

# Promotion of the State Grid WeChat Official Account

How do Chinese government agencies use WeChat to deliver public services?

To read the full-text of this research, you can request a copy directly from the authors. WeChat official accounts have been increasingly adopted by Chinese government agencies to deliver public services, in response to the "Internet +Public Service" reformation.

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 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.

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.

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).

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.

As one of the largest social media networks in the world and having over 1.17 billion users, WeChat is known as an essential platform for any B2B business seeking to reach its Chinese ...

This study features a user-centered approach to the evaluation of a government WeChat official account in public service delivery. It contributes to the current literature on ...

Keywords: WeChat, nutrition and diet, health promotion, Healthy China, social media. Citation: Bian D, Shi

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Y, Tang W, Li D, Han K, Shi C, Li G and Zhu F (2021) The Influencing Factors of Nutrition and Diet Health ...

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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. ...

These banners are very much like the ad banners you would see on a website. In the context of WeChat, they are featured at the bottom of a message written by an Official WeChat Account. They can drive users to ...

On April 7, 2022, the initializing conference for the Special Project 5.1 "Key Technologies for Aggregation and Interactive Regulation of Large-scale Flexible Resource Virtual Power Plants" ...

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The Impact Evaluation and Empirical Study of the WeChat Official Account of Universities [J]. Journal of Hefei University of Technology (Social Science Edition), 2020, 34(06):119-124. (In Chinese)

Example of WeChat Mini Program. Image from Respond.io. Mini Programs Integration: Mini Programs are small applications embedded within the WeChat platform, offering a wide range of functionalities like e-commerce, ...

