

WeChat public platform 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 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.

How to evaluate the operation of WeChat public number?

The official account can be used to evaluate the operation of WeChat public number from different angles. of headlines. The attention reflects the public number's attention through the fans' situation. The diligence reflects the effort the enterprise's official account through the quantity of articles published.

What is a WeChat public account?

The public account platform in WeChat, introduced on 23 August 2012, functions as a media outlet and allows mass audiences to receive some degree of shared text. Both individuals and organizations are allowed to register for a public account after which they can send out postings of text, pictures, recordings, and videos to their followers.

Why do enterprises launch WeChat official account?

The steady development of platform and the multidimensional transformation of functions attract various enterprises to launch WeChat official account, and play different roles in issuing official account information and directly interacting with customers according to their functional positioning.

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