

Analysis of the power grid 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.

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.

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.

What is the evaluation model of WeChat Official accounts?

The evaluation model for WeChat official accounts, as discussed in the article 'Evaluation model of WeChat official accounts' published in Journal of Scientific and Technical Periodicals, is based on information entropy and satisfaction.

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.

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.

Abstract: [Purposes] This paper aims to explore successful operation patterns and strategies of WeChat public accounts of science and technology journals. [Methods] Based on contents and ...

accounts of State Grid is made. The evaluation index system of WeChat official account includes 4 first level ... empirical analysis on wechat public platform of five academic journals by ...

WeChat public account in the media industry, and also analyzes the spread effect of the WeChat public account in the media industry. 1. Introduction . As early as 2012, Tencent added the ...

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This paper takes WeChat propagation index as the research parameter and uses the WCI specific algorithm to analyze. The analysis samples are five highly popular public WeChat accounts at ...

Semantic Scholar extracted view of "An Analysis on the US New Media Public Diplomacy Toward China on WeChat Public Account" by Zhao et al. Skip to search form Skip to main content ...

PDF | On Jan 1, 2020, Xiangpeng Yang and others published An Empirical Analysis of Public WeChat Accounts at a University Based on the WCI Algorithm | Find, read and cite all the ...

have an estimated number of active fans below the average (62,290). The WCI index of each WeChat public number varies greatly, and the reasons for the specific differences require in ...

WeChat Public Account list to follow + Top WeChat Official Accounts to follow to keep up with WeChat ecosystem. Updated on 2020-07-06 Article Attachments.pdf. Wechat Bible for Brands | May 2016 [31Ten] 5 MB ...

Because of this, the WeChat public platform provides a new way for news dissemination. This article mainly analyzes the related situation of the spread effect of the WeChat public account ...

It is urgent for the public to obtain the most direct information resources in the process of information consumption. Relying on Tencent news, the WeChat Official Account pushes "real ...

An overall picture of WeChat application in Chinese public libraries is illustrated, showing that 82.6 percent of the 46 libraries had applied for WeChat accounts and offered services, and ...

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 ...

