Research on the Communication Strategy of Taizhou City Image Government Microblog—Taking '@Taizhou Release' as an Example

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Abstract: With the development of mobile Internet and social media, government microblog, as a product of the new media era, is an important platform for the dissemination and construction of urban image by virtue of its huge traffic base. The author uses content analysis method, case analysis method and other methods to analyze the problems existing in the process of constructing and disseminating Taizhou city image in Taizhou city government microblog ' @ Taizhou release ', and puts forward corresponding strategies to improve the construction and dissemination of Taizhou city image.

1. Government micro-blog and city image

Kevin, American scholar, 1960s. Lynch put forward the concept of "city image" for the first time. In "city image," he thought that people formed the cognition of the city and extended the image of the city through the observation of the shape of the urban environment[1]. Juyi scholars believe that the image of the city is ' a combination of urban software and hardware, is to give the impression and feelings. '[2] Professor Liu Weidong believes that ' city image is the characteristics of urban landscape, the annotation of the meaning of urban existence, and the artistic expression of the nature, structure and function of the city.[3] Throughout the research views of domestic scholars, it can be seen that domestic scholars tend to urban impression is not only an objective existence of urban landscape and urban planning, but also a subjective impression of a specific area and scope. Government micro-blog is a government department and its officials opened mainly used to listen to the voices of the people, demands, resolve and government management related.

2. The status quo of the construction of Taizhou government microblog city image communication

In order to better grasp the construction and dissemination of Taizhou government micro-blog city image, the author selected the micro-blog content of ' @ Taizhou release ' from January to November 2022 as the research sample, from the theme of urban development, urban development orientation, government image, urban landscape, what kind of city image Taizhou has created.

(1) Theme: Holy Land of Harmony, the Capital of Manufacturing

The purpose of urban development is to guide the concept of urban development, and to reflect the high abstraction of urban value and development goals. This paper counts the content of micro-blog tweets that can reflect the theme of urban development. It is found that the word ' harmony ' has appeared many times in the government microblog tweets, reflecting the development concept of Taizhou city. In addition, Taizhou, as a city with developed secondary industry, the word "manufacturing" has also appeared in Weibo tweets many times. The following contents embody the theme of urban development.

Taizhou city has a long history of Hehe culture, and Tiantai Mountain in Taizhou is also known as the sacred place of Chinese Hehe culture. The so-called harmony culture means that new things are produced by the integration of harmonious things. Harmony culture has become a cultural symbol of Taizhou and is deeply integrated with urban development. In addition, Taizhou is located in Zhejiang, where the private economy is developed, relying on its own geography.

(2) Urban development orientation: smart manufacturing, improving people's livelihood

Urban positioning is based on the city's own situation and external environment, based on the analysis of the factors that have a significant impact on the city, combined with the favorable conditions of urban development, rationally formulate the development tone and strategy. A clear and accurate urban positioning can correctly guide the activities of the government, enterprises and residents, gather effective resources, formulate development strategies, and enhance urban competitiveness. The microblog tweets of ' @ Taizhou release ' were counted and their positioning was summarized.

Create 'Taizhou manufacturing ', promote industrial upgrading. For example, Figure 1:

Figure 1: Taizhou manufacturing

Digital reform, intelligent service. For example, Figure 2:

First in Taizhou!

On July 15, the Yangtze river delta talent service "Digital Plaza"-- the first digital talent service platform to be built in Taizhou -- was officially launched, to deepen the channels for exchange of talents between Taizhou and the Yangtze River Delta Economic Zone. "Digital Square" is the city party committee and municipal government closely linked to the Yangtze River Delta talent integration development trend, grasping new opportunities for digital reform, integration of government, professional institutions, institutions of higher learning, enterprises and human resources, established the Yangtze River Delta Talent Service Internet platform.

Figure 2: Digital reform

Improve people's livelihood and benefit the people. For example, Figure 3:

$900 million!

On the morning of October 13, the Taizhou Wenling Seawall Safety Project (East New Area Seawall) officially began construction. Its completion and commissioning will raise the standard for the protection of seawalls in the eastern new area from once every 50 years to once every 100 years. It will not only effectively eliminate the hidden dangers of seawall safety, but also ensure the safe development of the Wenhuang Plain area in eastern Zhejiang, and it has far-reaching significance to improve regional ecological environment and promote urban economic development

Figure 3: People's livelihood

To sum up, Taizhou shows a positive image of Taizhou's vigorous economic development, digital convenience services and people's livelihood projects in terms of economy, digital services and people's livelihood projects. It is consistent with the requirements of ' Taizhou 's ' 14th Five-Year Plan ' to promote the upgrading of industrial base and the modernization of industrial chain, promote the digital transformation of the city, and build a happy and beautiful home for the people.

(3) Government behavior: a service-oriented government with open government affairs

Government behavior is the government's effectiveness in institutional setting, policy formulation, and administrative management, and the image of the government as a manager in the process of urban management. It is the most representative behavior in urban behavior. The author divides government behavior into four parts: government affairs openness, people's livelihood service, policy interpretation and social security.

A total of 84 micro-blog tweets that can reflect the government's behavior in the' @ Taizhou release'. There were 34 tweets about government affairs openness, accounting for 41 %; there were 31 tweets about people's livelihood services, accounting for 37 %; there were 10 policy interpretation tweets, accounting for 12 %; there were 9 social security tweets, accounting for 11 %. Table 1 is shown

Table 1: Weibo tweet statistics

Level 1 topic	Second-level issue	number	proportion
act of government	make government affairs public	34	41%
	People's livelihood services	31	37%
	Policy interpretation	10	12%
	social security	9	11%

In terms of government affairs publicity,' @ Taizhou release' mainly focuses on publicly reporting the relevant content of the government municipal committee meeting.

In terms of people's livelihood services, the sample is mainly concentrated in infrastructure construction and optimization of the economic environment. e. g. image

In terms of policy interpretation, the sample of' @ Taizhou release' mainly focuses on policy interpretation in promoting economic development.

In terms of social security,' @ Taizhou release' mainly focuses on epidemic prevention and control, post-disaster security.

In summary, in the urban behavior recognition system,' @ Taizhou release' shows the image of' a service-oriented government with open government affairs' around government affairs, people's livelihood services, policy interpretation, and social security.

(4) Urban landscape: show the' East China Sea' Jiangnan charm

Urban landscape is composed of urban natural landscape and artificial landscape. Natural landscape includes rivers, lakes, hills and other natural conditions of the city; artificial landscape includes artificial buildings, cultural relics, landscaping and so on.

' @ Taizhou issued a series of' chasing the sun to Taizhou'. Taking the secretary of the county party committee as the introduction guide, the documentary form vividly shows the urban landscape of each county and city in Taizhou. For example:

Taizhou is located on the coast, with a unique Jiangnan landscape. In the creation of their own urban landscape, the unique natural conditions and profound cultural heritage combined to create a unique' coastal' Jiangnan beauty. The series of urban landscapes introduced by' @ Taizhou Release' is an effective means to show the urban landscape to the public. For example, Figure 4:

Chasing the Sunshine to Taizhou - District Party Secretary invites you to visit Jiaojiang

The 2022 Taizhou Cultural and Tourism "Endorsement Team" - Nine County (City, District) Party Secretary Promotion Video has officially been launched~The seventh stop, led by Jiaojiang District Party Secretary Lin Qiang, takes us to search for red footprints, ancient memories, pursue blue dreams, and see Jiaojiang along the East China Sea.

Let's watch "Red Jiaojiang" together.   Walking into a picturesque island, feel the thunderous force of the land, sea, and air forces in the joint first battle; Come to the first Party organization memorial hall in Taizhou and reminisce together about the heroic journey of the development and growth of the Party's cause in Taizhou.

Let's watch "Ancient Jiaojiang" together. Over two thousand years ago, this place opened the historical prologue of the county governance in southeastern Zhejiang; General Wei Wen of the Three Kingdoms made his maiden voyage to Taiwan from here; Qi Jiguang's troops stationed at Haimen Guard won nine battles and nine victories; In the late Qing Dynasty and early Republic of China, coastal ports were opened for trade, earning the nickname "Little Shanghai". Nowadays, the ancient charm and modern atmosphere of Jialing Old Street complement each other; Da Yin Bookstore's Jia Yan Study allows you to experience a thousand years in the fragrance of books.

Let's watch "Blue Jiaojiang" together. The Hangzhou Taiwan high-speed railway has brought time and space closer. If you come, let's take a stroll around the "South Bund" of Taizhou, sit in the city's "reception hall", and enjoy the new landmark of Jiaojiang.

Figure 4: @ Taizhou issued a series of' chasing the sun to Taizhou

3. The shortcomings of' @ Taizhou release' in communication and construction of city image

Since its launch in 2014,' @ Taizhou Release' has gone through eight years of exploration of urban image construction and dissemination, and has achieved certain results, but there are still shortcomings. Through the previous collation and analysis of' @ Taizhou release' tweets, the author found the following deficiencies.

(1) Micro-blog content is single, the lack of a variety of content

The number of Weibo tweets in' @ Taizhou' 11 months was 832, with an average of 3 tweets per day. Compared with other city government microblogs, such as' @ Hangzhou release', the number of tweets in a year can reach more than 2,000, with an average of 8 or 9 tweets a day. The' @ Shaoxing release' one-day tweets sent 8 and 9 tweets. Compared with other cities, the number of' @ Taizhou' tweets is obviously insufficient, resulting in the fact that the masses cannot feel the city image in a sufficient number of tweets, which greatly affects the construction of Taizhou's city image.

In addition, on the topic of micro-blog tweets, the author found that the topics of' @ Taizhou release' micro-blog tweets were mainly focused on' epidemic prevention and control',' economic development' and' government meeting'. In other aspects, tweets are less involved. The audience's perception of the city's image is largely influenced by the topic of the tweet. The over-concentration of the topic is not conducive to the audience's perception of the city's image, and may even cause a certain deviation.

(2) The language expression is serious, the application of network elements is rigid

Government microblog undertakes the functions of transmitting government information and people's livelihood services, and its rigidity and seriousness have become a certain stereotype. However, being rigid and serious is easy to make readers tired of reading, which is not conducive to attracting the attention of the audience, and then loses the interest in understanding the image of the city. The main topics of Weibo tweets of' @ Taizhou release' involve' epidemic prevention and control',' economic development',' government meeting' and so on. These topics themselves determine the seriousness of the content of the tweet and are unlikely to use a lively language expression. In addition, from the perspective of sentences,' @ Taizhou Publishing' tweets mostly use long sentences, spoken language and catchwords are rarely used. Although it will more accurately express semantic information, it also highlights the seriousness and officialness of the text, and does not create a people-friendly and easy-to-understand context.

In addition,' @ Taizhou Publishing' also uses less network popular elements. Expressions and emoticons are one of the most important network popular elements. The use of emoticons in government microblogs can shorten the distance between the government and the masses. In the author's statistical sample micro-blog tweet, it was found that' @ Taizhou Publishing' hardly used emoticons and emoticons. In the form of tweet expression,' @ Taizhou release' is mainly reported in the form of' text + picture', in which the number of pictures is very small, and more space is occupied by pure text description, which can easily lead to audience reading fatigue.

(3) Micro-blog interaction is less

One of the biggest characteristics of Weibo is to achieve a' one-to-one, one-to-many' interactive mode. The original purpose of the government micro-blog was to reflect the opinions of the masses and participate in the process of government decision-making. There are some shortcomings in the interactive work of' @ Taizhou release' in the construction of city image. Many tweets maintain a' no comment',' no forwarding', and' no praise' state, reflecting the low enthusiasm of netizens to participate in topic comments. Even some tweets of mass messages did not get feedback. Comments and interactions are the feedback mechanism of communication effects, and they are also the most real attitudes and ideas of the masses.

Weak interaction affects the function of government microblog. Government microblogs need to listen to the opinions of the masses and require the masses to participate in decision-making. The low-level interaction state of 0 comments, 0 forwarding, and 0 likes cannot reflect the voice of the masses, which is contrary to the original intention of the government microblog. Government microblog loses its vitality when it loses user interaction. Although' @ Taizhou Publishing' has 62,000 fans, its communication effect is very limited in terms of the number of actual comments, retweets, and likes.

4. '@ Taizhou releases' optimization suggestions for the construction of city image by government microblog

With the development of economy and urbanization, government micro-blog has played an important role in the construction and dissemination of city image. Through the collation of' @ Taizhou release' Weibo tweets, analyze its shortcomings. Based on the experience of government micro-blog operation in other cities, the author will put forward the following optimization suggestions for' @ Taizhou release' government micro-blog.

(1) Increase the number of tweets on Weibo and enrich the types of topics.

'@ Taizhou release' needs to increase the number of micro-blog push. Government micro-blog fans are largely influenced by the number of tweets. Compared with other city government Weibo fans, the number of fans of' @ Taizhou Post' is only 62,000. Some of the reasons are that the number of Weibo tweets of' @ Taizhou Post' is insufficient, there is no high activity, and it is impossible to' brush the heat' in front of the audience.

The Taizhou government can set up a corresponding management system in the government micro-blog department, and implement performance appraisal, from the number of micro-blogs released, the number of fans increased, the number of micro-blog information forwarded, the number of days not updated, and the quality of micro-blogs to avoid government micro-blogs losing vitality and becoming' zombie micro-blogs'.

Secondly,' @ Taizhou Publishing' should appropriately expand the types of tweet topics, involving areas that are popular with the masses. You can participate more in the discussion of hot topics, pay attention to the top topic list, and be good at expressing your own government microblog views with the help of some real-time hot events, which is conducive to showing a positive image of the city.

(2) Improve the quality of tweets and flexibly apply communication elements

To disseminate information on the Weibo platform, we must adhere to the content as the king. Government micro-blog should strengthen the quality of micro-blog groups in the planning and creation of city image content. On the basis of adhering to the content of the city's image, we can cooperate with professional media to find a professional micro-blog operation team to find out the shortcomings of our own micro-blog in building and disseminating the city's image. Government should strengthen the professionalism of the operation team and improve the quality of tweets, including topic selection, material selection and editing. In the text, we should adhere to the originality and form a unique style, which can not only express views, but also be easy to understand.

Through the analysis of the sentences of the samples, it can be concluded that the language expression of the' @ Taizhou release' tweet is serious and rigid, and the main form of communication is' text + picture'. In the network environment,' @ Taizhou release' should consider multiple communication elements such as emoticons and network buzzwords to create a pro-people image and narrow the distance between the government and the masses. Secondly, in the form of expression,' @ Taizhou release' should try to enrich the form of tweet expression, use

video and audio, and can also add games, VR, AR, MR and other holographic immersive interactive technologies, making the communication effect more three-dimensional.

(3) Multi-form interaction, strengthen the depth of audience interaction

'@ Taizhou release' government microblog needs to increase user interaction. Government microblog can' put down' and actively select influential individuals or institutional users on microblog to interact. In this way, it can attract fans with the help of each other's traffic, indirectly increase the influence and interaction of government microblog, and improve the communication effect.

In addition,' @ Taizhou release' should actively promote user interaction. Awarded interaction can be carried out on Weibo content that disseminates the image of a specific city, and users who comment, forward, and like can draw prizes. The government micro-blog should also actively induce user interaction in the content, publish the content of the tweet close to the life of the masses, publish the tweet with a choice question or appear on the text' Leave your comments' similar sentences, and actively induce user interaction.

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