

What's new in WeChat?

WeChat recently rolled out two new updates for both users and account owners: For account owners: In the WeChat official account backend, there is a new post editor (draft box) with additional publishing options.

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 updates still being tested?

Note: At the time of writing this article, the updates are still being tested and have not been applied to all WeChat users and official accounts. After WeChat's update, official account owners should receive a message in the backend inviting them to use Draft box (???)--the upgraded version of Materials (????).

Does WeChat have a Post editor?

For account owners: In the WeChat official account backend, there is a new post editor (draft box) with additional publishing options. For users: Via subscription messages (i.e., WeChat's push notifications), users will now receive recommended brand posts based on WeChat's algorithm, regardless of whether they follow that brand.

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.

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.

SleekFlow can offer a one-stop WeChat service account application service. The process would be around 2-3 weeks. The WeChat account could be connected to the SleekFlow platform for monitoring, automated marketing, and other ...

On the morning of February 7, the State Grid--Tsinghua University Joint Research Institute of New Generation Power Systems held a leading group meeting in the West Main Building. ...

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In order to provide reference standard for evaluating the operational capability of WeChat official account, we build a evaluation index system to improve the management level of publicity ...

On July 27, the Department of Electrical Engineering and Applied Electronics (EEA) and State Grid Beijing Electric Power Company signed a letter of intent for cooperation. Wang Xinwei, Chairman and Secretary of the ...

WeChat Official Account (also known as "OA") is a China-based marketing platform that acts as a complete brand hub to: Gather followers; Send them targeted content; Push them marketing and service notifications; ...

During the upgrade, all power supply outlets, including 24-hour self-service payment terminals, "SGCC Online" App, the official WeChat account "State Grid Beijing ...

Click on ?? (Carry on/Continue) at the bottom of the page to go to the next step. Step 9: Verify the Account operator's phone number #2. As a next step of identity verification, a QR code will appear on the screen. The ...

But WeChat official account is available for both companies and individuals in China. Create WeChat official account. Step 1: Go to WeChat official account registration page. Here is the link to go to WeChat Official account registration ...

Now that you have a WeChat Official Account, here are some best practices to make the most of your account. For a start, we'll guide you through the steps to get your WeChat Official Account verified. You'll also find ...

Here, let's explore both of these WeChat feature updates and what they entail for engagement between account owners and users. Note: At the time of writing this article, the updates are still being tested and have not been ...

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