

# SOCIAL MEDIA

SOCIAL NETWORK COMMUNICATION



Applied since 05/2023

# Benefits of Social Network Communication



- **Large coverage:** Access to many people, unlimited in time and space.
- **Easily to evaluate performance:** Easy to evaluate performance based on reach, engagement.
- **Affordable budget:** Affordable budget and still access to many people through social media.
- **Connect brands with customers:** Brands can interact directly with social media users through social networks, shortening the distance with the target audiences.



**76,95 million people**

Using Social Media,  
78,1% of total Vietnam  
population



**2 hour 28 minutes**

Time that Vietnamese  
spend using social media  
each day

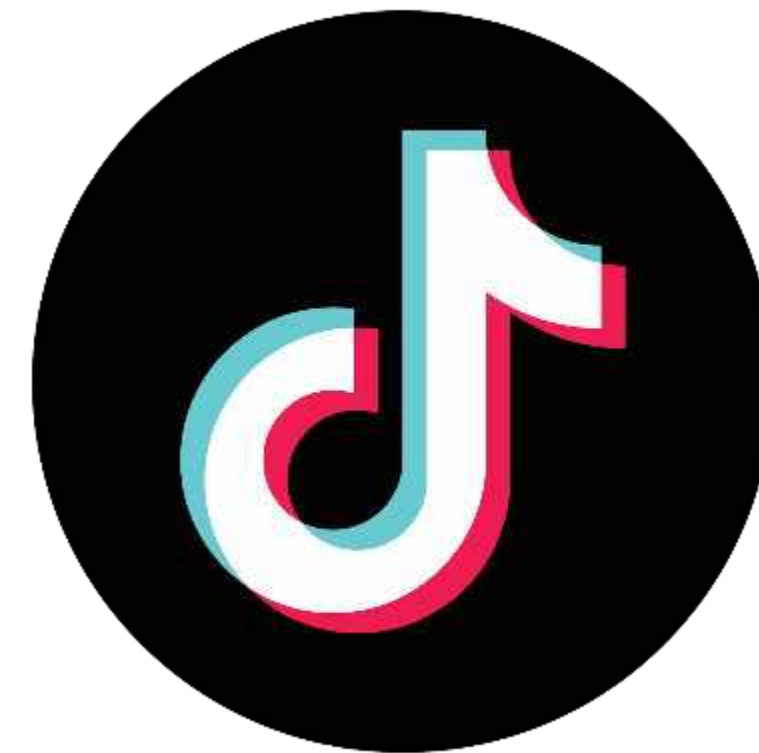
## VIETNAMNET'S SOCIAL MEDIA COMMUNICATION CHANNELS



Facebook Fanpage



Youtube Channel

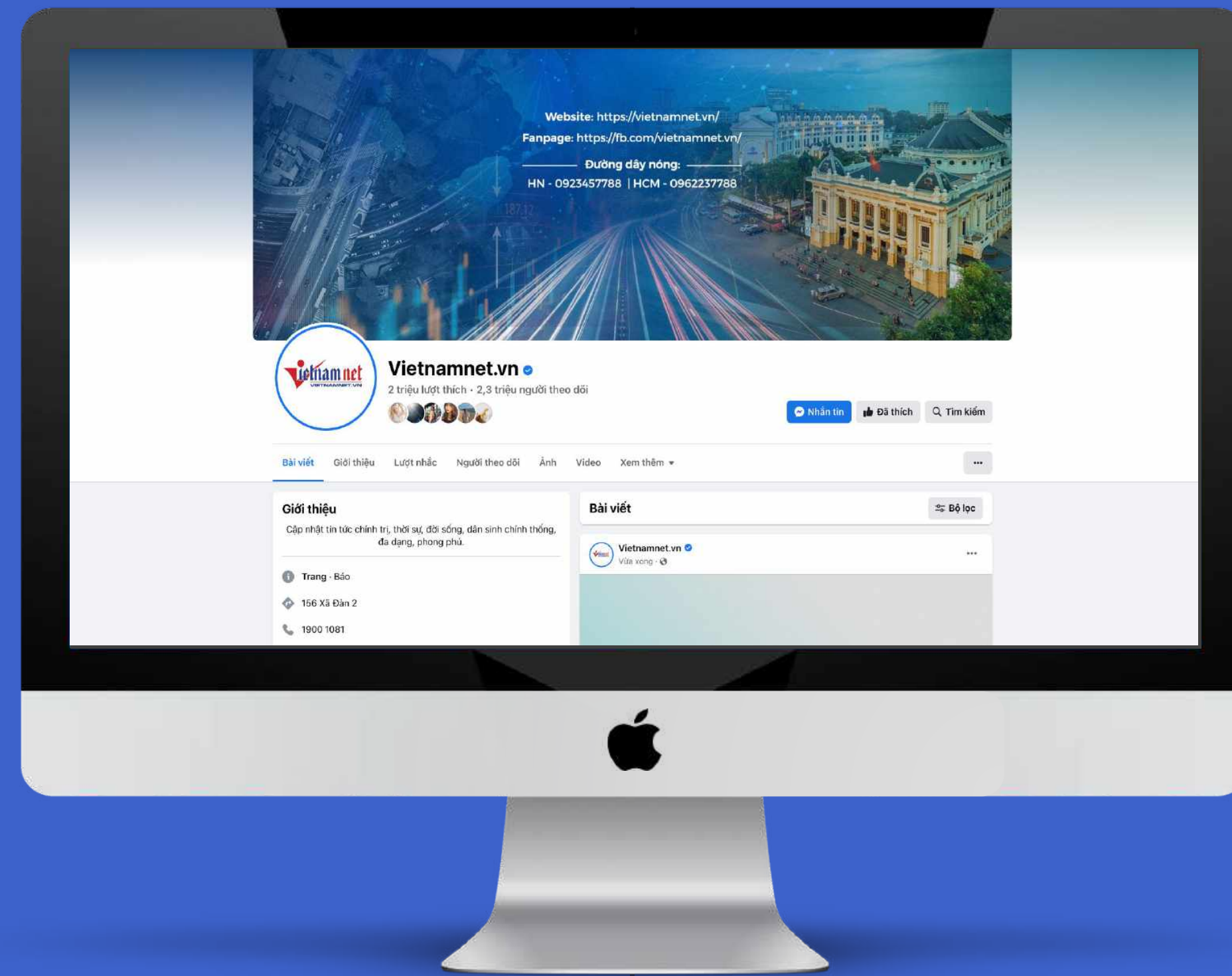


Tiktok

# TABLE OF CONTENT

- 1. VIETNAMNET FANPAGE**
- 2. YOUTUBE VIETNAMNET**
- 3. TIKTOK VIETNAMNET**
- 4. CONTACT INFORMATION**

# 1.VIETNAMNET FANPAGE



# 1. VIETNAMNET FANPAGE

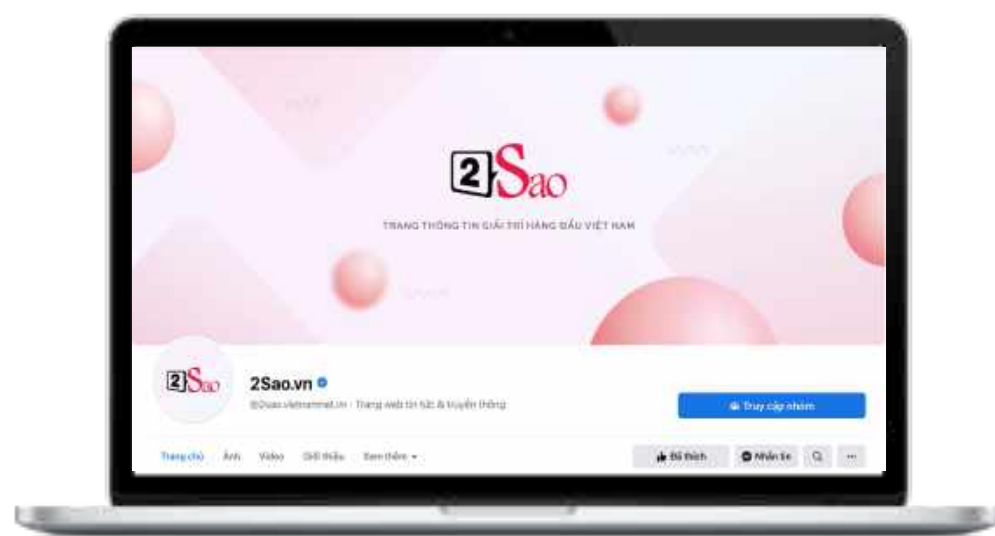


**Fanpage VietNamNet** The **Official Fanpage of VietNamNet e-newspaper** which update the latest news in Vietnam and around the world. The fanpage is trusted and followed by a large number of readers.

➔ ~ **2.300.000** followers

➔ ~ **2.000.000** likes

## Fanpage



**Fanpage 2SAO.vn**

~**1.600.000** likes

~**2.000.000** followers



**Fanpage Đời sống**

~**1.800.000** likes

~**2.700.000** followers



**Fanpage Tin tức Online**

~**1.000.000** likes

~**1.100.000** followers



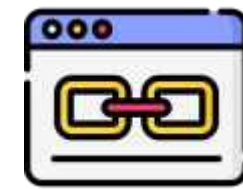
**Fanpage Thịnh**

~**1.000.000** likes

~**1.400.000** followers



- Vietnamnet.vn** <https://www.facebook.com/vietnamnet.vn/>
- Đời Sống** <https://www.facebook.com/doisongvnn/>
- 2Sao.vn** <https://www.facebook.com/2sao.vietnamnet.vn/>
- Thính** <https://www.facebook.com/thinh2sao.vietnamnet/>
- Tin Tức Online** <https://www.facebook.com/tintuonlinevnn/>



LINK



PHOTO



SHARED POST



VIDEO



LIVESTREAM

Convey a variety of attractive messages  
to target customers

# QUOTATION | FANPAGE POST



No	Post Types	Description	Price (VND)	Unit	Demo
1	Link	Links of the articles published on VietNamNet, 2Sao, TTOL are posted on Fanpage	5.000.000	1 Post	<a href="#">Demo</a>
2	Photo/Album	Maximum 20 photos	6.000.000	1 Post	<a href="#">Demo</a>
3	Video/Reels	Each video has a maximum length of 10 minutes	6.000.000	1 Post	<a href="#">Demo</a>
4	Shared Post	Client's posts are shared on Fanpage	5.000.000	1 Post	<a href="#">Demo</a>
5	Livestream	VNN uploads a maximum 2 hours video on Fanpage. The video is produced by clients.	20.000.000	1 Post	<a href="#">Demo</a>
6	Post story	Post photos on Fanpage story	3.000.000	1 Post	<a href="#">Demo</a>
7	Pin post	Pin the post of the brand posted on VNN's Fanpage	3.000.000	1 Day	<a href="#">Demo</a>
8	Combo cover + frame avatar	<ul style="list-style-type: none"> <li>- Change cover and avatar frame of VietNamNet Fanpage</li> <li>- Rates are calculated on a daily basis. Time to change cover + avatar frame is not more than 7 days</li> <li>- Encourage customers to buy this combo with livestream for better communication effect</li> </ul>	5.000.000	1 Day	<a href="#">Demo</a>



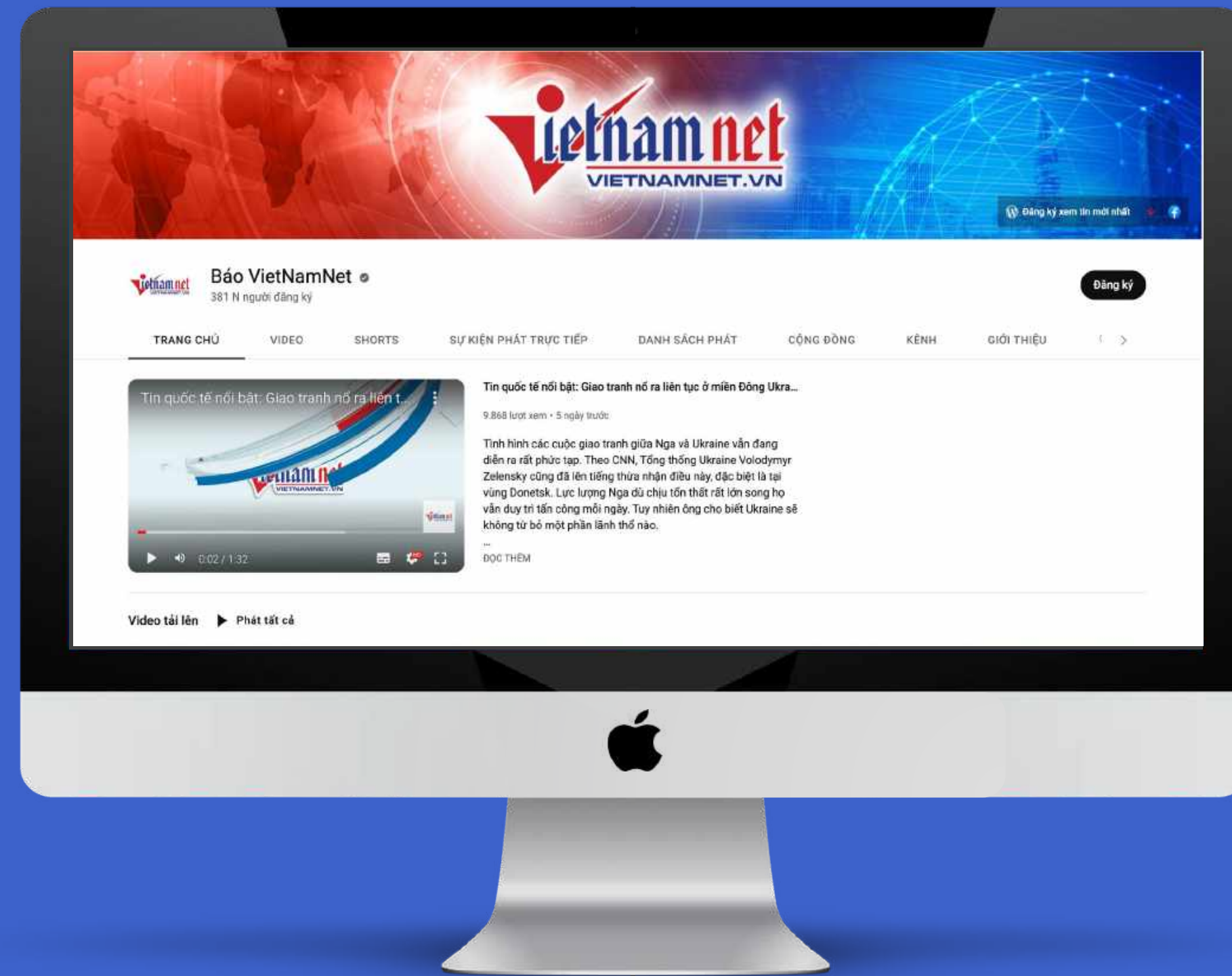
# RATE CARD | FANPAGE POST

## Note:

- The caption must not exceed 100 characters with hashtags on demand.
- Livestream production costs will be calculated separately, based on the timings for implementation.
- Plus 20% publishing fee for each brand, from the second one and owned by different people or corporations, mentioned.
- Price does not include VAT tax.



## 2. YOUTUBE VIETNAMNET



➔ ~ 400.000 subscribers

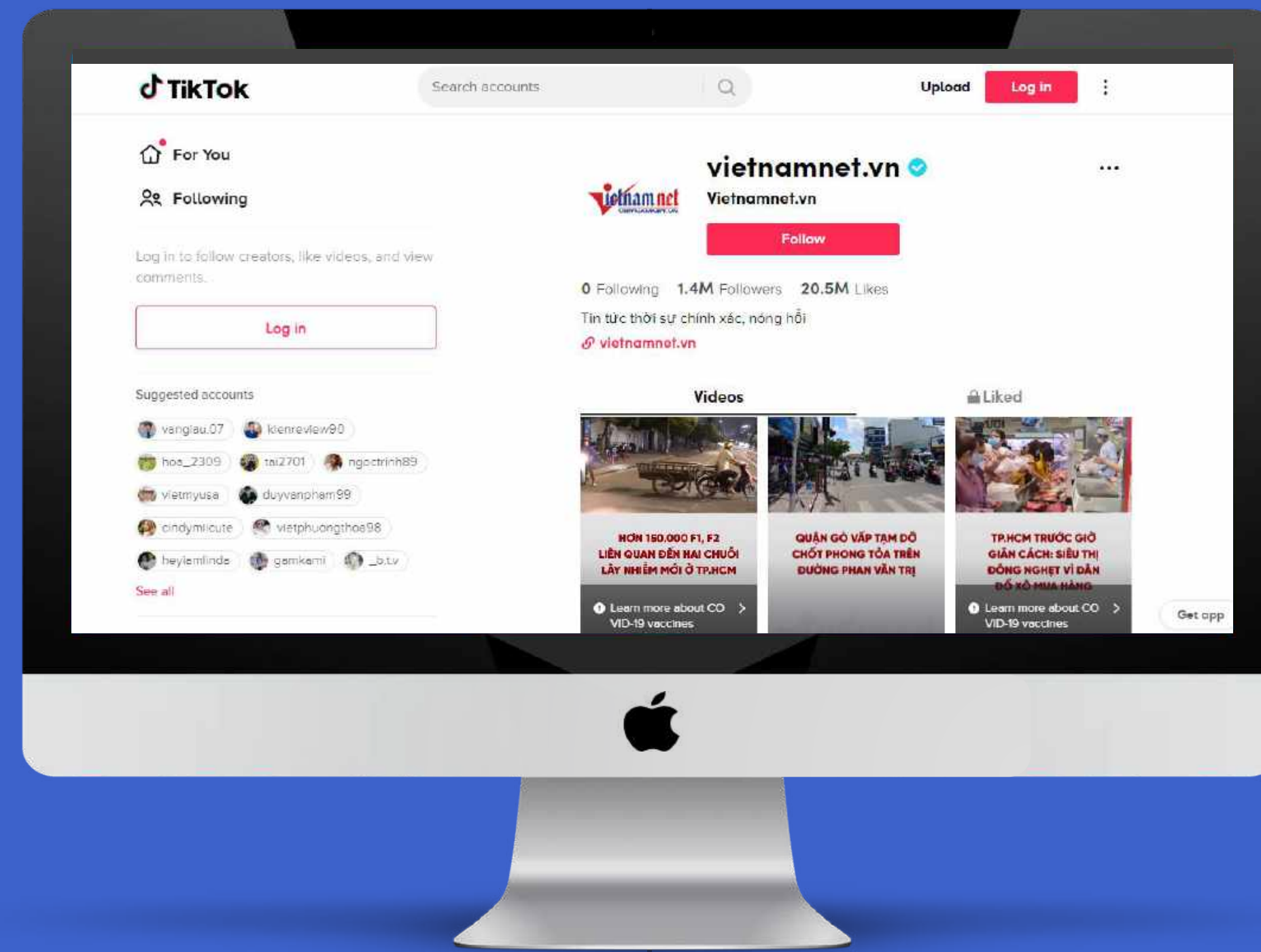
# RATE CARD | YOUTUBE ADS

No	Post Types	Description	Price (VNĐ)	Unit	Demo
1	<b>Post Video</b>	<ul style="list-style-type: none"> <li>Client's video is uploaded on "Báo VietNamNet" Channel</li> <li>Video file format: Mp4</li> <li>Maximum file size: 1Gb</li> </ul>	10.000.000	1 Video	<a href="#">Link</a>
2	<b>Livestream</b>	<ul style="list-style-type: none"> <li>Post Livestream up to 2 hours.</li> <li>Customers do livestream, VietNamNet only broadcasts on Youtube</li> </ul>	20.000.000	1 Link Livestream	<a href="#">Link</a>

**Notes:**

- Vietnamnet reserves the right to edit the content and images to match the editorial criteria.
- Advertising content must comply with the Advertising Law, the state's regulations, and Vietnamese traditions. It is not contrary to the VietNamNet's opinion and is approved by Vietnamnet.
- Plus 20% publishing fee for each brand, from the second one and owned by different people or corporations, mentioned.
- Prices does not include VAT tax.

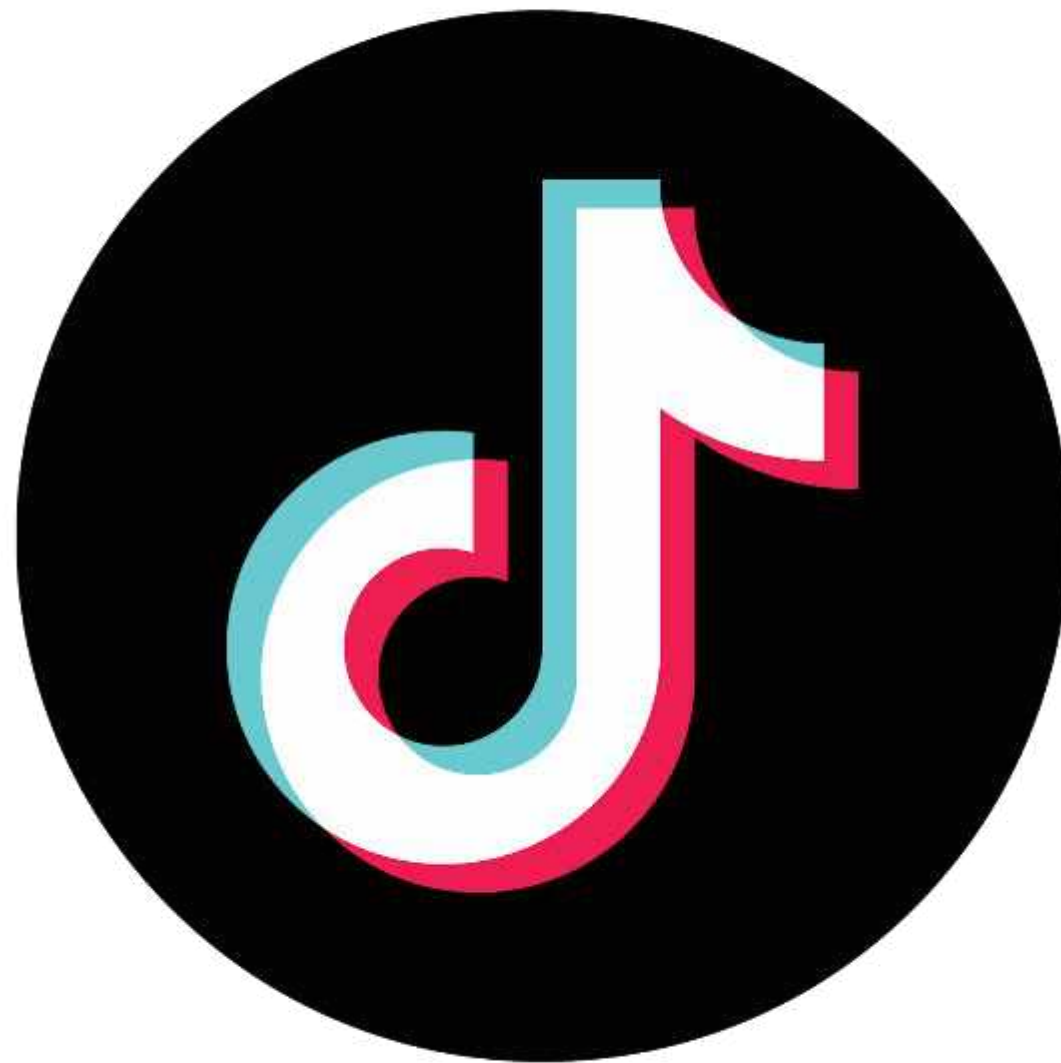
# 3. TIKTOK VIETNAMNET



➔ ~ 3.000.000 followers

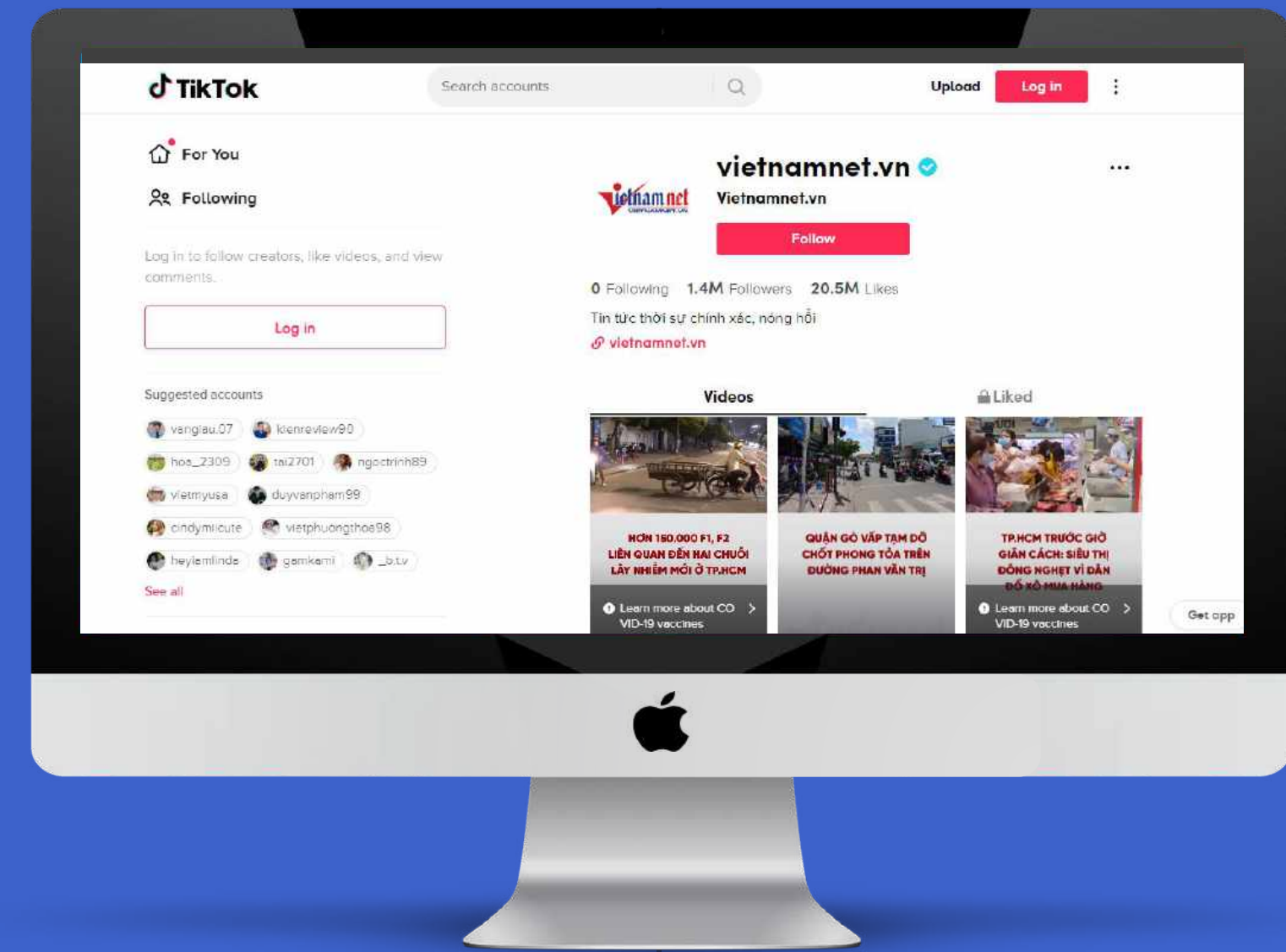
VIETNAMNET.VN

<https://www.tiktok.com/@vietnamnet.vn>



VIETNAMNET.VN

<https://www.tiktok.com/@vietnamnet.vn>



# RATE CARD | TIKTOK ADS

No	Type	Description	Price	Unit	Demo
1	<b>Video Upload</b>	Videos are uploaded on VietNamNet Tiktok channel	5.000.000	1 post	<a href="#">Link</a>
2	<b>Attach the brand's Tiktok shop link to the content video</b>	Attach a video with product information of the brand (up to 30 seconds) at the end of the news content video & attach the label's Tiktok Shop link.	25.000.000	Combo 5 Video	<a href="#">Link</a>
3	<b>Banner Display Ads in video Content</b>	<ul style="list-style-type: none"> <li>The brand's pre-roll banner or overlay ads are inserted into the news content video.</li> <li>Banner area should not exceed 20% of video screen area</li> </ul>	20.000.000	Combo 5 Video	<a href="#">Link</a>
4	<b>Livestream</b>	<ul style="list-style-type: none"> <li>Livestreaming on Tiktok VietNamNet (receiving livestream events, talks... of brands)</li> <li>Maximum livestream time is 2 hours</li> </ul>	20.000.000	1 Package	<a href="#">Link</a>
5	<b>Pinned video</b>	<ul style="list-style-type: none"> <li>Pin the brand's booking clip at the top of the feed Tiktok VietNamNet</li> <li>Price based on video battery day</li> </ul>	3.000.000	1 day	<a href="#">Link</a>
6	<b>Mutex video with voice off</b>	<ul style="list-style-type: none"> <li>VietNamNet produces mutex videos based on content and photos provided by clients. The maximum video length is 60s.</li> </ul>	7.000.000	1 video	-
7	<b>Mutex video</b>	<ul style="list-style-type: none"> <li>Video making time: 02 days from having the complete script (excluding Saturdays, Sundays and holidays)</li> </ul>	5.000.000	1 video	-

# RATE CARD | TIKTOK ADS

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- Price does not include VAT tax.



## Contact Information

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