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Research on the Dissemination Strategy of Government Video Acconuts Based on Value Chain Model

Xie Zehang*
Department of Politics, East China Normal University, Shanghai, China
*Corresponding author, e-mail: 541778332@qq.com

Abstract: *In the context of the rise of government video accounts, this paper analyzes the characteristics of government video account transmission and builds a value chain model of government video account dissemination. On this basis, it was found that the homogenization of the content of government video accounts led to a lack of appeal; the blockage of interactive channels led to a low audience stickiness; and the weak feedback mechanism made the reproduction difficult. According to the government video account dissemination value chain model, it is proposed to create video account features to enhance its attractiveness; smooth interaction channels to enhance audience stickiness; improve feedback mechanisms to reduce the difficulty of reproduction; do support activities to ensure the dissemination strategy of government video account operations with a view to providing reference for the development of government video account.*

Key words: *Value chain model; Government video account; Dissemination strategy*

In February 2020, the WeChat video account ended its internal testing and officially met with the public. As a traditional social media with an audience of 1.1 billion, once the WeChat video account is online, it attracts such as @ Communist Youth League Central, @ Shanghai release, @Changsha release and so on from the central government to local government agencies. New government affairs media is an important way to explore new models of social governance and improve social governance capabilities. In the context of the rise of government video accounts and the development of government-led new media for government affairs, a value chain model of government video account dissemination was constructed, and the difficulties of government video account dissemination were discovered, and dissemination strategies were proposed accordingly, which was conducive to realizing the dissemination value of government video accounts and enhancing the dissemination effect of government video account,enhancing the voice of government.

Overview of Government Video Account and Value Chain Model

Based on the analysis of the characteristics of government video account dissemination, based on the value chain model proposed by Porter, a value chain model of government video account dissemination is constructed. This model mainly includes two parts of basic activities and supporting activities to jointly promote the value of government video account and the improvement of dissemination effect.

Dissemination characteristics of government video accounts

The government affairs video account is different from the government affairs microblog, government affairs

WeChat offical account and government affairs short video, and has its own dissemination characteristics. First of all, a strong sharing mechanism helps to enhance the dissemination of official information. Barriers between platforms due to security mechanisms and other reasons, Tik-Tok, Kuaishou, and other short video software cannot achieve direct forwarding outside the platform. Audiences need to save the video before sharing it to social media in the form of a file. As the largest social software for domestic users, WeChat embeds video accounts in it, which can quickly forward government videos to the circle of friends or send to WeChat friends, greatly reducing the difficulty of sharing and increasing the audience's willingness to share.

Secondly, the unique push model forms the government information "cocoon room". The algorithm mechanism of the WeChat video account is different from that of Weibo hot search and Tik-Tok, Kuaishou based on interest push. It is pushed based on the audience's attention, that is, after the audience pays attention to certain government video accounts, the system will automatically push the content released by the audience's government video accounts. After the attention video account reaches a certain number, the new video account cannot be refreshed. You can only obtain new video content by searching other video accounts. This mechanism is similar to WeChat offical account, the audience will imprison themselves in the "information cocoon room" of the government video account concerned.

Thirdly, the government video account can form a dissemination matrix within WeChat to improve the dissemination effect. The WeChat video account draws on the "friend circle format", and can publish videos within 1 minute or up to 9 pictures, and short messages within 1000 words. WeChat video account not only breaks the limitation that the circle of friends is only visible to friends, but also differs from other short video platforms, not only can only post videos. The form of streaming media that is automatically played is different from self-media such as Weibo and has a strong "WeChat feature". In addition, the government video account can be associated with the government official account or set a hyperlink to directly jump to its offical account or article to form Powerful government information dissemination matrix.

Fourthly, the higher barriers to entry maintain the harmony of the government information dissemination environment. The WeChat video account is different from the operating concept of "everyone is a customer" on other short video platforms, but there is a certain threshold for entry, thus maintaining the ecological harmony of public opinion. At present, except for authoritative media, the main body of WeChat video account operation is the head IP of well-known public figures or other content production platforms. To apply for WeChat video number, you need to submit proof of influence, such as the number of fans and interactions of the applicant on other platforms. This sets a high entry barrier for WeChat video accounts. It can be seen that on the one hand, the WeChat video account wants to quickly revitalize the video number through institutions and individuals with high influence. On the other hand, it also hopes to build a content ecology that is different from Weibo, Tik-Tok, Kuaishou and other platforms to produce content resources with a certain depth and build a harmonious and healthy communication environment.

Value chain model of government video account transmission

The value chain model was proposed by the famous strategist Michael Porter of the Harvard Business School in the United States and has been widely used in various disciplines. Porter believes that the process of enterprise value creation can be divided into basic activities and supporting activities. Basic activities are the fundamental link of value creation, involving the enterprise's production, sales, after-sales service and other

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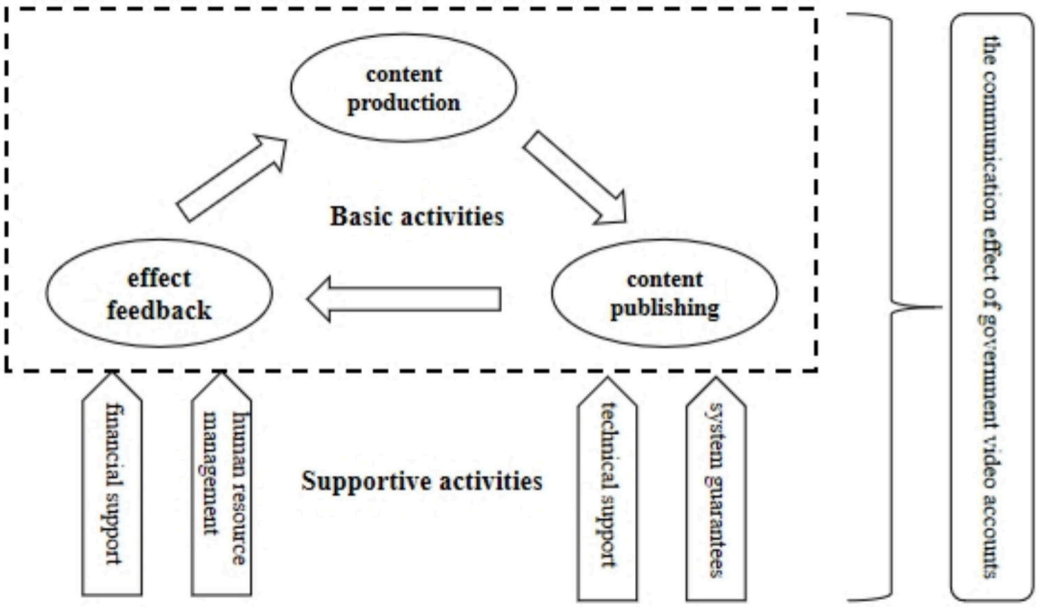
basic links. While supportive activities provide protection for basic activities and the creation of corporate value, such as personnel, finance, and systems.

Whether it is corporate management or public management, the creation of value is the soul of organizational management. For the government video account, the dissemination effect is the reflection of its value. The purpose of government video account operation is to timely convey government information to the audience and enable the audience to receive it effectively. Based on this, the value chain model of government video account dissemination is constructed as shown in Figure 1. The dissemination process of government video accounts can also be divided into basic activities and support activities. Basic activities include content production, content publishing and effect feedback of government video accounts. While financial support, human resource management, technical support, and system security constitute supportive activities for the dissemination of government video accounts, and facilitate the conduct of basic activities. Together with basic activities and supporting activities, the dissemination value of government video accounts can be realized, and the dissemination effect of government video accounts can be improved.

Figure 1 Value chain model of government video account dissemination



Difficulties in Disseminating Government Video Accounts

Government video account is a new thing. Looking at the value chain model of government video account dissemination, it is found that there are still many problems in government video account, which affects the improvement of its dissemination effect.

Homogeneous content, resulting in lack of appeal

Content production is the first link in the basic activities of the value chain model of government video account dissemination, but the current phenomenon of homogenization of government video account content

is more serious, making it less attractive. Content homogenization covers two dimensions: First, there is content homogenization between government video accounts. Because video production is more difficult to produce than plain text or picture content, most of the video content published by government video accounts forwards news media reports on current hot spots, or publishes practical knowledge of life that is not close enough to its own positioning. The content posted between government video accounts is relatively close, and the lack of "local" characteristics of the region where the government video account is located has caused its lack of appeal. Second, the government video account is similar to its own government short video content. Most government agencies that have already opened government video accounts have opened the government affairs Tik-Tok number or government affairs Kuaishou number. But the content of the government video account is basically the government affairs short video content forwarding, lack of special government information products created for the WeChat video account platform. Due to the differences in dissemination characteristics and target audiences of each platform, the content released by government Tik-Tok or government affairs Kuaishou is easier and life-like.The government video account positioning is more solemn and can directly link to the government official account or more serious government affairs articles. Therefore, copying the short video content of government affairs Tik-Tok and government affairs Kuaishou is difficult to attract the attention of audiences who want to seek in-depth information.

Interaction channels are blocked, resulting in low audience retention

Interaction plays an important role in the content release link of the basic activities of the government video account dissemination value chain model. It is a bridge and link between the government video account and the audience. However, the current interaction channels for government video accounts are relatively blocked, and the dissemination with the audience is not close enough, which makes the audience's stickiness low. The government video account is not only a platform for releasing government information, but also an important new media position for monitoring public opinion and responding to the concerns of the audience. However, at present, the interactive channels of government video accounts are relatively blocked. Most government video accounts have never responded to comments from the audience, and even some government video accounts have closed comments. The blocked interactive channels greatly reduce the audience's willingness to express opinions or feedback information in the government video account, and the audience's viscosity is also affected, which has a side effect on the dissemination effect of the government video account.

Weak feedback mechanism makes it difficult to reproduce

Effect feedback is the last step of the basic activities of the government video account value chain model. Timely effect evaluation and feedback are beneficial to the government video account subject to improve their basic activities, while the weak feedback and evaluation mechanism makes it difficult to reproduce. First of all, because the government video account is a new thing, its development is still in the exploration stage, so the current government video account is still weak in the feedback link of the basic activities of the value chain model, and lacks a mature feedback mechanism and effect for video account products evaluation. Secondly, the blockage of the interactive channel prevents the main body of the government video account from being able to obtain the audience response in time, which makes the important audience feedback in the evaluation of the dissemination effect missing. Thirdly, there is little empirical research on the government video account in the academic circles and the industry, and the general recognized evaluation index system of government video account dissemination effect. In summary, the weak feedback mechanism makes it difficult

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for the government video account to truly understand its operation, unable to optimize the video content through feedback, and it is difficult to reproduce.

Dissemination Strategy of Government Video Account Based on Value Chain Model

Based on the government video account dissemination value chain model, starting from basic activities and supportive activities, we propose dissemination strategies for the government video accounts, with a view to providing reference for realizing the value of government video account and improving the dissemination effect of government video account.

Create features of video accounts to increase their appeal

In the content production of basic activities, the government video account must follow the "anti-barrel principle" to create features and enhance appeal. The anti-cask theory is different from the cask theory. Its focus is on the longest wooden plank in the barrel. The longest plank determines the characteristics and advantages of the barrel. For the government video account, on the one hand, find the accurate positioning, and publish the content of the government video account with local characteristics in accordance with the location of the government agency. For example, the @Shanghai release government video account pays close attention to Shanghai's political affairs and current affairs. It is closely related to the people of Shanghai. For example, during the epidemic in 2020, the Shanghai epidemic situation will be released through the government video account, and the cherry blossoms in various parks in Shanghai will be released temporarily in the spring, so that the citizens can enjoy cherry blossoms at home. On the other hand, the government video account should be based on the characteristics of the WeChat video account platform to create a more in-depth video product than its own government Tik-Tok and government Kuaishou, so as to create video account features, such as the @China Fire government video account uses video to explain the reasons for the 2020 Xichang mountain fire, and link the article of the offical account to inform the audience about the importance of forest fire prevention and fire prevention matters, attracting the attention and praise of a large number of audiences, and improving the effect of government video account dissemination.

Unblock interactive channels to increase audience retention

In the content release link of basic activities, government video accounts should have smooth interaction channels, strengthen communication with audiences, and increase audience stickiness. Interaction is an important way for the new media of government affairs to improve the effect of dissemination. The main body of the government video account should pay attention to the importance of interacting with the audience, respond to the concerns of the audience in a timely manner, and pay attention to the intimacy of the language to narrow the distance with the audience, such as @ Communist Youth League Central WeChat video accounts often claim to be "Tuan Tuan" to interact with the audience, making the audiences feel cordial. The government video account should carry out various forms of interaction, such as replying in a timely manner in the comment area, inviting the audience to participate in video recording, and making videos of government affairs information that the audience cares about in a timely manner. Various forms of interaction are conducive to inspiring the audience's sense of participation and responsibility, and also help government

agencies to understand the needs of the audience in a timely manner, so as to seek consensus through enhanced dissemination and interaction, resolve crises, form a resonance of public opinion, and realize the value of government video accounts.

Improve the feedback mechanism to reduce the difficulty of reproduction

In the effect feedback link of basic activities, the government video account should start to improve the feedback mechanism, thereby reducing the difficulty of reproduction. The government video account ought to construct a feedback mechanism that conforms to its own operating process according to its own actual situation. On this basis, identify the main influencing factors of the government video account transmission effect, build a government video account transmission effect evaluation index system, and carry out the effect evaluation in a timely manner. Channels to improve the dissemination effect of government video accounts, provide a reference for the next step of video production, reduce the difficulty of reproduction, and promote the further development of government video accounts, so as to improve their dissemination effect and provide help for the value of government video accounts.

Do supportive activities to ensure the operation of government video accounts

Under the premise of doing basic activities, the government video account also needs to do supporting activities to ensure its smooth operation. First, the government video account requires certain financial support and system guarantees to maintain its normal operation. Second, the government video account ought to do a good job of human resource management and build a relatively professional video content planning team, video production team and a video account operation team, create high-quality government video account content products, and form "explosions" through proper marketing to enhance the influence and dissemination of government information. Last but not least, technical support needs to be done. One is technical support for video shooting and editing, and the other is technical support for platform operations. Supporting activities for government video accounts can ensure the normal operation of basic activities, promote the value of government video accounts together with basic activities, and improve the dissemination of government video accounts.

Conclusion

In order to solve the current dissemination dilemma of the government video account, the value chain model of government video account dissemination provides many references. Only the basic activities and supporting activities can promote the value of the government video account. In the context of the new era, new media for government affairs plays an important role in improving the government ’s public governance capabilities. The research on government video accounts has great significance for academic development and the exploration of government governance practices. This research will continue to be deepened and improved in the follow-up practice, with a view to better improving the dissemination of government video accounts and contributing to the development of government video accounts.

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