



# Chuxiong Radio and Television Network WeChat Official Account

What is WeChat official account?

WeChat Official Account ("WeChat OA") is a platform within WeChat that allows businesses, organizations, public figures, and individual channels to establish a credible presence to engage with different stakeholders.

Does Tencent have a WeChat subscription feed?

Tencent made the subscription feed of WeChat look more like a news feed, which is more familiar to the reading habit of Chinese people. Currently, subscribers to WeChat Official Accounts need to click manually on the accounts to see recent updates. This limitation hinders the real-time interaction between brands and their customers.

What is a WeChat welcome message?

The welcome message is the first greeting the followers will receive from you when they follow your WeChat OA, so don't miss out on the opportunity to leave a good impression on your followers by designing a smart welcome message!

How many WeChat accounts can a person have?

Individuals can register up to two accounts, down from five, while organization users recorded a more drastic change from 50 to only five Official accounts. "Edit" feature for content posted on WeChat Official Account. This feature only allows each post to be edited once for up to five character changes.

How many characters can a WeChat post be edited?

"Edit" feature for content posted on WeChat Official Account. This feature only allows each post to be edited once for up to five character changes. As explained by Tencent, this limitation encourages brands to be more serious in creating quality content for their followers.

What are the different types of WeChat Official accounts?

There are two types of WeChat Official Accounts--Service Account and Subscription Account. To avoid going through the complicated process of account transfer later, it is important to understand the key differences in order to choose the right account at the very beginning. Service Account is designed for businesses that are more "service-centric".

A WeChat official account is essentially a business or enterprise account that acts as your brand hub, bringing together your followers, blogs, videos, ads, mini programs, circles, and more, in one platform. It takes about 2-3 weeks to set up a WeChat official account, if everything goes smoothly with the WeChat verification process. You will ...

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With over 1.34 billion active users globally in 2023 and over 90% of the users located in China, WeChat () has become more than just a social media platform; it's a digital ecosystem. The integration of all important functions in one app makes WeChat a truly versatile platform in China that fits the needs of each user. But for brands looking to tap into this ...

Different WeChat official accounts have reflected the different development focuses of specialized TV media with clear positioning and accurate direction (LIU, YANG, & SHEN, 2014). ...

There are special WeChat Business accounts designated for business use. Known as the WeChat Official Account, businesses are provided with the WeChat Official Accounts Platform to manage them. These are the three main types of ...

3- Choose the Account Type: Select the type of WeChat Official Account you want to open--Subscription Account or Service Account--based on your business needs and objectives. 4- Provide Account Information: Fill out ...

In the WeChat ecosystem, the WeChat Official Account represents the first opportunity for brands and businesses to capture, engage and convert their target audience. ...

In the first blog of this three-part series, we explored the different types of WeChat Official Accounts and the steps to setting one up. In this second part, we will discuss best practices for implementing WeChat Official Accounts into your marketing strategy. There is no shortcut to delivering success on WeChat Official Accounts.

A WeChat Official Account is also known as a WeChat public account, which translates to in Chinese. Similar to a Facebook Page, it is a public profile which allows individuals or ...

This paper describes a study that built a neural network prediction model based on feature extraction, focusing on text analysis and image analysis of WeChat official accounts reading quantity.

Sailing the WeChat Seas: Your Definitive Guide to Open and Verify Your WeChat Official Account. Kelly Chen o Mon 20 Nov 2023. With a staggering 1.3 billion users, WeChat stands tall as China's go-to app for messaging, socializing, payments, and beyond. From dawn till dusk, it intertwines with the daily lives of countless Chinese citizens.

All these effectively meet the new needs of operators, China Tower, Power Grid, and radio and television network for new energy. Our core mission is to "make innovations for clients". To this ...

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WeChat Official Accounts Explained. Mastering WeChat is an absolute must for businesses looking to tap into China's thriving market. With a staggering 80% of the population relying on this platform for communication ...

Both domestic and international brands and media frequently use official accounts, known as WeChat Public Account (), for brand promotion and content distribution. WeChat Official Account is divided into two types: Service Account and Subscription Account. Although they share some functional similarities, the core purposes and audience ...

YES - two ways: 1/ from WeChat Public Account backend: migration feature to change the type of the account Requirements: - Subscription Account registered in 2016 or later | account is verified - WeChat Official Account registered with a Chinese business license/entity Be careful: upgrading can only be done once 2/ Transfer followers to another WeChat Official ...

What to consider when opening a WeChat official account if you are a foreign business. Before you continue reading, make sure that you understand and consider these facts about Wechat official accounts that every non-Chinese business should know. The most important thing is to know that WeChat has a domestic and international app version. The Chinese ...

This study investigated the effects of individuals' ad skepticism and ad-content congruence on native advertising effectiveness in WeChat Official Accounts, as well as the mediating role of ...

Developing a customized WeChat official account is a complex process, which required reading a lot of documents. ... The official account of WeChat requires the address of the service provider to be external network address, supporting HTTP and HTTPS, and the ports supported respectively are: 80, 443. Therefore, it is very important to have an ...

To use a unified user account across multiple Official Accounts or mobile apps, you need to go to the Weixin Open Platform to link these Official Accounts and apps to one Open Platform account. After linking, a user has multiple OpenIDs for different Official Accounts and apps, but has only one UnionID for all Official Accounts and apps under the same Open Platform account.

3. How to verify a WeChat Official Account. WeChat Official Account must be verified in order to unlock the following features: WeChat Pay; Release Mini Programs under the account; WeChat geo-location; The ...

With over 1.17 billion users, WeChat has emerged as China's top social media platform. This multi-purpose messaging app offers a wide range of functions, making it the perfect social media channel for overseas B2B ...



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Note: A single Chinese ID card is limited to registering up to 2 WeChat Official Accounts. For Businesses: A valid business license; An associated bank account; A mobile phone number; An existing personal WeChat account; The personal WeChat account will serve as the administrator for the newly registered WeChat Official Account.

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 page directly. Step 2: Change the language to English and click on "Register Now".

Ou YF (2016) Communication and operation of TV WeChat official account. Journal Mass Commun 6(12):730-736 ... a study of WeChat. Online Soc Network Media 19:100095. Article Google Scholar Zhang ...

How to Manage Your WeChat Official Account. WeChat offers a wide array of tools and features designed to empower marketers and business owners to maximize their brand's presence on the platform. Role Management. For every WeChat official account, there is a provision for one account administrator and up to 25 account operators. ...

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