

Promote the State Grid WeChat account report

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 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.

Why do we need evaluation index system for WeChat official account?

Therefore, evaluation index system is needed to provide reference standard for evaluating WeChat official account operational capability and improve the management level of publicity work. WeChat official account has aroused great enthusiasm in academic circles.

Can WeChat bring benefits to the government?

This study is one of the first focusing on WeChat official accounts. The in-depth systematic investigation of a typical case, the TMB official account, generated fresh understanding of the benefits and opportunities this special type of social media can bring to the government.

How are WeChat Official Accounts evaluated?

WeChat Official Accounts are evaluated using an expert-oriented approach. Experts establish a weighted indicator evaluation system and rate the accounts against a series of indicators, as discussed in Section 2.2.

Who owns a WeChat official account?

This study focused on an active government WeChat official account which is owned by the Traffic Management Bureau (TMB) of a capital city in central China. The TMB account has accumulated approximately three million followers since its establishment in 2013.

The 2018 Annual Report of the Top 1000 WeChat Accounts (GSDATA, 2018) put RN at the eighth position, ranking as the sixth most read account. RN is known for publishing selected translated foreign ...

Currently, across 26 cities, the government is trialling to have WeChat replace traditional state-issued social security cards with digital versions connected to users' accounts ...

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Here are 3 ways you can promote your account on WeChat: Banner Ads. Quite like the banner ads seen on websites, WeChat banner ads are useful in roughly targeted advertising campaigns. They exist right at the bottom of the page where the WeChat verified account has posted the message or the article. Even though they are quite popular, they are ...

A WeChat public account is an online account operated on the WeChat platform that provides various forms of information, services, promotions, and other content to users. These accounts can be created by individuals, businesses, government agencies, and organizations, enabling them to promote and distribute their messages through the publication ...

Xinhua Finance, the WeChat video channel of the Proceedings of the CSEE and the video channel of Energy Internet Research Institute of Tsinghua University live-streamed the event. Yaohua Wang, Deputy General ...

On the morning of February 7, the State Grid--Tsinghua University Joint Research Institute of New Generation Power System s held a leading group meeting in the West Main Building. Members of the leading group, including Guo Jianbo, academician of the Chinese Academy of Engineering, Chen Mei, director of the Science and Technology Department of the State Grid ...

He pointed out that China Southern Power Grid will scientifically and orderly promote the construction of a new-type power system, promote the construction of a new energy system, improve both "hardware" and "software", accelerate the digital and intelligent transformation of the power grid, support the accelerated development of new energy, and build a new-type power ...

A WeChat official account is essentially a business or enterprise account that acts as your brand hub, bringing together your followers, blogs, videos, ads, mini programs, circles, and more, in one platform. It takes about 2-3 weeks to set up a WeChat official account, if everything goes smoothly with the WeChat verification process. You will ...

With currently over one billion monthly active users, the Chinese social media and multipurpose application WeChat (, W?ixìn, micro-message) has become one of the world's most popular social ...

With more than 1.2 billion monthly active users in China, WeChat has changed the way people live their daily lives. What began in 2011 as a humble messaging up -similar to WhatsApp-, has since morphed into a multidimensional platform ...

WeChat official account for the Energy Internet Research Institute, Tsinghua University ... and stable grid operation. His report analyzed the challenges of constructing a new power system, drawing on the long-term operational experience of the State Grid Corporation, and proposed development principles and key technical strategies for the ...

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Share - WeChat. State Grid technicians inspect charging piles at a station in Yantai, Shandong province. TANG KE/FOR CHINA DAILY ... According to a report by CITIC Securities, the ratio of existing NEVs to charging piles as of the end of 2022 is 2.5:1. As the nation is expected to have a total of 64.2 million NEVs by 2030, and with a target ...

Please scan your wechat official account to get the latest news. The meeting time: October 13-16, 2022
Check-in time: October 13, 2022 Meeting place: Jianguo Hotel, White Horse Lake, Hangzhou The organiz:
Organizing ...

The @jktinfo account has fulfilled the features and is also interactive several times to create a two-way communication where @jktinfo provides information related to citizen journalism, according ...

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