Developing an Integrated, Multi-platform, Chinese Social Media Strategy

Utilising WeChat, Weibo, QQ and live broadcasting app Yizhibo to enrich enquirer/applicant experience

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The Key

01  
**Authenticity**
- Be real
- Real students
- Real voices
- Be yourself

02  
**Understanding Platforms**
- Only engage on a platform if you understand it
- Create bespoke content
- Provide style and tone appropriate to each platform

03  
**Regional Identity**
- Brand and profile can vary dramatically geographically
- What works in one country can be toxic in another
- Defer to local knowledge and experience

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Main Platforms

**WeChat**
- Instant messaging
- Commerce
- Payment service
- The most powerful apps in China with more than 900 millions daily users.

**Weibo**
- Microblogging
- Social focus
- Hot topics
- Daily post more than 100 millions

**QQ**
- Instant messaging
- Group chat
- The oldest social media with 900 millions active accounts

**Yizhibo**
- Live video streaming
- Direct interaction
- Weibo Simultaneously
- 7 millions daily users spend 387,000 hours

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Authenticity

Authentic Voices

01

02

03

Identify Regional Champions/Ambassadors

Trust, Develop, Pay

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Fuel the platforms

Incorporate User Generated Content
Sharing Interaction

Encourage User Generated Content
Competitions
Chinese Society

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Understanding Platforms
Examples

01 Weibo
   Brand building

02 Yizhibo
   Generator

03 WeChat
   Application kit

04 QQ
   Communication
Measuring Success

Establishing Objectives
identify realistic, measurable targets, this can include engagement/interaction statistics but ultimately, you will want to see impact in applications or conversion.

Identifying KPIs
know your platforms well enough to establish milestones, this requires honest reflection on market position and regular reassessment as profile evolves

Golden Ratios
through market knowledge and experience, golden ratios can be used to predict outcomes and to monitor for interventions
How to get there

Honest USPs

Distilling Identity

Regional Variance
Regional Identity

Family

Global

Transformational

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Conclusion

- 01 Trust Your Students
- 02 Do Your Research
- 03 Know Yourself

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Thank You for Listening

Don’t hesitate to get in touch at
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