

# Application Measures of Wechat Public Platform in College Alumni Work

Yang Qi

SouthWest Petroleum University Chengdu City, Sichuan Province, 610500, China

## Abstract

The renewal and upgrading of science and technology have promoted the development of wechat public platform, making its performance and function more perfect. It is widely used in various fields, including university alumni work, which is of great significance to the development of this work. Based on this, this paper briefly introduces the role of wechat public platform in college alumni work, and then puts forward the corresponding application strategies to further improve the quality and efficiency of college alumni work.

## Keywords

Wechat public platform; Colleges and universities; Alumni work; effect.

## 1. Introduction

In recent years, colleges and universities pay more and more attention to alumni work. Many colleges and universities have incorporated alumni work into the overall planning of school construction and development, and strengthened alumni work from many aspects such as human and material resources. With the advent of the new media era, the alumni work department of colleges and universities has caught the fast train of wechat new media, gave full play to the technical advantages of wechat public platform, wide communication range, fast information transmission and convenient operation, and opened up a new path for alumni work.

## 2. Application Status of Wechat Public Platform

### 2.1. Minority Communication, High Communication Effectiveness

As a mobile social software, it can be accepted by the public in a short time. One of the main reasons is that its user source is based on existing Tencent users. At the same time, wechat can also add friends across platforms. Wechat is different from other similar social platforms in that the circle of friends it establishes are people it already knows [1]. The established interpersonal network is a niche communication based on the network of acquaintances, which is private and more effective.

### 2.2. Rich Media Content for Easy Sharing

The remarkable feature of new media is to browse information and transmit messages anytime and anywhere through mobile terminals, making full use of fragmented time. Wechat's unique intercom function makes social networking no longer limited to text transmission, but a rich media communication form of pictures, text, sound and video, which is more convenient to share what users see and hear. At the same time, in addition to using the chat function, users can also share the content with their friends through the "circle of friends" function of wechat and the functions of reprint, forwarding and "@" [2]. The content is illustrated and the form is rich and diverse. In the current fragmented reading environment, wechat public platform can meet the needs of the audience to the greatest extent, and achieve a win-win situation of readability and interest.

### **2.3. Strong Interaction and Real-time Update of Information Push**

Compared with PC, mobile phone is a mobile device that users carry with them at any time. As a social software, wechat's convenient interaction is the advantage that distinguishes it from other network media. Especially in the WeChat public platform, it can easily achieve the full range of communication and interaction with specific groups of characters, pictures and voice. Users can communicate with the official account like the communication with their friends. The official account of WeChat can also send information to the public and update it promptly.

## **3. The Role of Wechat Public Platform in College Alumni Work**

### **3.1. Broaden the Way of Information Transmission**

For college alumni, there are many advantages, such as abundant funds and broad contacts. If these advantages are effectively applied to the construction of colleges and universities, colleges and universities will develop in a better direction. The development of alumni work can build a good link between colleges and universities and strengthen the relationship between them, so as to achieve the purpose of win-win. In the past, when the work of College Alumni was carried out, it was mainly based on telephone contact, which was relatively single, and the telephone numbers of some alumni were often changed, resulting in that they wanted to help their alma mater and were unable to grasp the corresponding information [3]. After the application of wechat public platform, it widens the way of information transmission and strengthens the strength of resource sharing. Colleges and universities can publish relevant information in the platform, and alumni can use the platform to obtain this information, master the demand information of colleges and universities for relevant resources, and shorten the distance between the two. At the same time, the help of alumni to their alma mater can be directly presented by using this platform, so that colleges and universities and other alumni can understand this situation, obtain the gratitude of their alma mater and the respect of others, not only give support to their alma mater, but also conducive to their own development.

### **3.2. Enrich Activity Types**

The development of alumni work is mainly to enhance the emotion between alumni and colleges and universities. To achieve this goal, we need to use wechat working platform as the media. As a widely used modern communication software, the platform can spread different types of information, such as pictures, sounds, etc. in addition, it can also carry out various types of activities, investigate relevant problems, display alumni 'achievements, etc., so as to build a good alumni environment, so that alumni can better recall their past life in the process of communication, Then they pay more attention to their alma mater. In addition, these activities can also promote communication among alumni, guide alumni from the spiritual level, return alumni to campus life and enhance their sense of identity with their alma mater.

### **3.3. Improve the Quality of Alumni Work**

In the past, when colleges and universities carried out alumni work, they mainly took newspapers and periodicals and impurities as the carrier, with narrow communication scope and low work quality, so it is difficult to really play the role of alumni work. The application of wechat public platform can change this problem and effectively improve the quality of alumni work. Specifically, it is mainly reflected in the following two aspects. Firstly, for wechat, it is mainly installed on mobile phones and other mobile devices, and these devices are widely used in people's daily life and work, which provides important help for people's life and work, and can obtain relevant information at any time and anywhere [4]. Therefore, after Colleges and universities release relevant information, alumni can obtain it at the first time, giving alumni work a higher timeliness. Secondly, for the platform, it can effectively analyze the data. If alumni browse the relevant information, they can automatically record Lin Lan's information and make

statistics, so as to accurately grasp the browsing situation of alumni. In view of this situation, colleges and universities upload some topics that alumni like to browse, which is more in line with the requirements of alumni and is conducive to alumni browsing these information.

### **3.4. Reduce Alumni Work Costs**

In the past, when using newspapers and other methods to carry out alumni work, it was not only inefficient, but also paid some fees to relevant institutions to enable relevant information to be published, resulting in the high cost of alumni work. After the application of wechat public platform, colleges and universities can directly upload information to the platform without paying any fees, and the publicity effect is better, And the cost is lower, which provides important help for the better construction of colleges and universities.

## **4. Application Strategy of Wechat Public Platform in College Alumni Work**

### **4.1. Change Traditional Ideas**

When various activities are carried out, the concept is of great significance to them. Establishing a good concept will effectively improve work efficiency and quality. Therefore, when carrying out university alumni work, if you want to effectively apply wechat public platform, you must change the traditional concept [5]. On the one hand, during the operation of colleges and universities, through the network and other ways, strengthen the understanding of the relevant knowledge of wechat public platform, master its advantages, understand its role in alumni work, and effectively integrate it into practical work on this basis and in combination with the actual needs of alumni work. On the other hand, in the content of colleges and universities, the wechat platform for alumni work should also be publicized to ensure that every teacher and student has a certain understanding of it, so as to lay a good foundation for them to better participate in the work of College Alumni.

### **4.2. Build A Good Talent Team**

In order to make the wechat public platform play a greater role in the work of University Alumni, we must build a high-quality talent team. Specifically, we mainly start from the following aspects: first, at the university level, hire some personnel with strong management ability as the operation manager of the platform, and edit or publish relevant content mainly according to the specific situation of the University, To convey relevant information to alumni. Secondly, at the social level, build local alumni associations, and select personnel with strong communication ability and good news literacy as alumni liaison, who will collect relevant information, find relevant news materials, upload them to the Federation, and strengthen the connection between the Federation and the branch [6]. Finally, select some volunteers from college students to communicate with alumni by means of investigation and interview according to the development needs of colleges and universities, so as to obtain the corresponding news content. In this way, the construction of personnel team is more in line with the actual needs of alumni work, so as to improve the quality and effect of alumni work.

### **4.3. Optimize Platform Content**

As an important part of wechat public platform, the content has a direct impact on alumni work. Selecting reasonable content can accurately position alumni work and show the essence of alumni culture, so as to strengthen the guidance of alumni work and make it develop in a better direction. Therefore, when carrying out alumni work, colleges and universities should pay more attention to the content of the platform, strengthen its construction, and give it more roles, such as news broadcaster, disseminator of College image, disseminator of alumni information, cultivator of alumni culture, and scientifically guide alumni work. Specifically, the following modules can be set in the wechat public platform: campus dynamics, which mainly shows the

specific situation of the current development of colleges and universities; Alumni activities, which are used to introduce the relevant information of alumni activities, such as holding time, ways of participation, etc; Alumni style, introduce some famous alumni; Campus donation shows the support of alumni to their alma mater. Through the setting of these modules, it fully shows the specific situation of alumni work, strengthens the connection between alumni and colleges and universities, promotes the communication between them, and lays a good foundation for the development of the school.

#### **4.4. Improve the Management Mechanism**

In order to make the wechat public platform play a greater role in the work of college alumni, we must build a sound management mechanism. Specifically, we can start from the following aspects: first, strengthen the analysis of the existing management mechanism to find out the excellent content and deficiencies [7]. The excellent content can continue to be applied, and the deficiencies should be improved, Make its content more reasonable, strengthen the management of alumni, find out the existing problems in time and solve them. Secondly, add more rewards to the existing management mechanism to strengthen the incentive effect on all aspects of personnel, so that they can actively participate in the alumni work, contribute more strength, and provide important help for the application of wechat public platform when the alumni work is carried out.

#### **4.5. Integration of All Aspects**

Alumni work involves a wide range of contents. Only by effectively integrating these contents freely can these contents play a bigger role and improve the development effect of alumni work. Therefore, when applying wechat public platform, we should integrate all aspects, specifically including the following two aspects: one is the integration of methods. Both wechat public platform and traditional media means have their own characteristics. For wechat public, the communication efficiency is higher and the cost is lower, while for traditional media means, the content is richer and conducive to collection [8]. On the basis of traditional media means, we can gradually integrate into wechat public platform and build a comprehensive coverage, Involve more alumni work in the field, and make use of their advantages to improve the effect of alumni work. The second is the integration of departments. Based on Colleges and universities, combined with the publicity department and the Youth League Committee organizations of various majors, strengthen internal communication, improve the integration of campus content resources, and increase the application scope of wechat public platform and enhance the communication effect of information through the application of advanced media technology, so as to better carry out alumni work.

### **5. Conclusion**

To sum up, the development speed of wechat public platform is unstoppable. The application of wechat public platform in the work of alumni association needs in-depth exploration and practice to make it play a greater role in promoting the harmony of alumni, school and social culture.

### **References**

- [1] Nie Guoxin, Wang Ruiqi. Exploration on the application of wechat public platform in college alumni work [J]. Theoretical research and practice of innovation and entrepreneurship, 2020,3 (5): 170-171.

- [2] Qiang Rundong, Liu Yunlong, Chen Mo, et al. Analysis on the current situation of the role of wechat public platform in college alumni work [J]. Comparative research on cultural innovation, 2018,2 (19): 70,76.
- [3] Cao Shi Sheng. The operation strategy of WeChat official account in Universities: taking Huazhong Normal University's official WeChat as an example, [J]. new media research, 2016,2 (5): 55-56.
- [4] Chen Xueyuan, Huang Anxing. Empirical Study on the work of university alumni work departments using wechat public platform -- taking 25 universities in Beijing as an example [J]. Shandong youth, 2017 (3): 51, 53.
- [5] Gu Xinhai. Work of university foreign cooperation office and Alumni Association Based on wechat platform -- Taking Nanjing Institute of engineering as an example [J]. Cultural and educational materials, 2019 (31): 135-136168.
- [6] Ye Hua, Song LAN. Exploration and Research on alumni resource management based on wechat public platform [J]. New generation, 2017 (12): 6.
- [7] Tian Yupeng. Alumni work in the era of "media + data" - experience of interconnection and interaction of alumni work in Civil Aviation University of China [J]. Education, 2018 (49): 30.
- [8] Shang Xian. The function of Ideological and political education of WeChat official account in higher education institutions. [J]. Heilongjiang Education (higher education research and assessment), 2019 (10): 91-92.