

Research on the Influence Strategy of WeChat Official Accounts of Colleges and Universities

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Abstract—Currently, WeChat official accounts of colleges and universities have become prevalent windows for dissemination of information, propaganda of news and construction of brand. These official accounts serve as one of the platform that have attracted the most attentions among colleges and universities at present. The majority of audience of colleges' and universities' official accounts on WeChat are students, alumni and teachers. Based on the experience of managing and operating Beijing International Studies University (BISU)'s WeChat official account, the author makes an analysis on WeChat push with a wide readership, probing into the operation strategy of WeChat official account of colleges and universities for the purpose of providing enlightenment for colleges and universities to disseminate the information.

Keywords—Colleges and universities; WeChat official accounts; Operation; Strategy

I. INTRODUCTION

BISU's WeChat Official Account was officially started on November 17, 2013, with an average annual posts of more than 300. As of September 1, 2017, it had more than 39,000 followers. With its increasing publicity power within and outside the universities, it has been successfully listed in the top 100 Chinese universities' new media of 2016, ranking number one among all foreign language schools, having ever ranked sixth in National Colleges and Universities' WeChat Official Account list released by China Youth News, having ever ranked second in Beijing district's new media list. Since its register, BISU's WeChat Official Account has taken a significantly active role in advertising BISU's central work, promoting the common theme, guiding the network public opinion and advancing the healthy development of campus network culture.

II. ANALYZING THE INFLUENCE OF WECHAT PUBLIC ACCOUNT FROM THE PERSPECTIVE OF SAMPLE DATA

The sample data is selected from three years of WeChat post statistics from January 1, 2014 to December 31, 2016, within which in total 986 articles have been published with average posts of 28 per month. The number of articles clicked more than 5000 times was up to 230, accounting for 23.3% of whole publishing volume; the number of articles clicked more than 10000 reached 77, occupying 7.8% respectively. Among articles clicked more than 10000, the sorts of contents with high pushing rate are character communication (6 articles), poem (5 articles), topic (9 articles), life (17 articles), messages (20 articles) and subject (20articles).

III. THE STRATEGIES OF PUBLISHING HIGH CLICKED CONTENTS

Colleges and universities' WeChat Official Account acts as an important instrument and platform for campus to disseminate the information [1]. The spread power, ultimately based on the content, is a significant criteria in judging and evaluating whether it is effective. WeChat Official Account, by virtue of its "official" identity, can cover exclusively and publish at the first place etc in term of content. But only when the contents pushed have been viewed or forwarded by followers, it might be considered to have completed its missions of information dissemination and value delivery.

By means of in-depth interviewing with audience teachers and students and counting the readership of WeChat pushed content, I found that BISU's WeChat Official Account contents with quite a wide leadership of more than 10000 have the following characteristics:

A. The Sense of Identity and Belonging for the University

More than 60% of students following the WeChat Public Account deprive from the sense of identity and belonging for the university. In the process of collecting and analyzing the statistics, we see that the sense of identity and belonging are important approaches which enhance the influence of WeChat Public Account in colleges and universities and enhance audience loyalty. We select three pushed contents with readership of more than 10000:

“[The Front Page of Guangming Daily] BISU: A “Small and Beautiful” University”; “BISU Girls-BISU’s First MV Exclusive for Girls”; “Fifty Years of Trials, All Making For Spectrum-BISU’s Fifty Anniversary Documentary”. “BISU Girls sing for all girls’ heart in BISU”, letting them strongly resonate with each other. The report of “Front Page of Guangming Daily” which has been taken as a pride by all BISU’s teachers and students has significantly increased

BISU’s popularity and reputation. “BISU’s Fifty Anniversary Documentary” fully sports achievement of university’s development, arousing all members’ sense of identity and belonging about constructing and loving BISU.

TABLE I. THE SENSE OF IDENTITY AND BELONGING FOR THE UNIVERSITY

Title	Releasing time	The Amount of Audience	The Amount of Readership	The Amount of Sharing
BISU Girls-BISU’s First MV Exclusive for Girls; Fifty Years of Trials	2017-6-24	37330	26603	1970
[The Front Page of Guangming Daily] BISU: A “Small and Beautiful” University	2014-10-23	8494	25746	1003
Fifty Years of Trials, All Making For Spectrum-BISU’s Fifty Anniversary Documentary	2014-10-23	8494	16521	1261

B. The Dissemination with "Temperature"

"Temperature" is a significant factor to affecting the dissemination of information [3]. With the "temperature", it inevitably narrows the distance between the university and teachers as well as students. The dissemination of information is no longer cold, but warm and heart-touching. “The 2015 Official Enrollment Propaganda Film of BISU” focuses on affection of alumni, promoting alma mater from the

perspective of alumni representatives which enjoys high identity and authority. In addition, the following warm push contents bathe the students like warm breeze, boasting obvious dissemination results: "In the BISU, Expecting to Meet the Best You in the Most Beautiful Time ", "Advocation of Donating for Liu Guochao in the Japanese Language School of BISU", "I Love BISU with More Than 52 Reasons. No, I Love BISU, Do not Need Reason".

TABLE II. THE DISSEMINATION WITH "TEMPERATURE" EFFECTIVENESS, EMOTIONAL

Title	Releasing time	The Amount of Audience	The Amount of Readership	The Amount of Sharing
[Never copy] The 2015 Official Enrollment Propaganda Film of BISU	2015-6-10	15873	63163	1955
In the BISU, Expecting to Meet the Best You in the Most Beautiful Time	2016-6-8	27073	15033	965
Advocation of donating for Liu Guochao in the Japanese Language School of BISU	2015-5-13	14390	18608	847
I Love BISU with more than 52 reasons. No, I Love BISU, Do not Need Reason	2016-10-24	31001	32905	2595

C. Role Models, Transferring Positive Energy

The power of role models is ever self-evident due to searching for and reporting the role models of teachers, students and alumni, enhancing education of the socialist core values and transferring positive energy [2]. The current foreign minister Wang Yi, the alumnus of BISU, whose activities have profound impacts on teachers and students in BISU, attracted countless fans, so "I Heard That You Have Recently Been the

Fan of My Wang Yi Alumni?" acquired quite a wide readership, resulting in huge education effects on students’ positive energy. “High-end Simultaneous Interpreters Among Eight Languages, BISU’s Teachers” started from the language teachers who were taken as proud by students in BISU, so that students got to know the strength of the teachers around them, thus completing their studies with excellent grades. “Be Serious: I am actually not a Model, But a Professor”

distinguishes BISU with the characteristics of “international” by composing the character of foreign teacher.

TABLE III. ROLE MODELS, TRANSFERRING POSITIVE IMAGE AND VALUE

Title	Releasing time	The Amount of Audience	The Amount of Readership	The Amount of Sharing
High-end simultaneous interpreters among eight languages, BISU’s teachers	2014-9-23	7594	18253	1263
I Heard That You Have Recently Been the Fan of My Wang Yi Alumni?	2016-7-17	29329	29715	1334
Be Serious: I am Actually not a Model, But a Professor”	2016-4-5	25154	15209	1036

D. Concerning About the Interests of Teachers and Students

The pushes concerning about the interests of teachers and students inevitably receive a good communication effects. With quite a few girls in BISU, the readership of the pushes "Girls in

BISU Welcome the Age of Bathhouse 2.0" and "Girls in BISU can not be bullied" reached more than 25000. WeChat Public Account has gained great popularity among masses of students because it thinks what students think and push articles from fundamental interests of students.

TABLE IV. CONCERNING ABOUT THE INTERESTS OF TEACHERS AND STUDENTS

Title	Releasing time	The Amount of Audience	The Amount of Readership	The Amount of Sharing
[Official Release] 2016 Autumn Term School Calendar+ New Daily Schedule	2016-8-5	29735	15836	546
Girls in BISU Welcome the Age of Bathhouse 2.0	2015-3-11	10978	27242	590
Girls in BISU can not be bullied	2015-5-26	15078	25370	472

IV. THE STRATEGY OF WECHAT RELEASING FORM ON GAINING A WIDE READERSHIP

The selection of transmission of symbols is of great importance in the strategy part of WeChat releasing form. Of selected pushing data with the readership of more than 10000, 100% spread through text and pictures, 35% spread through the form of audio and video, another 15% through the interaction

between WeChat Public Account and teachers as well as students, 4% through the video \ text live form .

WeChat push “[Never copy] The 2015 Official Enrollment Propaganda Film of BISU” is a typically push using text and pictures. So it is self-evident how important it is for the effect of push in WeChat Public Account to make high-quality and thoughtful special propaganda video.



Fig. 1 WECHAT PUSH “[NEVER COPY] THE 2015 OFFICIAL ENROLLMENT PROPAGANDA FILM OF BISU”

WeChat push “You are Reading That Correctly, BISU is Really Selecting Campus Flower This Time” is the activity to choose campus flower by voting among teachers and students in university. High involvement among teachers and students

fully shows the excellent school spirit of teachers and students in BISU to construct and love the campus and the high identity of the university.

你没看错，这次二外是真的要选校花花了！

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热情似火还是温婉如水？高寒冷艳还是兰质蕙心？秀丽端庄还是古灵精怪？你们眼中的二外校花需要get哪种气质呢？快快加入进来，小薇已经为你预选了10种花，如果你认为有其它的花更符合二外的气质，也可以在评论区留言并写出推荐的理由。动动手指，二外“校花”由你定哦！（咳咳，稍作提醒：此校花非彼校花哦，这是真花~）

投票时间：即日起至4月24日

投票标准：所选“校花”应体现出二外的气质与精神。

投票说明：本次微信投票结果为重要参考。评选活动将综合微信、网站等线上投票结果（占比30%）以及线下投票结果（占比30%），并听取专家评审团意见（占比40%），最终确定二外“校花”，第一时间公布。



Fig. 2 WECHAT PUSH “YOU ARE READING THAT CORRECTLY, BISU IS REALLY SELECTING CAMPUS FLOWER THIS TIME”

WeChat push “[Global live] 2015bisuers Celebrate New Year's Eve Countdown Party Together”. It used the form of live video to display a different experience of spending New

Year's Eve for teachers and students, letting individuals who can not go to the scene share happy ceremony.



Fig. 3 WeCHAT PUSH"[GLOBAL LIVE] 2015 BISUERS CELEBRATE NEW YEAR'S EVE COUNTDOWN PARTY TOGETHER"

V. CONCLUSION

The official Wechat has been an indispensable channel for universities to send messages and express opinions [4]. The excellent content production of university's official Wechat must be demand-oriented and user-centered (both teachers and students should be considered). It is supposed to look for clues and dig out typical examples. Meanwhile, it should innovate form and strategy of information release and make full use of new media. With the improvement of the media technology, developing new media, such as Wechat, is the irresistible tendency. University's official Wechat needs to be utilized properly to promote college propaganda [5]. It can not only boost university's reputation and enhance cultural soft power, but also build image and serve public opinion management.

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