Research on the Development Orientation and Thinking of New Media in State-owned Enterprises

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Abstract. In recent years, the new media platform has developed rapidly and has become an important channel and platform for state-owned enterprises to carry out brand promotion. State-owned enterprises have made full use of the new media platform to spread quickly, spread widely, and have rich modes of communication. They have made a lot of attempts and carried out extensive publicity work on new media platforms such as Weibo, WeChat and vibrato. However, in the process of building a new media system, due to institutional, institutional and personnel reasons, state-owned enterprises still have major deficiencies in the construction of new media, and have not yet fully adapted to the current development of the propagation mode and technology of new media. This paper analyzes the shortcomings of state-owned enterprises' new media construction, and puts forward the development direction and feasibility suggestions of state-owned enterprises' new media construction.

1. Introduction
With the continuous development of information technology, the mobile Internet has begun to become an important channel for information dissemination. Various new media have emerged, and the social communication effect has greatly improved the speed and effect of information dissemination. With the advent of the new media era, the company has the information dissemination channel directly facing the audience. With the communication advantage of the new media platform to further enhance the company's brand propaganda ability and expand the brand influence of the company, it is the inevitable way for state-owned enterprises to shape the world-class brand.

2. Insufficient work in the construction of new media in state-owned enterprises

2.1. New media account settings need to be further integrated
First, some new media account settings have a high degree of duplication, and there is no significant difference in pushing content and audience. In the new media era, we emphasize the accurate push of information. Therefore, the same company sometimes sets different new media accounts according to the geographical, age, gender, and hobbies of the audience to improve the accuracy of information transmission and ensure the effectiveness of information dissemination. In order to refine the customer base, some grassroots units and corporate media have targeted to meet the needs of different customer groups. On the basis of setting up official Weibo and WeChat public account in accordance with company regulations, other new media accounts have been set up to promote from different levels. However, in the account content, function, and audience, the operating entity of the account has not...
been able to make a good distinction. In particular, the company news, the service category, and the common sense category information often appear in each account, although the contents are different, but they failed to make the account's own characteristics according to the positioning of the account, plus the main audience of the account is the electricity customer of the region, the users’ portrait does not reflect the obvious personalized characteristics, thus for the audience In fact, the degree of discrimination between the various accounts is not obvious, and it is difficult to achieve the expected communication effect.

Second, the number of internal communication accounts is too large, and the content quality is not high, so that employees should be overwhelmed and waste resources. With the development of new media, the threshold for media operations has been reduced. It seems that the opening of a new media platform for the use and communication of its own employees has become a trend, except that all grassroots units have opened new media to disseminate internal information of the company. In addition to the account number, there is also a professional department to open an account for a professional job. Some professional departments did not fully demonstrate the necessity and feasibility of opening an account before opening a new media account. The new operation not only caused certain work pressure on the staff of the department, but also the spreading of accounts becomes a “political task” for the employees, which violates the original intention of setting up public accounts to facilitate employees to obtain information and communication. Moreover, due to the lack of professionalism of the operators, the lack of content richness, and the fact that some accounts actually receive less attention, the number of “zombie fans” is large, which wastes a lot of operating costs.

Third, the accounts are mostly concentrated on the Weibo and WeChat platform. The communication channels are slightly single, and the information dissemination is not covered to all target groups. As the two mainstream new media communication platforms in China, Weibo and WeChat have advantages that other new media platforms cannot match in terms of number of users and communication methods, but with the rise of knowledge sharing platforms, short video platforms, users began to show a relatively obvious differentiation trend, and the user characteristics of various platforms became more and more prominent. In the short-term video platforms such as the “Knowledge” and “vibrato” popular in the youth circle, there are very few account holders, and a large number of users are lost invisibly. The scope and effect of communication have also been limited.

2.2. New media matrix needs further improvement
First, the account functions of various new media platforms are not clearly defined, and the platform features and user characteristics are not accurately grasped. All kinds of new media platforms have certain differences in platform positioning, target users, expressions, push rules, etc. In order to ensure the dissemination of information, when publishing information, we must pay attention to the target audience of the information, select appropriate platforms, and use platform-style expressions. However, the function positioning of many platforms for different platforms is not clear at present, and there is no obvious distinction between the categories of published content. Some units have completely or even directly forwarded the content of Weibo and WeChat information, and did not consider the performance of various platforms or the difference between form and user group. Most of the accounts lack a unique “personal design”, the expressions and content of the various platforms are lacking in characteristics, most of them are “mix and match” in various styles. They are not unique, impressive, and can be clearly distinguished from others. The characteristics of the platform account make the users’ feelings on the company accounts on various platforms basically the same or similar, and even produced a stereotype. In the long run, there may be cases where the users’ attention continues to decline, or the users only pay attention to the function of the account in the customer service, and ignore other content.

Second, the integration of the media has not been well played, and there is a lack of coordination and interaction between the accounts and platforms, failing to form a “corner posture”. In addition to further segmenting the customer base to carry out accurate push, the new media matrix can also quickly expand the scope of communication and promote a large public opinion, but the company's
current new media matrix has not yet been able to play. On the one hand, there are two extreme phenomena on the major communication themes that need to be promoted by various media: one is that the communication strategies are similar, the content and form are similar, and there is almost no difference in the information published in various media. Such communication is not only insufficient to attract the attention of single platform users, but also makes multi-platform users feel the information duplication, resulting in boring and tired feelings. The other is the opposite. Various media platforms operate completely independently, and they are not in line with each other. The media formed a good interaction, sometimes for the spread of the same event, the information published on different platforms also appeared to be unrelated, and did not form an overall brand effect; on the other hand, there is a lack of interactivity between the accounts at all levels, focusing only on the promotion of relevant information of the unit and the region, ignoring the linkage with other units, which make the company fails to form a rolling propagation situation.

2.3. New media operations process needs to be further improved
First, the new media operation part of the work process is missing, and does not form a complete operational management chain. The new media operation is not a simple regular planning topic and release content, but also contains a lot of research and analysis, user interaction, hotspot tracking and so on. At present, most units have formed an independent new media planning and communication process, but there are still gaps in other aspects of new media operations, such as ignoring the front end and end of new media operations. In the front-end workflow, the lack of mining and analysis of user habits, emotions and experience, neglecting the real needs of users, the selection of topics and the selection of content forms are based on the perception of the user community rather than objective Data analysis sometimes blindly pursues network hotspots, or is limited to seeking new changes in performance, which is not consistent with user needs. In the end workflow, there is neglect of user feedback, lack of interaction with users, and communication effects. The analysis is not thorough enough. On the Weibo WeChat platform, companies rarely reply or forward user comments, ignoring the important role of the new media platform as a bridge to communicate with users, and thus losing an important way to obtain user feedback. In addition, in the analysis of the effect of communication, too much emphasis on the analysis of the quality of the work itself, and sometimes ignore the impact of the release time, the frequency of publication, the number of other popular events at the same time on the user's attention, for typical communication events.

Second, the degree of coordination and cooperation between various professional departments is not enough, and they have not reflected their respective professional advantages in the operation of new media. Most of the units have not set up a special new media business management department, and related businesses are generally managed by the news propaganda management department. However, the process of the new media operation itself is more complicated. In addition, most of the company's official new media also have some customer service functions. Therefore, in addition to the familiar editing and editing work of the news propaganda staff, there are also data analysis, user feedback, etc. The work assisted by the department, in addition to some popular science and professional information, requires professional departments to assist in writing. According to the survey, some units have introduced other professional departments to be responsible for the new media operations. Although the division of labor and cooperation are different, they are not ideal. On the one hand, the division of responsibilities of various departments is unreasonable. For example, the marketing department that is unfamiliar with the new media and does not understand the company's propaganda focus is solely responsible for the operation. The outreach department is only responsible for supervision, or the outreach department who is not familiar with professional work is responsible for all contents. The editorial release, the business department is only responsible for proposing professional opinions, not participating in specific operation and maintenance work; on the other hand, the professional department pays insufficient attention to the new media work, does not recognize the importance of the new media publicity work, and its The promotion of professional work and the cohesive effect on the team, so the degree of cooperation is general.
2.4. Operator configuration needs to be further optimized

First, there is still room for improvement in the professional level of new media operators. It is necessary to change the way of thinking as soon as possible to adapt to the development of new media. Although the booming development of the media has given people the illusion that the entry threshold for new media operations is low and the professional demand is not high, in fact, to create a successful new media account, operators need to have planning, copywriting, design, and data analysis. A variety of professional qualities, as well as strong social hotspot sensitivity and learning ability. Most of the company's new media operators are formerly engaged in traditional media staff or newcomers with no professional work experience. Most of them lack special guidance and training for new media operations. They can only rely on self-study and user experience of using new media to explore. The rules and characteristics of new media communication, some people have not yet fully realized the transformation of thinking mode, lack of sensitivity to current events and hotspots, lack of comprehensive control over network language and network trends, and the production of new media products also has The strong traditional media style does not meet the requirements of new media communication.

Second, the structure of full-time new media operators is unreasonable and cannot meet the demand for human resources in the rapid development of new media businesses. At present, the company's new media operators are mostly part-time, and their energy is very limited. It is difficult to cope with the increasing workload of new media operations, and it is difficult to guarantee the quality of the works. According to the survey, less than 30% of new media operators have less than 30% of their working time and can be fully used for new media operations. There is not enough time for staff to think and study the rules and strategies of new media communication. The release task can be completed on time, and the quality and communication effect of the work cannot be guaranteed. With the increase of new media platforms and the expansion of new media services, the gap between the company's new media operators has become more prominent.

3. Thoughts on the company's new media construction

General Secretary Xi Jinping clearly pointed out in the party's symposium on public opinion work that the duty and mission of the party's news and public opinion work under the new epoch conditions is to "highly uphold the banner, lead the leadership, center around the center, serve the overall situation, unite the people, boost morale, and become weathered." People, concentrating on power, clarifying fallacies, distinguishing right from wrong, connecting China and foreign countries, and communicating the world, this is also the principle that the company must adhere to in the construction of new media.

3.1. Adhere to the correct direction of public opinion

General Secretary Xi Jinping pointed out: "Adhering to the correct direction of public opinion is the core and soul of propagating public opinion work. All aspects of news public opinion work must adhere to correct public opinion guidance." New media propaganda work is an important part of the company's party committee work. With the important responsibility of unifying thoughts, propagating ideas, guiding employees, promoting work, displaying images, and promoting brands, the company's new media construction must adhere to the correct direction of public opinion and correct leadership under the correct leadership of the company's party committee.

At present, emerging new media platforms are rapidly emerging. The media landscape, public opinion environment, audience targets, and communication technologies have undergone profound changes. The masses' ideas have become more independent and changeable through the rapid dissemination and real-time interaction of new media. In the era when everyone is from the media, the voices and public opinion are complicated. The role of the media is not only to convey information, but also to lead the trend with correct public opinion and to concentrate with positive energy. As a state-owned and large-scale backbone enterprise, the company shoulders important political, economic and social responsibilities. It must be ideologically and politically determined to maintain a high
degree of unity with the Party Central Committee with Comrade Xi Jinping as the core, and earnestly shoulder the burden of creating a party. Responsibility for the public opinion environment of the country, mastering the initiative of the new media public opinion battlefield, and building the company's new media into an important field and an important force in our party's news and public opinion work. All the work of the company's new media construction must always put the political direction in the first place, firmly adhere to the principle of party spirit, firmly adhere to the Marxist view of journalism, firmly adhere to positive propaganda, promote the main theme, and spread positive energy.

3.2. Promote media innovation and integration
With the development and application of new technologies, new forms of communication continue to be born, the form and function of the communication platform, the psychology and habits of the audience are all undergoing revolutionary changes, and the integration of traditional media and emerging media has become a general direction and a general trend. At the fourth meeting of the central comprehensive deepening reform leading group, General Secretary Xi Jinping emphasized that "promoting the deep integration of traditional media and emerging media in terms of content, channels, platforms, operations and management, and focusing on creating a variety of forms and advanced means. Competitive new mainstream media."

Media integration is not simply copying the content of traditional media to the new media platform. Instead, it uses the characteristics and advantages of the Internet to promote all-round innovations such as ideas, content, means, and institutional mechanisms, so that a single and flat information dissemination method becomes Three-dimensional, multi-dimensional. In the process of new media construction, companies need to break the boundaries between traditional media and new media propaganda, overcome the difficulties of independent operation and management of traditional media and new media businesses, explore the establishment of a modern enterprise stereo communication system, and through the company's news propaganda work. The adjustment and optimization of business processes, smooth communication channels, sharing information resources, and promoting the deep integration of various media. At the same time, we adhere to the needs of users as the center, enhance the service concept, select the corresponding media platform according to the user's usage habits, push the information in a way that conforms to the user's reading habits, and promote the formation of traditional media and new media to perform their duties and their respective functions. Good situation. To give full play to the outstanding advantages of various media, to achieve in-depth coverage and fast food reading complement each other, to meet the reading needs of readers of different reading habits, and to make up for the lack of time and space of different media, so that the company's key work can be comprehensive, Three-dimensional, diversified communication.

3.3. Expand multi-channels
This is an era of personalized development. Various new media platforms are emerging one after another. Information can be spread out at any time and any place through Internet technology to break through the limitations of time and space. This has laid a good foundation for us to further expand the communication channels. General Secretary Xi Jinping demanded that "it is necessary to adapt to the trend of differentiation and differentiation, and accelerate the construction of a new pattern of public opinion. It is necessary to strengthen the capacity building of international communication, enhance the right to speak internationally, and focus on the Chinese story."

The development of diversified media platforms allows users to choose different platforms to pay attention to according to their own interests. The intelligent information push mode also makes content delivery more precise. The subdivision of the platform causes the user to divert, and only sticking to the original position and expression will inevitably cause a certain amount of fans to lose, affecting the communication effect. The company should quickly adapt to the development trend and changes of new media, and open up new platforms with high audience attention, good platform environment and meet the company's communication needs, and create new public opinion positions. And for different
carriers and different audiences, adopt different communication strategies, expressions, narrative styles, language styles, innovative communication methods, and improve the communication, guidance, influence and credibility of news media.

In addition, the company's international development puts higher demands on the company's international image, and the company needs to have a place in the international public opinion environment. As the leading force of international communication, the new media has greatly narrowed the distance between the people of various countries and made international communication simple and fast. The company should conform to the development trend of globalization, from one-way domestic communication to diversified and three-dimensional international communication, select international themes, make good use of the world language, aim to enhance international influence, and actively carry out with other countries. Dialogue and exchange, the company's value concept will be spread overseas, and the company's brand will be promoted overseas, demonstrating the strength of China's central enterprises and the enthusiasm of the big country.

4. Conclusion
The development orientation of the company's new media system is based on the strategic goal of serving the new era of the company, with the goal of helping to shape the world-class company brand, and new media work chain around platform construction, content production, communication promotion, and user feedback. The mechanism, system, resources, etc. of the system construction are organically linked, and a brand communication work system formed by the integration of internal professional work and external media forces. In essence, it integrates the company's new media system construction elements and operates according to certain processes and rules to ensure the smooth operation of the company's new media communication work, enhance the communication, guidance and influence of the company's news public opinion, and realize the company's development. Strategic goals provide strong support.

The development concept is the forerunner of development action. The "Five Development Concepts" put forward by General Secretary Xi Jinping is the navigation mark for the development of various work. The company's new media system is a dynamic development system. It is related to the interactive development and organic symbiosis of the social environment, internal management, media platform and customer audience. Therefore, we must adhere to the development concept of innovation, coordination, green, openness and sharing. Promote the sound development of the company's new media system.

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