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Research on the Development and Construction of WeChat Public Accounts of Ideological and Political Affairs in Universities

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Abstract

In recent years, WeChat public accounts focusing on ideological and political affairs in colleges and universities have played a significant role in the ideological education of college students. With the rapid development of science and technology and the popularity of smartphones, WeChat has become one of the important platforms for daily communication among people. The development and construction of WeChat public accounts for ideological and political affairs in colleges and universities not only align with the needs of the times but also offer new possibilities for ideological and political work in higher education institutions. The development and establishment of WeChat public accounts focusing on ideological and political affairs in colleges and universities have created new opportunities for ideological education among college students. Colleges and universities should fully utilize the advantages of WeChat public accounts to enhance the promotion and education of ideological and political work.

Keywords

Universities, Thought and politics, WeChat public account

1. Concept and content construction

1.1 Efficient dissemination of ideological and political information

The WeChat public account, as an open platform, allows colleges and universities to independently publish various forms of media content such as articles, pictures, and videos related to ideological and political education. Through the push function of the WeChat public account, colleges, and universities can easily convey important information about ideological and political education to teachers and students, including various activities organized by the school, the arrangement of ideological and political courses, and the publicity of policies and regulations. This way is not only convenient and fast but also can effectively reduce the time and cost of information transmission and improve the efficiency of information release. WeChat public accounts have strong communication abilities. Through WeChat public accounts, colleges and universities can quickly transmit content related to ideological and political education to teachers and students, forming a good information interaction and communication effect (Zhu Tianfeng & Ye Hongping, 2019). Teachers and students can interact with colleges and universities through likes, comments, and other ways to express their understanding and views on the content of ideological and political education. Such interaction can not only enhance the participation of ideological and political education, but also promote the communication and exchange between teachers and students, and improve the effect of ideological and political education. WeChat public accounts also have the characteristics of directed communication. Colleges and universities can pass

ideological and political education-related content to specific audience groups, such as students and teachers, through the attention function of WeChat public accounts. Colleges and universities can more accurately convey important information about ideological and political education, meet the needs of different audiences, and improve the pertinence and effectiveness of ideological and political education.

1.2 Wide coverage inside and outside universities

WeChat public account has a wide user base, almost everyone has a WeChat account. The ideological and political education content released through the WeChat public account can cover more people, whether inside or outside the university. Not only can the whole school teachers and students understand and participate in ideological and political education, but also can attract other people who pay attention to ideological and political education in colleges and universities, so as to achieve the purpose of communicating with a wider group. WeChat public accounts provide a variety of channel coverage methods, through the release of articles, pictures, audio, video, and other forms of ideological and political education content, can better meet the needs of different audiences (Shang Qichen, Liu Lingxue, & Song Ping, 2023). For example, for people who like to read, you can publish special articles or push reading recommendations of related books; For those who like to listen to audio, we can provide audio recordings of ideological and political education lectures. Through diversified coverage methods, it can better attract the attention of the audience and improve the acceptance and effect of ideological and political education. WeChat public accounts also have functions such as advertising push, which can increase the exposure and influence of ideological and political education in colleges and universities. Through rational use of functions such as advertising push, colleges, and universities can push the information such as important activities and research results of ideological and political education to more users, thus enhancing the visibility and influence of ideological and political education in society.

2. Quality and characteristic construction

2.1 In-depth social hot issues

Modern college students live in an era of information explosion, and they are faced with many choices and challenges. They have a high demand for thinking and exploring aspects of life planning, career development, social responsibility, etc. College students are also generally concerned about hot social issues, such as environmental protection, gender equality, social justice, etc., through questionnaires, interviews, etc. Students' interests, concerns, and needs can be further understood to provide targeted guidance for subsequent content. On current hot issues, public accounts should not only stay on the surface of superficial reports, but should strengthen the in-depth interpretation of hot issues, dig out the deep meaning behind, so as to analyze the hot topics in a multi-directional way, interpret the event background and development trend, and provide students with the more inspiring and practical guiding significance of articles. When reporting hot issues, we should not only pay attention to the factual details but also explore the reasons behind them, their impact and the relevant social background (Wang Fatang & Wang Shuai, 2020).

2.2 Broaden students' thinking horizon

Experts and scholars are invited to conduct in-depth interviews or write special articles to bring cutting-edge academic viewpoints and research results to students. Experts and scholars have rich experience and knowledge in various fields, and their viewpoints and insights can help students better understand and grasp subject knowledge. Through interaction and communication with experts and scholars, students can acquire profound thinking and new viewpoints on issues. Further improve their academic ability. Alumni and entrepreneurs are invited to share successful experiences and entrepreneurial stories to stimulate students' entrepreneurial spirit. Alumni and entrepreneurs have accumulated rich experience and wisdom in the process of work and entrepreneurship, and their successful experiences and stories can inspire students to be proactive and brave in practice. By learning from the experiences of alumni and entrepreneurs, students can learn about the difficulties and challenges of starting a business, as well as the secrets and methods of success, so that they can better plan for their future. Through cooperation with experts, scholars, alumni and entrepreneurs, WeChat public accounts can provide students with a broad communication platform, students can further think and communicate through comments and interactions, and form their own independent views and insights, such cooperation can also promote students' contact with the outside world, help them build social networks and resources, and prepare for future employment and development.

3. Experience and interactive construction

The public account can set up an online question-and-answer function to provide a platform for teachers and students to ask questions on ideological and political issues. In this way, teachers and students can not only get timely and accurate answers, but also interact with ideological and political cadres to enhance their understanding and memory of the content. By answering questions from teachers and students, the public account can also better understand the concerns and puzzles of teachers and students. Then adjust the propaganda content and methods to improve the user experience. Public accounts can open the comment and like function, and set a comment section at the end of each article, allowing teachers and students to express their own views and opinions, comments and likes by teachers and students can encourage authors to continue to create quality content, and let other teachers and students better understand the consensus and different opinions. Through exchanges and communication, teachers and students can also learn from each other and inspire each other to improve the overall ideological and political level. Through targeted questionnaires and activity planning, public accounts can understand the needs and opinions of teachers and students, so as to continuously optimize content and services and improve user experience. The official account can also plan some interesting activities, such as online debate competitions, writing competitions, etc., to encourage teachers and students to actively participate in and show their thinking and talent, teachers and students can not only grow through participation but also be more willing to pay attention to and support the development of the Ideological and political WeChat official account in the long term (Yan Pin, 2021).

4. Technology and service construction

Colleges and universities can use big data technology to analyze and mine the data of the Sizheng public account to further understand the reading preferences and preferences of teachers and students. By analyzing the reading behavior of teachers and students, including the number of clicks, likes, shares and other indicators, we can clearly understand the feedback and liking degree of teachers and students on different types of articles. Colleges and universities can find out which types of articles are more popular with teachers and students, and then based on these results, further provide articles on related topics and content, which can not only better attract the attention of teachers and students, but also provide more academic value and practical information. Colleges and universities can also provide personalized push services based on students' learning conditions. By analyzing students' academic performance, subject interest and learning progress data, colleges and universities can push targeted articles according to students' needs and preferences. For example, for students who like literature, we can push the introduction and comments of relevant literary works, and for students who like science and technology, we can push relevant science and technology news and research results. The ideological and political public accounts of colleges and universities can use big data technology to provide service functions through the public account platform, so that students can freely set the corresponding parameters. For example, students can set keyword parameters. By setting keyword parameters, the public number is more accurate in the process of information integration and extraction. Students can also set other parameters, such as learning progress, learning objectives, etc. By setting learning progress parameters, students can inform the public account of their current learning content and progress, so that the public account can provide corresponding information support according to the actual situation of students. Students can also set learning objectives parameters so that the public account can develop personalized learning plans for students. Provide targeted study advice and recommendations.

5. Conclusion

The development and construction of ideological and political WeChat public accounts in colleges and universities are of great significance for improving the quality of ideological and political education in colleges and universities and cultivating students' comprehensive quality. By focusing on content quality and characteristics, strengthening user experience and interaction, as well as flexible use of technical means and data analysis, ideological and political WeChat public accounts in colleges and universities will provide students with broader ideological space and knowledge accumulation. Contribute positively to their growth and development.

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