

Is the WeChat public account the 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.

What is a WeChat official public account?

The Wechat product designed for businesses is called the Official Public Account. There are 2 major ways business can set up Official Public Accounts: Service Account and Subscription Account (*a third kind is called Enterprise Account, it's more used for businesses' internal communications, hence less relevant in this discussion).

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.

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.

Is research on WeChat Official accounts necessary?

WeChat official accounts are a momentous innovation in the development of E-government for enabling public service delivery and information communication. They deserve dedicated research, as this study is one of the first focusing on this topic.

This paper takes the WeChat Public Account of Zhaotong city tourism as an example, combines the 4I principles of new media marketing, researches and analyzes the current situation of ...

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At first sight, there is one major difference between subscription and service accounts: - Subscription accounts are less visible and can send one message per day. - Service accounts are more visible but can send only four ...

WeChat public accounts continue to increase in importance and effectiveness in brands' marketing strategy in China. This article explores different types of WeChat public accounts and explains which one would be the most ...

Design and Implementation of the WeChat Public Account Information Service Platform. Jan 2014; ... State Grid Company, "Baseline for classified protection of information system" (GB/T ...

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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 ...

In 2012, WeChat added the service of "WeChat public account" on the basis of its original functions, allowing users to open accounts and share original articles (Su and Xiao, ...

Wechat's Official Account Admin Platform has some pretty detailed information, but for first-time market entrants, it still can be confusing. So, I'm summarizing in this article the key ...

Source: Star Charge WeChat public account. In September 2020, the company announced that it raised 855 million yuan ... and the state-owned electricity provider State Grid (in 3rd place with ...

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