

Differences between the State Grid app and WeChat public account

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 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 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.

What is the difference between subscription and service WeChat accounts?

There are much more differences between subscription and services WeChat public accounts. You can find a list of these differences in the table below. Due to the limitations of subscription accounts, service accounts will be more efficient at collecting data from users and using this data to send them targeted marketing.

Do government WeChat accounts work on mobile devices?

Government WeChat official accounts support convenient access to public services anywhere anytime in the same way as government mobile applications do. However, the latter need to be downloaded and installed to mobile devices (Eom & Kim, 2014).

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