









## References

- [1]Liang Xiaofeng, Li Xinhui. Function department government WeChat's way of survival [J]. news line, 2016 (01): 106-109.
- [2]Zhu Ying, Ding Jie. Interaction between government WeChat and users from the perspective of interactive ritual chain [J]. news university, 2016, (04): 75-86.
- [3]Zhang Yurong. Technical experts on government Tencent WeChat -- solve people "boduantui dilemma [J]. off, 2016, (06): 40-41.
- [4]Yao Kaili. Research on the communication strategy of urban image issued by government WeChat [D]. Jinan University, 2016
- [5]Yue. Government WeChat's functional positioning and communication strategy [D]. Jilin University, 2016.
- [6]Li Tongjie. "Internet plus government": the innovation and development of [J]. Chinese management information, 2017, (07): 202-203.