

Discussion on the Difficulties in the Operation of the “Three Social Associations” Mechanism

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Abstract: The “three social linkage” mechanism has gradually become the mainstream trend of grassroots social governance. Firstly, it briefly introduces the basic concept of “three social linkages”, and then analyzes and studies the dilemma of the “three social linkages” mechanism. Four kinds of functions, such as the function of community, the function of social organization, the optimization of social talent team and the improvement of financial support, can realize the smooth operation of the “three social linkage” mechanism.

1. Introduction

At this stage, most of the community governance models still use the traditional governance model, which makes the social contradictions increasingly obvious, not only destroys the current economic market, but also makes people worry. The “three social linkage” governance model is here. The environment gradually shows its advantages, but the operation of this model still has defects. Therefore, it is of great practical significance to analyze the operational dilemma of the “three social linkage” mechanism.

2. A Brief Introduction to the Concept of “Three Social Linkages”

“Three Social Linkages” has proposed a new type of governance model in recent years, which refers to cultivating social organizations in the process of building communities, building a platform based on social organizations, taking social talents as the premise, and using the community as a platform for development. The linkage management model. The “three social linkages” mechanism has become an important part of the governance of grassroots social relations. It can not only optimize grassroots social relations, but also has management characteristics with Chinese characteristics, using social personnel to actively participate, community organizations. Cultivation and community building in three ways, so that the resources between the “three communities” can be effectively shared, and build a harmonious and warm development situation in society[1].

3. The Analysis of the Operational Dilemma of the “Three Social Linkages” Mechanism

3.1 The Community Rights Are Too Big

In the operation of the “three social linkages” mechanism, the rights of the community are often too strong, and many residents' information is controlled by the community. If the social organization wants to carry out various activities, it must report to the community. Generally speaking, the social institutions hold The rights should be the same as the community, and the social work organization should have the right to carry out activities on its own, but the reality is that activities that social work organizations often consider to be meaningful, will be rejected by the community because they do not have the administrative characteristics required by the community. Over time, the residents will The misconception that “community is the government” will arise, and the importance of social work institutions will be ignored, which will not only make the functions of social work institutions difficult to function properly, but also negatively affect the service quality of social work organizations.

3.2 Poor Social Organization

The poor social organization ability mainly has the following two performances: First, the number of professional social organizations is small and the quality is poor. Most of the regional social organizations lack the participation of professionals, and the community and social organizations are independent of each other. If the capital chain breaks in the organization, the internal talents will be lost and it will be difficult to operate normally. Second, the level of social organization is low. Most of the members of social organizations are enthusiasts within various communities, lacking professional sociology knowledge. People are leading them, so there are often mistakes in actual organizational work, and it is difficult to play the role that social self-organization should have[2].

3.3 Institutional Management is Flawed

Nowadays, some internal social organizations have defects in management, mainly in team building and talent cultivation. Most social organizations use low-cost interns to reduce economic costs, lower recruitment thresholds, and even a small number of social institutions. The number of interns can account for more than 70% of all staff, and such interns are often used to complete the tasks of colleges and universities. After the completion of the internship, they will leave, and it is difficult to achieve long-term development of social institutions. In addition, the team building within the social organization often lacks the management of the reward mechanism, which makes the staff of the social organization unable to recognize the content of their work, do not understand the meaning of their work, and it is difficult to achieve the intended work purpose.

4. The “Three Social Linkages” Mechanism Operation Recommendations

4.1 Paying Attention to the Function of the Community

The community is the development platform of the “three social linkages” mechanism and the core of the “three social linkages” mechanism. Therefore, when running the “three social linkages” mechanism, the development should focus on the infrastructure construction and future development of the community. The various types of resources in the time pool are summarized to help the various personnel within the community to be unified from the previous regions and gradually shift to the spiritual unity. The ultimate goal is to achieve the unification of all departments and personnel within the community. In order to achieve government investors and services. The balance of benefits, the community and the government should demonstrate their social functions. First, when assessing the actual quality of the service providers, the community cannot consider the efficiency of the service and the quality of service as the main criteria for judging the service category. Rather, it considers the overall service activities and achieves an accurate evaluation of the benefits of service personnel. Second, the government should pay attention to the training of social work talents, or the social strength knowledge and social management skills of existing social workers. Training work, so that social workers can understand the content of their work and key points, and then improve the society. The quality of service. Third, social workers should take the initiative to improve their comprehensive quality and strive to meet the service needs of the masses. In addition, social work organizations and communities should carry out innovative development in a timely manner. First, due to the messy internal affairs of the community, the community Professional management institutions should be introduced or social workers with professional theoretical knowledge should be trained to provide high-quality social service projects for the society. Therefore, the community should optimize their social work organizations in a timely manner, and if necessary, they can use the methods of increasing positions and talent incentives to optimize social work institutions. Second, due to the lack of financial support for social work organizations, the current service projects are insufficient and the number of personnel is small. Therefore, social work organizations should also carry out innovative reforms in a timely manner and actively cooperate with the community to promote the development of high quality.[3].

4.2 Realize the Function of Social Organization

Social organizations are part of the basic content of the “three social linkages” mechanism, and their main role is to provide quality social services to community members within the region. However, most of the social organizations at this stage are generally private enterprise organizations, and social groups such as foundations and charitable associations have not joined them. In essence, private enterprise organizations cannot put the interests of residents first, and have a strong administrative sense in the daily service process. Therefore, the community should pay attention to the social function of social organizations, so that residents can participate in the community management work for the first time. For example, the activity community can be organized in the community, and the people with the same hobbies within the community can be organized. Participate in actual community management. In addition, social work organizations should also actively develop their own activity associations. The role of social organizations in most regions is less obvious. Therefore, social organizations should play their own role in actively linking with the community and Community staff. Generally speaking, if social organizations want to effectively play their own joint actions, social organizations need timely and their own management institutions. The most important task is the internal group building work. The group building work includes the activity group construction, staff formation and supporter group building. The activity group construction can stimulate the work motivation of each department during the activity process, thereby enhancing the work knowledge of the participants and realizing the initial meaning of the activity. The employee group refers to the group building activities organized by the social work organization. Through the group building process, the spiritual cohesion of the staff in the social work organization can be improved. Volunteer group building mainly uses the characteristics of “duplex linkage” to improve members' social work execution during the group building process, and reduce service pressure for social workers and improve the social value of volunteers.

4.3 Optimize the Social Talent Team

Social workers are the key factors determining the quality of social service work. Therefore, if we want to achieve the stable operation of the “three social linkages” system, we should optimize the social talent team in a timely manner, not only to improve the professional standards of social workers, but also to be as Expand the scale of social workers, so social organizations and communities should timely build a more reasonable reward system based on the current social talent status, prevent the loss of social work talents, and improve the overall quality of the overall social workers.

Social workers are the most basic and most important personnel. They are not only the actual completion of social services but also the contacts of the people. Therefore, the operation of the “three social linkages” system cannot be separated from the contributions of social workers, so it should be The following points improve the social talent team. First, social workers should improve their active learning awareness, timely supplement the more innovative social management theory at the current stage, and link the theory with practice to improve their service level. Second, social work Those should do a good job in the integration of social resources, use existing resources to actively develop potential resources, create a new starting point for social services, and improve the quality of social services. Third, as social workers, good cooperation skills are essential, so at work It should develop the habit of timely communication, find out the cause of problems in the work at the first time, and improve the quality of social work[4].

4.4 Improve Financial Support

If we want to ensure the normal operation of the “three social linkages” mechanism, then the government must pay attention to the development of social organizations, the construction of community infrastructure and the construction of social workers in a timely manner, and increase the capital investment in this “three social”. There are two ways for the government to invest in the construction of the community. One is direct. It directly supports the education, pension, health and poverty alleviation activities in the community, or directly provides various facilities and facilities

for the community. Another way is indirect, by developing useful projects within the community to meet the activity needs of people within the community. In addition, the government should also promptly formulate preferential policies for enterprises in the society so that members of social organizations can recognize their important role and thus motivate community members. In formulating policies, we should try our best to detail the policies, ensure that the policies can be accurately implemented, and prevent the phenomenon of “formalism”.

5. Conclusion

In summary, the “three social linkage” mechanism can realize the resource interaction and close connection between social organizations, communities and social workers, and has important guiding significance in the process of contemporary grassroots social governance. Therefore, the government should pay attention to it. The function of the community, the realization of the functions of social organizations, the optimization of the social talent team and the improvement of financial support to ensure the stable operation of the “three social linkages” mechanism.

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