

What is a WeChat official public account?

The Wechat product designed for businesses is called the Official Public Account. There are 2 major ways business can set up Official Public Accounts: Service Account and Subscription Account (*a third kind is called Enterprise Account, it's more used for businesses' internal communications, hence less relevant in this discussion).

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.

What if a WeChat user is not an administrator?

If the WeChat user is not an administrator, the list of authorized accounts will not appear after scanning the code. Businesses can go to the "public platform security assistant" Official Account message template, Then click "Bind Inquiry" - "WeChat ID Bind Account" to inquire about the name of the administrator.

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 WeChat Official accounts being underutilized?

Most WeChat Government Official accounts are underutilized. Deficiencies exist in their information architecture, operation strategy, and interaction design. The effectiveness of public service delivery on social media depends on the legal and policy environment. Governments should collaborate with the private sector in the construction of official accounts.

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.

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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 ...

What are WeChat public accounts? WeChat enables companies to reach their audience via the creation of WeChat public accounts. WeChat public accounts can be followed by any WeChat user. Once an user is following a WeChat ...

Businesses can log in on their own WeChat Open Platform Create an open platform account and Official Account message template And Mini Program binding and unbinding operations. At the ...

Binding Mini Program. If you have already released your own Mini Program, you can directly bind your Mini Program If you don't have an Mini Program, you can choose to bind to other Mini ...

WeChat has released a series of APIs and services to encourage all types of businesses to use the WeChat public account system to develop custom features for their account. It is only two years since the public account ...

Posting & Purpose. Service Accounts can post four times per month, but can post up to four articles at a time.. Subscription Accounts can post once a day, allowing for regular communication with followers.. If creating ...

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