

Thy Nguyen

Social Media for Non-profit Organizations in Vietnam

Case study: The Jailbreak Vietnam

Thesis

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SEINÄJOEN AMMATTIKORKEAKOULU
SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

Thesis abstract

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The thesis presents about social media in general and social media for non-profit organizations in Vietnam in particular. The writer wanted to explore the disadvantages that non-profits in Vietnam face when using social media and search for recommendations which helps them to use it more efficiently.

In the theoretic part, core concepts related to social media were introduced, namely, definition of social media, its types, the popular platforms, situation of social media in Vietnam, pros and cons of social media and steps to create a social media strategy.

A case study about The Jailbreak Vietnam – a young non-profit organization established in Vietnam - was chosen to be in the empirical part. With the help of the supporting documents and interviews from the founder and president of the organization, the research questions were answered.

In conclusion, main obstacles of social media to Vietnamese non-profits are threat of poverty porn, backlash, difficult to control and measure, time-consuming and lack of experience and knowledge about social media. The non-profit organizations, if they want to gain the benefits from social media, were suggested to have a clear and tight social media strategy, which includes a clear goal and target audience, a right social media tool, a unique content and a plan to measure and improve.

Keywords: social media, social media types, social media strategy, non-profit organization, The Jailbreak Vietnam

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Terms and Abbreviations

SNS

Social Network Sites

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1 INTRODUCTION

The topic of the thesis is “Social media for non-profit organizations in Vietnam”. The thesis’s research part is written with the commission of one young non-profit organization founded in Vietnam called The Jailbreak Vietnam. The organization is young and new to the non-profit world and to the social media networks.

1.1 Background of the study

As the growth of internet and social networking sites began to increase, no one can deny the importance of social media in business. In the 21st century, social media become an essential part for organizations in general and for non-profits in particular. With the first reason is to connect friends and family, social media has grown into a great tool for non-profit organizations to gain the brand awareness, recruit supporters, raise funds and create online advocacy movements. (Convio, 2010)

In order to acquire the most benefit from social media, it is necessary for non-profit organizations to have an overall business strategy. Despite the expansive growth of social media, many organizations still question about how to use social media to achieve their goals. According to Hubspot Survey taken in March 2014 (Shattuck, Where Nonprofits Spend Their Time With Social Media Marketing [New Data], 2014), more than 44% of non-profits have only one person who takes care of social media networks because the lack of knowledge and skill in setting the own strategy.

The topic is not new but necessary and current for the committed organization to gain more knowledge about what social media is and how it works in Vietnam.

1.2 Purpose of the study

The thesis aims to identify the impact of social media on non-profits and build a complete social media strategy for non-profit organizations. The research problem

is to demonstrate obstacles that Vietnamese non-profits face and seek right ways for succeeding in social media channels in Vietnam. For that reason, there are two research questions:

Question 1: What are the obstacle non-profit organizations in Vietnam have to face when using social media?

Question 2: What should non-profit organizations in Vietnam do to gain the most from using social media?

The study only focuses on the organization perspective, rather than both organization and customers. A case company – The Jailbreak Vietnam which was just established in 2014 with an incomplete social media strategy was selected to clarify the study.

1.3 Structure of the study

As displayed in Figure 1, the thesis is divided into 2 main parts: theory and empirical. The definition of social media, its types and popular platforms as well as the brief introduction about social media in Vietnam were presented in the theoretical part. The writer also pointed up the advantages and disadvantages of social media which are also believed as a very important part. Additionally, how to build a social media strategy for nonprofit organizations was presented.

To support the theories and help figure out the solutions for the main problem, in the second part, a case study was conducted by qualitative research method. Email interview was chosen to be the data collection technique to have an in-depth feedback for the research. Furthermore, supporting documents were used to explore the social media use in the organization.

With the combination of the theories and research, the main problems were understood and two research questions were answered. In the final part, the writer analyzed and evaluated the research findings and eventually presented the difficulties and advices.

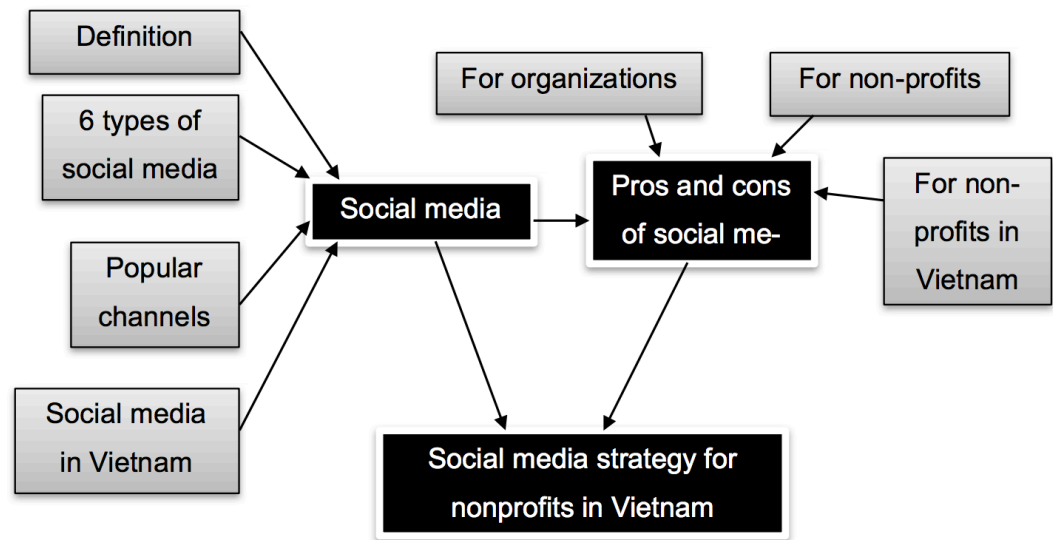


Figure 1. Mind map about structure of the study

2 SOCIAL MEDIA

This chapter provides a detailed view of what social media is, different types of social media and popular platforms according to the development of the society, as well as giving an overview of the social media in Vietnam.

2.1 Definition

Since the technology and internet is continually growing, the definition of social media, which is often nicknamed “Web 2.0”, changes every second as its extending expansion and involvement. The wide range of Internet-based and mobile services that allow users to participate in online exchanges, contribute user-created content, or join online communities are defined as “social media”. (Dewing, 2012)

As social media was created with the main purpose which is to connect people, Michelle Chmielewski of Synthesio gave a romantic point of view about social media. (Cohen, 2011)

“Social media is not about what each one of us does or says, but about what we do and say together, worldwide, to communicate in all directions at any time, by any possible (digital) means.”

Unlike traditional media, which has one-way communication, social media is about multi-way interactions. There are many sources to many receivers instead of only one source to many receivers. (Pavlik & McIntosh, 2015) The individuals are allowed to interact with another to share their opinions, insights, experiences and media through online platforms and applications. Any kind of information can become the content of social media which furthermore allows everyone to be a part of the creation.

Technically, according to Cambridge Dictionary, social media refers to web-sites and computer programs which are created to help people communicate and share information on the internet through computer or mobile phone.

2.2 Social media types

Every year, there are many new social media platforms launched as well as the old ones gone. Beside the difficulty of defining the term “social media”, along with the rapid change of internet and technology since the 20th century, the classification of social media types is temporary in different time. According to Tim Grah (The 6 Types of Social Media), there are 6 types of social media: social networks, bookmarking sites, social news, media sharing, microblogging and blog comments and forums.

Social network sites are internet-based services which concentrate mainly on social networking or give the opportunity to spend time with the existing social network of a person. The most popular ones are Facebook and LinkedIn. In the book “Social Network sites: Definition, History, and Scholarship” (Boyd & Ellison, 2007, p. 211), the social network sites (SNSs) have been defined as:

“web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.”

Various links and resources in the internet can be stored, organized, searched and managed thanks to social bookmarking sites. Users save links to web pages which they want to share and store them using bookmarking sites. Moreover, they can organize by applying “tags” or keywords for specific sources and then easily search them by choosing the named tag. Delicious and StumbleUpon are the most popular bookmarking sites.

Social news websites allow users to post various stories, which can be news, discussion or experience, and they will be ranked based on popularity through voting. Other users can comment on these posts and opinions may also be ranked by voting. (Nations) The items getting the most votes are displayed the most prominently. The most popular social news websites are Digg and Reddit.

Media sharing sites enable users to upload, store and share their multimedia files (photos, videos, music) with others. Such sites are often freemium based, provid-

ing a modest amount of free storage and paid subscriptions for greater storage. The media is played/viewed from any web browser and may be selectively available via password or to the general public. Most services have additional social features such as profiles, commenting, etc. Youtube, Instagram and Flickr are popular media sharing sites.

Blog comments and forums are defined as “a website that displays postings by one or more individuals in chronological order and usually has links to comments on specific postings” in The Free Dictionary. Online forums allow members to hold conversations in the form of posted messages. Blog comments are similar except they are attached to blogs and usually the discussion related to the topic of the blog post. There are many popular blogs and forums, such as WordPress and Blogger.

Microblogging are considered as a small blog that allow users to have short updates about the daily activities that are pushed out to anyone subscribed to receive the updates. People use microblog to get the up-to-date news of family, friends, colleagues or even customers, small images or audio or video clips can be included in their posts. The most popular ones are Twitter and Tumblr. (PC Mag)

2.3 Popular platforms

Since the rapid development of technology and internet in the 20th century, there are various social media sites. However, without doubt, there are “top 5” sites which are the most popular that doesn’t change from year to year, as illustrate in Figure 2.

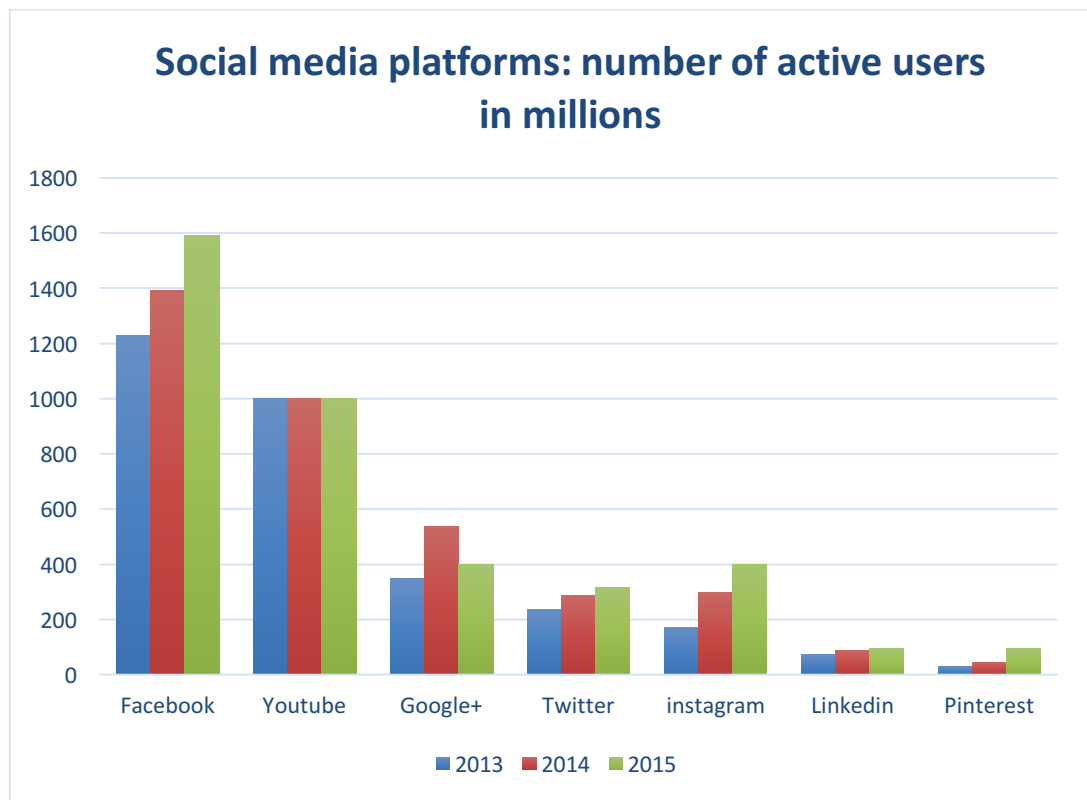


Figure 2 Different social media platforms ranked by number of active users every year (2013-2015) in millions. (Statista, 2016) (Barrie, 2015) (Alton, 2016)

2.3.1 Facebook

In February 2004, Mark Zuckerberg introduced Facebook since he always wanted to create a site for his Harvard colleagues to connect with each other. As Thomas Krivak (Krivak, 2008) said, when Facebook was founded, the new era of networking began. Since its first launch 12 years ago, Facebook has become the leading social networking site with more than 1,5 billion active users in 2015. There are 20,000 people active on Facebook every second, which means in 18 minutes, there are 11 million users on Facebook. (Bullas, 2009)

Facebook is a SNS which allows users to create their profile, add other users as “friends”, post status updates and send messages to keep in touch with friends and family. People can also share different types of content such as photos, videos, links and more. According to Statista (2013), people use Facebook mainly for 5 reasons: sharing with many people at once, seeing photos or videos, receiving

updates or comments, seeing entertaining or funny posts and keeping up with news or current events.

2.3.2 Youtube

Among the media sharing sites, Youtube is the most popular and successful platforms since it was founded in 2006 by Steven Chen, Chad Hurley and Jawed Karim. Youtube is a free video sharing website which people can choose to watch online any video easily. Users can even create a video themselves and upload it to share with others. The service is currently owned by Google since November 2006.

Youtube lets users interact with on another and with their audiences. Literally, it is a forum in which people connect, inform and inspire others around the world. In 2014, on average, 300 hours of new videos are uploaded to Youtube every minute, which makes people easy to find any kind of video since there is a wide range number of videos. (Boris, 2014) YouTube is said to be the third most visited website by June 2015 in the world with more than 15 billion visitors per month. (Alexa)

2.3.3 Google Plus/ Google+

Google+, which is owned and operated by Google Inc, was first launched in June 2011. It has millions of users but most of them are believed to be non-active. Even though, to businesses, Google+ is still valuable thanks to its unique features, such as the search engine optimization, Google+ Hangouts, Gmail and Youtube integration and more. (Honigman, 2014) Among these features, the most beneficial one is definitely the search engine optimization.

Compare to other social media sites, the users are offered more advantages when using Google+. Google+ Hangouts, a live video chat which is comparable to Skype, allow users to held a face-to-face meeting, event or discussion. People can even send emails to another Google+ account without knowing their email ad-

dress. Moreover, since Gmail is linked together with Google+, when sending emails to the customers, the latest post will appear on the top right-hand side of the dashboard of all recipients using Gmail. On the other hand, Google+ users using Youtube, another site owned by Google, can get more benefits more than the ones from another platform or websites. When having a Hangout, the event video will be recorded and saved into Youtube Channel for future use. (Honigman, 2014)

Beside the mentioned features, Google+ users also have possibility to put their friends into “circles”, similar to Facebook. Alternatively, the other functions are like other social media site, such as: activities updating and sharing, commenting, messages sending, events creating, videos and photos posting and many more.

2.3.4 Twitter

Twitter was founded in 2006 by Jack Dorsey, Evan Williams, Biz Stone, and Noah Glass. As soon as after founded it has rapidly gained worldwide popularity, with more than 100 million users posting 340 million tweets a day in 2012.

Twitter is a social networking and microblogging service that enables users to send and read short 140-character messages to themselves or other users called “tweets”. (Twitter) The contacts created on Twitter are named as “followers”, the people that follow the user, and followings, the people that the user follows.

2.3.5 Instagram

In 2010, Kevin Systrom and Mike Krieger founded Instagram, which is a photos and videos sharing social network app that let you customize your images with filter. Facebook bought it in 2012 and it has over 150 million monthly active users. By early 2014, according to a report by Global Web Index, Instagram was known as the fastest growing social network, in only 6 months, its users increased by 23%. A few months later, reports showed that Instagram has 35 million monthly mobile users, almost 5 million more than those on Twitter mobile. (Rakos, 2014)

Instagram allow users to share a picture on various social media platforms, such as Facebook, Twitter, Tumblr and many more. Furthermore, people can leave their comment on pictures and a company's account can add a link leading to their website in the description part.

2.3.6 LinkedIn

With over 332 million users in over 200 countries in 2014 and growing more than 2 members per second, LinkedIn is the world's largest online professional networking site. In 2003, LinkedIn was launched the first time after 6 months working by Reid Hoffman and his old colleagues from SocialNet and Paypal. It is a social network designed to connect the world's professionals to be more productive and successful. (LinkedIn Corporation, 2015)

LinkedIn users can establish their professional profile, build their own network, find colleagues, get information about different companies, share opinions and insights and many more. The users can also upload and share their personal CV in the service along with looking for new career opportunities. (LinkedIn Corporation, 2016)

2.3.7 Pinterest

Pinterest was co-founded by Ben Silbermann, Evan Sharp and Paul Sciarra in March 2010. It has more than 100-million monthly active users and the number of Pinterest searches increased by 81 percent in 2015. (Beck, 2015)

It is a visual bookmarking site with many convenient features that allow users to find the thing they love and save creative ideas into their personal home page. Thanks to Pinterest, many people can discover a new hobby, a fashion style or even ideas for important event. In June 2015, Pinterest announced a new feature in their mobile app called "buyable Pins", which enables users who connect their Apple Pay account or credit card to their profile to buy certain items on Pinterest. (Yamartino, 2015)

2.4 Social media in Vietnam

As one of the most developing markets, the number of Vietnamese adults using internet weekly continued to rise from 26% in 2013 to 38% by 2015. That figure changed from one-third to more than half currently among the people living in urban areas. (Broadcasting Board of Governors, 2013) In 2015, among 41 million active internet users, there are about 30 million active social media using people in Vietnam. (Kemp, 2015)

According to the research of Broadcasting Board of Governors (2013), most Vietnamese (58.2%) believe personal blogs are more believable than official news and young and educated people prefer to use blogs and other online information sources than traditional media like TV or newspaper. The reason for this probably because news from online source is faster, more detailed and diversity than in newspaper, TV or radio. Instead of waiting for a summary on the newspaper or TV, people can catch up what is happening through online sites. Moreover, the traditional media way is mostly controlled by the government and more political related while the social media is based on the people connecting with people.

Social media started to grow up in Vietnam since 2005, when Yahoo! 360 was established and Vietnam was one of the countries having the biggest amount of users. It was a social networking and personal communication portal operated by Yahoo!, which enabled users to create personal web sites, share photos, maintain blogs, create and share a public profile. In 2009, this service stopped working but in Vietnam, Yahoo! decided to deliver a similar platform called Yahoo! 360 Plus Vietnam. (T.Thuy, 2013) After that 3 years, the site was officially shut down since everybody has changed into using Facebook.

According to statistics gained by local newspaper, Tuoi Tre, Facebook now has 30 million monthly active users in Vietnam, with 20 million Vietnamese access the social network daily. Two hours and 30 minutes is the time each user in Vietnam spends average on Facebook everyday. Most of Vietnamese use Facebook to connect with friends and visit Facebook pages run by brands and shops. Compare to the amount Vietnamese spend to watch TV, they spend twice times more on Facebook. The report also showed that people are likely to visit the pages of fash-

ion and beauty, dining and travel promotion categories the most. (Tuoi Tre News, 2015)

In 2015, regards to the following figure (Figure 3) of how social media use in Vietnam, Facebook, Google Plus and Twitter present as the top tier of services. Following them are Pinterest, LinkedIn and Instagram, which is in some way similar to the global trend currently. Surprisingly, there is no Youtube in the top 7 ranked by the percentage of national social media users but Badoo. Badoo is the dating-focused social networking site for people to meet new people in their area.

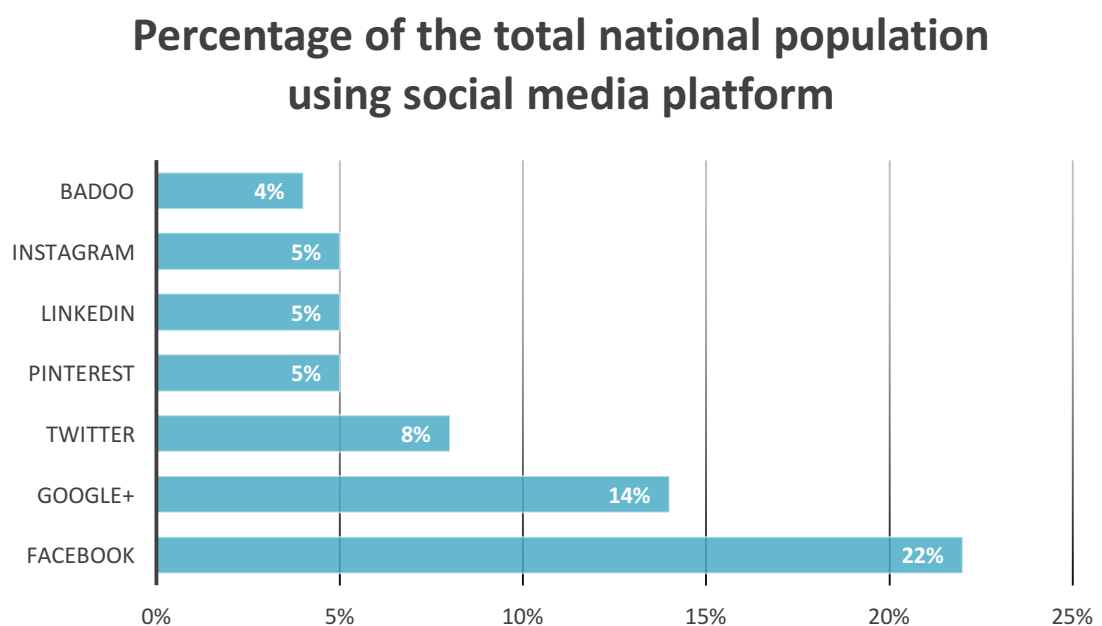


Figure 3 Percentage of the total national population using media platform in March 2015(Kemp, 2015)

3 ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA FOR ORGANIZATIONS

Businesses are jumping into using social media, which is considered as one of the most powerful digital marketing tool for brands, to complete their marketing strategies. Social media brings incomparable opportunities for companies to reach the awareness of their brand to customers. Still, using the most of social media platforms isn't easy and probably having a various set of risks. This chapter will clarify which benefits and drawbacks that social media could bring to businesses, especially to non-profit organizations in Vietnam.

3.1 Advantages and disadvantages of social media for organizations

3.1.1 Advantages

A must-be-mentioned advantage for using social media is the increased awareness of the organization. Building a presence on widely used social networking platforms such as Facebook and Twitter can help getting new customers and make brand more visible. By connecting with other users, posting attractive content and interacting with followers, business can boost their brand awareness. Social media can raise search engine rankings for one business' terms, and allow people to approach company's information, even their sites. Understanding the need of improving the brand's awareness of every business, most of the popular social networking sites provide their own advertising programs. For example, LinkedIn provides advertising to get your name at the top of the search results for your keywords; Twitter offers promoted tweets to get your tweets at the top of the page when users search for your term.

One of the most crucial benefits that probably 99% of business using social media as their marketing tools must state is the reduced marketing cost. Most of the popular social media networks are approximately free to join and there are tools for connecting with others are all ready to use for free. Compare to traditional market-

ing media such as newspaper, TV, radio or more, businesses decided to spend their money on less expensive but more effective marketing tools which are social media platforms.

Compare to social media marketing, traditional ones seem more expensive. To be specifically, lately report shows that 30 seconds advertising on network television in prime time cost from \$80,000 to \$600,000 and 60 seconds on radio will charge \$200 to \$1000. (Pole Position Marketing) According to Brian Carter from Moz.com (Why Every Business Should Spend at Least \$1 per Day on Facebook Ads, 2014), with only 25 cents spending on Facebook Ads, companies can reach 1000 people while it would be 32 dollars for newspaper to approach the same amount of people. (Figure 4)

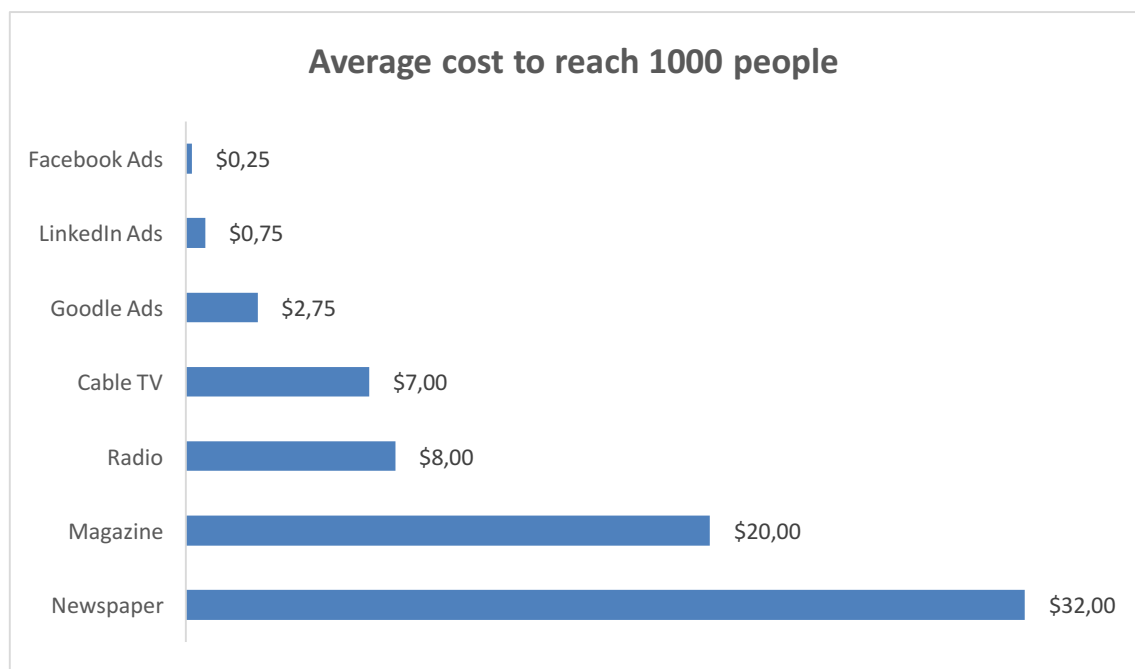


Figure 4 Average cost to reach 1000 people by different media tools. (Carter, 2014)

While traditional media only reaches to a fixed audience, such as regular magazine readers or TV viewers, social media has a big and potential amount of users which is totally unlimited. Social media with its two-way communication facility can help business to engage with their customer as well as obtain new information about them. Business can tailor products or service based on the data they get from communicating with their customers through social media. Market research can be an expensive procedure but there are many businesses which have begun

to apply social media as a tool for gaining insights into their customers as well as other important market research aspects.

With the unlimited and available customers online, besides helping business with their research market, social media also enables company to boost its sales. Janet Fouts, a social media coach and chief executive of Tatu Digital Media, which is an online marketing agency, said:

“Social media allows salespeople to see what prospects are saying about their brand and competitors. You can really get to know his or her needs through social listening. It’s a great way to research a market and initiate conversation leading to a sale.”

In 2010, Dell announced that they pursued \$3 million in sales through their Twitter account which only created in one year. (Fisher, 2010) Social media helps business make their customers purchase again and again after building a good relationship with them.

All in all, with social media, businesses can increase their brand recognition, cut down the marketing cost, gain the market plan insights, engage with customers as well as boost their sales.

3.1.2 Disadvantages

Social media has definitely brought serious opportunities for businesses in the past few years along with its rapid development. However, there are certain risks that make some companies consider whether to apply social media in their business plan or not.

First, using social media can be cost-saving but sure it is time-consuming. To have a stable reputation on the social networks, company needs to have some daily participation. It takes time to build a brand recognition, PR, customer service or create a unique content. A survey conducted by Vertical Response in 2012 (How Much Time, Money Do Small Businesses Spend on Social Media?) shows that 43% people spend 6 or more hours a week on social media there are 7% even spending more than 21 hours. One of third CEOs want to spend less time on so-

cial media to have more time on other business. The most time-consuming activity is finding and posting content to the social networks, followed by: learning and education; analysing social media efforts; and following their competitors' activities.

Business needs to spend more human resource and even some cost to really use the most of social media, such as hiring social media consultants or taking training classes. A profitable social media campaign depends on how good the relationship between a company and its customers. This means entrepreneurs, or their employees have to think of a complete strategy of which information, ideas and tips to post and how to respond to comments their fans and followers leave without ruining their brand's reputation.

One aspect of social media that is particularly harmful to marketing campaigns is negative post responses or feedbacks. Social media is known as the worth of mouth which could bring good or even bad things to a business. It is obvious that customer complaints and feedback are visible and open that everyone can read or even share them. A survey conducted in 2015 about customer consumption of online reviews showed that 80% of consumers trust online review as much as personal recommendation. (Bright Local, 2015) If a customer has a bad experience, it is normal to share the experience on the company's social network profile. As a business owner, it is a must to be always prepared to handle negative feedback immediately, before it ruins brand's image. According to a survey conducted by Convergys Corp, one bad tweet on Twitter or a negative comment on Facebook can lose your business up to thirty customers. (Social Times, 2014)

There are many big companies had a problem with social media because they can not control the response content. Have a look at McDonald's case in January 2012. The fast food chain firm used the hashtag #McDStories in an attempt to promote farmer stories that reflected positively on the brand. However, the Twitter users seized control, and began using the hashtag to criticize the company's food quality, service problems and horror stories. The marketing campaign sure did not bring any profit to McDonald but a bad image of this brand. (Brown, 2012)

Lastly, most companies have difficulty measuring the results of social media advertising. Expert opinions differ on the monetary value of a "Like" on Facebook or

a follower on Twitter, with neither of these providing real, qualified sales leads. Having one million likes post doesn't mean there are one million customers purchasing products or service. Or when any event is created on social networks, thousands people pressed "going" but in fact, there are not even half of them actually will go to that event. It's almost impossible to calculate how success of brand interaction in terms of recommendations to others, or to determine how many of the consumers reached made a purchase, or are likely to do so in the future.

In conclusion, the main disadvantages of using social media for organizations are the time required to use the most of it, the negatives feedbacks from customers, the lack of content control and the-hard-to-measure result.

3.2 Benefits and risks of social media for non-profit organizations

To attain the most of knowledge about the pros and cons of social media to non-profit organizations, it is necessary to understand what the term "non-profit organization" really means. Here is a detailed and clear definition of "non-profit organization" from Investopedia:

"A non-profit organization is a business entity that is granted tax-exempt status by the Internal Revenue Service. Donations to a non-profit organization are often tax deductible to the individuals and businesses making the contributions. Non-profit organizations must disclose a great deal of financial and operating information to the public, so that donors can ensure their contributions are used effectively."

3.2.1 Benefits

As the non-profit environment frequently changes, non-profit organizations need to keep learning new tools and strategies to survive in a globalized economy. Social media tools are becoming a trend because of its easily accessibility which provides non-profits a digital communication and also collaborations. A study in 2013 shows that "55 percent of people who engage with non-profits through social media channels are inspired to take action. In an average peer-to-peer campaign, 15-18 percent of donations are referred from Facebook." (BidPal) Moreover, partici-

pants who use social networking tools like Facebook, Twitter and YouTube communicate with their networks more regularly and send more messages. This resulted in increased fundraising results by up to 40%. (Barry, 2011)

Non-profit organizations can meet their networking object through social media thanks to its large and diverse network. Furthermore, it also creates opportunities for non-profits to communicate and engage with their stakeholders, such as: clients, regulators, volunteers and more. Networking with stakeholders will help non-profits to “weave community, access diverse perspectives from large populations, build and share knowledge, mobilize people, coordinate resources, and produce action” (Cole, 2014)

To be more specifically, below (Figure 5) are ten key advantages that non-profits might gain when using social media.

► Ten Key Benefits of Social Media for Nonprofits

1. **Learn what your supporters are saying** and sharing about your organization.
2. **Drive traffic** to your various web properties—website, blog, Facebook, etc.
3. **Improve results** on search engine result pages with keyword rich content.
4. **Drive visitors to online donation pages.**
5. **Enable supporters to distribute messages** about your organization through their social web presence.
6. **Empower your most passionate and influential supporters** to promote your organization.
7. **Enable grassroots movements** in real-time and rapidly respond to unforeseen events.
8. **Humanize your organization** by not limiting communications to traditional methods or messages.
9. **Acquire new contacts** and build your email housefile.
10. **Increase trust and loyalty from your supporters** by allowing them to share their voice through feedback forums.

Figure 5 Ten key benefits of social media for non-profits (Convio, 2010)

Social media can help non-profits increase the public’s awareness and meet their fundraising goals. Telling the stories, and touching the emotions of potential do-

nors can be a powerful social media and content marketing strategies for most any non-profit organization.

3.2.2 Risks

While social media has become a trend and played an important role in helping non-profits increase their public's awareness and engage with their donors, it is still not clear if it's worth to use social media instead of other strategies. Besides all the benefits social may bring to non-profits, there are still many disadvantages to be concerned before having a social media strategy into any fundraising activity.

Aliba's recent study (Figure 6) presents that donors accept traditional media, like radio or TV, more than social media. It is obvious that people using social media platform are more and more but not many of them want to participate in donation. In the same study, nearly 50% of the donors interviewed indicated that social media is not where they want to engage with non-profits.

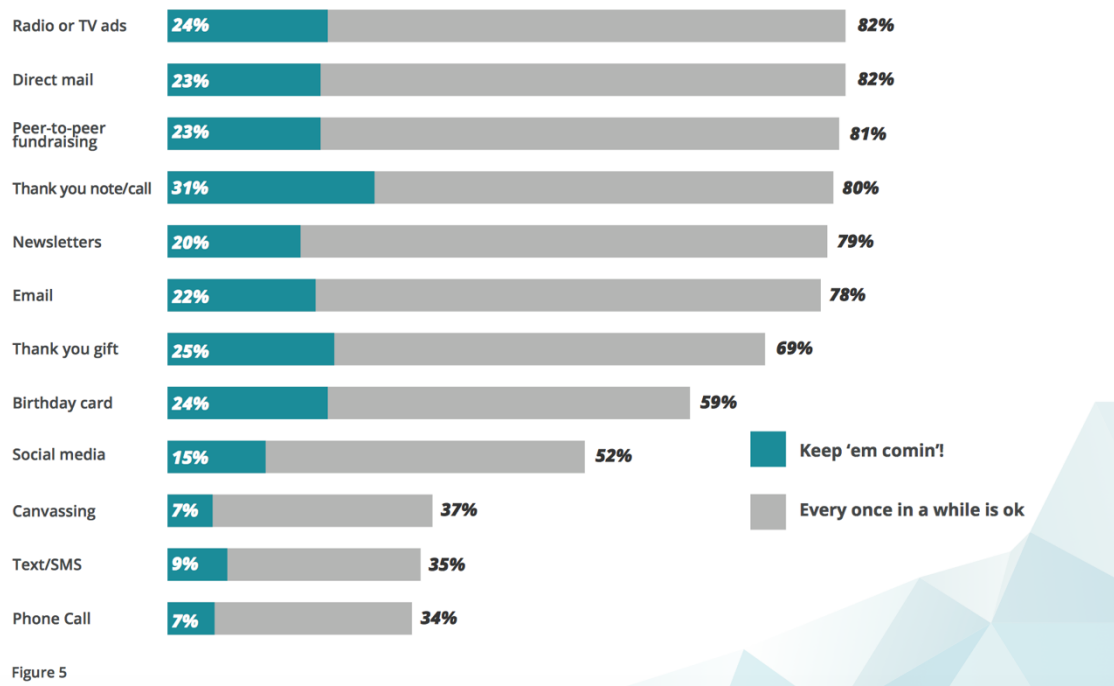


Figure 6 Percentage of the accepted channels by donors (Abila, 2015)

Besides, there are a number of studies show that direct mail and email campaigns still generate far greater online giving results compare to social media. Even

though social media is named as the most important media channel to all non-profit communicators, email instead has the highest return on investment (ROI) with \$40 for every \$1 spent. According to the same study, email results in one-third of online fundraising revenue. (Gmerek, 2015)

In conclusion, even social media is a good way for marketing, its result is still uncertain to put side by side other media. Non-profits have to release a rational social media strategy to make use of it proficiently or they will waste their time and effort.

3.3 Pros and cons of social media to non-profit organizations in Vietnam

The non-profit organizations in Vietnam gain the similar advantages and struggle with the same obstacles of social as other organizations. This section did not repeat the same pros and cons but demonstrated more benefits and risks that non-profits in Vietnam have.

3.3.1 Pros

Along with the popularity of internet and social media channels, there are many non-profits which began to put their detailed information into social networks. In the organizations' fan page on Facebook, people can find out about event's location, time and also personal info (bank account, phone number) to donate. (Trang, 2013) said that these activities make the "unreal" of internet become real and valuable to society and community.

Thanks to social networks, the fundraising activities become easier for donors to reach the needed person as well as non-profits are enabled to locate their potential donors, volunteers and involve with them more. Moreover, it seems more simple to donate when people only need to send money to the bank account of the non-profits' representative. Besides, an organization fan page allows people to know and track the member's personal Facebook account to decide if they can trust and

not to donate into their activity, which is also a way to gain trust and reputation for a non-profit.

3.3.2 Cons

Many surveys show that there are less and less non-profits in Vietnam despite the development of the social media which already gives a big hand to raise the public's awareness. One of the main reasons is because Vietnam is still a developing country with a small income which makes it hard for people to decide whether to "give" or "take". Besides, there are many reasons related to the greed and trust of people which are also the disadvantages part of social media to non-profits in Vietnam.

Because of many sensitive reasons, in European countries and America, individuals are not allowed to organize a charity. If they intend to do that, they will be blamed for begging (*mendicité*), fraud, tax evasion and be seriously punished under the law. Non-profits with professional foreign strategy in Vietnam are not so many while there are a lot of individual organizations which are independent and uncontrolled. Huong Vu (Vu, 2015) claims that charity is becoming a real "job" now with a "super income" in Vietnam.

Being a philanthropist is an easy work to do along with the help of social media. A few photos of a tragic situation attached with reasonable caption, or an image of a person taking care of people with disabilities in a social centre uploaded on social networks can gain trust from people and immediately he/she will receive others donation into their bank account without any control. This strategy is called "poverty porn", which is "any type of media, be it written, photographed or filmed, which exploits the poor's condition in order to generate the necessary sympathy for selling newspapers or increasing charitable donations or support for a given cause." (Matt, 2009)

The new trend poverty porn through social media caused a big consequence to non-profits when people start to stop believing in charity and fundraising activities. Many volunteers working for The Jailbreak Vietnam, a non-profit organization, met

an uncomfortable situation when donors start to question and doubt if their certificate and activities are real or they just want to cheat them and earn more money.

Since there are many people activating on social media channels and having their own real or unreal fundraising activities, it is difficult for the non-profits to compete and reach their main goals in Vietnam. The true non-profits somehow have to find their own way to manage and survive in the greedy society and gain trust from the community when social media doesn't help them anymore.

4 SOCIAL MEDIA STRATEGY FOR NON-PROFITS

According to Hubspot Survey taken in March 2014 (Shattuck), “48% of non-profits believe that social media is very valuable”. However, it also shows that in the same time 67% of non-profits have no social media strategy, policies or goals documented even 98% of them using social media. And 44% non-profits have only one person taking care of monitoring social media. Obviously, non-profits are lost in using social appropriately, which may lead to a disaster that will waste non-profits’ time and effort

4.1 Planning a strategy

Designing a social media strategy is a difficult task for any organization. Before getting on using social media, it is necessary to have a plan which involves evaluating organization’s objectives, defining what needs to pull off, and finding the right direction to achieve goals. Thanks to that, non-profits can create a well-planned strategy which suits their needs.

4.1.1 Setting goals

The first step in creating social media strategy is identifying organization’s goals. These goals should be united with the overall mission of the organization, but also made specific to social media communication so that social media tools can be selected to facilitate best to meet those goals. Depending on the type of non-profit organization and the stage of social media use, social goals can be various. In 2015, non-profit communicators named these five goals as the most important for the year: “Engaging community; Retaining donors; Acquiring donors; Generating brand awareness and Building thought leadership”. (Johnston, 2015)

According to Clark Cole (Social Media Best Practices for Nonprofit Organizations, 2014), there are 3 steps non-profits should take to set a clear goal for the social media strategy:

“1. Consider what your organization hopes to achieve by using social media. Ensure management, or a designated social media team outlines these core objectives and disseminates them to the staff and volunteers that may be contributing to your organization’s social media activity. Be sure that when anyone posts on behalf of your organization, they always refer back to these goals, and consider how the particular contribution helps meet them. Your organization’s goals can be communicated through a detailed social media strategy.

2. If there is a particular project that involves social media activity, set goals that are specific to that project and refer back to them while the project is undertaken.

3. To evaluate how well your organization is meeting its goals, use metrics for monitoring and evaluation.”

After setting a clear goal for social media, it is easier for non-profit to decide other things, such as social media platforms, publishing content and more.

4.1.2 Identifying target audience

“A lot of non-profits say, ‘well, our audience is the general public,’ but if you think you’re speaking to the general public, you’re probably speaking to nobody,” said Bridgett Colling, Director of Content Marketing at See3 Communications, a digital agency for non-profits and social causes. (Johnston, 2015)

It is suggested that a critical question for marketers who are acting on social media is to ask, “Who are the targets?”. Although the goals of marketers and non-profit organizations in interacting online are not necessarily aligned, this question is also an important one for non-profits to ask themselves. A non-profit’s target audience must be well defined and reflect the goals of the organization in terms of who it would like to engage with. Once an organization has defined its target audience for social media, it must find and engage with it online.

Craig Van Korlaar (Know your target audience: 10 questions to ask, 2012) suggested “10 questions to ask” to better identify target audience which help non-profits to reach them more effectively:

“What is the desired action of you target audience?

What demographic groups are most likely to take the desired action?

How do they think?

What needs, challenges, and frustrations do they have?

How does your idea, service, or product help your target audience?

What drives them to make purchasing decisions?

Do they currently use (or support) a product or service of your organization or that of a similar organization?

What media do they currently use?

How can you best reach your target audience?

Are you confident you picked the right target audience?”

For a non-profit, target audience could be potential customers for a program, volunteers for an initiative, advocates to spread a message, or donors to support a cause. Organization’s different audiences represent the different goals and interests of it. Once those different pieces have been authorized, it will be much easier to note down who actually matters most and which social media tools match with each audience.

4.2 Choosing social media tools

According to chapter 2 - Social media, there are various social media channels available for using, and these channels can be difficult to choose from. Based on a

HubSpot survey of small-to-medium non-profits in the U.S., below is Figure 7 which shows the top 10 social networks used by non-profits.

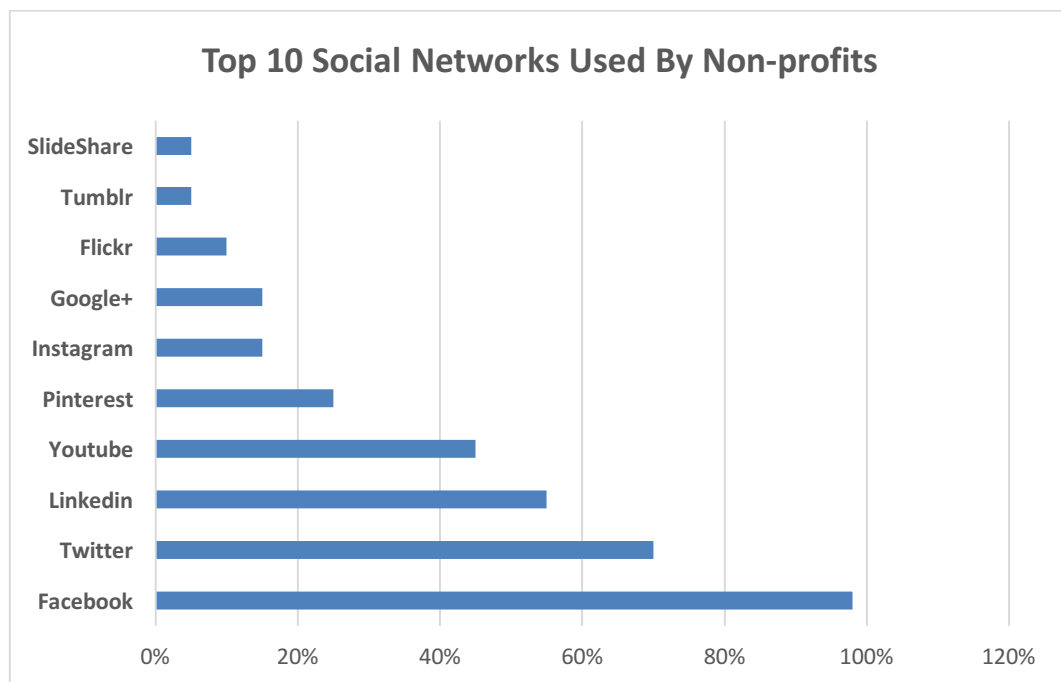


Figure 7 Top 10 social networks used by small and medium non-profits in the US(Shattuck, 2014)

Although selecting the right platform is a challenging task, it is necessary that non-profits make informed decisions about which one to engage on. As Scott Levy, the author, CEO and founder of Fuel Online, said, it is not necessary to be available on all the social media platforms but work best in three that “best meet your needs and monitor”. (Levy, 2013, p. 18) Using a few tools probably is more essential than forming a weak presence among many social media platforms. A platform should be selected effectively based on not only the goals of non-profits and the target audience as mentioned in the previous section - Planning a strategy, but also the resource.

Each social media platform can be used in different ways to accomplish certain purposes. For example, Instagram and Pinterest are great tools to increase the brand awareness since they are both visual platforms which allow to posts share-able photos or any visual information. Moreover, the function “follow” in Instagram and Pinterest can make a boost to audience to follow the organization’s account, which make more people knowledgeable about the brand. Facebook and Twitter,

in contrast, can be used to reach a wider available audience and besides, to engage with potential donors and volunteers.

It is better to know which social media platforms the target audiences are using and active. (Mershon, 2012) Organizations should engage with the existing online networks, as they allow to benefit from the current audience instead of spending more time looking for new ones. Using the existing platforms such as Facebook or Twitter is easier and more likely to be successful to non-profits since the more popular an application already is, the more attractive it will be to new users.

Last but not least, make sure the decisions are suitable with the organization's available resources, which are human, time and budget. A team or at least a social media well-trained person is desirable to manage the social media platforms daily activities. Furthermore, the company needs to spend the approximate time to engage on the types and number of platforms so that it can manage successfully and maintain activity gradually. The necessary time commitment per week for non-profits on each platform is 15 hours on Facebook, Twitter, and YouTube, 5 hours on LinkedIn, and 10 hours blogging. (Mansfield, 2012) Lastly, the social media channels are free to use but for company to make the most of it also requires some budget. It is recommended that non-profits should check the cost for social media channels boost before deciding which tools to use.

4.3 Creating a content plan

A strong content plan should be developed to deliver engaging information to target audiences. It is suggested that non-profits should have a plan and a content editorial calendar to organize and manage the planned and published content. (Leung, 2014) Hootsuite (Creating a Social Media Strategy: A Guide to Developing Your Social Media Presence, 2014) suggested that a comprehensive content strategy should include the followings:

- What type(s) of content you intend to post and promote via social media
- How often you will post the content
- Target audience for each type of content

- Who will create the content
- How you will promote the content

Each non-profit should create a content editorial calendar, which “serves as a road map for the months ahead to ensure your content is optimized to meet business goals, capably targeting the right audience, and that your contributors, stakeholders and distribution channels are working in concert.”. (Vertical Measures, 2016) A basic content editorial calendar should include the description of the content, the writer, the deadline and the channels which the organization will promote on. Figure 8 is one example of a content editorial calendar from The Top Non-profits website.

Top Nonprofits Editorial Calendar - Lite													
A look at our past and future content needs													
RELEASE DATE	DAY OF WEEK	CONTENT TITLE	OWNER	STATUS	TWEET	FACEBOOK POST	BLOG POST	EMAIL NEWSLETTER	WEBSITE UPDATE	RESOURCE	MAILER	OTHER	OTHER (DESCRIBE)
7/10/12	Tuesday	Content Title	Smith	Complete	X	X							
7/11/12	Wednesday	Content Title	Smith	Complete	X	X	X		X	X		X	
7/12/12	Thursday	Content Title	Karu	Complete	X		P	X					
7/12/12	Thursday	Here is an example of a 2nd piece within same day	Kale	Complete									
7/13/12	Friday	Content Title	Jones	Complete	X	X	P	X		X			
7/14/12	Saturday	Content Title	Kale	Cancelled									
7/15/12	Sunday												
7/16/12	Monday	Content Title	Jones	Complete	X	X			X				
7/17/12	Tuesday	Content Title	Karu	Complete	X	X	P	X					
7/18/12	Wednesday	Content Title	Smith	Planned	?	?	?						
7/19/12	Thursday	Content Title	Jones	Unplanned	?	?		?					
7/20/12	Friday	Content Title	Kale	Unplanned	?	?			?				

Figure 8 Example of a content editorial calendar for non-profits (Korlaar, Free Editorial Calendar & Campaign Planning Documents, 2013)

After creating a content calendar, non-profits should spend more time to plan what content should be posted. Back in 1996, Bill Gates wrote the Article “Content is a King.”, which was published on the Microsoft website. He wrote: “Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting.” As the internet and the social media grow, Bill Gates’ words have been always right. The most important factor in the social media strategy is the content which should reflect the overall mission of the organization, and objectives of other communications strategies. According to Steven Shattuck (The “Three A’s” of Nonprofit Social Media Engagement, 2014) there is a rule called “rule of thirds” which means “tweets, posts, and status updates should fall into one of three categories and be spread more or less evenly between each: 1/3 of posts should be about you or your brand; 1/3 of posts should be about your industry,

with content from an outside source; 1/3 of your posts should be personal interactions.”.

A common social media failure among many organizations is not having enough unique and attractive content. The content is advised to be “relevant, current, and genuinely applicable to the audience today.” (Leung, 2014) A fresh content post engaged in an open and active conversation with the audience is a good way to create an interaction between the organization and readers. Furthermore, an honest voice is crucial for a non-profit to establish trust and build stronger relationship with target audience. A unique content is more likely to be read by the audience among the many organizations using social media networks. Having a unique post will set the organization apart from others and catch the audience attention more.

4.4 Measure and improve

Non-profits should analyse the effectiveness of social media channels to see if they are worthwhile. According to a survey taken by HubSpot (Shattuck, Where Nonprofits Spend Their Time With Social Media Marketing [New Data], 2014), there are about half of the non-profits measure their social activities. To help users to have great insights into the activity on network, some major social media channels offer their own build-in analytics. The Case Foundation’s study found that the most popular social media measurement tool is Facebook Insights, following is Twitter metrics. There are different types of measures, and it’s important to think about how well each relates to your goals. Laura S. Quinn (Measuring the Effectiveness of Your Online Communications, 2010) divided online metrics into four groups of measurements: Views, Followers, Engagement and Conversion.

Views let the organizations know how many people saw the information on the social network posts or in the website. Views include website page views, Facebook views, video views, blog views, email opens and more. Blog page views measured through a website analytics tool like Google Analytics or Facebook views measured through Facebook Insights can show how many people have been reached to. Video views such as Youtube view can easily be seen below every video. The email opens show how many people read the email sent by a

broadcast email tool. If the main goal of the social media strategy is spreading the information, this metric is necessary and useful. It is suggested that the non-profits should have more promotion and a unique content plan if they want to have more “views”. For example, a statistic conducted by Hubspot (Mawhinney, 2016) showed that “content with relevant images gets 94% more views than content without relevant images.”. However, a number of “views” only show how many people reach the information but nothing shows if they actually care about it or not.

Followers shows the size of the supporting community through looking at the number of Twitter or Instagram followers or people who “like” the Facebook page or subscribers by RSS to blog. Thanks to this, non-profit organizations are able to know the number of people who want to get in touch with the message provided on the social networks. To have more “followers”, the easiest way is put a “hashtag” into any post and create an interact with other accounts, such as “like” and “comment” their posts or “follow” them. (DeMers, 2015) Also, like “views”, the number of “followers” don’t show the specific number of target audiences. Instead of concentrating on getting more “views” or “followers”, Laura (Measuring the Effectiveness of Your Online Communications, 2010) suggested that it is a better idea to focus on the other two metrics – Engagement and Conversion.

Engagement reveals how many people interact with the organization on social media channels, such as the number of comments, re-tweets, shares and more. It is often useful to get people involved—not just reading, liking and following, but actually reacting on the online posts, like posting on Facebook page or retweeting on Twitter. Knowing the people who actively participate on one of the online channels shows that the organizations are on the right track of giving out the information people want to read and effectively encouraging them to be more involved. If engagement itself is a primary goal, then these metrics provide a great way to track that progress. But if other actions are focused that directly help the organization, like volunteers, event attendees or donations, then the conversion metrics outlined below will provide the core information to know if the organization is succeeding. Increasing the engagement of audience depends mostly on the content of the information you provide and the way you give it out. It is advised to make sure the information is current to the followers, provide resources likely to interest

reader and give them a reason to share it. Most importantly, the organization should note down what strategy that works to increase the engagement.

Lastly, conversion metrics help measure the real and certain results for the organization, like donations, number of volunteers, event attendees, item purchases or registrations. There are a few ways to measure the conversion of the social channels, for instance, put a question “where did you hear about us” on the register form or attach online source codes so it is possible to tell where someone came from to donate. To increase the conversion, Laura (Measuring the Effectiveness of Your Online Communications, 2010) advise the organizations should check how convincing story they are telling, ask the audiences for the support and don’t put any unnecessary barriers between people and what the organizations want them to do, like too long survey questions.

With a goal defined, an online measurement is necessary and helpful to track things along the way. As Laura (Measuring the Effectiveness of Your Online Communications, 2010) said, “tracking is only useful if you’re going to actually be able to take action to improve communications based on what you learn.”. By giving time on the right metrics, non-profits don’t have to spend time on ineffective strategies and do more what really works to achieve their goals.

5 RESEARCH METHODOLOGY

The topic of thesis is about social media for non-profit organizations in Vietnam, which includes the research problem named “difficulties and suggestions in creating social media strategy for non-profits”. Based on the research problem, for the empirical part, case study was chosen as the research strategy; qualitative method as the research method; interview through emails and supporting documents as the data collection technique.

5.1 Case study

The case study for the empirical part is about social media strategy of a new established non-profit, The Jailbreak Vietnam. According to the glossary from Colosate University developed in the 1990s and 2000s, case study refers to “the collection and presentation of detailed information about a particular participant or small group, frequently including the accounts of subjects themselves”. An individual, in this case is The Jailbreak Vietnam, was explored intensely to have a comprehensive view related to the mentioned problem and then draw a specific conclusion at the end of the research.

One of the reason to choose case study for the empirical research is that case study is said to enable many details to be gathered which “would not normally be easily obtained by other research designs”. (psud43, 2012) The data collected is supposed to be richer and of greater depth than can be found through other experimental designs since only one organization be interviewed and collected information. Case studies tend to be conducted on rare cases where large samples of similar participants are not available.

The key advantage of the case study is that it provides a more detailed view of a specific problem. Besides, it allows researchers to present data from multiple methods, for instance, surveys, interviews, document review and observation. The case study is able to achieve many of the same goals as other methods, such as “exploratory (create new knowledge), constructive (solve some problem), or confirmatory (test a hypothesis with empirical evidence)” (Garger, 2013).

In the other hand, sometimes, case studies are considered to be less rigorous than other methods. The reason for this is because case study research is not systematic in its data collection. Case studies content is said to be outdated and need to be maintained. Besides, because not every company wants to share their secret key to success, it is hard to get the approval from the people involved. (Odden, 2013)

5.2 Qualitative research method

Qualitative research method is used to gain an inclusive understanding of essential causes, views, and impulses. The insights of the problem or solutions to develop ideas are provided when using qualitative research, which helps the writer to dive deeper into the problem. (Wyse, 2011) Qualitative research is about finding out not just what the problem is but why it happens through individual thought. Bruce L. Berg (Qualitative Research Methods for the Social Sciences, 2001, p. 2) wrote: "After all, qualitative research takes much longer, requires greater clarity of goals during design stages, and cannot be analysed by running computer programs.". Since people talk about their thinking and feelings, motivations and reasons will be understood.

According to a Resource Pack of The NIHR RDS EM / YH (Hancock, Ockleford, & Windridge, 2007, p. 16), there are 6 main qualitative research methods, namely, they are:

"1) interviews

2) focus groups

3) observation

4) collection of documented material such as letters, diaries, photographs

5) collection of narrative

6) open ended questions in questionnaires (other aspects of are covered in the resource pack surveys and questionnaires)”

It is said that the best way to get the in-depth feedback for the research is face-to-face interview and group discussion. (Marketing Donut) Because the research is about The Jailbreak Vietnam, an interview through emails with the President of the organization is chosen to be the main data collection technique, along with all the information collected from documents while conducting the interview.

The main advantage of qualitative research to this study is that the researcher is able gain clearer understanding about the main problem because the types of questions asked during the process starts with “Why”. However, it is also a time consuming method since mostly it depends on the interviewees for their replies, especially through email interviews.

5.3 Interview

“Interviews are particularly useful for getting the story behind a participant’s experiences. The interviewer can pursue in-depth information around the topic. Interviews may be useful as follow-up to certain respondents to questionnaires, e.g., to further investigate their responses.” (McNamara, 2005)

The research interview of qualitative method is usually used to explore the opinions, beliefs and motivations of individual. Interview is said to be “most appropriate where little is already known about the study phenomenon or where detailed insights are required from individual participants” (Gill, Stewart, Treasure, & Chadwick, 2008) Since The Jailbreak Vietnam is still a new established organization in Vietnam, not much about it is known well and especially the strategy for social media probably is not being done in the most appropriate way. The view of the difficulties and how using the social media channels in a young organization will be explored deeply through the interview with the presentative of The Jailbreak Vietnam.

When planning an interview, questions should address the aims and objectives of the research, which require more than a yes/no answer, stay neutral and understandable. It is suggested to start with questions that participants are able to answer easily and then move to more difficult or sensitive topics. (Britten, 2006) This can help motivate the interviewee to response, build their confidence and gain richer data which develops the interview further.

In this study, the one-to-one interview through email was chosen to be the main technique. Lokman I Meho (E-mail interviewing in qualitative research: A methodological discussion, 2006, p. 1284) wrote that email interview is “semi-structured in nature and involves multiple e-mail exchanges between the interviewer and interviewee over an extended period of time”. Because of the distance and different time-zone difficulties, this method of qualitative research seems beneficial to both participants.

With the objective to gain the most of the social media strategy which The Jail-break Vietnam has used since 2014 till now, it is essential to have the interviews with two powerful members of the organization, the Founder, Mr. Do Viet Anh and the 2015 President, Ms. Nguyen Thi Thu Hong. Both interviews were conducted in the same time with different questions to gain the most information and personal thought. The email interviews lasted from the 7th of March to the 5th of April, 2016.

5.4 Reliability and validity of the research

It is a must to address the reliability and validity in a study. Firstly, reliability is defined as a measurement to know whether the research results are stable and consistent under the same conditions. (Phelan & Wren) In the other hand, validity is used to see if a research is valid and has a realistic result.

To measure the reliability of the study, it is necessary to answer whether it is still the same in another situation or made by other people. The research probably will not conduct the same result on other occasion because the study is conducted in

2016, things like online trend, internet growth will vary every year. Hence, the benefits and obstacles in social media for non-profits will probably change.

In case the research made by different observers, the result maybe is the same since some findings in the research were from the previous years which already happened to the organization but the research depends on the interviewees' personal thought. For example, the social media plan 2015 was provided to be a supporting document and its content will stay the same. Yet, the interviewees will probably give a different answer about some questions in the future since it mostly depends on how they think and feel with different person.

The validity of the study is evaluated by the honesty and whether the result is realistic. According to the findings from the research and the theoretical part, the results were displayed similar. Moreover, the interviewees are people who are working for a non-profit organization and also the ones making a social media plan. The Jailbreak Vietnam is a non-profit organization for the youth and they are actively using social media the most so generally the case is valid when it comes to this topic. The interviewees work on social media everyday and know what is happening in the internet currently.

6 DATA COLLECTION AND FINDINGS

6.1 The Jailbreak Vietnam

The Jailbreak Vietnam is a non-profit organization founded by Mr. Do Viet Anh in June, 2014. When he was studying in England, he participated in one activity called The Jailbreak, which is in the series of sponsored challenged events in RAG (Raising and Giving) week. Participating students shall travel to the farthest destination possible from the starting point, while they are not allowed to spend on their own money. Mr. Do Viet Anh decided to bring this challenge back to Vietnam with the belief in the potential of challenging the young generation and encouraging them to be a dreamer and a doer, thus stimulate the youth to step out of their comfort zone and excel beyond their limits. (Luu, 2016)

The Jailbreak Vietnam organize a summer program for youth called “36 hours, how far can you go?”. The program is divided into 2 main parts: fund raising and 36-hours challenge. All the teams must raise enough money to donate to the charity organizations before participating in the main challenge, which is when they have to go to the farthest while not allowed to spend on their own money. In 2015, there were 30 teams completed the 36-hours challenge and raised more than 80 million Vietnamese dong, which equals to more than 3000 euros. In the same year, team S.A.P.A marked the new record with 3727km from Vietnam to Maldives. In 2014, there was team Fire who made it all the way to Nepal.

Generally, The Jailbreak approaches its audience through Facebook as the main social media channel. Facebook is used not only for interact with the target audience through fanpage but the organization also created a closed group to communicate with all the participated teams. Until now, April 2016, there is more than 9000 likes on its Facebook fanpage. The trailer for the main program in 2014 got more than 1500 views and the one in the following year attracts more than 3000 views.

The Jailbreak Vietnam set their vision as “empower every young people to step out of their comfort zone, find their passion and contribute to society.”. The organi-

zation wants to promote a can-do attitude to overcome challenges and attain goals as well as raise awareness of doing charity among young people in society and give them opportunities to achieve their full potential. The Jailbreak Vietnam set a new beginning of the combination of charity and travel in Vietnam. After the success of the crazy idea program, hundreds of similar events created in Facebook with the similar platform: travel in a period time without money.

6.2 The Jailbreak Vietnam on social media networks

Since the main social media platform that The Jailbreak Vietnam has been working on is Facebook, different activities of the organization on social media were presented in this part. After a long research about the organization on their social media platform – Facebook, the writer concluded that their activities divided into 4 main kinds of uses: promoting, informing, followers-interacting and partner-engaging.

6.2.1 Promoting

Facebook is known as a big network with unlimited available audiences but the business has to know how to reach their target ones. In the case of The Jailbreak Vietnam, to promote their program to the desired people, the organizations decided to post in every related page or group. Because the target audience is young people from 18 to 25 years old and people who love travelling, it is a must to ask the admin to post on a travel lover's group. Besides, a deal with the communication department helped The Jailbreak Vietnam got a small post on a Facebook's page of Foreign Trade University and other universities as well.

6.2.2 Informing

Thanks to Facebook, it is easier for the organizers to deliver all the necessary information just by posting a "status". If it was years ago without social media networks, the organizers have to call each person to inform. It is a lot time-saving and

money-saving way now when anything can be posted on Facebook and everyone can read it.

The Jailbreak Vietnam use Facebook as a convenient way to inform the followers about when the program starts, when to apply, what requirements and more. Moreover, Facebook page is also used to recruit organizers and volunteers. The Jailbreak Vietnam also create a closed group for all the participants to discuss and share their opinions, which helps a lot in decrease the backlash possibility. Besides, this closed-group is a private place for the organizers inform all the necessary information during the program occurs.

6.2.3 Followers-interacting

It is important to keep the followers “like” the Facebook fanpage as well as to gain more people interested into the program. In order to keep the available followers, The Jailbreak Vietnam has many different content posts, such as: behind the scene stories, funny facts, “human of The Jailbreak”, etc... Having a fun content is the most effective ways to make other people pay attention to the fanpage and interact with them.

As Aaron Lee from Post Planner (5 Charismatic Ways to Get Facebook Fans to Interact with You) wrote, “contests are another effective way to get Facebook fans interacting”. The Jailbreak Vietnam’s organizers think the same way. A mini game with the similar platform as the main program was organized in the summer 2015. It was called “1.8 hours, how far can you go?” as people have to go as far as they can in 1.8 hours without using money. This is a great game for young people to explore the city as well as try the similar experience with the main program before deciding to participate or not. Additionally, during the program occurred, a mini game to predict the winner was taken place while waiting for the teams having their “36-hours”.

6.2.4 Partners-engaging

As a part of a marketing plan, some companies cooperate with each other to promote other's program on their fanpage and vice versa. This is an effective way to promote both program to both pages' followers. In stead of just being around the followers they already have, this way makes the desired information be delivered to more people. Rationally, The Jailbreak Vietnam works together with other universities or similar youth organizations as a way to promote its brand awareness. Occasionally, there are some posts on the its page about other businesses and vice versa.

6.3 Findings from the documents

The Facebook fanpage's statistics information was presented by the Founder of the Jailbreak Vietnam, Mr. Viet Anh, through email. Moreover, when contacting the President of The Jailbreak Vietnam, Ms. Thu Hong, the social media plan documents in 2015 was provided as one of the related documents for the further research.

6.3.1 Facebook fanpage statistics

Thanks to the Facebook Insights, users are able to know about the number of likes, reach, page views of their fanpage. The President of The Jailbreak Vietnam provided some statistics of the organization's Facebook fanpage, which included the total page likes from the start of 2015's programme, which is in June, until April, 2016. (Figure 9)

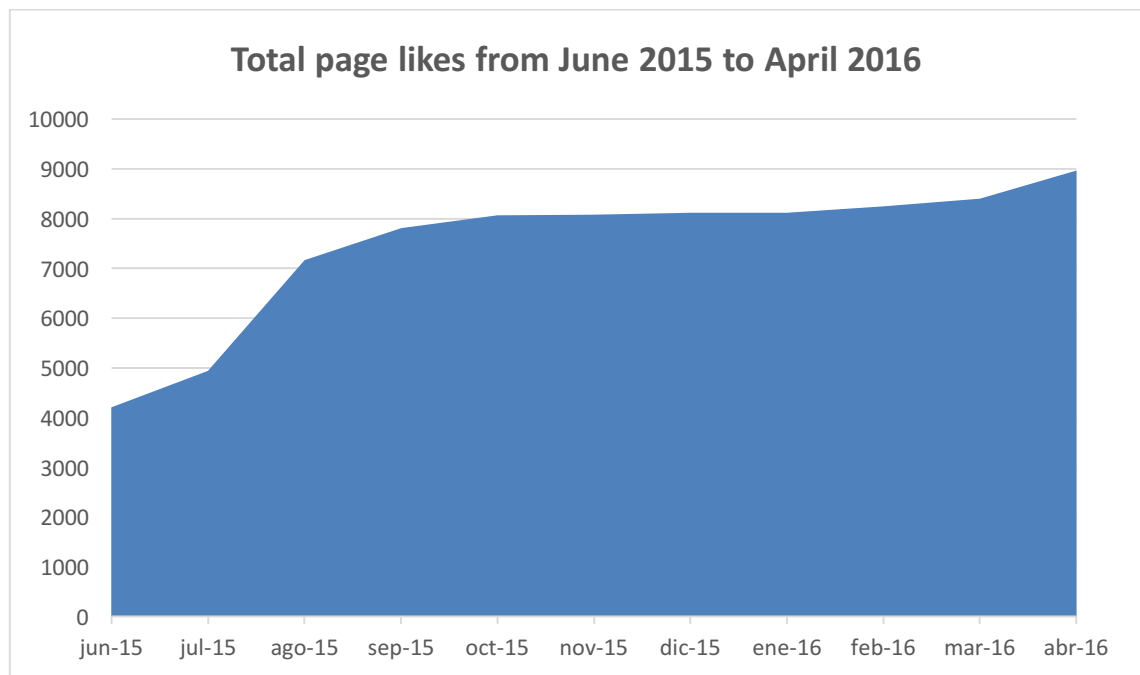


Figure 9 Total page likes of The Jailbreak Vietnam fanpage from June 2015 to April 2016 (Appendix 1)

Unfortunately, the Facebook Insights is only able to show the page views in one month. Mr. Viet Anh also sent the total page views by gender and age and it is easy to see there are also the total views by section, which includes Likes, About, Timeline, Home, Photos and Other. (Appendix 1)

According to the provided statistics, it is easy to see that Facebook is a good choice for small non-profit organizations as it is easy to use and provides many services for users. The non-profits are able to see who are the main potential audience and which types of content the audiences want to read through the Facebook Insights.

6.3.2 Social media plan

According to the provided social media plan, the mostly used social media platform is Facebook. Facebook is considered as the most important channel to interact with the potential audience. Because of the small size of the organization, the complete social media strategy is not available yet. However, the social media plan is close enough to the suggested social media strategy written in chapter 4.

Firstly, it is a must to have the goal and target audience in the social media plan. The Jailbreak Vietnam's social media plan listed very clear about the insight of the programme as this is a chance and motivation which the applicants could step out of the comfort zone when participating with their friends. Furthermore, they mentioned the target audiences are students or adults from 18 to 25 years old or anyone who loves to travel and want to challenge themselves. According to the social media plan, the goal of the social media plan in 2015 are listed as below:

- To deliver the information about the program to 10 000 people
- To attract the participation of 200 youngsters in Ho Chi Minh City
- To reach about 15 000 likes on Facebook with more interact between followers and fanpage

As mentioned before, the chosen social media tools are Facebook and Youtube. Facebook has a big potential audience and Vietnam is one of the countries has the most active Facebook users in the world. In Facebook, not only the main fanpage is focused but also the related fanpages are kept in touch to help promote the programme. In the social media plan, the content of Facebook post's plan is written detailed in an event related timeline. (Table 1)

Table 1 The Facebook fanpage content in 2015 of The Jailbreak Vietnam (Appendix 2)

Facebook fanpage content	Before the programme	Provide information, photos about the programme from the previous year, highlights of this year programme, fun facts related to programme (information about travel, culture,...)
		Create mini online to increase the interaction with audience
	During the programme	Announce the rules and information about each round
		Update frequently interesting photos or stories of each team
		Check-in where each team is
		Organize some activities for the fanpage followers who are not able to attend the program, such as predict the winner or else.
	After the programme	Stories and photos of each team
		Thank you note for the attendants
		Feedback from the attendants

In the social media plan, not only the Facebook content was developed but also the Youtube activities were formed. From June to July, 2015, which is the period of time before the programme occurred, it was expected to have 1 to 3 videos uploaded on Youtube. The videos were expected to be about “Tips when travelling in Vietnam” and trailer for the The Jailbreak Vietnam programme. Furthermore, they also planned to have another videos during and after the programme which were about some activities of all the teams and their behind the scenes.

In general, the social media strategy of the organization in 2015 was planned quite well and similar to the suggested one in chapter 4. However, they missed to have the last but not least important part, measure and improve. The coming social media strategy would be complete if they have that part.

6.4 Findings from the interviews

Due to the fact that The Jailbreak Vietnam is a new established non-profit organization, it was not difficult to contact its representative, in this case, they are the founder and the president of 2015 of the organization. The questions in both interviews were organized to have some differences to gain the furthest understand for the research study.

6.4.1 Interview with the founder of The Jailbreak Vietnam

Mr. Do Viet Anh is the founder of The Jailbreak Vietnam and he was also the president of the organization in 2014 when it's first established. After being contacted in February 28, 2016, he was willing to reply and provide useful information. The email interview ended on April 9, 2016.

Base on the research problem, the interview was sorted into 3 parts: social media in Vietnam, advantages and disadvantages of using social media in Vietnam, and suggestions for better use of social media for non-profits in Vietnam.

Social media in Vietnam

The Jailbreak Vietnam decided to choose Facebook as the main social media channels to connect people and gain awareness. Mr. Viet Anh claimed that mostly Vietnamese youngsters, as the target audience of The Jailbreak Vietnam, have at least one Facebook account and that's a reason why he created the fanpage for the organization on Facebook. Moreover, he also asked to post program's advertisements in other related fanpages and groups. Besides using social media, they also use other traditional media ways, such as newspaper, TV and face-to-face marketing on the street. However, using Facebook is considered as the most efficient one.

Advantages and disadvantages of using social media in Vietnam in 2014

As a non-profit organization, the hardest thing is about the low budget and how to receive more investment. Thanks to using Facebook, the cost for marketing is at

the lowest rate but still achieve the wanted goals. Furthermore, the founder also shared that the more followers showed on Facebook's fanpage, the more interested the investors, donators and volunteers are to the program. Social media is must-to-have tool if non-profits want to increase their sales and complete their market plan.

The obstacles that The Jailbreak Vietnam faced in 2014 were about how to get investment as well as deal with the trust in online information on Facebook in Vietnam. Because of the increase rate of frauds on Facebook, people started to be aware of all the charity programs which could turn to be fake. Mr. Do Viet Anh shared a story about how the members had to deal when having a fund raising on the street but the people didn't trust what they were really doing but stated that it was a fraud. Since everything can be copied and imitated, the provided certificated documents seem to be useless to prove.

In brief, using social media for non-profits might be difficult to deal with but it is still an effective tool worth using.

Suggestions for better use of social media for non-profits in Vietnam

In order to succeed in using social media and achieve all the planned goals, Mr. Viet Anh pointed that organizers need to have a complete social media strategy with a clear goal, a target audience, a right social media tool and the most significant thing is managing what is measured. This strategy is similar to the one written in the chapter 4. To deal with the obstacles that the organization had to face, it is important to not use only social media but also the traditional ones to get the most recognition from the people. When the brand is well-known, it is not a big deal to gain the trust from others.

6.4.2 Interview with the president of The Jailbreak Vietnam

After being a member of the organization in 2014 and gaining a certain recognition, Ms. Thu Hong was nominated to be the president in 2015. With the knowledge of both seasons in 2 years, it is a fortune to interview her about the differences in the first and latest year. The interview was sorted into 3 parts, namely,

the left disadvantages in using social media, the development in social media in 2015, proposals in measuring and maintaining social media strategy.

The left disadvantages in using social media in 2015

After 2 years working in the organization, Ms. Thu Hong admitted that The Jailbreak Vietnam was still a young organization which hadn't used the most of social media channels yet. The engagement rate on Facebook was still considered as low compared to the actual goal. In addition, she realised that it was not easy to control the backlash on the internet. If there was one bad feedback, it would spread quickly and could affect the organization's reputation.

The development in social media in 2015

After the first year, the organization had known which channels to invest in instead of trying everything in the same time and wasting money. To prevent the backlash from the audience, a team was built to manage the Facebook's fanpage more efficiently. Ms. Thu Hong shared that there were more than 5 people working for the social media team to gain the most benefits and avoid the unwanted situation. Additionally, in 2015, they acknowledged which content would go viral and gain the attention from the potential participants.

Proposals in measuring and improving social media strategy

As mentioned above, there was no measurement and improvement part in the social media plan of The Jailbreak Vietnam. Ms. Thu Hong claimed that it was a mistake which needed to be improved in the next year. In addition, she shared that it was necessary to not only measure the number of organic fans, number of likes weekly but also the engagement between the organization and followers by Facebook Insights. The number of posts per day is also needed to be tracked in the content calendar. One thing to be measured is the response time, which show how active the organization is on Facebook. If this rate is high, the followers may give a good review about the page. Ms. Thu Hong thought that the most important thing is to measure the advertising value, which means to count the return of investment (ROI) rate. As long as all the desired measurement was covered, it would become easier to know what to improve for the coming year.

7 EVALUATION OF FINDINGS

In the beginning, the objective of the thesis is introduced as to gain better knowledge about social media for non-profits in Vietnam. The research problems are what challenges Vietnamese non-profit organizations when using social media and proposals for achieving the most from having social media. The findings from the study in chapter 6 were matched with the intended goal and also the theory part.

7.1 Social media in Vietnam

The answer from the interview with the founder of The Jailbreak Vietnam, Mr. Viet Anh, shows the whole situation of social media in non-profit organizations in Vietnam. Knowing how the social media is in Vietnam helps build an overall idea about how to start when using social media and understand what it will develop in the future.

First of all, Mr. Viet Anh presented a fact that Facebook has the biggest influence to young adults in Vietnam nowadays. Each youngster in Vietnam has at least one Facebook account and they were often active users. In other Asian countries, there were other different social media channels but not in Vietnam. Therefore, there are more reasons for companies in general and for non-profit organizations in Vietnam in particular to start from Facebook as the first tool in their social media strategy. Facebook is not only a channel to gain more customer's awareness but also a useful market research tool. Thanks to many services Facebook offered, it is easy to know better the target audience and their behaviour and then created a right marketing plan without wasting money and time. Besides, Mr. Viet Anh shared that after using Facebook along with other traditional media ways, such as TV, newspaper, etc..., he concluded that Facebook was the more efficient tool which is not only low-cost but also more beneficial. The interviewee also said that as the young non-profit organization, it is very hard to get an investment in the first time so that every cost needed to be minimized.

Regarding to benefits of using social media in chapter 3, Vietnamese non-profit organizations can achieve a great awareness from investors, donators and volunteers through social media. Mr. Viet Anh also mentioned some similar advantages of social media, such as low-cost, available audience, market research, and efficient marketing and sales strategy. These benefits are considered as the drives for other non-profits in Vietnam to invest their time and effort in social media.

7.2 The Jailbreak Vietnam's use of social media represents the theories

According to the social media plan provided by Ms. Thu Hong, it is easy to see there are many similarities compared to the suggested one written in chapter 4. Even though the interviewee shared that the social media plan was not satisfying since the organization is new-established, this is considered as an extensive plan since every aspect was covered well.

The goal and target audience was specified clearly as the first step of proposed social media strategy. Then, Facebook was chosen as the main social media tool after considering its advantages and disadvantages compared to others. Besides, a clear Facebook content schedule through the period when the program occurred was also set. The only thing that The Jailbreak Vietnam's social media plan did not cover was the measurement and improvement plan, which Ms. Thu Hong shared that would be mentioned in the coming plan for year 2016.

Besides, regards to The Jailbreak Vietnam's fanpage statistics taken from Facebook Insights, it is obvious that this platform is well-equipped with all needed figures for a non-profit organization to gain more knowledge about their audience. Moreover, The Jailbreak Vietnam used Facebook efficiently into 4 groups: promoting, informing, followers-interacting and partners-engaging, which demonstrates how practical Facebook is for organizations.

7.3 Research questions are solved

The 2 research questions were not only answered in the theory part but also resolved in both interviews. In the end, the answer for both research questions was acquired, succeeded in meeting the objectives of the study, which was to answer 2 main research questions:

Question1: What obstacles do non-profit organizations in Vietnam have to face when using social media?

Question2: What should non-profit organizations in Vietnam do in order to use social media efficiently?

For the first question, Mr. Viet Anh indicated the disadvantages in 2014 when the organization was first established. Because of the lack of reputation, in the first year, The Jailbreak Vietnam was struggling to gain the trust from the donators. It is not so easy to make people believe in the objectives of the organization since there were too many frauds happened in the internet. Moreover, when being asked about the left obstacles of using social media in 2015, Ms. Thu Hong shared that it was still a hard task to gain the more engagement with the followers on Facebook. Even though there are nearly 9000 likes on Facebook after more than 2 years, according to the Facebook Insights, the engagement rate was considered as low.

Besides, most of the challenges to the organization were coming from the lack of knowledge about social media and the hard-to-control characteristic of social media. This experience shortage was a threat to most of the non-profit, not only to The Jailbreak Vietnam. Ms. Thu Hong revealed that it would be not easy for them to handle the criticism through Facebook's review since they had not met any case like that.

In order to use the social media in the most efficient way, the non-profits are recommended to have a good plan with a clear goal and target audiences; a right social media tools; a clear social media content plan and finally, a plan of measurement and improvement. About the chosen social media tools, it is suggested to have Facebook as the main platform because of its certain advantage. Facebook

with its Insights feature makes it easier for non-profit organizations to measure and improve social media plan with the fanpage's statistics.

8 CONCLUSION

The thesis is written with the objective of getting more knowledge in social media in general and social media for non-profits in Vietnam in particular. Moreover, the study concentrates on resolving the problem, say, what obstacles Vietnamese non-profits face when using social media in Vietnam and what should they do to use social media efficiently. The Jailbreak Vietnam was chosen to be the case study and their social media plan was explored to be the main resource. Findings from both the theoretical and empirical part of this study are utilized. In the conclusion, the summary of the theoretic and empirical parts with the answers for the research questions were presented along with the suggestions for further studies.

8.1 Summary of the theoretic part

Shortly, as the internet is growing faster and faster, social media became a tool which businesses can trust and use efficiently. People use social media to connect each other, to communicate and to share information. There are 6 types of social media with different functions: social networks, bookmarking sites, social news, media sharing, microblogging and blog comments and forums. Among these 6 types, the social network is the most developed one with the effectively expansion of Facebook.

The situation of social media in Vietnam was described as Vietnam was one of the most active market when talking about social media. People started to replace traditional media with social media because of its convenience and diversity.

In the chapter 3, the benefits of using social media for organizations in general and non-profits in particular were pointed out. They are increasing awareness, reducing cost, unlimited and available customers, easier in market research, growth in sales and more engagement with stakeholders. Besides, the disadvantages are time-consuming, negative feedback possibilities and difficulty in control and measure result.

The chapter 4 presented a proposal of social media strategy for non-profit organizations, which consisted of 4 main steps. The first one was named planning a strategy with 2 small objectives, namely, setting goals and identifying target audience. The next ones are choosing social media tools and creating a content plan. Last but not least, it is important to measure and improve the social media strategy.

8.2 Summary of the empirical part

Chapter 5 showed that case study was chosen as the research strategy along with quantitative method. The case study for the empirical part is about social media use of a new established non-profit, The Jailbreak Vietnam. This non-profit organization was just founded in 2014. Every summer, it organizes a program for youth with 2 main parts: fund raising and 36-hours challenge. In 36 hours, no one is allowed to use money and has to go as far as they can. Even they just organized 2 times in 2014 and 2015, their impact to the youth in Vietnam is not underestimated since hundreds of similar events created in Facebook with the similar platform: travel in a period time without money.

In chapter 6, the different activities on social media network, in this case is Facebook, of the organization were brought together. The Facebook's fanpage statistics and the social media plan in 2015 provided by the founder and the president of The Jailbreak Vietnam were presented as the supporting documents.

The interview with both the Founder and the President of the organization brought more information to the study. Mr. Viet Anh shared about the situation of social media in Vietnam to emphasize the fact that Facebook is a best choice for non-profits. Moreover, he also stated that social media is still a useful tool despite of its disadvantages. Finally, he gave some suggestions for other non-profits to use social media more efficiently.

Ms. Thu Hong, the president of The Jailbreak Vietnam in 2015, was being asked for different questions. She claimed that the organization itself is still a small one so the disadvantages were not easily solved, especially the low engagement on

Facebook and the difficulty in feedback control. Furthermore, the development in social media and the proposals in measuring and improving social media strategy were presented.

8.3 Summary of the answers for the research questions

The two research questions mentioned from the beginning were answered and explored through the thesis. The obstacles the non-profits have to face when using social media in Vietnam and the proposals for the better use of it were listed in the Table 2.

Table 2 Obstacles and Proposals for non-profits in using social media

Obstacles	Suggestions
<ul style="list-style-type: none"> • Poverty porn issue • Backlash possibility • Difficult to control • Difficult to measure result • Time-consuming • Lack of experience and knowledge about social media 	<ul style="list-style-type: none"> • Set a clear goal and target audience • Choose right social media tools (Facebook is suggested) • Create unique content • Invest in how to measure and improve the social media strategy

8.4 Recommendations for further study

The study concentrated on the new non-profit organization's perspective as mentioned in the beginning. Hence, it is suggested to research more about more experienced organizations and their opinion in the research topic - social media.

For further study, the writer advised to have a research about non-profits in Vietnam, who have been working for a long time. Moreover, the legal issue of social media was not discussed in the study because of the limitation of research time. In Vietnam, there has been many legal cases related to social media networks which

should be studied more and search for a solution. The research problem can be, for example, what kind of legal issues about social media do organizations in Vietnam have to deal with, how to deal with them when using social media and more.

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APPENDICE

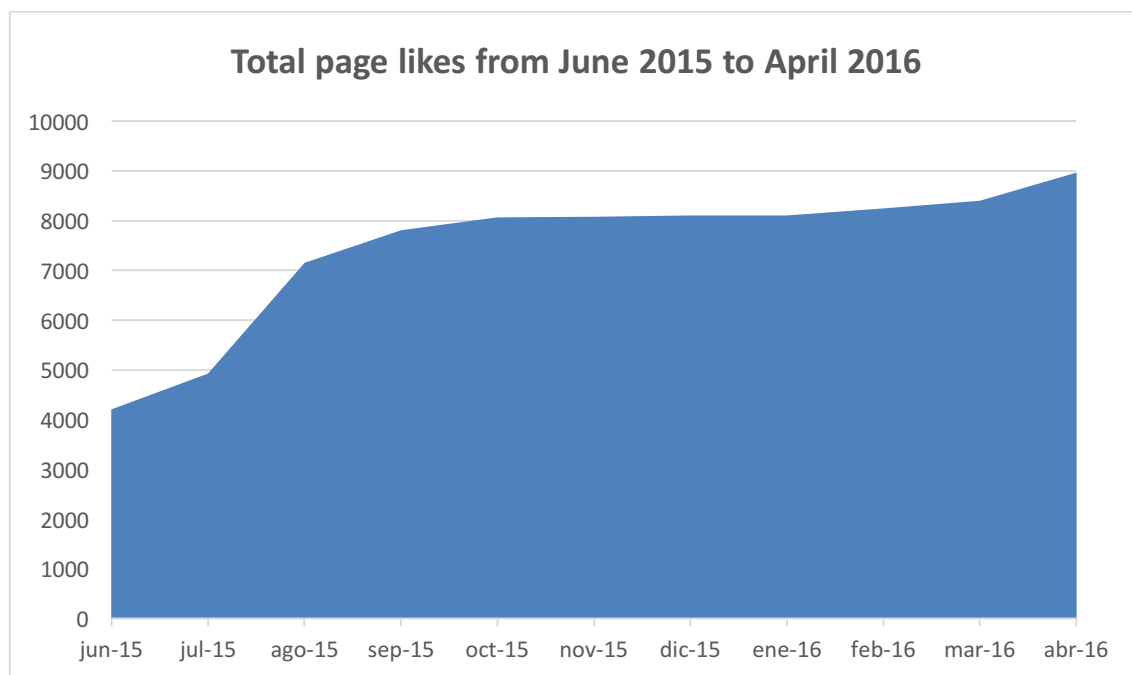
APPENDIX 1 Facebook fanpage's statistics of The Jailbreak Vietnam

APPENDIX 2 Social media plan 2015 of The Jailbreak Vietnam

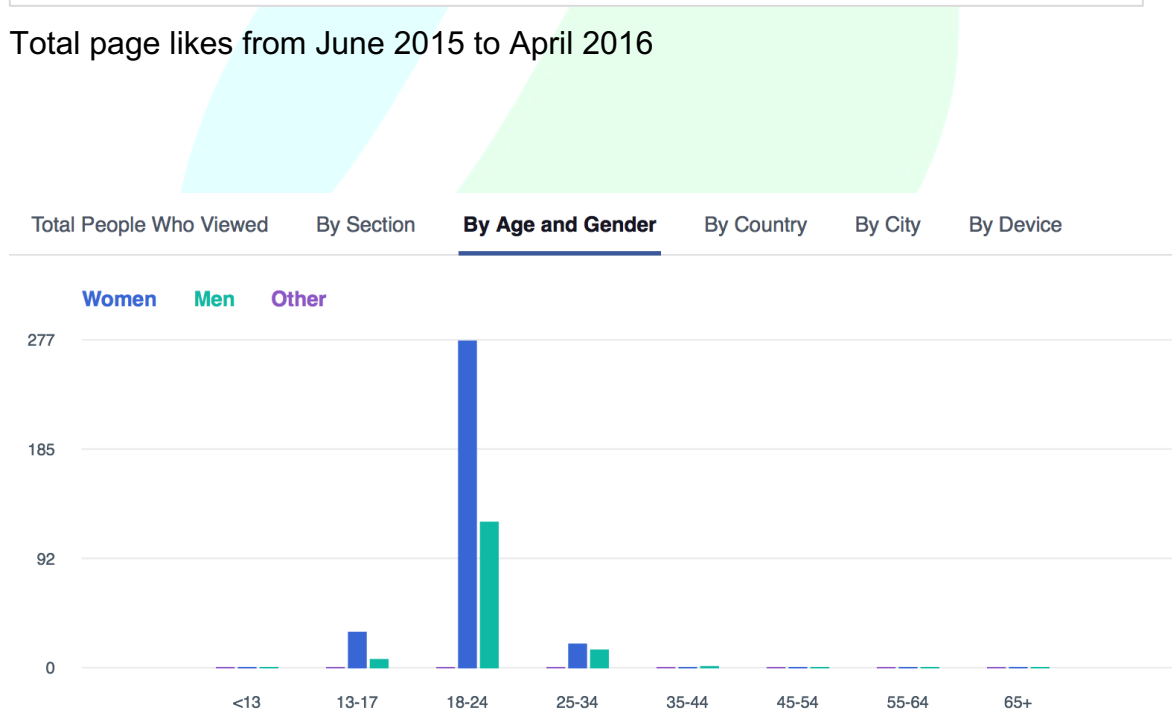
APPENDIX 3 Questions for interview 1

APPENDIX 4 Questions for interview 2

Appendix 1 Facebook fanpage's statistics of The Jailbreak Vietnam



Total page likes from June 2015 to April 2016



Total page views by gender in March

Appendix 2 Social media plan 2015 of The Jailbreak Vietnam

KẾ HOẠCH TRUYỀN THÔNG JAILBREAK

Insight: Tôi còn trẻ, tôi luôn thích chinh phục các thử thách, trải nghiệm những điều mới lạ cũng như khám phá thế giới xung quanh. Tuy vậy, việc đi du lịch một mình đối với tôi là sự mạo hiểm và tôi chưa sẵn sàng để làm điều đó.

=> Jailbreak là một chương trình đem đến cho tôi cơ hội và động lực để tôi có thể bước ra vùng an toàn của bản thân, tham gia với những người bạn của mình.

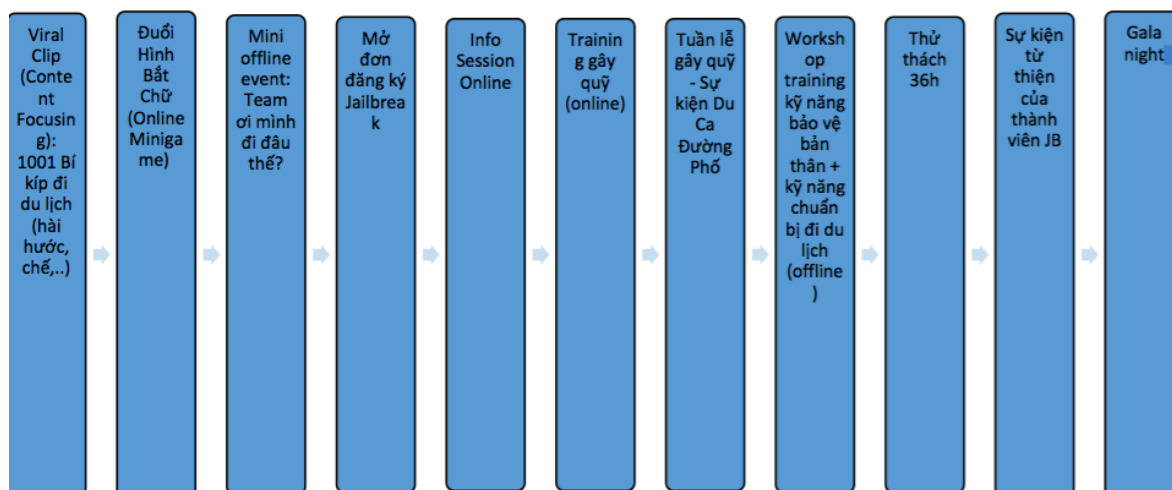
Big Idea: Đi xa hơn thấy đời đẹp hơn

Key Message: Đi để chinh phục giới hạn bản thân, đi để đem đến lợi ích cho cộng đồng

Slogan (như cũ): 36 hours. No money. How far can you go?

Công chúng mục tiêu: Sinh viên, người đi làm có độ tuổi từ 18-25 – Những người có hứng thú với du lịch, ưa thích khám phá, thử thách.

Flow chương trình



1/ Mục tiêu truyền thông

- Đưa thông tin của chương trình đến với 10.000 người (bao gồm các kênh truyền thông trực tuyến, ngoại tuyến và báo chí.)
- Thu hút sự tham gia của 200 bạn trẻ trên địa bàn TP.HCM
- Đạt 15.000 lượt likes trên fanpage chính thức, tăng tính tương tác giữa fanpage và người theo dõi.

2/ Kênh truyền thông

- Fanpage The Jailbreak và các fanpage liên kết
- Các groups, fanpage chính thức hoặc fanpage confession của các trường đại học, các tổ chức giới trẻ tại Việt Nam.

- Poster dán tại các bảng tin đoàn trường Đại học, Cao Đẳng,...
- Email (dựa vào database sẵn có thông qua các chương trình trước đây của The Jailbreak)
- Youtube
- Báo chí và truyền hình

3/ Kế hoạch chi tiết

PHƯƠNG THỨC TRUYỀN THÔNG		THỜI GIAN THỰC HIỆN	KẾ HOẠCH HOẠT ĐỘNG
Báo Chí	Thông cáo báo chí	<ul style="list-style-type: none"> - Trước khi ngày sự kiện chính diễn ra từ 2 - 3 tuần - Ngay sau khi sự kiện diễn ra 	<ul style="list-style-type: none"> - Thực hiện thông cáo báo chí trong đó bao gồm toàn bộ thông tin về The Jailbreak: nguồn gốc, những hoạt động năm trước, hoạt động trước sự kiện, mục tiêu, ý nghĩa và những nội dung, điểm mới trong chương trình năm nay - Sau khi kết thúc chương trình, thông cáo báo chí vẫn tất kết quả và các hoạt động đã diễn ra - Gửi cho tất cả các báo mạng và giấy (Mực tím, Yan News, Tiin, Vnexpress, Tuổi Trẻ, Thanh Niên, iOne, Kenh14, Dân trí....)
	Bảo trợ thông tin	Tháng 6/2015 bắt đầu gửi 'Thư mời bảo trợ thông tin' và liên hệ với các báo	<ul style="list-style-type: none"> - Biên soạn các nội dung cho hồ sơ bảo trợ thông tin bao gồm: <ul style="list-style-type: none"> + Thư mời bảo trợ thông tin + Thư ngỏ, giới thiệu sơ lược, tầm nhìn, sứ mệnh, quy mô từng năm + Hình thức bảo trợ, quyền lợi của các đơn vị - Gửi đến các báo trọng tâm, hướng về độ tuổi cùng với đối tượng của chương trình (21, Yan, Yeah1, Kenh14,...)
Truyền thông trực tuyến (Online)	Fanpage chính thức	Đầu tháng 06/2015	<ul style="list-style-type: none"> - Thường xuyên cung cấp thông tin, hình ảnh về chương trình từ các năm trước, những điểm nổi bật của chương trình năm nay (gợi mở chủ đề, nội dung, cách thức thi), cũng như những điều có liên quan đến chương trình (các thông tin về văn hoá, du lịch, funfacts...) - Chạy Minigame online: Đuổi Hình Bắt Chữ
		Trong khi diễn ra chương trình	<ul style="list-style-type: none"> - Thông báo nội quy và thông tin về từng vòng thi - Cập nhật liên tục những hình ảnh độc đáo/những chi tiết thú vị trong lúc các vòng thi diễn ra - Check in mỗi đội chơi - Những câu đố để các bạn không tham dự cũng có thể cùng đồng hành với chương trình (dự đoán đội thắng cuộc, chia sẻ hình ảnh thể hiện sự ủng hộ đội chơi).
		Sau chương trình	<ul style="list-style-type: none"> - Bài viết và hình ảnh tổng kết chương trình - Thư cảm ơn online cho người tham dự - Hoạt động tương tác xin cảm nhận người tham dự
	Google Hangouts	Info Session Training gây quỹ	<ul style="list-style-type: none"> - Các thành viên BTC sẽ "on air" giải đáp thắc mắc về chương trình trước khi đóng đơn đăng ký - Hướng dẫn tips and guides từ một số influencers về quy trình chuẩn bị gây quỹ.
	Kênh youtube chính thức	Thời gian chuẩn bị: Tháng 6 - tháng 7 Thời gian tung clip: Tháng 6 - tháng 7	<ul style="list-style-type: none"> Xây dựng 1-3 video clips xoay quanh chủ đề "1001 bí kíp đi xuyên Việt" nói chung và Jailbreak năm nay nói riêng (số lượng tùy theo nguồn nhân lực và các ý tưởng): Giới thiệu tóm tắt và một số những nét nổi bật của Jailbreak qua từng năm, trailer/teaser cho Jailbreak năm nay... + Thời lượng: 3' - 5' / clip (Dự kiến: 3 clip)
		Trong và sau chương trình	<ul style="list-style-type: none"> Trong điều kiện cho phép thì sẽ có các clip: <ul style="list-style-type: none"> + Các clip đêm nhạc gây quỹ + Clip hoạt động tình nguyện + Giới thiệu các đội chơi + Behind the scenes

	Các forum, fanpage liên kết		Trong suốt quá trình diễn ra, chủ yếu là lúc nhận bài cho vòng 1 và khi diễn ra vòng 3	<ul style="list-style-type: none"> - Liên hệ hợp tác với những đối tác fanpage, forum tập trung phần lớn đối tượng hướng đến (các trường đại học, các câu lạc bộ tiếng Anh, tổ chức sinh viên, trang sự kiện giới trẻ...) - Đăng tải những thông tin của chương trình (ngắn gọn) lên các fanpage có liên kết bao gồm: <ul style="list-style-type: none"> + 1 bài giới thiệu về chương trình năm nay + 2 bài về kêu gọi các bạn tham gia các cuộc thi và hoạt động trước sự kiện + 1 bài về thời gian tham dự sự kiện chính thức và mời các bạn đăng ký.
	Website (Nếu có)		Trong suốt quá trình diễn ra	Đăng tải các thông tin về chương trình cũng như cách thức tham dự và quy chế từng vòng
	Email		3 email theo từng đợt bao gồm: <ul style="list-style-type: none"> - Thông tin chi tiết về chương trình (trước khi có đơn đăng kí) - Thư mời tham gia chương trình kèm đơn đăng kí (khi có đơn đăng kí) - Thư cảm ơn (sau khi chương trình đã diễn ra) 	<ul style="list-style-type: none"> - Thu thập thông tin liên lạc từ nhiều nguồn (các chương trình trước...) - Gửi thư ngỏ về thông tin chương trình, thư mời online đến database sẵn có, database đại diện các trường đại học, các câu lạc bộ đội nhóm sinh viên - Gửi thư cảm ơn
	Khác			Chiến dịch thay đổi avatar và cover đối với những bạn trong BTC.
Truyền thông trực tiếp (Offline)	Poster			Liên hệ với văn phòng Đoàn của các trường cấp 3, trường Đại học trọng điểm trong thành phố có đông sinh viên học sinh: ĐH Bách Khoa, ĐH Ngoại thương, ĐH Nhân văn, ĐH Quốc tế, ĐH Kinh tế luật, ĐH Kinh tế, RMIT, ĐH Sư phạm... để hỏi về việc dán poster chương trình lên bảng thông báo để phổ biến rộng rãi hơn thông tin đến với mọi người
	Sự kiện	Trước thử thách 36h	Cuộc thi "Đuổi Hình Bắt Chữ"	The Jailbreak sẽ đăng tải những câu đố vui trên fanpage để tăng lượng engagement, quà tặng là các cặp vé xem phim.
			Chương trình: Team Oi Minh Đi Đâu Thế	Mô phỏng chương trình truyền hình thực tế Running Man, những bạn đăng ký tham gia chương trình sẽ phải tham gia hoàn thành các thử thách đồng thời loại bỏ những người chơi khác.
			Buổi Online Info Session	Một buổi chia sẻ giới thiệu về The Jailbreak (các hoạt động, thể lệ, đăng ký tham gia,...) trên Google Hangouts.
			Sự kiện gây quỹ Du Ca Đường Phố	3 team làm 1 nhóm, cộng với một người có năng khiếu văn nghệ từ btc sẽ phải cùng nhau tham gia lên ý tưởng, tập văn nghệ để có những tiết mục trình diễn cho ngày gây quỹ chung của JB 2015.
		Trong thử thách 36h	Training kỹ năng đi du lịch	Một buổi workshop với sự tham gia của các thành viên để hướng dẫn một số kĩ năng bảo vệ bản thân cũng như chuẩn bị hành trang khi đi phượt
		Sau thử thách 36h	Chương trình từ thiện của BTC tại 1 địa điểm định sẵn	
			Gala night	Tổng kết toàn bộ chương trình, tri ân đến các nhà tài trợ và trao thưởng cho các bạn thí sinh.

Appendix 3 Questions for the interview 1

Social media situation in Vietnam

1. Why did The Jailbreak Vietnam choose Facebook as the main social media channel?
2. How is the social media situation in Vietnam?

Advantages and disadvantages of using social media in 2014

3. What benefits do social media bring to non-profit in general and The Jailbreak in particular? Can you give any example?
4. What obstacle did your organization have to face while using social media in the first year - 2014?
5. Do you have any unforgettable stories to share about this?

Suggestions for solving the problem

6. How did you reduce the obstacles of social media or do you have any plan on this?
7. What suggestions do you want to give to other organizations who are facing the same problem?

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Appendix 4 Questions for interview 2

Obstacles of social media in 2015

1. What do you think about the disadvantages of social media after 2 years?
2. What are the obstacles which haven't been solved in 2015?

Development of social media plan in 2015

3. After 2 year working in The Jailbreak Vietnam, how did you develop the social media plan?
4. What changes did it bring to the organization after the development?
5. Can you tell a bit about the people taking care of social media in The Jailbreak Vietnam?

Proposals in measurement and improvement of social media plan?

6. According to the provided social media plan, there is no plan for measurement and improvement, what do you think about this?
7. Do you have any recommendations for your organization to improve the social media plan?

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