

ASSIGNMENT 1

Content Plan & Content Calendar

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Client: RMIT University Vietnam

BRAND INFORMATION

- **RMIT University Vietnam** is a campus of Melbourne-based university RMIT - Australia's biggest tertiary institution - bringing a world-class education and global opportunities to students in Vietnam.
- Brand tone of voice: inspirational, inclusive, empowering and vibrant.
- Key message: **Dare to choose, dare to transform**
- Assigned theme: **Together we create impact**
- Content distribution channels and Language: Vietnamese on Facebook, TikTok and English on Instagram. Website and Youtube utilize both languages.
- Timeline: 3 months (July-September/2024)

REQUIREMENTS FROM THE CLIENT

3-month content pillars includes 1-month detailed content plan:

- **Guide students in their formative decision-making**
- **Differentiating RMIT with its competitors**
- **Enhancing RMIT's brand awareness towards target audiences.**

RESEARCH

CURRENT CONTENT ACTIVITIES EFFECTIVENESS

RMIT University Vietnam's mission centers on empowering individuals and communities through education that is applied, inclusive, and **impactful**.

RMIT **Knowledge with Action Strategy** 2022 – 2031
Goal: Extend RMIT's dynamic research and innovation system.

Across RMIT content, its strategy effectively reflects all its USPs which are mentioned in the client brief.

→ strengthen its content strategy to better reflect its strategic vision, mission, and ambitions, ensuring a cohesive narrative throughout its content ecosystem.

CURRENT TARGET SEGMENTS

- **Prospective Students:** Look for information on programs, admissions, scholarships, campus life, and testimonials.
- **Current Students:** Need resources for academic success, campus services, event information, and opportunities for involvement.
- **Alumni:** Want to stay connected with the university and continue to benefit from its network.
- **Academic Peers:** Seek information on research initiatives, academic conferences, and collaborative opportunities.

CURRENT CONTENT PILLARS

Academic Excellence and Achievements

student success and achievements

Career Development and Innovation

groundbreaking research, innovative teaching methods

Student Life and Special Occasions

holidays, student experiences and campus activities

Impact & Industry Relations

alumni impact & benefits with industry partners

Community and Inclusivity

community contribution and an inclusive environment

→ **RMIT has a content strategy positioning it as an authoritative figure in the higher education sector.**

CHANNEL PERFORMANCE

similarweb DEC 2023 - FEB 2024
01-28 MARCH 2024

RMIT's website/blog has effective content development and well-rounded SEO strategy.

(Adapted from SimilarWeb 2024)

- High monthly visits (295,735) → strong online presence and relevance to its audience.
 - High visit duration (04:17) → robust user engagement with content.
 - The average pages/visit (4.53) → effective site navigation and content variety.
 - The bounce rate (47.12%) → content resonates well enough to keep visitors on the site (CXL 2024).
- **Blog content effectively captivates and retains audience interest, with room for deeper insights through advanced analytics (Phillips-Wren 2021).**

High Organic Search (52.20%): Strong SEO → effective brand marketing and content dissemination.

High Direct Traffic (39.31%): many users choose to visit the site directly → successful offline branding + positive engagement with RMIT.

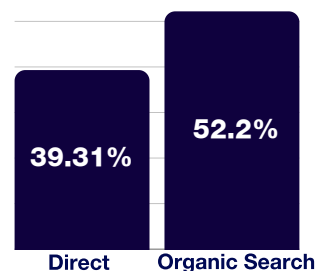
Low non-branded searches (14%) offers opportunities for wider market → attract **Prospective Students&Academic Peers** that aren't specifically searching for the brand.

→ **continue leveraging its SEO strengths, particularly by optimizing for non-branded keywords and expanding content to cover broader topics.**



strong brand recognition

↑
86% Branded Searches
↓



RMIT's social media shows untapped potential and inconsistent engagement, indicating a need for strategic adjustments to optimize audience reach across platforms. (Adapted from RivallQ 2024)

- largest followers ✓
 low engagement ✗ → content is not resonating with the audience despite most posts frequency
 - respectable followers ✓
 high engagement ✓ → content is well-received → more entertaining content
 - modest followers ✓
 low engagement ✗ → require content that adds value to the audience.
 - high followers ✓
 low engagement ✗ → infrequent posts miss a chance to engage visual-hungry audience.
- (see Appendix 1)

The top-performing content (see Appendix 2)

- Content: engaging, fast-paced, and taps into the "foodie" culture at RMIT that engages TikTok users.
 - Engagement Rate: 8.49% **authentic** **relatable**
- #rmitcogivui #reviewcanteenrmit #foodreview
→ **real-life stories** and campus life experiences that audience feel more **connected** to the brand.
Most high-engagement posts are on **TikTok**.
→ effectively use a creative, fun approach to engage TA.

- Since TikTok content has high engagement, → more fast-paced, entertaining videos could perform well.
- Consider interactive content, such as Q&A sessions, to stimulate audience interaction.
- a need for a more regular posting to maintain audience engagement.
- Focus on creating content that fosters a sense of community and belonging.

→ **RMIT's content strategy has robust foundations, especially in SEO and video engagement on TikTok, but it needs to address low engagement on other platforms and diversify its content approach to stay competitive and relevant.**

CATEGORY REVIEW

COMPETITOR ANALYSIS The direct competitors focus on similar personas and offer a similar spectrum of programs.

Fulbright University Vietnam (FUV) is not RMIT's direct competitor.

FUV focuses on liberal arts and innovation to nurture leaders, **contrasting** with RMIT's practical education aligned with current job market demands.

British University Vietnam (BUV) - direct competitor

Both BUV and RMIT cater to career-oriented students seeking professional and personal development in an international context.

Brand story: develop employable and ethically-grounded graduates, who are cross-disciplinary and innovative, within a community that values kindness, inclusivity, and the wellbeing of society.

- Cross-channel engagement: 5.17K
- Tone of voice: formal, informative and supportive
- Top post content topics: student engagement and achievements
- Current content pillars: lifestyle, education, special occasions, opportunities, and student life.
- Content distribution model: newsroom, real-time, community and lead generation model.

(see Appendix 3)

RMIT's strengths in innovation, global impact, and successful alumni outcomes, setting it apart from competitors' **lifestyle** and **event-focused** content.

The top post content

- Content: entertaining explanation for complex topics - cloud computing
→ **Edutainment content**
 - Engagement Rate: **14.5%**
 - tap into the user's desire for content that is not only easy to digest but also fun to watch.
- Most high-engagement posts are on **TikTok**.

While TikTok shows high engagement, other platforms are not optimized for engagement. (see Appendix 4)

	solid followers ✓ low engagement ✗	→ high frequency but the content is not reaching TA
	smaller follower base ✗ high engagement ✓	→ highly relevant through creative and educational content.
	reasonable followers ✓ no engagement ✗	→ a significant gap video content can be highly engaging and beneficial for SEO.
	low followers ✗ decent engagement ✓	→ content is duplicated & lacks visual appeal for an audience craving aesthetics.

BUV's approach on TikTok reveals an opportunity for RMIT to adapt similar strategies, particularly in creating content that educates while it entertains. Meanwhile, BUV's lower engagement on Facebook and absence on YouTube highlights areas where RMIT could enhance presence, engage with a broader audience, and establish a competitive edge. By focusing on creative content and optimizing platform-tailored strategies, RMIT can not only match but exceed its competitors' performance, driving better audience engagement and reinforcing its market position.

Embracing New Trends of Content in Higher Education sector

- 'edutainment' through short-form videos (Zhang 2020)
- personalization: tailoring content to student profiles boosts engagement and conversions
- interactive content — such as virtual campus tours, online webinars, and live Q&A sessions
- high-school students prefers video rather than text, native ads, or other content formats (Bump 2020).
- 85% of teens use Youtube (Anderson 2018)
- align content with brand story for the most impact (GoodContent n.d.)
- focus on people-first content (Nelson 2022)

INDUSTRY ANALYSIS

The shift to digital strategies, highlighted by VinUni's virtual tours and online engagement, emphasizes the need for Vietnamese universities to adopt digital transformation for ongoing relevance and competitiveness.

- In Vietnam, open days and live-stream information sessions are two new marketing practices that have just been applied in recent years (World Bank 2020).
 - Digital transformation will represent one of the biggest university challenges in 2024 (Reilly 2024).
 - VinUni offers virtual reality tour, appealing given the restrictions on travel and in-person visits (VinUni n.d.).
- integrate digital transformation into its marketing content plan in several strategic ways: virtual engagement, live-stream sessions, interactive content, data-driven insights.

TARGET AUDIENCE

Demographic	15-18 years old Household income: Mid to high level
Geographic	Live in Hanoi, Da Nang, Saigon south + several key provinces across nationwide
Psychology	<ul style="list-style-type: none"> • Highly motivated with a strong growth mindset. • Confident in her abilities but always looking for ways to improve and learn. • Sociable, with good communication skills, often seen as a leader among her friends.
Behaviour	<ul style="list-style-type: none"> • Active on social media, follows business influencers, and participates in online forums discussing entrepreneurship and management. • Regularly seeks out new learning opportunities, such as workshops, webinars, or local university events. • Have ethical behaviors of leaders and want to contribute to communities (SAP Insights n.d.)



Le Chau Ngan

- 17 years old
- High-school student
- Living in Ho Chi Minh

Ngan is a business-savvy high school student with a knack for **leadership** in extracurricular activities. She is actively engaged in expanding her **entrepreneurial** skills, often attending events and webinars to enhance her business ventures. Facing a plethora of university choices, Ngan seeks an institution that not only fosters her entrepreneurial spirit but also resonates with her **ethical values**. She aims to make a university choice that will positively **impact her future and society**.

Needs and wants

- **Need** inspiring content that aligns with entrepreneurial interests.
- **Want** to be part of a business-oriented community for networking and mentorship.

Motivations

- desire to build a successful business and make a positive impact.
- inspired by young entrepreneurs and leaders who have made significant contributions to society.

Who can influence her?

- successful entrepreneurs - Mark Zuckerberg or **business leaders**.
- Teachers and mentors who recognize her potential and push her to excel.

Pain points

- overwhelmed by the myriad of university choices and programs available.
- anxious about making the right choice for higher education that will set her up for future success.

Customer Insight: I aim to make a difference through ethical entrepreneurship and leadership. However, I am overwhelmed by the numerous university options to determine the best one that matches my drive and values.

RMIT should focus on the channels where high-school students mostly consume content on awareness stage.

	Discovery Stage	Consideration Stage	Enrollment Stage
Preferred touchpoint	Instagram, TikTok, Facebook	websites, webinars and direct email	portals, webinars, social groups
Types of Content	short videos, PR articles, ebooks	articles, podcasts and Q&A sessions	customer onboarding, email newsletter, updates

Main engaging channels: Facebook (95%), Youtube (87%) and TikTok (81%) (Decision Lab 2023)

Nearly half of Gen Z is using TikTok for search instead of Google (Delouya 2022)

→ develop a series of short-form videos, use relevant hashtags, ensure content is optimized for TikTok's search algorithms.

Strengths

- Strong alignment with job market demands in RMIT's curriculum.
- Effective SEO strategy leading to high organic search visibility.
- High engagement rate on TikTok indicates content resonates well with the target audience there.

Weaknesses

- Facebook and Instagram are showing low engagement despite large following
→ content not fully resonating with the audience.
- Infrequent posting on visually-focused Instagram is a missed opportunity to engage a visually-hungry audience.
- A potential lack of content types

Opportunities

- Potential for leveraging high engagement on TikTok to drive traffic to other platforms.
- Exploring more entertaining and educational content that is easier to digest but also fun
- Embracing new trends of content, such as virtual tours, interactive sessions, and data-driven insights, to foster deeper connections with prospective students.

Threats

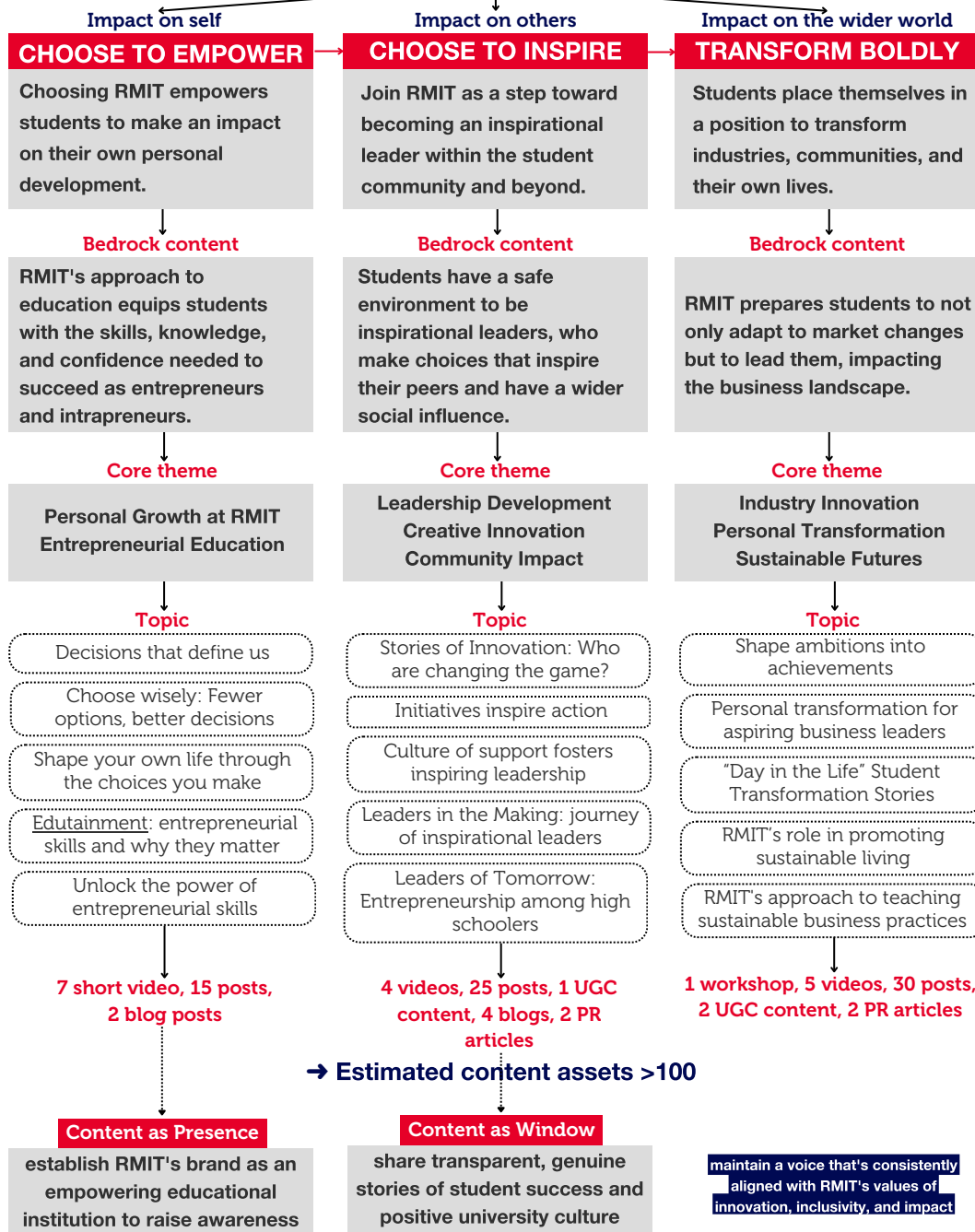
- Competition from universities like BUV, which are also targeting a similar demographic with engaging content.
- The constantly evolving digital landscape requires continuous innovation in content strategy to keep up with trends and audience expectations.

CONTENT PLAN

Key Message: DARE TO CHOOSE, DARE TO TRANSFORM

Theme: TOGETHER WE CREATE IMPACT

BRAND PILLAR
RMIT makes your choice meaningful with a culture that inspires impact and actively nurtures your entrepreneurial spirit.



Brand story

RMIT combines practical skills and applied knowledge to create a transformative educational experience that prepares students for real-world success.

Content Guideline

Brand voice

Confident, provocative, and inclusive

Tone of Voice

Empowering, collaborative, inspirational, pragmatic and thought-leading

Language

Realistic, inspiring and entertaining

Purpose

Raise awareness and engage

Visual Identity

Typefaces

Museo □ **Helvetica Neu LT** **Arial Bold**
Museo □ **Helvetica Neu LT** **Arial Regular**
 □ **Helvetica Neu LT**
 □ **Helvetica Neu LT**

Logo



Primary color



Main platforms

- f** **RMIT & Sinh Vien Tuong Lai**
owned media
- d** **@RMIT_cogivui**
owned media/earned media

Supporting platforms

- Instagram**
owned/earned media
- Website**
owned media
- Youtube**
owned media
- Sponsored ads/Partners**
paid media

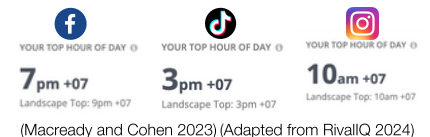
Post frequency and timing

Facebook: 7PM (1-2 posts/day)

TikTok: 3PM (3-5 times/week)

Instagram: 10AM (3-5 times/week)

Story: 2 stories/day



Blog: 10AM (4-6 posts/week) (Akhtar 2022)

Content pillar	Choose to Empower	Choose to Inspire	Transform Boldly
Objective	Trigger	Engage	Amplify
Brand Voice	Empowering, motivational	Inspirational, inclusive, provocative	Confident, thought-leading
CTA	Explore our programs and join a community that empowers. Click here to learn more!	Become the inspiration for tomorrow – Discover how RMIT nurtures future leaders. Join us now!	Ready to make an impact? Transform your world and beyond with RMIT. Find out how here!
Hashtag	#EmpowerWithRMIT #ChooseToLead #RMITEntrepreneurs	#InspireAtRMIT #RMITLeaders #AspireWithRMIT	#TransformWithRMIT #RMITChangeMakers #BoldMovesRMIT
Master theme	Magnetic	Immersive, practical	Immersive

CHOOSE TO EMPOWER

Content idea

Short video series

DEFINING MOMENTS



PR Article
DECISIVE FUTURES: WHY CHOOSING RMIT IS THE SMART CHOICE FOR ASPIRING LEADERS



UGC

SHAPE YOUR OWN LIFE

Short video series

ENTREPRENEURIAL HACKS WITH RMIT



Blog Series

ENTREPRENEURIAL JOURNEYS: RMIT'S IMPACT ON PERSONAL DEVELOPMENT



CHOOSE TO INSPIRE

Content idea

Video

CHANGING THE GAME: RMIT'S INNOVATORS



Licensed Case Study Series

INITIATIVES THAT INSPIRE ACTION



UGC

MY RMIT LEADERSHIP STORY



Sponsored Article

LEADERS IN THE MAKING



Blog Series

LEADERS OF TOMORROW



(see Appendix 6 for details of each content idea)

TRANSFORM BOLDLY

Content idea

Video series

RMIT CHANGE MAKERS



Blog posts

SUSTAINABLE PRACTICES IN MODERN BUSINESS



Podcast

DAY IN THE LIFE OF AN RMIT STUDENT LEADER



Infographic

RMIT'S IMPACT TIMELINE



Sponsored Webinar

CRAFTING YOUR PATH TO INDUSTRY INNOVATION



Content Type

Blog Webinar

Podcast PR Article

Video Case Study

Infographic

User-generated Content (UGC)

Main platforms

RMIT & SVTL

@RMIT_cogivui

owned/earned media

Supporting platforms

Instagram

owned/earned media

Youtube

owned media

Website

owned media

Email Newsletter

owned media

Sponsored Content

paid media

Content Pillar

* Choose to Empower

** Choose to Inspire

*** Transform Boldly

Integrated Communication Tools

- Hootsuite or Buffer: To schedule and manage posts across social media platforms.
- Google AdWords and Facebook Ads: For paid advertising campaigns.
- MailChimp or HubSpot: For email marketing campaigns and to track user engagement
- Google Analytics: To measure website traffic and content performance.
- SEMrush or SimilarWeb: For SEO and competitive analysis.
- Trello or Asana: For project management and editorial calendar tracking.

CONTENT CALENDAR

July 2024

This content calendar incorporates a mix of original, partnered, and UGC across owned (website, social media), paid (sponsored ads, sponsored content), and earned (user-generated stories featured on official pages) channels.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01 Short video series DEFINING MOMENTS TikTok 3PM Facebook 7PM	02 User-Generated Content SHAPE YOUR OWN LIFE Facebook 7PM	03 Social photo post BETTER CHOICE WITH RMIT Facebook 7PM	04 User-Generated Content SHAPE YOUR OWN LIFE Instagram 10AM Facebook 7PM	05 PR Article DECISIVE FUTURES SPONSORED POSTS Facebook 7PM	06
07	08 Short video series ENTREPRENEURIAL HACKS WITH RMIT TikTok 3PM Instagram 10AM	09	10 Blog series ENTREPRENEURIAL JOURNEYS Facebook 7PM	11	12 Live Q&A session EMPOWER YOUR ENTREPRENEURIAL JOURNEY WITH RMIT LIVE Facebook 7PM	13
14	15 Short video series CHANGING THE GAME: RMIT'S INNOVATORS TikTok 3PM Facebook 7PM YouTube 10AM	16 Blog post RMIT'S IMPACT ON PERSONAL DEVELOPMENT Facebook 7PM Globe 10AM	17 Case study series INITIATIVES THAT INSPIRE ACTION LIVE Facebook 7PM	18	19 Infographic RMIT'S IMPACT TIMELINE Facebook 7PM	20
21	22 User-Generated Content MY RMIT LEADERSHIP STORY Facebook 7PM TikTok 3PM	23	24 PR Article LEADERS IN THE MAKING SPONSORED POSTS Facebook 10AM	25	26 Minigame NAVIGATE ENTREPRENEURIAL CHALLENGES TikTok 3PM Facebook 7PM	27
28	29 Blog series LEADERS OF TOMORROW Facebook 7PM Globe 10AM	30 Video series RMIT CHANGE MAKERS TikTok 3PM Instagram 10AM	31 Blog post SUSTAINABLE PRACTICES IN MODERN BUSINESS Facebook 7PM Globe 10AM	01	02	03

Key events like Open Day will be incorporated with special content like live streams or feature stories. Integrated communication tools like targeted ads, SEO optimization for blog posts will complement the content, ensuring a wide reach. The rule of thirds in content creation will be applied, balancing original, licensed, and user-generated content across the chosen channels.

→ ensure the content remains dynamic and audience-centric throughout the campaign.

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APPENDICE

Appendix 1. RMIT (Adapted from RivalIQ 2024)

YOUR MOST ENGAGING CHANNEL



Channel	Facebook RMIT & Sinh Viên Tuong Lai	TikTok RMIT có gì vui?	Youtube	Instagram
Followers	233K	60.3K	18.4K	17.4K
Engagement rate	0.06%	1.11%	0.035%	0.5%
Average post frequency per week	8.75	5	0.5	0.25

Appendix 2. RMIT (Adapted from RivalIQ 2024)

Top Landscape Posts

- Mar. 18, 2024
Chuyên mục review căn-tin RMIT đã trở lại! Cùng xem suất cơm 100K ở RMIT có gì hot nha... #rmitcogivui #rmituniversityvietnam #reviewcanteenrmit
- Mar. 6, 2024
Cảm ơn nha! #rmitcogivui #rmituniversityvietnam #himmratranhinh #himmrat #saolutukhuc #yep #gasmester #payyear #cuoccongdahoc
- Mar. 1, 2024
Góc nhìn người bình thường vs. Góc nhìn người trong ngành sẽ khác nhau như thế nào? #rmitcogivui #rmituniversityvietnam #hocungitkoc #learnonrmitcogivui
- Mar. 6, 2024
Gọi các chị em RMIT là cái gì, bởi các chị em chẳng khác gì bạn! #ngayphuvietnam #rmitcogivui #rmit #hocba #rmitvietnam #rmituniversity
- Mar. 6, 2024
FNB là viết tắt của cụm từ gì nhỉ? Ai biết thì comment giúp nhé! #rmitcogivui #rmituniversityvietnam #rmituniversity
- Mar. 25, 2024
Sinh viên RMIT đi thực tập vì lương hay vì kinh nghiệm? Cùng nghe tự mình chia sẻ góc nhìn nha. #rmitcogivui #rmituniversityvietnam
- Mar. 3, 2024
Đông bộ 10 tour tham quan phòng lab kỹ thuật của RMIT ngày 10/3 này nha. Các bạn đi trên bãi ở tự mình! #rmitcogivui #rmituniversityvietnam
- Mar. 13, 2024
Cùng tự mình khám phá các không gian tự học của sinh viên RMIT nha #rmitcogivui #canlao #rmituniversityvietnam #dahococogivui #dahocunghocdai

Post Details

5.09K ENGAGEMENT TOTAL

4.94K LIKES
61 COMMENTS
88 SHARES

60.2K FOLLOWERS

8.46% ENGAGEMENT RATE BY FOLLOWER

1.53% ENGAGEMENT RATE BY VIEW

58.2x ENGAGEMENT RATE LIFT

333K VIEWS

Video: Địa cơm "Rờ Mit" và cú sốc của 90% sinh viên RMIT

Appendix 3. BUVA (Adapted from Facebook 2024)

British University Vietnam

Y NGHĨA HỒN ĐO VỊ #BUVA Valentine này, BUVA bày sẵn bữa tiệc để #chocolate ngọt ngào dành riêng cho các thí sinh Học bổng tương lai.

Chia sẻ ngay hương vị mà bạn yêu thích để được "chocolate" đồng hành cùng ước mơ chinh phục học bổng BUVA tháng 11 nhé!

#BUVA #BritishUniversityVietnam #QS5Star #QA #BUNV #Scholarship #ValentinesDay

Trường Đại học Anh Quốc Việt Nam - Trường đại học đầu tiên tại Việt Nam đạt chứng nhận QA4 và chứng nhận tiêu chuẩn quốc tế QS 5 sao toàn diện

Email: vn@buva.edu.vn

Website: <https://www.buva.edu.vn/>

British University Vietnam

[English below]

Quản niệm đi cảm kỷ, cùng tái sinh đến bất playlist BUVA Well-being Wrapped lên để nhìn lại hành trình của các hoạt động Sức khỏe Tâm lý tháng 11 nhé!

Let's reflect on your Well-being journey in November with BUVA Wrapped playlist!

Trái tim bạn đã no nê với tinh yêu và sự thấu hiểu trong các hoạt động Well-being của BUVA tháng 11

Bài hát bạn nghe nhiều nhất là Em Đã Ở Nơi

Hệ "tự" thương bản thân

British University Vietnam

[English below]

Các chiến thần tiếng Anh ơi, giải đố cùng BUVA nhé!

Đông quân theo dõi British University Vietnam cũng như BUVA English để không bỏ lỡ những thông tin mới nhất về IELTS for University trong vài ngày tới nhé!

BUVA is ... a brand-new series of English courses called IELTS for University.

starting launching beginning kicking off

APPLICATION FORM FOR ADMISSION

SECTION A: PERSONAL DETAILS/ THÔNG TIN CÁ NHÂN

Full name:

Family Name: Middle Name(s): Given Name:

Gender: Male Female Other

British University Vietnam

THỨ LÀM SINH VIÊN BUVA TRONG 1 NGÀY TẠI #BUVAEXPERIENCEDAY 2024! [English in comment section]

Chuỗi sự kiện trải nghiệm môi trường học tập chuẩn Anh Quốc của BUVA sẽ chính thức diễn ra trong tháng 3 và tháng 4 này. Để trống lịch của bạn vào 31/03 này nhé vì chúng tôi sẽ mang đến:

- Những lớp học trải nghiệm đến từ các chương trình thuộc khối ngành Quản trị & Kinh doanh.
- Phiên trò chuyện "Parents' Talk: Giải đáp mọi thắc mắc về BUVA"
- Tim hiểu cơ hội chuyển tiếp và trao đổi quốc tế trong quá trình học tập tại BUVA
- Tham quan và khám phá khu học xá được đầu tư 165 triệu đô, đạt chuẩn QS 5 sao (*)
- Buổi tư vấn chuyên sâu cùng đội ngũ Đại diện Tuyển sinh
- Giao lưu cùng các câu lạc bộ sinh viên BUVA tài năng và hoạt bát.

Hấp dẫn hơn hết, khi đăng ký nhập học tại sự kiện, các BUVA-er tương lai sẽ được:

- Nhận ưu đãi nhập học sớm trị giá 30.000.000 VNĐ (số lượng có hạn)
- Miễn phí đăng ký và xét duyệt hồ sơ trị giá 2.000.000 VNĐ
- Nhận 01 voucher trị giá 1.000.000 VNĐ cho dịch vụ ăn uống tại BUVA Food Court
- Tặng 01 set quà mang đậm dấu ấn từ BUVA

BUVA EXPERIENCE DAY 2024 sẽ mở ra cơ hội giúp học sinh và các bậc phụ huynh có được những trải nghiệm tiem cận với việc học tập tại môi trường quốc tế, từ đó để dàng đánh giá và đưa ra quyết định cho hành trình học tập, định hướng tương lai.

Thường xuyên theo dõi chúng tôi để không bỏ lỡ những cập nhật mới nhất về lịch sự kiện cũng như cách đăng ký tham dự ngày hội nhé!

RMIT University Vietnam

RMIT Experience Day is coming!

Have you always wondered what it's like to be an RMIT-er and how it feels to experience international education standards right at the heart of Vietnam? Let's get ready for Experience Day this year and come find out what RMIT is all about!

What are some of the awesome activities this year?

- 65+ workshops across a variety of programs, including Psychology, Engineering, IT, Digital Marketing, Communications, and Design.
- 20 information sessions about RMIT programs, career prospects, support services, scholarships and study abroad options.
- 40+ student clubs with many exciting games and cool performances
- Enjoy some bubble tea and meet with current RMIT students at our Bubble tea chat sessions, and find out more about what student life is really like
- Explore the campus and check out some of the supporting services exclusive for RMIT students

And so much more!!!!

Save the date and location:

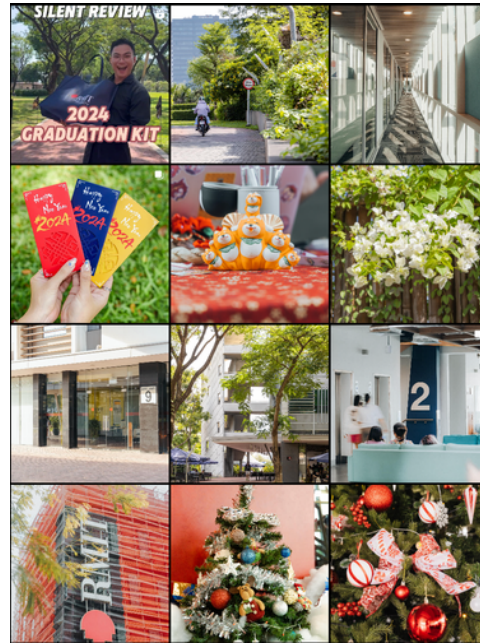
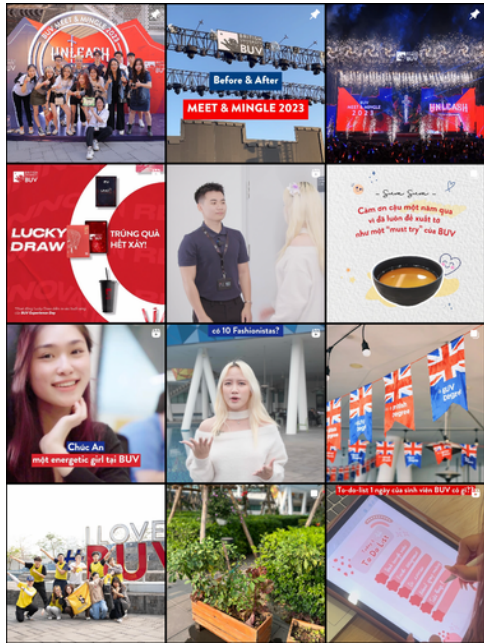
- 26 November 2023 - RMIT Saigon South campus
- 03 December 2023 - RMIT Hanoi campus

Join with your friends or family to make your day even more memorable. Don't forget to receive the special gifts we'll have for you on the day!

Appendix 4. BUU (Adapted from RivalIQ 2024)

Channel	Facebook	TikTok	Youtube	Instagram
Followers	126K	3.39K	2.76K	3.6K
Engagement rate	0.053%	6.31%	0%	2.08%
Average post frequency per week	6.76	2.9	0	3.14

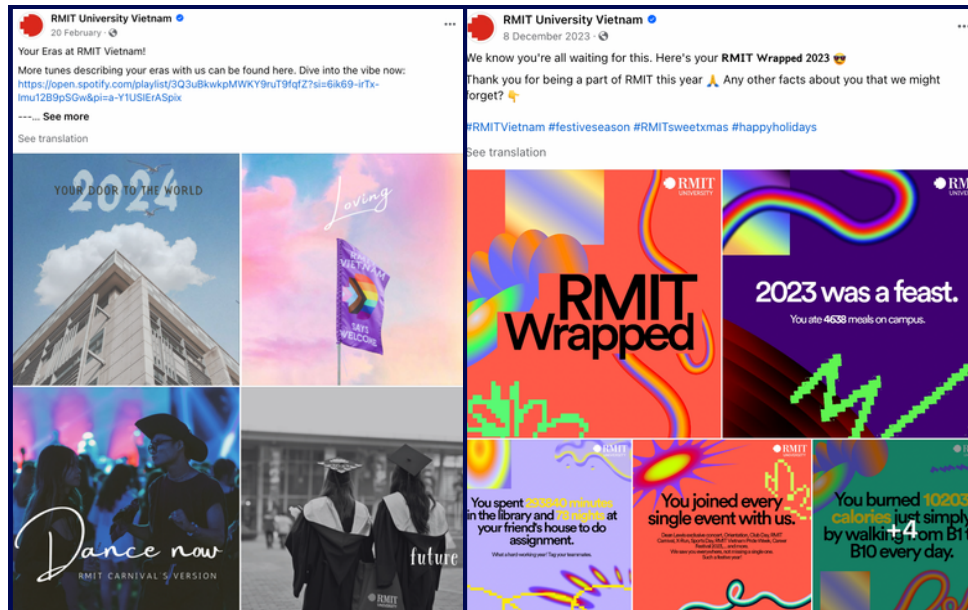
BUU's Instagram lacks visual appeal:



VS

Appendix 5. RMIT's content distribution models

Real Time Model



Newrooms Model



Lead generation model



Appendix 6. Content ideas' details

Title	Content Type	Detail
Choose to empower		
Defining Moments	Short Video	A vibrant and fast-paced weekly video series featuring quick cuts of alumni and current students sharing the single most impactful decision they made at RMIT in 15-30 seconds. Each episode will showcase the diversity of choices and their profound impacts, aimed to entertain and inspire. Use catchy music and dynamic text overlays to make the content more engaging. End with a call-to-action encouraging students to share their own #DefiningMoment with a branded hashtag to foster a sense of community and user interaction.
Decisive Futures: Why Choosing RMIT is the Smart Choice for Aspiring Leaders	PR Article	Secure syndication rights from a prominent business thought leader specializing in decision science. Adapt the series to highlight how RMIT University's focused curriculum and industry connections streamline educational choices, leading to decisive actions and success in the business world. Each article will align the decision-making process with choosing RMIT as a clear path to becoming an effective leader in the business sector, eliminating the paralysis of choice often faced by prospective students. The series will include testimonials from successful RMIT alumni who made the definitive choice to attend RMIT and how it shaped their professional journey.
Shape Your Own Life	User-Generated Content	encouraging students to post their own stories of personal growth at RMIT using a unique hashtag, with the best content featured on RMIT's official social media pages.
TikTok Mini-Series: "Entrepreneurial Hacks with RMIT"	Original Short Video	Launch a series of snappy, visually engaging 15 to 30-second TikTok videos under the hashtag #EntrepreneurialHacks. Each episode will illustrate a key entrepreneurial skill taught at RMIT, such as innovation, risk assessment, or networking, presented in a fun, relatable manner. Use creative graphics, trending music, and quick-fire facts to make the educational content highly shareable and suited for the TikTok audience's preferences.
Entrepreneurial Journeys: RMIT's Impact on Personal Development	Blog Series	Launch a series of blog posts featuring in-depth stories of RMIT alumni who have carved out successful entrepreneurial paths. Each entry will provide valuable lessons and actionable advice from these entrepreneurs, emphasizing how RMIT's educational approach was instrumental in developing their skills. Offer insights into overcoming common challenges and nurturing the entrepreneurial spirit, encouraging current students to apply these lessons to their own personal development journeys. Include interactive elements such as quizzes or self-assessments to engage readers and help them reflect on their entrepreneurial potential.
Choose to Inspire		
Changing the Game: RMIT's Innovators	Video	Produce a documentary series featuring RMIT alumni and faculty members who are making significant strides in their industries. Explore their journey, the influence of RMIT, and their innovative contributions.
Initiatives That Inspire Action	Licensed Case Study Series	Obtain rights to detailed case studies of global initiatives that align with RMIT's values and mission. Supplement with interviews and discussions led by RMIT experts, contextualizing these cases for students.
My RMIT Leadership Story	User-Generated Content Contest	Host a contest for current students to share their stories of leadership and support at RMIT, with the best entries winning mentorship sessions with noted RMIT alumni leaders.
Leaders in the Making	Sponsored Article	Sponsor a series of articles or videos featuring interviews with students who are identified as emerging leaders, focusing on how RMIT has nurtured their growth and ambition.
Leaders of Tomorrow	Blog Series	Develop an interactive blog series profiling high school students engaged in RMIT's entrepreneurship programs. Include multimedia elements like interviews, infographics, and video clips to enhance engagement.
Transform Boldly		
RMIT Change Makers	Video series	A series of short documentaries featuring interviews with RMIT alumni who are now leading transformative projects in various industries. Highlighting their journey from RMIT students to change-makers in society, reinforcing the message that RMIT shapes leaders who make a tangible difference.
Sustainable Practices in Modern Business	Blog post	An in-depth article exploring how RMIT's curriculum and research are leading the way in sustainable business practices. Include quotes from faculty and students on the impact of RMIT's education on their approach to sustainability.
Day in the Life of an RMIT Student Leader	Podcast	An audio series giving listeners a behind-the-scenes look at the daily life of RMIT student leaders, showcasing how the university's culture fosters personal growth and leadership skills.
RMIT's Impact Timeline	Infographic	An interactive timeline showcasing the pivotal moments of impact created by RMIT and its community, to be featured on educational blogs and websites, and shared across social networks.
Crafting Your Path to Industry Innovation	Sponsored Webinar	A webinar sponsored by RMIT and featured on industry-related platforms, featuring discussions with faculty and industry leaders about the future of innovation and how students can prepare to be at the forefront.