

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.

Why do we need evaluation index system for WeChat official account?

Therefore, evaluation index system is needed to provide reference standard for evaluating WeChat official account operational capability and improve the management level of publicity work. WeChat official account has aroused great enthusiasm in academic circles.

Why do enterprises launch WeChat official account?

The steady development of platform and the multidimensional transformation of functions attract various enterprises to launch WeChat official account, and play different roles in issuing official account information and directly interacting with customers according to their functional positioning.

What is a third level WeChat account?

third and fourth level accounts generally focus on disseminating internal information and providing professional services. Compared with other official account numbers, WeChat official account shows remarkable characteristics of fast dissemination, wide coverage and strong interaction.

What is the difference between diligence and growth in WeChat?

The diligence reflects the effort the enterprise's official account through the quantity of articles published. The growth reflects the growth of WeChat official account. Delphi method is more convenient in operation, which can be used as a subjective method to determine the weight of indicators.



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