SOCIAL MEDIA USE BY VIETNAMESE JOURNALISTS: CURRENT STATUS AND SOLUTIONS

Lê Văn Phương¹
Võ Thanh Dũ²

ABSTRACT

Objective: The objective of this study is to investigate to contribute to more clarity on the current status and solutions of social media use by Vietnamese journalists.

Theoretical Framework: The study uses a survey research framework to collect detailed data.

Method: Using qualitative and quantitative social research methods this study surveyed 55 Vietnamese journalists from all four media types: print, online, radio, and television.

Results and Discussion: The study found that the majority of Vietnamese journalists use social media, but their use varies in terms of the content they share, their privacy settings, and their use of social media for professional purposes. The results of the survey show that 78.2% of Vietnamese journalists see social media platforms as journalistic tools, while 21.8% do not.

Research Implications: This research is discussed, providing insights into how the results can be applied or influence practices in the field of Journalistic practices.

Originality/value: This study contributes to the literature by highlighting the novelty of Vietnamese journalists’ approach to social media in practice (the surveyed group). The study sheds light on the impact of social media communication on journalistic practices. This study contributes to the research and understanding of how Vietnamese journalists use social media platforms in the current context.

Keywords: Vietnam, Vietnamese Journalists, Journalists, Social Media.

USO DAS MÍDIAS SOCIAIS POR JORNALISTAS VIETNAMITAS: STATUS ATUAL E SOLUÇÕES

RESUMO

Objetivo: O objetivo deste estudo é investigar para contribuir para uma maior clareza sobre o status atual e as soluções de uso das mídias sociais por jornalistas vietnamitas.

Estrutura Teórica: O estudo utiliza uma estrutura de pesquisa para coletar dados detalhados.

Método: Usando métodos de pesquisa social qualitativa e quantitativa, este estudo entrevistou 55 jornalistas vietnamitas de todos os quatro tipos de mídia: impressa, on-line, rádio e televisão.

Resultados e Discussão: O estudo descobriu que a maioria dos jornalistas vietnamitas usa mídias sociais, mas seu uso varia em termos de conteúdo que compartilham, suas configurações de privacidade e seu uso das mídias sociais para fins profissionais. Os resultados da pesquisa mostraram que 78,2% dos jornalistas vietnamitas veem as plataformas de mídias sociais como ferramentas jornalísticas, enquanto 21,8% não veem essas plataformas.

Implicações da pesquisa: Esta pesquisa é discutida, fornecendo insights sobre como os resultados podem ser aplicados ou influenciar práticas no campo das práticas jornalísticas.

¹ FPT University, Can Tho, Vietnam. E-mail: phuonglv4@fe.edu.vn
Orcid: https://orcid.org/0009-0009-1695-673X

² Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam. E-mail: du.vt@ou.edu.vn
Orcid: https://orcid.org/0009-0005-9546-678X
Originalidade/valor: Este estudio contribui para a literatura, destacando a novidade da abordagem dos jornalistas vietnamitas às mídias sociais na prática (o grupo pesquisado). O estudo esclarece o impacto da comunicação nas mídias sociais sobre as práticas jornalísticas. Este estudo contribui para a pesquisa e compreensão de como os jornalistas vietnamitas usam plataformas de mídias sociais no contexto atual.

Keywords: Việtã, Jornalistas Vietnamitas, Redes Sociais.

USO DE MEDIOS SOCIALES POR PERIODISTAS VIETNAMITAS: SITUACIÓN ACTUAL Y SOLUCIONES

RESUMEN

Objetivo: El objetivo de este estudio es investigar para contribuir a una mayor claridad sobre el estado actual y las soluciones del uso de las redes sociales por parte de los periodistas vietnamitas.

Marco teórico: El estudio utiliza un marco de investigación de encuestas para recopilar datos detallados.

Método: Utilizando métodos de investigación social cualitativa y cuantitativa, este estudio encuestó a 55 periodistas vietnamitas de los cuatro tipos de medios: impreso, en línea, radio y televisión.

Resultados y discusión: El estudio encontró que la mayoría de los periodistas vietnamitas usan las redes sociales, pero su uso varía en términos del contenido que comparten, su configuración de privacidad y su uso de las redes sociales con fines profesionales. Los resultados de la encuesta muestran que el 78,2% de los periodistas vietnamitas ven las plataformas de redes sociales como herramientas periodísticas, mientras que el 21,8% no lo ven.

Implicaciones de la investigación: Esta investigación se discute, proporcionando información sobre cómo los resultados pueden aplicarse o influir en las prácticas en el campo de las prácticas periodísticas.

Originalidad/valor: Este estudio contribuye a la literatura destacando la novedad del enfoque de los periodistas vietnamitas a los medios sociales en la práctica (el grupo encuestado). El estudio arroja luz sobre el impacto de la comunicación en las redes sociales en las prácticas periodísticas. Este estudio contribuye a la investigación y comprensión de cómo los periodistas vietnamitas utilizan las plataformas de redes sociales en el contexto actual.

Palabras clave: Vietnam, Periodistas Vietnamitas, Periodistas, Redes Sociales.

RGSA adota a Licença de Atribuição CC BY do Creative Commons (https://creativecommons.org/licenses/by/4.0/).

1 INTRODUCTION

Vanessa de Macedo Higgins Joyce, Rosental Calmon Alves, and colleagues surveyed and analyzed Latin American journalists. The results show that the following are the top six purposes for which journalists use social media, ranked from 1 to 6:

To stay in touch with family and friends.
To write about and discuss current events.
To stay up-to-date on the news.
To promote their work.
To find ideas and sources for news stories.
For entertainment.

For Latin American journalists, entertainment is not a major purpose for using social media. The most popular social media platforms used by Latin American journalists in the survey were Facebook (83%), Twitter (82%), and YouTube (49%).

Facebook is more popular than Twitter in Latin America. However, Twitter is unique in that it is used as a news-gathering platform. Twitter allows journalists to stay up-to-date on news, promote their work, find ideas, and source news. However, Twitter's penetration is only 9.2% of internet users in Latin America as of 2015. Facebook, on the other hand, is much more widely used, including by journalists. Journalists use Twitter more than Facebook to connect with the public, but the public on Twitter is smaller than the public on Facebook.

Brazilian journalists use social media for journalism significantly less than journalists from other Latin American countries. Twitter is the only platform that significantly leads to following news, but Brazilian journalists use Facebook, YouTube, and LinkedIn significantly more than journalists from other regions.

In 2016, Steve Paulussen, Raymond A. Harder, and Michiel Johnson of the University of Antwerp, Belgium published a paper titled "Facebook and News Journalism." The paper examined the relationship between Facebook and news journalism, how Facebook is impacting journalistic processes of news selection, presentation, and dissemination, and how social media has had a direct and somewhat exaggerated impact on news. In addition, the authors also pointed out that:

Current discussions on Facebook and in the media are focused on the trends of distributed news selection, increasingly personalized news sources, and changing journalist-audience relationships.

However, the paper did not address how journalists use social media, the impact on their perceptions and those of others, and the trustworthiness of the information. Which topics would stimulate the attention of journalists on social media? The authors of the paper argue that Facebook has had a significant impact on news journalism. They point out that Facebook has changed the way that news is selected, presented, and disseminated. For example, Facebook has made it easier for people to find news that is relevant to their interests, and it has also made it easier for people to share news with others. The authors also argue that Facebook has directly impacted the trustworthiness of news. They point out that Facebook's algorithms can promote false or misleading news, and they can also make it difficult for people to find accurate information. The authors conclude that Facebook is a powerful force that is shaping the future
of news journalism. They argue that journalists need to be aware of the impact of Facebook on their work, and they need to develop strategies to mitigate the negative effects of Facebook.

Also in 2016, the authors Magdalena Saldaña, Vanessa de Macedo Higgins Joyce, Amy Schmitz Weiss, and Rosental Calmon Alves, in their article "Analyzing the use of Latin American social media by US journalists," based on a survey of 877 Latin American journalists, to find out what social media platforms journalists are using and how they are using them. The results showed that Facebook and Twitter are the most important social media platforms for Latin American journalists to gather daily news and do journalistic work. Journalists turn to Twitter to find sources. However, they do not trust the information provided by political sources. The results of the survey showed that journalists in different regions of Latin America will operate on social media in different ways and local journalistic cultures will have a certain influence on how social media platforms are used.

The results of the survey by Kalajžić and Vučetić Skribić (2017) showed that 76.3% of Croatian journalists interviewed said they used Facebook in their daily work. In the process of collecting and using information from social media, these journalists were always "skeptical" and always verified the information to avoid using fake news.

Many journalists have exploited and used a certain amount of information from social media platforms, and also see social media as a channel, a means, a way to communicate information to the public or build their image on the internet. However, there is no survey or analysis to evaluate the level of exploitation and use. The rise of the Internet has greatly changed the source of information and the relationship between the public and the media. In the face of the innovations of the era, journalists are required to make changes to adapt to the trends in collecting news, content, transmission methods, and relationships and interactions with the public.

Social media platforms have helped a lot for media outlets in accessing and responding to information with the public. An interesting comment, a fire, a traffic accident, a story, etc. can also be interesting topic suggestions for journalists. For a modern journalist, social media platforms are seen as a channel for accessing information, and as a diverse and abundant source of information in finding topics. From there, with their skills and expertise, journalists will turn information on social media into journalistic products to serve readers. The results of the author's survey show that up to 78.2% of journalists see social media platforms as journalistic tools, while the remaining 21.8% do not see social media as journalistic tools.
2 RESEARCH METHODS

The article uses sociological research methods to survey 55 journalists working at local and central media agencies using a questionnaire (Anket) to collect quantitative information. The article also uses the in-depth interview method: In-depth interviews with 6 journalists to clarify how they use information from social media (collect qualitative information).

Of the total of 55 journalists, 27 are working at local party newspapers and 28 are affiliated with central media agencies with a full range of 4 media types: Print media, Electronic media, Spoken media, and Visual media. Journalists in the survey are reporters, editors, heads, deputy departments, and heads of representative offices of central media agencies.

About gender, male journalists participating in the survey have 34 people (62%), and female journalists have 21 people (38%).

Professional experience

The average length of service of journalists surveyed is 8 years and 8 months. The journalist with the longest service record in the survey is 30 years, and the journalist with the shortest service record is 1 year. The average age is 32.6 years. The journalist team in the survey is relatively young and experienced. If we compare the biological age and the professional age of Vietnamese journalists in the survey, we can see that they have started their careers and stuck with them from a very early age after graduating from college or university. We can see this from the following graph:

Vietnamese journalists in the survey are relatively young. The average length of service is also quite long and they are well-trained. These journalists graduated from a specialized college or higher. However, in the total number of journalists surveyed, only 1.8% of journalists graduated with a college degree, the rest graduated with a university degree (87.3%) and a postgraduate degree (10.9%). Although the educational level of Vietnamese journalists in the survey is high, their actual foreign language proficiency (excluding diplomas and certificates) is still limited. With the ability to apply foreign languages in practice at a good level (10.91%), at a good level (29.09%), at an average level (54.55%), weak (5.45%). 25.45% of journalists in the survey use information technology at a good level; 43.46% at a good level; the average is 30.91%, with no weak level.
3 RESULTS OF A SURVEY ON THE CURRENT STATUS OF THE USE OF SOCIAL MEDIA BY VIETNAMESE JOURNALISTS

3.1 INFORMATION GROUPS EXPLOITED

3.1.1 Social and Cultural Information Group

The most sought-after information group by journalists is social and cultural, (83.6%). Journalists looking for information on social media in the field of culture and society account for 83.6%.

For example, when seeing a photo with the information "bamboo sticky rice with ginseng" in the Côn Sơn community tourism group in Cân Thơ, journalist L.Ng proactively contacted the author and wrote the article "Strange bamboo sticky rice with filling is... ginseng" on January 27, 2020. However, in the article, the author only exploited the topic suggested by the photo.

In another example, in 2020, when the COVID-19 pandemic broke out, many people organized charity activities to help those in need and shared them on their pages. The form of rice distribution through "ATMs" was shared enthusiastically by netizens, then journalist L.Ng (Tuổi Trẻ newspaper) based on the information on Facebook and then went to the places where rice was distributed through the "ATM" form in Cân Thơ, Long An. and wrote the article "ATM rice tree in Cân Thơ, Long An shares difficulties with the poor".

We see that the group of information on culture and society is the most exploited by journalists among all groups of information. This is because the information in this group is always a rich source and attracts a lot of attention from the public on the internet. On social media platforms, information about culture, society, and entertainment is shared more than information about gender, psychology, sports, etc. Compared to other fields, the field of culture and society is searched by journalists at a high level (83.6%). This is because this is the field that the public is most interested in, easy to access, and the public's curiosity is high, so journalists want to serve the public's curiosity needs. At the same time, the field of culture and society will be easier to access and exchange than politics, national defense, and security, or health and well-being. Information on the field of health and medicine (50.9%). Social media platforms are now seen as fertile ground for journalists to exploit information. Although social media platforms are seen as fertile ground, they are not easy to "digest". Because the public uses social media platforms as an essential part of their lives to search for and share information.
more than ever before, with countless fake news. The survey results show that the group of political information (50.9%), national defense, and security (32.7%). However, most journalists only stop at the level of "watching" political and defense information and do not use information on social media to serve their writing work. As for health and legal information, 49.1% of journalists searched, and economic information 47.3%, but the level of information used is still not much, journalists quote verbatim the information shared on personal Facebook that has been verified. As in the article: Mrs. Vu Kim Hanh clearly explained why Asanzo was stripped of the title of Vietnamese Quality Goods by author L.T (One World Magazine) quoted verbatim the stt section on the Facebook page of Mrs. Vu Kim Hanh (President of the Vietnam Quality Goods Association) in the case of Asanzo company was accused of "deception" by the Tuoi Tre newspaper.

3.2 BUILDING PERSONAL IMAGES ON SOCIAL MEDIA

Since the advent of the internet, it has had a major impact on the way people connect. Today, social media is booming in Vietnam. Social media platforms are enthusiastically welcomed and used by the public, especially young people. And those working in the fields of marketing, journalism, and media cannot afford to miss it.

According to the survey data collected by the author, 100% of journalists in the survey used at least one social media platform. Of these, 2 platforms (20%), 3 social media (32.7%), 4 platforms (20%), 12.7% of journalists used 5 social media, 7.3% of journalists used more than 5 social media platforms, and only 7.3% of journalists used 1 social media platform. The use of social media platforms is now a given for Vietnamese journalists in the survey.

The time spent using social media platforms per day by Vietnamese journalists in the survey is currently relatively high. The average time spent using social media platforms by journalists in the survey is from 2 to 4 hours per day (36.4%), 4 to 6 hours per day (20%), over 6 hours per day (9.1%), over 12 hours per day (7.3%), from 1 to 2 hours per day (23.6%), under 1 hour per day (7.3%), and 1.8% did not pay attention to how many hours they used per day.

To build a successful personal image and profile on social media, it is also necessary to proceed in a professional, clear, and responsible manner with what you set up on social media. Anything that a journalist shares or sets up on a social media platform can be exploited for information by others. Therefore, personal profiles on social media need to be well-groomed in terms of form and careful in terms of content.
The more impressive the "personal profile" on social media, the more it will attract people's attention. Journalists who want to use social media accounts to gather information to serve journalistic work need to publicly disclose information in the self-introduction section concisely and professionally. In the personal profile introduction section, journalists are not required to disclose personal secrets, but only to provide a brief overview of their name, current city of residence, specialty, newsroom, self-portrait photo should be genuine, public service views or messages you want to send to everyone... If you have multiple accounts on different platforms, you should link them together for easy tracking and operation. If you want to use your personal social media account for "private" purposes, the self-introduction section is also not necessary.

Looking at avatars, communication experts Guy Kawasaki and Peg Fitzpatrick (in their 2014 book "Online is also an Art") argue that a good one will help users with two things: First, it identifies who you are. Second, it describes and reinforces your brand, making you seem more likable and trustworthy. After all, faces offer a wealth of information about ourselves. In just a few seconds of glancing at someone's face, we can form emotional impressions even before interacting with them. Therefore, avoid using non-personal avatars like pictures of dogs, cats, birds, flowers, or groups of friends.

The writer's survey reveals that currently, 75% of journalists use personal photos as avatars, often for reasons like: expressing hobbies or capturing a special moment; making their account easily identifiable; facilitating professional collaborations and respecting online interactions; or simply introducing themselves. Additionally, some journalists change their avatars to refresh their image, engage with others, or simply because they have a new favorite picture. The remaining 25% who don't use personal avatars often cite a lack of a suitable picture or their changing mood as reasons. Interestingly, 83.6% rarely change their avatars, with most doing so every two weeks to five years. Only 9.1% change them daily, and the rest maintain their chosen image indefinitely. Common reasons for this infrequent updating include laziness, disinterest, lack of time, or feeling that their current avatar adequately reflects their brand.

Cover photos also have the potential to convey personal values and messages to the online community. However, as Kawasaki and Fitzpatrick point out, they can also damage your credibility if you stick with the default option. Choosing a personalized cover photo demonstrates awareness of social media best practices and adds a touch of your personality. The survey shows that 58.2% of journalists use an individual photo as their cover, while 12.7% opt for family pictures and 14.7% choose natural landscapes or animals. The most common reasons for these choices are personal preference, the desire to appear genuine and
approachable, and a belief that it fosters professional communication and online respect. Additionally, using your picture on your profile page helps friends recognize you, showcases your personality, and allows you to introduce yourself visually.

In a social media profile, the username is another crucial element. It offers a glimpse into your personality, interests, and attitude. In the survey, 74.5% of journalists used their real names as usernames, while 25.5% opted for pseudonyms or nicknames.

As for personal information sharing, Vietnamese journalists in the survey exhibit varying degrees of openness. While around 60% share their workplace and place of study, and slightly more than 69% share their city of residence, only a little over half (52.7%) disclose their gender, and even fewer (49.1%) disclose their hometown. Surprisingly, only 18.2% provide a personal introduction, and even fewer (12.7%) mention their relationships or preferred gender. Religious and political views are even less commonly shared, with only 3.6% and 1.8% of journalists divulging them, respectively.

Similar to personal information, journalists' article-sharing habits vary. Only 58.2% set their articles to public, while 40% keep them confined to their friends list, and a further 10.9% restrict them to specific viewers. Only a small minority (1.8%) set their articles to private. Interestingly, 47% of journalists admitted to sharing their articles on their pages to increase viewership. Journalist H.P. of Investment Newspaper sees this as beneficial for both him and his publication: "It's a helpful way to promote my work and make it easily accessible to readers." However, only 7.3% shared their articles daily, with most doing so less frequently (from 2 days to 1 week). Journalists are even less inclined to share their colleagues' articles, with only 32.7% doing so daily or weekly. Notably, 53% of journalists never share any articles on their pages. Despite this cautious approach, many acknowledge the importance of promoting their publications on social media to attract readers and enhance competition within the industry.

The personal branding of journalists on social media is not uniform. Therefore, the more professional a journalist's profile is, the more attractive and accessible it will be to the public. The issue of setting up a professional but still private personal profile on social media depends on the journalist's ability. Vietnamese journalists in the survey are not clear about the boundary between work and personal life on social media platforms. They use their accounts on social media platforms for both work purposes and personal life and sharing.
3.3 POSITIONING OF INDIVIDUAL JOURNALISTS AND MEDIA ORGANIZATIONS IN THE ONLINE SPACE

Despite the existence of many social media platforms, Facebook is the social media platform that Vietnamese journalists prefer to use (accounting for up to 98.2%). Facebook has become the leading social media platform in terms of choice of use by Vietnamese journalists surveyed.

Zalo is ranked second with a percentage of 96.4%, followed by Youtube (63.6%), Instagram (43.6%) in fourth place, TikTok (32.7%), Twitter (12.7%), Google Plus (5.5%), LinkedIn, Weibo and Pinterest are equally ranked with a percentage of (1.8%) among the social media platforms that journalists participating in the survey.

However, VCNET is a network platform, an electronic information system for propaganda built by the Central Propaganda Department, used for propaganda of the Vietnamese Propaganda sector and can identify the official information source of the Party and State of Vietnam. transmit to the people. However, VCNET was not selected by any journalist in the survey.

The social media platform used by journalists for the longest time is Facebook with a percentage of 83.6%, followed by Zalo (7.3%), YouTube, and Tik Tok 1.8% in the group of journalists participating in the survey. This shows that Facebook is the social media platform used by Vietnamese journalists in the survey the most and the longest.
When using social networking platforms, journalists also build their image and reputation with the information and appearance that these journalists build and transmit to the public through social networks, even though we may never have met in real life. Up to 47.3% of journalists in the survey believe that social networks will help them advertise their "brand" and personal image, but are not willing to spend money on advertising (92.7%); 43.6% of journalists in the survey said that social networks do not promote their image or "brand", 9.1% of journalists have no opinion on this issue.

Journalists use social networks for personal purposes. 47% of journalists surveyed said that they share articles they wrote on their pages to increase views. However, with a very low frequency (from 2 days to -1 week/share), only 7.3% of journalists share their articles on their pages every day; The remaining 53% of journalists do not share articles on their pages. In another move, Vietnamese journalists in the survey also very rarely share their colleagues' articles on their pages (Percentage of journalists sharing their colleagues' articles: every day to 1-week accounts for 32.7%, the remaining 67.3% never share). According to actual survey results, only 58.2% of Vietnamese journalists in the survey kept articles on their pages public for everyone to see; 40% of Vietnamese journalists in the survey kept information on their pages in friend mode; 10.9% of journalists in the survey set their posts on their pages to be viewed by only a few people, and 1.8% set them to private mode (only the journalist themselves can see it).
Along with building and shaping themselves on social networks, journalists in the survey also promote and introduce the press office where they work to increase recognition with the public. A portion of the journalists in the survey said that building a personal brand on social networking platforms will help them stand out more, and support their work better in connecting and communicating. Journalist L.Ng Tuoi Tre Newspaper sees social networks as: "A sharing channel to reach everyone and reach readers better." Journalist H.Ng Ca Mau Newspaper also shared the same opinion and said: "I think that promoting your press agency on social networks will have many benefits. For example, if more people know about your press agency, the amount of interactive traffic will increase greatly. The press agency always wants to aim and focus on letting people in the province know and access reputable and accurate information and know more about the province instead of looking at outside sources of inaccurate information. Currently, my agency is also encouraging employees to share article links on their pages, but I rarely share them. Because my social network account is only used for personal purposes, occasionally when I see a good or interesting article, I share it on my page. I also rarely and rarely argue with others on social networks.

To increase interactivity and promote images, press agencies have taken advantage of the convenience of social networks to create more and more convenient interactions with readers. Expanding the scope to the public and social network users, both creates influence for the agency as well as creates conditions for people to access more accurate information, limiting fake and harmful news. So many newspapers and press agencies have made the most of agency members and reporters to share information and news stories on their pages. And they often record images at places of work to build the image of reporters. “At my newspaper, especially every reporter, is also thoroughly aware of the awareness of building a reporter's image, to avoid taking advantage of the reputation of other agencies, especially in things that affect the reputation of the agency. In my agency, the leader requires each reporter to share the news and articles they write. The whole agency must share and spread the agency's programs and news articles. Each person shares once. The agency has more than 200 people. That is, each news or article gets that many shares. And almost all major newspapers do the same, competing to spread that information” - Journalist N.B Binh Phuoc Radio, Television, and Newspaper said.
3.4 ENTERTAINMENT, CONNECTING AND INTERACTING WITH COLLEAGUES, READERS, AND EXPERTS

Vietnamese journalists in the survey used social media platforms for personal entertainment (81.8%) relatively high with reasons such as chatting with friends, watching funny clips, funny images, etc. However, social media also brings not a few "noise", inconveniences for the journalist himself when he accidentally speaks or comments on something that makes the online community angry. Therefore, whether social media platforms serve the need for entertainment and relaxation or not depends on how the journalist uses that social media platform.

Vietnamese journalists in the survey also joined social media to share experiences with colleagues and share articles written by themselves (54.6%). When using social media platforms, journalists also build their image and reputation through the information and appearance that these journalists build and transmit to the public through social media even though they may have never met in real life. There are up to 47.3% of journalists in the survey who believe that social media will help them advertise their "brand", or personal image, but are not willing to spend money on advertising (92.7%); Another 43.6% of journalists in the survey believe that social media does not promote their image, "brand", 9.1% of journalists have no opinion on this issue.

The purpose of participating in social media platforms of journalists in the survey is also to: Listen and interact with readers on social media (49.1%) in the total number of journalists participating in the survey. The public is the recipient, and receiver of information and is also the subject of reflection, impacting journalists and media agencies. Strengthening the connection between the public and journalists, in newsrooms is not only a useful, necessary, and effective solution in the communication process of journalists and media agencies, but also increases the critical, responsive, and evaluative nature of the public ... through the public's perception, why they often read this newspaper but not another. Listening and interacting with readers will help journalists collect information, know part of the content, and thoughts of the crowd on the internet, and what they think to then analyze, and guide the public. Social media platforms give users more and more opportunities to participate in debates, debate, express themselves more openly or secretly according to their thinking.

Therefore, it is necessary and useful for journalists to use social media to listen to the public, and readers in the current period. In addition, it is also to update the situation, trends, understanding of the social situation, and feedback from the public. Listening to the public is
not just simply browsing information but also having to carefully investigate the information in a systematic, in-depth, and true to the nature of the problem. The decision of Vietnamese journalists in the survey to listen, communicate, and interact with the public on social media platforms has shown that social media has profoundly changed the way of communication in the world today.

Journalists in the survey also use social media mainly for communication and connecting with friends, experts, and characters (83.6%). This is a relatively large percentage. Vietnamese journalists in the survey are shifting and adding channels to interact with each other by maintaining relationships through social media. The interactions on social media platforms have partly helped journalists maintain better relationships in real life.

3.5 FINDING TOPICS AND IDEAS

Finding topics and ideas for work (54.5%). The advent of social media has rapidly changed the way people communicate with each other. Social media provides a wealth of diverse and rich topics for journalists. Therefore, the way Vietnamese journalists in the survey operate and connect has also changed a lot since the advent of social media. However, when searching for topics on social media, journalists need to have the skills to select information. If there is any doubt, the journalist must confirm it for accuracy and not take floating information. Not always can the journalist record the scene in time, but thanks to social media, reporters can access more issues. One problem always has two sides. While social media platforms are helpful for journalists, they also bring them a lot of pressure. The more journalists use social media platforms for personal and work needs, the more likely they are to be under pressure from social media. This pressure can come from the social media platforms themselves, such as information leaks, journalist behavior, physical health, mental health, or pressure from the public. Information on social media is also a lot of pressure on journalists, especially fake news.

4 SUGGESTIONS FOR SOLUTIONS

4.1 FOR JOURNALISTS

Journalism is considered to be one of the most difficult professions because the responsibility of journalists and media organizations to society is enormous. Journalists must exploit information from social media platforms, but they must be very careful when taking
information from social media platforms as material for their articles. And journalists need to fight against fake news on social media platforms. It is necessary and urgent in the current period. To combat fake news, journalists also need to use some anti-fake news software tools, and identify the source of the article information such as Newstrition, newshelper.gov.tw.

Due to the explosion of fake news with increasing frequency, while in some cases, media organizations are still slow to verify and correct for readers and guide public opinion, journalists have a leading role in combating fake news and guiding public opinion on social media platforms. On this issue, journalist H.N (Ca Mau Newspaper) said: "I rarely and almost never argue with others on social media. Hot issues, I also only give a few opinions when I know the ins and outs of the issue, then I will discuss. When I don't know, I won't give an opinion to argue, avoiding taking the issue too far. I am responsible for the field of education and health, so not all issues I write. I have not used topics on social media to write articles, but only go to the field to record and write."

In the face of the modern development trend of journalism, journalists need to exploit the emotional factor and empathize with the group of the public they are targeting in the article. However, exploiting the emotional factor to put into the article is not easy, it can distort the content and correctness of the issue. Therefore, exploiting the emotional factor in the article requires journalists to have the courage, conscience, and responsibility of journalists.

Strengthening professional skills. Journalists cannot be passive in the process of honing their professional skills. They also need to be aware of the importance of constantly honing their ability to use foreign languages, information technology skills, and new professional skills to integrate with the international community.

When exploiting and using social media, journalists need to be proactive, creative, progressive, fair, respectful, and non-discriminatory. They should avoid making distinctions or prejudices based on race, gender, social status, or religion.

When communicating with the public on social media, journalists need to be friendly, courteous, and serious. They should also work to build trust with their audience to effectively spread information.

In addition, to become a good, honest journalist, one must constantly strive to learn throughout their career, cultivate a foundation of national and human culture, and improve their foreign language skills. In the context of today's digital media, it is also important for journalists to hone their ability to use information technology and exploit information on the internet.

Finally, journalists must also cultivate strong moral character, political ideology, and national, ethnic, humanistic, and humanitarian consciousness.
In conclusion, when using social media accounts for work, journalists must use information from social media in a standard and responsible manner. They must protect and develop humanistic values in the information age, not to use their accounts as they please.

4.2 FOR NEWS ORGANIZATIONS

The rapid development of technology has created favorable conditions for the development of digital media. Social media platforms have played a significant role in changing the way people communicate, think, and behave.

News organizations need to regularly provide training on how to use social media tools, how to search for information on the internet, and how to handle information from social media. They should also emphasize how to write for the web and how to optimize search engine results (SEO).

News organizations should create incentives for journalists to adopt new reporting methods that are appropriate for new media. They should also develop rules of conduct for journalists on social media that are consistent with freedom of speech and the law. These rules should address issues such as the use of social media for personal or professional purposes, the posting of sensitive information, and the use of social media for self-promotion.

News organizations need to dominate the social media landscape by distributing information widely across different platforms. To do this, they need to rely on their journalists to share information on social media. This will help to connect news organizations with their audiences, increase the accuracy and credibility of information, and make journalists more aware of current events.

News organizations need to restructure their news formats to be more appropriate for the digital media environment. They should also invest in technology and innovation to develop a variety of news formats that meet the needs of audiences on different platforms, especially mobile devices.

News organizations need to connect with audiences on social media in a meaningful way. This means more than simply sharing links to news articles. They need to provide high-quality content that is relevant to their audiences, and they need to engage in meaningful conversations with their audiences.
5 CONCLUSION

The use of social media by Vietnamese journalists is still in its early stages of development. Journalists need to be more aware of the risks and benefits of using social media, and they need to develop clear policies for their use of social media.

The survey found that Vietnamese journalists use social media primarily for personal reasons. As a result, their profiles on social media are often not professional in appearance or content. Their profile pictures do not always accurately reflect their professional identity.

Journalists are also hesitant to use social media as a source of information. When they do use social media as a source of information, they are careful to verify the information from other sources. The main sources of information that journalists use on social media are artists, actors, entrepreneurs, KOLs, and groups.

Social media has had a limited impact on the way Vietnamese journalists work. However, it has the potential to change the way journalists gather information, write stories, and connect with audiences.

REFERENCES


