

A WeChat public account of State Grid

Are government WeChat Official accounts growing?

The growth of Chinese government WeChat official accounts, including the TMB account (the subject of this study), is still in its preliminary phase. The TMB account, which was designed to be a general platform for all traffic-related services, has turned out to be a lookup tool.

Are WeChat Official accounts delivering public services in China?

The evaluation of Chinese government WeChat official accounts delivering public services has become an important research focus, given the increasing trend in this area.

Are WeChat Official accounts being underutilized?

Most WeChat Government Official accounts are underutilized. Deficiencies exist in their information architecture, operation strategy, and interaction design. The effectiveness of public service delivery on social media depends on the legal and policy environment. Governments should collaborate with the private sector in the construction of official accounts.

Are Chinese government agencies present on WeChat?

Chinese government agencies have been present on WeChat Official Accounts Platform since 2011. Many of them, such as social security, transportation, and taxation, have adopted service accounts to deliver public services online.

Are WeChat Official accounts scientific?

Finally, the empirical study of the 12 official accounts of State Grid is made. The evaluation index system of WeChat official account includes 4 first level indicators and 15 two level indicators. This study proposes that the index system and data processing method are scientific.

Why are WeChat Official accounts so popular in China?

WeChat official accounts have been increasingly adopted by Chinese government agencies to deliver public services, in response to the "Internet + Public Service" reformation.

We took prefecture-level city WeChat public account as the core research object, analyzed the matrix operation mode of government affairs WeChat public account, and proposed a star ...

This study features a user-centered approach to the evaluation of a government WeChat official account in public service delivery. It contributes to the current literature on ...

The quantitative findings presented above, analysed in light of the factual and heuristic context furnished by the Background and Literature Review sections, support a series ...

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WeChat (??) is not just a social media and messaging app, it's a way of life for millions of people in China. Boasting over 1.3 billion monthly active users, it's the ultimate platform for businesses to connect with their ...

WeChat has released a series of APIs and services to encourage all types of businesses to use the WeChat public account system to develop custom features for their account. It is only two years since the public account ...

A. The Feature of the Public Account of the Easy to Divide . There are already some WeChat teaching public accounts on WeChat, which can better meet the teachers' interactive teaching ...

WeChat official accounts have been increasingly adopted by Chinese government agencies to deliver public services, in response to the "Internet + Public Service" reformation. While ...

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One notable feature of WeChat that facilitates communication is the "WeChat official account" (also known as WeChat-Public-Account), which operates similarly to microblogs by providing ...

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