

Research on Innovation Strategies of Academic Journals' WeChat Official Account

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Abstract: WeChat official account can push text, pictures, videos and other information to specific groups. More and more academic journals have participated in media integration activities and opened academic journal official account. However, due to the single content and form, relatively simple mode of transmission and the lack of professional official account operators and other reasons, the reader loss rate is high. This paper proposed innovative strategies for the academic journal WeChat official account from the aspects of innovative content form, communication method and operation management, with a view to improving the frequency of use of the journal official accounts, enhancing the interaction between academic journal authors and readers, thus increasing the attraction of the academic official accounts, improving their influence, to ensure the long-term development of the academic official accounts.

Keywords: academic journals, WeChat official account, innovation strategies

Introduction

Entering the 21st century, the continuous upgrading of information technology has promoted the rapid development of the Internet. The emergence of new media has brought different changes to people's lives. WeChat, as a means of communication for new media, has gradually become the main way of information dissemination. In order to meet the development of the times and the change of readers' reading habits, and in order to expand the scale of readers and enhance the influence of academic journals, academic journals have gradually transformed to digital media, and have successively opened WeChat official accounts to push the latest academic achievements to readers in a variety of forms, such as texts, pictures and expert interview videos.^[1] The unique communication characteristics of academic journals' We-Chat official accounts bring different communication effects to journals.

However, due to the lack of official account operation experience, most academic journals in the actual operation have a single content form, simple communication methods, and no enough professional official account operators. Under this background, this paper put forward innovative strategies on how to improve the operational capacity of academic journals' WeChat official accounts, and improve the effectiveness and influence of academic journals' information dissemination through innovative content forms, communication methods, operation management modes, etc.

1. Communication characteristics of academic journals' WeChat official account

Due to the unique functions and communication characteristics of WeChat official account, it has a natural media attribute before its launch. Compared with traditional media in the past, WeChat official account relies on mobile Internet, and has a larger dissemination characteristics.

1.1 The large number of We-Chat users and a wide audience of the academic journal's WeChat official account

Since its release, the number of active and deep users of We-Chat has been increasing year by year, and more and more people are using We-Chat.

The large number of WeChat users has laid a solid foundation for the successful launch of WeChat official account. WeChat user groups include users at different levels and in different fields, which has a certain use basis for the establishment of WeChat official account. The establishment of academic journal's WeChat official account is conducive to the attention of a wide range of groups such as author groups and readers.

1.2 Strong interaction between users, and convenient participation in the interaction of the academic journal's WeChat official account

On the WeChat platform, operators usually use different ways to make users communicate with each other, such as customized replies, menus at the bottom of the interface, etc.. For the operation of the academic journal WeChat official account, academic journals publish article content in real-time, display reader comments and guide authors and readers to interact and learn from each other. Participatory means not only have a positive effect on the establishment of the academic journal WeChat official account, but also make the academic journal WeChat official account more participatory through the interaction among users.

1.3 Users take the initiative, and the academic journal WeChat official account meets the needs of specific users

On the WeChat platform, users occupy a dominant position, especially in the case of a large number of official accounts. The excessive information makes users more active and autonomous in choosing information. Users will choose the official account whose content is meaningful and worth sharing. For the user needs of the academic journal WeChat official account, only high-quality, valuable and meaningful academic papers will be shared and reprinted, and its official account will be more easily satisfied by specific users.

2. The present usage of academic journals' WeChat official account

With the development of the Internet, academic journals have gradually participated in media convergence activities. As an important channel to spread culture, academic journals have established WeChat official account of academic journals in order to adapt to the changes in readers' reading habits. However, due to the constraints of various conditions, academic journals WeChat official account usually has a single content and form, which is basically a copy of paper journals; The dissemination methods are not diverse, only simple article push; Lack of professional official account operators, journal editors are not familiar with new media expertise and other issues.

2.1 Relatively single content and form

In recent years, most journal WeChat official account platforms still present the information in whole or long paragraphs of text when pushing academic information. Due to the lack of interest in academic papers, if one blindly emphasizes professionalism and does not understand flexibility, it is difficult to attract the attention of readers. Similarly, in terms of content expression, presenting it solely in a single textual form is not conducive to readers reading on mobile phones. Instead, it is more suitable for reading on paper publications.

2.2 Simple mode of transmission

For a long time, the academic journal WeChat official account mainly focuses on one-way communication thinking and lacks interaction with other social media. Although WeChat official account has product functions such as menu

bar, Mini Program and channel, these functions can also be used to better assist the dissemination of the content of WeChat official account and stick to the dissemination position of academic journals.^[2] But this still follows traditional media methods, simply spreading information without achieving mutual exchange of information.

2.3 Lack of professional official account operators

WeChat official account is very different from traditional media, featuring wide audience, convenient access, high coverage, strong interaction, etc. In the operation and management of official account, the operators in charge of official account should not only have academic journal management knowledge and professional knowledge of relevant disciplines, but also have new media operation and management thinking. While most of the members of the editorial department of academic journals in China are mainly composed of chief editors, deputy chief editors, responsible editors and other administrative personnel, few of them are equipped with professional official account operators. Most of the work of academic official account is undertaken by editors or administrators, who are not familiar with the professional knowledge of new media, leading to the academic official account being unable to meet the needs of the professional development of journals.

3. Innovation strategies of academic journal WeChat official account

At present, the construction of most academic journals' WeChat official account has some problems, such as simple content form, poor communication mode, backward operation management concept, etc. In view of how to use WeChat official account as an important breakthrough in the transformation and upgrading of academic journals, the author believes that the following needs to be done:

3.1 Innovating content and form to enhance the attraction of academic official account

The academic journal WeChat official account has always adhered to the development concept of "content is king". On the one hand, academic official account should constantly push unique, high-quality, in-depth, professional and high-value content to get more readers' favor. On the other hand, the content pushed by the academic official account should be rich and diverse, integrating pictures, text, audio, video and other forms to meet the needs of different reader groups. At the same time, attention should be paid to the simplicity of text content, strong visualization of picture content, and strong appeal of audio and video content in the arrangement of different forms of content^[3]. Therefore, only by continuously pushing various forms of content can readers have a better experience and attract the attention of more readers.

3.2 Innovating communication methods and enhance the influence of academic official account

The establishment of WeChat official account in academic journals can not only make up for the lagging defect of paper media communication, but also expand the scope of communication and broaden the audience of readers. For the dissemination of academic journals' WeChat official account, the author believes that the following aspects can be strengthened:

Firstly, we should speed up the improvement of the basic service construction of the platform, make full use of the characteristics of new media communication and the technical convenience of WeChat official account platform, to make up for the lag defect of paper media communication as far as possible, and meet the personalized needs of readers. Secondly, we should give full play to the role of WeChat official account as a bridge to facilitate the communication among editors, readers and authors, promote in-depth exchanges of academic ideas, and achieve interactive communication and promotion. Thirdly, different communication strategies should be adopted for different reader groups. We can categorize according to the needs of different readers, regularly and selectively push their favorite content, minimize ineffective communication, and improve communication efficiency. Fourthly, we should learn to integrate resources, combining

WeChat official account with academic forums, academic journal websites and other platforms with strong communication functions, breaking the barriers between different platforms and improving the integration between academic fields through mutual communication to enhance influence.

3.3 Innovating the operation management mode to ensure the long-term development of academic official account

First, the operation and management mode of academic journal WeChat official account should break the limitations of traditional thinking. According to the preferences of different readers, the academic official account should further refine the fields of professional knowledge. For example, in addition to providing professional readers with more professional academic knowledge, it should also regularly provide some interesting popular science knowledge for ordinary readers to meet the needs of different reader groups for the content of the academic official account and lay a solid foundation for the long-term operation of the academic official account. Second, the editorial department of academic journals should further strengthen the training of professionals in the operation and management of academic official account. First of all, the editorial department of academic journals can be responsible for this work by recruiting professional personnel. Besides, new media majors can be employed to assist in the operation of WeChat official account; finally, journal editors should actively participate in the training on the operation and management of official account, constantly improve their own business capabilities to actively promote the wide dissemination and operation effect of academic official account.

4. Conclusion

For the academic journal WeChat official account, improving user experience and enhancing their interaction is the key to the journals' transmissibility, which is a long way to go. Therefore, after ensuring the improvement of basic functions, the academic journal WeChat official account still needs long-term exploration and practice. Through innovative content and form, communication mode and operation management, the academic official account will further enhance its attraction, promote its influence to ensure its long-term development

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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