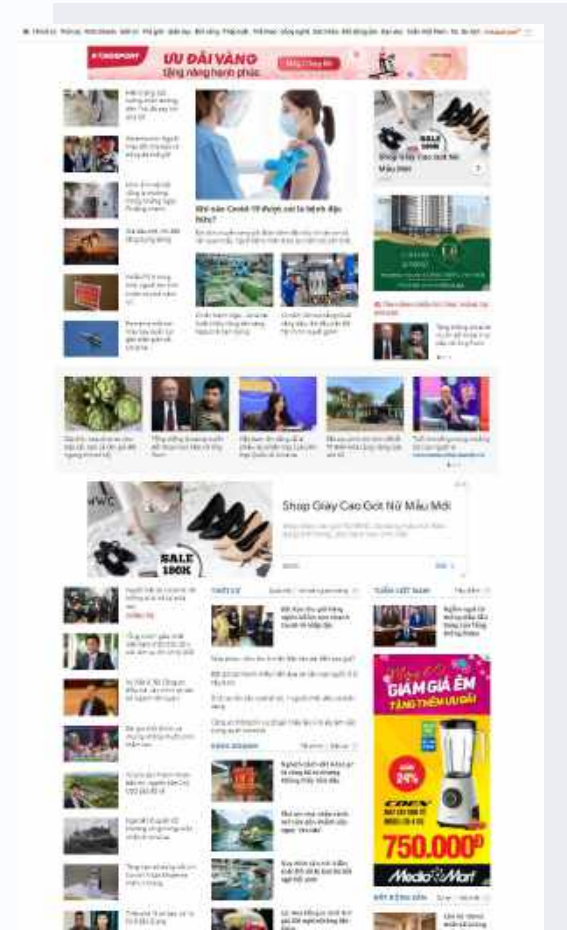
02

**Reasons to
choose VietNamNet?**

VIETNAMNET

The newspaper has strength in the field of Education

VietNamNet is not the shortest, fastest way for your school to reach parents and students because we will need time to prepare each communication content about your school before it is released. However, VietNamNet will help build, convey and promote your school's image in the most quality, prestigious and sustainable way.



MAXIMUM EFFICIENCY

Prestige, orthodox

VietNamNet is a mouthpiece under the Ministry of Information and Communications. All information posted on VietNamNet is strictly censored to ensure accuracy and reliability. Thanks to that, VietNamNet owns a large number of loyal readers after more than 20 years of development.

Experience, ability

VietNamNet has a team of experienced reporters, journalists, editors, etc. Competence is proven through quality and inspirational articles and reports that attract many readers and are confirmed through each exam event.

Optimal solution

A media package designed specifically for schools ensures precise access to the target audience, highlights the school's image, and directs readers to grasp the school's advantages naturally.

TRAFFIC

230.000.000

Pageviews

00:04:30

Time on site

30.000.000

Users

Regions



Devices



Gender



Age

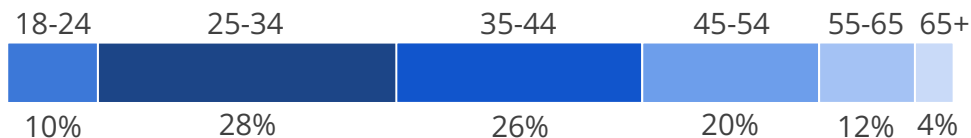


Illustration of VietNamNet's Competitiveness in Education

10th grade entrance exam in Hanoi in 2021

The index is at the top and superior to other online newspapers

Google Visibility

Above 80%

Google Position

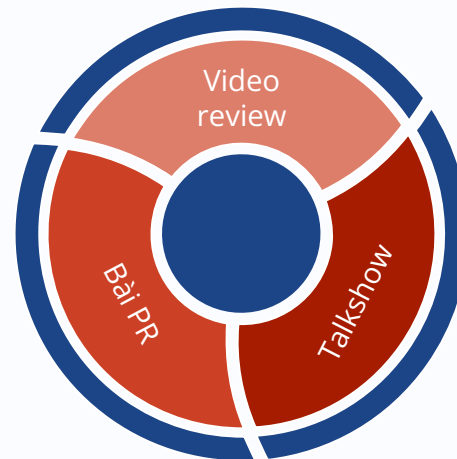
Top 1 - 1.8



Tailor-made communication packages

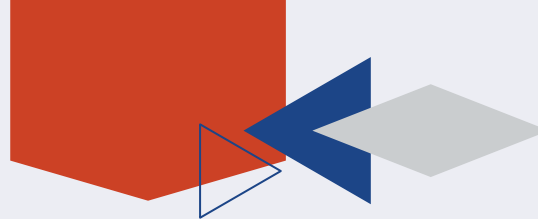
VietNamNet understands that there is no general formula to communicate all fields. Education, Real Estate or Pharmaceuticals have their own characteristics and different ways to communicate.

That's why we design an unique communication package for schools, based on the psychology and behavior of parents and student.



Communication package includes
3 main items

>> [See overview of media package](#)



03

Solutions & Costs

Details of the school evaluation package
built exclusively by VietNamNet

Solution package

185.000.000 VND



Video review

Bring the clearest visualization of facilities, studying environment

Impress



PR Article

Provide typical, highlighted information and the most interesting contents

Understand



Live webcast

Answer questions publicly; access to parents and students directly

Believe

No	Content	Detail	Position/ Size
1	Video review	Video production	Maximum 10 minutes
		Upload video on Education category	Top 2 - 5 of Education category in 2 hours
		Upload video on Video category	Top 2 - 3 of Video category in 2 hours
2	PR article	Topic: Successful students	Top 2 - 5 of Education category in 2 hours
		Topic: Enrollment activities	Top 6 of Education category in 2 hours
		Topic: School background	Top 2 - 5 of Education category in 2 hours
3	Live webcast	1st PR article: An article introduces the topic, brand name and the urgency of that event. It also receives questions from audiences	Published on Top 7-12 of Hot News section on Vietnamnet.vn Homepage (co-published on Top of suitable category) in 2 hours, then stored in an appropriate subcategory
		Center banner 3 links to the article introducing the event	Dimension of banner: 980x250px.
		2nd PR article: An article introduces the event published on Homepage (adding more details from the 1 st PR article)	Published on Top 7-12 of Hot news section on Vietnamnet.vn Homepage (co-published on Top 3 of a suitable category) in 2 hours, then stored in an appropriate subcategory
		3rd PR article: An PR article reports and summarizes the event	Published on Top 3 of Hot news category on Vietnamnet.vn Homepage (co-published on 3 rd Top of suitable category) in 2 hours, then stored in an appropriate subcategory



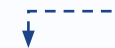
Video review

Videos are up to **10 minutes** in length. The script is developed, consulted by VietNamNet.

Upload videos on Top 3 of Education category



Upload videos on of Video category



**Maximum
10 minutes**

No	Categories	Posting location
1	Video producing (hosting, setting, character interviewing)	Maximum 10 minutes
2	Upload video on Education category	Top 2 - 5 of Education category
3	Upload video on Video category	Top 2 - 3 of Video category

VietNamNet relies on the school's strengths, characteristics and highlights to write the video script.

Video images exploiting the school scene, facilities, student activities create a clear visualization and strong impression on readers.

The video combines interviews to increase authenticity and closeness.



PR ARTICLE

3 PR articles exploit issues people care most about when they decide on choosing a school to follow



PR articles about Successful Students and School background
Top 3 of Education category

PR Post



PR articles about enrollment activities
Top 6 of Education category

No	Categories	Position
1	Topic: Successful students	Top 2 - 5 of Education category
2	Topic: Enrollment activities	Top 6 of Education category
3	Topic: School background	Top 2 - 5 of Education category

DEMO OF PR ARTICLES

Exploiting successful students to show school training quality by creating many successful generations



[Đỗ Bách Khoa - nam sinh gây 'sốt' là thành viên đội Olympic Toán quốc tế](#)

Providing a background of the school such as the convenience of location, the superiority in teaching methods, the variety of extracurricular activities, the opportunity to participate in exchange programs



[Trường mầm non Việt Nam được giới thiệu trên trang web kiến trúc hàng đầu thế giới](#)

Informing readers about enrollment activities and studying opportunities

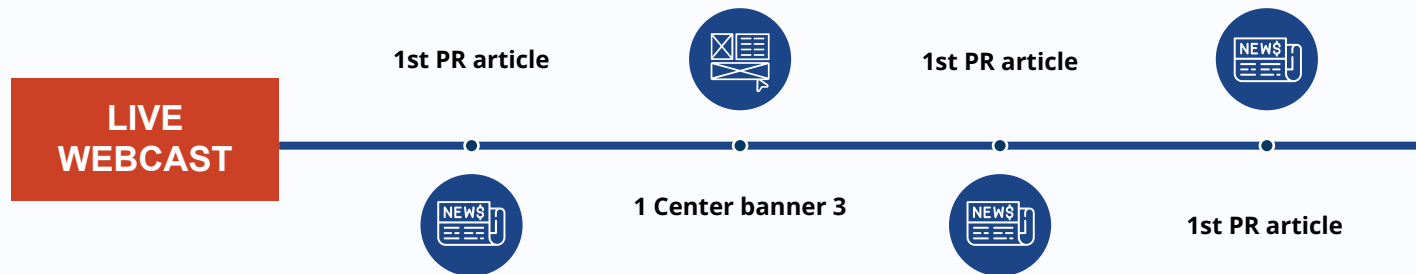


[Những điểm mới trong tuyển sinh Trường ĐH Bách khoa Hà Nội năm 2020](#)



Live webcast

Live webcast includes both PR articles and banners to introduce the information of the live webcast



No	Categories	Posting location	Time
1	1st PR article: An article introduces the topic, brand name and the urgency of that event. It also receives questions from audiences	Published on Top 7-12 of Hot News section on Vietnamnet.vn Homepage (co-published on Top of suitable category) in 2 hours, then stored in an appropriate subcategory	03-07 days before the launching day (based on sponsor's requirements)
2	1 Center banner 3	Size: 980x250px	During 03 days until the launching day
3	2nd PR article: An article introduces the event published on Homepage (adding more details from the 1 st PR article)	Published on Top 7-12 of Hot news section on Vietnamnet.vn Homepage (co-published on Top 3 of a suitable category) in 2 hours, then stored in an appropriate subcategory	Half of day before the launching day
4	3rd PR article: An PR article reports and summarizes the event	Published on Top 7-12 of Hot news category on Vietnamnet.vn Homepage (co-published on 3 rd Top of suitable category) in 2 hours, then stored in an appropriate subcategory	On the launching day

1st PR article:

An article provides information about the main topic, brand name, and the urgency of that topic. It also receives the questions for the live webcast

2nd PR article:

An article published on the homepage updates more information about the live webcast than the 1st PR article

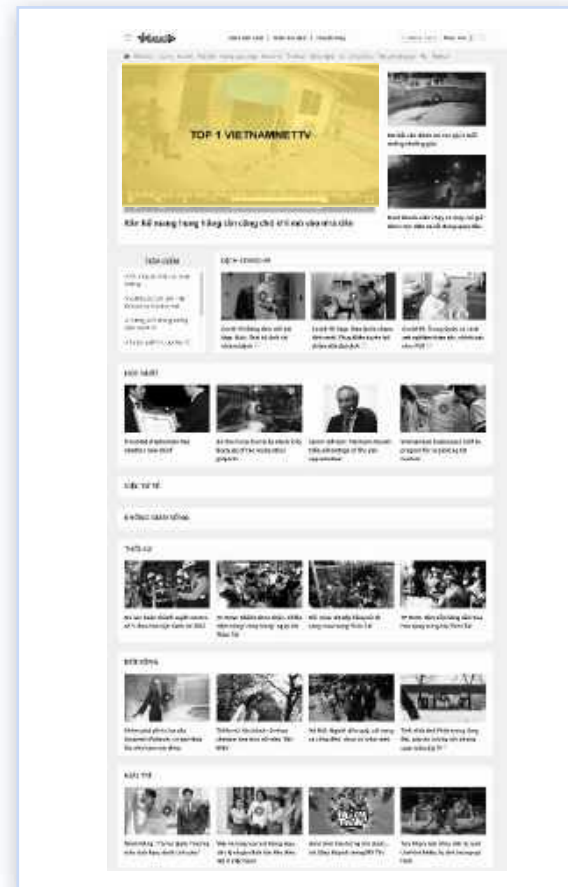
3rd PR article:

A PR article reports and summarizes information and results of the event



Center Banner 3: links to the article introducing the event

3rd PR article
contains the video of
the live webcast



Video is embedded in
the article updating
the event and
co-published on Top 1
of VietnamnetTV
Homepage in 2 hours



[CLICK TO VIEW DEMO](#)





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