



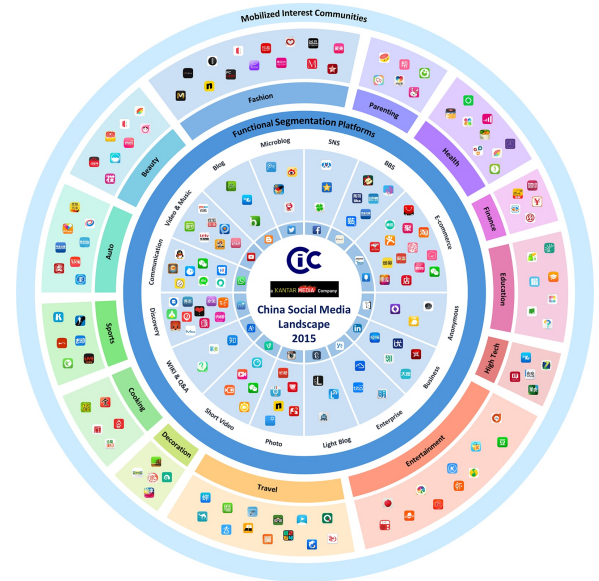
WeChat & Weibo ABC

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8.2016

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Chinese Netizens & Social Media Landscape

- Internet users: 630 million
- Smartphone population: a. 700 million
- Hours spent on the Internet per user: 25 hours a week
- WeChat and Weibo
 - The most popular social media channels in China
 - The most cost effective tool of marketing towards Chinese customers



WeChat






- The most dominant social media channel in China.
- Over 700 million monthly active users (MAU) during March 2016, will soon reach 1 billion MAU.
- Almost half of all WeChat users have more than 100 contacts.
- Almost 80% of WeChat users follow Official Accounts.
- Over 60% of WeChat users report opening the app more than 10 times daily.

- WeChat is more than just another social platform. It's an operating system for getting things done in life. Its functions include: WhatsApp-type messaging, a Facebook-like news feed called Moments, subscription to public accounts and/or commercial accounts, a PayPal-like wallet, mutual fund products, taxi ordering, restaurant reservations and many other built-in applications.

WeChat Public Account

3 types of WeChat public accounts

-  Subscription account
 - Push frequent content to your followers
 - Maximum one message per day
 - Most suitable for brand marketing
 - * We will focus on this type in this handbook
-  Service account
 - Have more APIs and companies can build its own application
 - Maximum one message per week
 - Most suitable for those who need customized menu or offer integrated ecommerce
-  Corporate account
 - For corporate internal use

WeChat Subscription Account

- WeChat subscription accounts can be registered under the name of an individual, a company or an organization in China.
- WeChat account pushes out content that serves as the magazine articles to the subscribers' mobile devices.
- Subscribers will read the article and share the article on their "Moments" wall if they find it interesting. Their WeChat friends will then read and/or share the article on their own "Moments" wall if they like the article.

(Private accounts have closed circles, i.e. only friends could see what he/she posts or shares on the Moments)

WeChat Subscription Account Postings

- Frequency:
 - Usually minimum 4 articles a month. Many commercially operating accounts publish content everyday.
- Content:
 - Interesting content, not only about your product or service, but mixed with social, cultural or actual elements.
 - Language style: more lively, humorous, personal and trendy, slangs can be used.
 - Photo is the key issue, beautiful or funny and lots of.
 - Title and cover photo should be eye-catching so that the subscribers will click to read.
 - Layout: Wechat platform does not give many layout options, usually WeChat editors use 3rd party apps to create certain visual effect.
 - Video, audio and web link could be added in a WeChat article.
- Activities:
 - Possibility to interact with the readers by displaying their comments and replying some comments.
 - Possibility to launch lucky draw.

A Few Examples of WeChat Articles by Visit Finland (WeChat account: VFChina) (only cover photo with title are displayed here)

越冷越有型：芬兰冬季穿衣大法

01月04日



谁说冬天来芬兰就得把自己裹成一个米其林轮胎人？再冷的冬天，也可以穿得有品味！

The colder it gets,
the more stylish it gets:
how to dress in wintry Finland

赫尔辛基365

4月13日



你可能想不到，赫尔辛基有那么美...

[阅读全文](#)

Helsinki 365

驻足芬兰，只需要一个理由

6月2日



停下脚，深呼吸

[阅读全文](#)

Stopover in
Finland, you need
only one reason

A Few Examples of WeChat Articles by Visit Finland (WeChat account: VFChina) (only cover photo with title are displayed here)

芬兰国家公园——百分百的治愈系

7月15日



芬兰境内有39个国家公园！如果只去一个，又怎么够？

[阅读全文](#)



住在喜欢的地方，做自己喜欢的事情

8月9日



住在喜欢的地方，做自己喜欢的事情——当不经意中遇见了波尔沃。

[阅读全文](#)



National parks in Finland: 100% healing

Live in your favorite place,
doing things you like the most

Weibo



- Weibo daily users: 120 million DAU
- Percentage of Weibo daily active users that are mobile: 91%
- Weibo is more like twitter. It's especially suitable for posting news, short content, and organizing lucky draws or polls.
- The posts by individual users are on decrease, more and more grassroots content has moved to WeChat Moments, but it's still one of the most important SoMe channels for public accounts to reach their audience.
- The scale of reach on Weibo is much bigger than WeChat.

Weibo Tweets

- Frequency of posting: every day
- Content: actual, interesting, fun
- Photos are very important. Amount of photos for each post: 1, 2, 3, 4, 6, 9, not 5, 7, 8
- It is possible to repost somebody else' tweets.
- It is possible to use hashtags.
- The normal length of a post is 140 Chinese signs. Is possible to create longer text if posting directly on Weibo webpage.
- The most effective SoMe platform for organizing lucky draw, competition, polls, etc.

A Few Examples of Weibo Tweets by Visit Finland (Weibo account: Ourfinland)

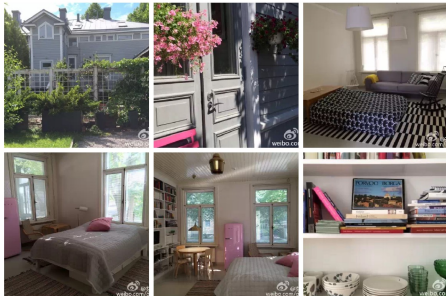
芬兰旅游局  8-2 from iPhone 6s Plus 12k Views

如果你乘坐的飞机于夏夜22:30分左右在芬兰上空缓缓下降，那么你见到的可能是这样一幕景象。



芬兰旅游局  8-2 from iPhone 26k Views

#驻足芬兰# 波尔沃是芬兰第二古老的小镇，离赫尔辛基仅1小时车程。老别墅，田园生活，鸟语花香，完全是另一片天地。去小山坡上采些蓝莓和鸡油菌，在老饭店吃顿海鲜自助餐，去精致的咖啡馆喝茶，一切都触手可及。你要是眷恋这样的生活，何不多住几日？这里有一家极可爱的民居：[网页链接](#)



芬兰旅游局  7-13 from iPhone 17k Views

赫尔辛基又多了一个好玩的地方！日前，一个33x21米、造价约100万欧元的泳池已在造船厂完工，被运到市中心集市广场海边。这一组名为Allas海水泳池的休闲设施将由3个泳池、餐厅和桑拿房组成。目前，阳光露台已经开始营业，海水泳池、咖啡厅和桑拿房将于8月开张。



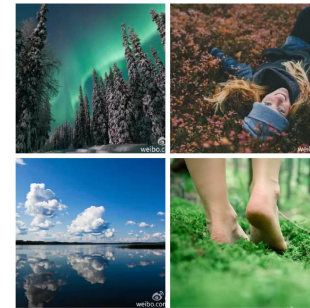
芬兰旅游局  8-5 from iPhone 12k Views

芬兰上空的云朵，真是百看不厌的



芬兰旅游局  7-19 from 孔明社交管理 16k Views

你是不是有很多问题想问？比如说：芬兰的最佳旅游季节是什么时候？我不会说芬兰语，在芬兰能行吗？在哪里可以看到北极光？在芬兰需要给小费吗？在芬兰怎么叫出租车？芬兰的气温如何？冬天会有多冷？芬兰是个安全的地方吗？商店的营业时间通常是怎样的？...这里有详解！[网页链接](#)



芬兰的乡间实在太美，采采覆盆子、买几瓶小酒坊自酿的绿加仑果酒、尝几块驯鹿鸡蛋奶酪。下午落了点雨，到了傍晚天又放晴了。Petäysjärvi Resort的慢炖猪颈肉和用48小时慢慢烤就的小羊肉味道一流。桑拿出来在湖里游泳，顺便洗头发，然后在躺椅上懒散着想心事。[#驻足芬兰#](#) [网页链接](#)



Want To Have Your Own WeChat or Weibo Account?

- Please ask yourself a few questions first:
 - Do you have enough interesting content to post on a daily (Weibo) and weekly basis (WeChat)?
 - Do you have a content updater who has deep knowledge about Finland, excellent writing skills in Chinese, and familiar with the social media marketing ?
 - Are you willing to invest in long term and continuous development of your social media channel?
- If your answers to the above questions are not certain, then the best way would be:
 - Become a partner of one of the national brands, such as Visit Finland or this is Finland who already have years of experiences and large follower base on WeChat and Weibo.
 - Join your local or regional tourism office's social marketing activities towards China.
 - Make joint SoMe efforts with other service providers in your cluster, such as Design sector, etc.

More Information

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