

## Analysis of Operational Strategies for Academic Journal WeChat Official Accounts (Postprint)

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### Abstract

In the mobile internet era, the application of WeChat public accounts by academic journals has become a new platform for digital publishing and a novel model for interpersonal communication. Through analyzing and summarizing the existing problems in the development of these accounts, it is proposed that improvements and efforts should be directed toward data analysis, interface editing, topic selection planning, interactive services, and promotion and publicity, thereby enabling journal WeChat public accounts to play a more significant role.

### Full Text

## Analysis of Operational Strategies for Academic Journal WeChat Official Accounts

**Abstract:** In the mobile internet era, the application of WeChat official accounts in academic journals has become a new platform for digital publishing and a new model for interpersonal communication. By analyzing and summarizing the problems existing in the construction of academic journal WeChat official accounts, this paper proposes that academic journal WeChat official accounts should improve and enhance their operations in terms of data analysis, interface editing, topic planning, interactive services, and publicity promotion, in order to maximize the role of journal WeChat official accounts.

**Keywords:** WeChat Official Account; Academic Journal; Service Function

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Currently, smartphones have become the primary medium through which people access information. As WeChat's personal version continues to upgrade, its corresponding public platform functionality has also gradually evolved, providing an opportunity for the launch of journal WeChat official accounts. On August 7, 2014, the *Interim Provisions on the Development and Management of Public Information Services for Instant Messaging Tools* stated: "Party and government organs at all levels, enterprises and institutions, and people's organizations are encouraged to open public accounts to serve economic and social development and meet public needs" [1]. The service functions of WeChat official accounts have now been widely applied in business, government affairs, and public services, and academic journals are no exception. Many academic journals have opened WeChat official accounts and have actively experimented in editorial work, publishing, services, publicity, and operations, achieving certain results.

## Current Issues in Academic Journal WeChat Official Accounts

**1.2 Uneven Menu Function Construction** WeChat development integrates communication, social interaction, and platformization into a unified whole. Based on currently collected data, several main situations exist: some accounts are merely activated without structure, functioning only as simple information push systems without secondary menus for information retrieval services; some have been activated but with incomplete structures, where journals have set up secondary menus but without relevant links; and some have been activated with complete structures, namely multi-level menu official accounts, which represent the best current implementation. These well-designed accounts feature online inquiry, journal content, user login, and back issues, with multiple secondary menus under each primary menu.

**1.3 Homogeneous Information Service Push** Push content exhibits homogenization, with many journals simply copying original articles without reflecting the "fragmented" reading characteristics of WeChat official accounts. Information types are predominantly academic articles that are highly specialized with few value-added services, and the publishing format is monotonous, failing to meet the vivid and dynamic characteristics of new media and not fully utilizing multimedia capabilities.

Existing research on academic journals using WeChat public platforms includes: Ma Yong et al. provided a detailed analysis of functional choices for academic journal WeChat platforms [2]; Xie Wenliang explored the service model of WeChat official accounts from the perspectives of editorial processing, information services, and reader services [3]; Cheng Qinjuan proposed corresponding improvement strategies for current problems in academic journal WeChat official accounts from the aspects of brand building and service improvement [4]; Zhang Yanping analyzed the operational model of WeChat official accounts using content analysis and quantitative research methods, examining aspects such

as account positioning, establishing KPI assessment indicators, and cross-media resource integration [5]. The aforementioned literature remains exploratory regarding the current operational status of WeChat official accounts. To better utilize WeChat official accounts to promote academic journal development, this paper integrates an analysis of the current status of academic journal WeChat official accounts and proposes targeted measures based on the characteristics of WeChat as a new media platform for effective academic journal communication.

**1.4 Lack of User Interaction** The greatest feature of WeChat official accounts is their social nature. Many journal accounts fail to leverage their new media capabilities, as the platform lacks modules for user interaction and communication, serving only as a one-way information dissemination channel. Although some accounts have set up communication modules, they lack corresponding discussion topics and fail to respond to user inquiries and questions on the platform.

**1.5 Insufficient Publicity and Promotion** The primary purpose of journals using new media is to leverage the most popular medium for journal promotion and expand social influence. Some academic journals have established platforms but have not researched publicity and promotion strategies, resulting in minimal attention.

## Operational Improvement Strategies

**2.1 Regular Data Analysis to Optimize Publishing Patterns** Currently, the WeChat backend can easily obtain data on self-operated accounts, including push frequency, quantity, message read counts, first-article read counts, and user data, as well as article likes [6]. Therefore, new media editors must carefully analyze this data to identify user needs and make timely adjustments.

First, push frequency should follow a consistent pattern to establish user reading habits. Generally, pushing no more than once every three days with approximately four messages per push is appropriate. Excessive pushing may create a “spam” impression and lead to unfollows, while insufficient pushing fails to attract users and can cause user attrition. Thus, proper control of push frequency is key to improving promotional effectiveness.

Second, push timing requires careful selection. Research indicates that most users’ leisure periods are between 18:00–20:00 and 20:00–22:00 [7]. To effectively increase account attention, one of these time slots should be selected as the fixed push time. Fixed push times help cultivate user reading habits and maintain user stickiness, while irregular timing hinders account dissemination.

Additionally, read count data should be monitored. High-readership messages indicate content that meets user needs, and the selection of content for the first article position should be particularly meticulous to attract user attention.

**2.2 Emphasizing Interface Editing for Shallow Reading** The aesthetic appeal of the official account's main interface is a factor in attracting users. Mobile reading represents fragmented and shallow reading; users are generally uninterested in lengthy, slow-paced, rigidly formatted articles but prefer content that is highlight-focused, illustrated, and interface-friendly. Therefore, the main interface should combine text and images to enliven dry academic papers, thereby increasing click rates and improving promotional effectiveness.

Additionally, article titles should be eye-catching, using varied font sizes and colors to enhance hierarchical structure and transform the monotonous image of traditional paper formatting. Key sentences can also be highlighted with different colors to draw user attention. Furthermore, shallow reading content should maximize information density by including article titles, author information, abstracts, publication dates, and column locations, allowing users to obtain sufficient basic information to decide whether to continue reading.

**2.3 Strategic Content Planning and Topic Selection** Push content constitutes the core of journal official account operations. Therefore, topic planning should precede content pushes to both promote the journal and attract user groups.

Given the academic nature of journals, target audiences are primarily groups interested in related academic fields. When introducing papers, select cutting-edge works that represent academic research trends rather than simply copying original articles. Instead, core research perspectives should be edited to facilitate selective reading. Second, existing survey data shows that viewpoint and commentary articles have higher readership rates, as academic journal users are highly educated and hold unique perspectives on disciplinary topics. Therefore, strengthening the planning and editing of such content better satisfies user needs.

Third, official accounts should collect social hot topics and various news and information within academic fields, promptly organizing and editing this information for users—this is both a requirement of WeChat as a media platform and a need of target users. Fourth, papers should present more references and keywords, publish more original works and fewer imported pieces, and push useful information such as calls for papers and industry news, which should be edited and organized rather than directly copied. Additionally, pushed information should prioritize journal content with supplementary information, ensuring that auxiliary content does not overshadow the main material.

**2.4 Improving Menu and Interactive Service Functions** WeChat official account menu design should serve to showcase the journal, facilitate user access to information, and enable user-journal interaction. Therefore, two-level menus are recommended, typically designed as “About Us,” “Editorial System,” and “Journal Online.” “About Us” can include submission guidelines, journal introductions, and contact information. “Editorial System” can feature manuscript

queries, progress notifications, and peer review. “Journal Online” can provide current issue tables of contents, back issue browsing, advance publication, and electronic journals.

While improving menu functions, information interactivity must also be emphasized. As a platform connecting users and journals, WeChat’s one-way transmission model cannot meet user needs. Academic journals should fully utilize WeChat official account platform interactions to regularly create topics that attract user attention and participation, thereby expanding journal influence.

**2.5 Strengthening Publicity and Promotion** Follower count is the foundation of official account development; therefore, publicity and promotion must be enhanced to increase followers. First, WeChat verification should be completed, as it represents the brand image of academic journals. Official account verification not only increases user trust but also prevents illegal activities and combats fake websites. Second, multiple methods should be used to promote the official account: (1) QR code publicity—place QR codes prominently on journal covers, back covers, and official websites; include QR codes in submission registration systems or author correspondence; and distribute QR codes at academic conferences with souvenir giveaways. (2) Official account promotion—use voting functions to promote academic journal official accounts; utilize friend-circle voting campaigns to increase visibility; and actively promote official accounts during external exchanges and conference attendance, in addition to distributing print journals.

**2.6 Enhancing User Communication and Interaction** Improving service consciousness is crucial for successful official account operation. Only by strengthening user interaction can user stickiness be increased and users retained.

First, establish automatic reply menus. When users follow the WeChat public platform and click on relevant questions, they receive automatic responses. Journals should pre-program answers to frequently asked questions to provide users with desired information.

Second, establish micro-communities. Use micro-communities to build interactive communication between journals and users and among users themselves, with journal offices addressing representative topics to achieve one-to-many functionality.

Third, add article voting and comment functions. Voting functions help operators identify user interests and hotspots, while comment functions stimulate user-to-user communication.

Fourth, respond to user questions promptly. Timely responses not only improve journal-user relationships but also increase user trust in the journal.

As a new service model, WeChat official accounts have effectively integrated

academic journals with new media, broadening traditional academic journal dissemination channels and accelerating brand promotion. Academic journals should fully leverage these advantages for effective communication.

*Note: Figure translations are in progress. See original paper for figures.*

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