

# Analysis of the Communication Effectiveness and Construction Optimization of WeChat Public Numbers of Chinese Kindergartens in the Context of Big Data Era

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**Abstract:** In the context of Internet+, big data and artificial intelligence, the use of mobile terminals and online platforms is increasing, and the communication effect of WeChat public platforms is becoming more and more effective. The WCIs of the "kindergarten" type of Wechat public platforms are all integrated with kindergartens, covering family, community, kindergarten and other related fields, and covering theoretical and practical knowledge related to kindergartens; The WeChat network platform allows a wider range of parents, young children, kindergarten teachers and researchers concerned with the development of preschool education to learn conveniently and spread the word at their fingertips, making WeChat Public Platform a platform for people to exchange information about kindergartens and providing an important force for the comprehensive construction of inclusive and public-spirited kindergartens in China.

**Keywords:** kindergarten; WeChat public number; WCI; communication effect

## 1. Introduction

Against the background of rapid development of modern technologies such as the Internet, big data, 5G and intelligence, people are using mobile clients and online platforms such as WeChat and WeChat Public more and more frequently, and by the end of February 2022, according to incomplete statistics, the number of people using WeChat worldwide is about 1.2 billion, with 1.09 billion people opening WeChat every day, of which 360 million WeChat users will use WeChat Public to read articles; In addition, by the end of May 2019, more than 1,000 universities in China had registered 2,852 WeChat public platforms, covering about 20 million university students<sup>[1]</sup>. In September 2020, the Opinions on Accelerating the Development of Deep Media Integration issued by the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council pointed out that we should make good use of the results of the information technology revolution such as 5G, big data, cloud computing and artificial intelligence, focus on network communication content construction, innovative communication content presentation, and enhance the effect of content dissemination. The General Office of the CPC Central Committee and the General Office of the State Council issued "Opinions on Accelerating the Development of Deep Media Integration"<sup>[2]</sup>, 2022 In April, the Propaganda Department of the CPC Central Committee issued "Implementation Opinions on Promoting the Development of Deep Integration of Publishing", which requires strengthening the construction of content for publishing integration development, expanding the supply of quality content, innovating Content presentation and dissemination methods, create key areas of content excellence, pay more attention to the construction of online content, focus on content quality, expand the production capacity of quality content, and enhance the effect of content dissemination.<sup>[3]</sup>The communication capacity and communication value function of the WeChat public number is particularly prominent. Kindergarten WeChat public number has an important role and value for the dissemination of preschool education theory, and its dissemination method promotes the versatility of the subject and object of early childhood education. WeChat public platform information and knowledge dissemination can get rid of the reliance on traditional network and offline hardware resources, effectively enhancing the effectiveness and convenience of dissemination; enhancing the continuity of parenting knowledge dissemination, as well as prompting the modernity of kindergarten education and teaching carriers. After collating the literature, it is found that scholars mostly single out the current situation around the

construction of a certain WeChat public number for research. Zhang Wei<sup>[4]</sup> et al. used the WCI statistical analysis method to select 36 representative "double first-class" A universities in China as the research objects, and analyzed the current situation and existing problems according to the ranking of comprehensive influence results, so as to provide reference for the comprehensive improvement of the new media operation capacity of university libraries. Zhang Ji and Guo Jing<sup>[5]</sup> used text analysis, comparative analysis and interview method to analyse the content and form of WeChat headline text, and find ways to help library WeChat text stand out from the mass of information, so as to improve the marketing effect. Yang Bo and Luo Siyan<sup>[6]</sup> studied the WeChat public number "Education Micro Journal" of Education Research and found that it effectively disseminated the concept of core authoritative articles on education in three dimensions: content deconstruction, content restructuring and content reconstruction. Sha Li, Ren Leiyi and Liang Yawen<sup>[7]</sup> argues that the study of the impact of digital technology on children is relatively little researched in China, suggesting that policies and regulations related to child protection in the era of big data should be established as soon as possible, and that a series of issues related to the reform of education and teaching in schools and teaching institutions at all levels in the era of big data should be strengthened to ensure the opportunities and challenges encountered in the development of Chinese children in the context of the times. To this end, on the basis of the current situation of the construction and dissemination of education (kindergarten) WeChat public numbers, the author examines the dissemination benefits and content and operation modes of such WeChat public numbers, analyses their successful experiences, and uses them as a basis to analyse the importance and value of the content and column construction of kindergarten WeChat public platform tweets to the current development of preschool education in China, and proposes optimisation of the dissemination of the value of kindergarten public number tweets and construction. The study also proposes strategies for optimising the dissemination of value and construction of kindergarten public tweets.

## 2. Data Sources and Sampling

Table 1 WeChat Communication Index WCI (V14.2)

Level 1 indicators	Secondary indicators	Indicator weight	standardized method
Overall transmission force O (60%)	Average daily reading count R / d	85%	O $-0.85\ln(R/d+1)+0.09\ln(Z/d*10+1)+0.06\ln(L/d*10+1)$
	The average daily reading is Z / d	9%	
	Daily average number of likes is L/d	6%	
The transmission force A (20%)	Number of total reads R / n	85%	A= $0.85\ln(R/n+1)+0.09\ln(Z/n*10+1)+0.06\ln(L/n*10+1)$
	All the articles are reading the numbers Z / n	9%	
	Number of average likes L / n	6%	
Headline transmission power H (10%)	Headline (daily average) reading number Rt / d	85%	H $-0.85\ln(Rt/d+1)+0.09\ln(Zt/d*10+1)+0.06\ln(Lt/d*10+1)$
	The headline (daily average) is reading the number Zt / d	9%	
	Headline (daily average) likes Lt / d	6%	
Peak transmission force P (10%)	Maximum reading number, Rmax	85%	P $-0.85\ln(Rmax+1)+0.09\ln(Zmax*10+1)+0.06\ln(Lmax*10+1)$
	The highest number is Zmax	9%	
	The highest thumb up number is Lmax	6%	
$WCI=\{0.6*[0.85\ln(R/d+1)+0.09\ln(Z/d*10+1)+0.06\ln(L/d*10+1)]+0.2*[0.85\ln(R/n+1)+0.09\ln(Z/n*10+1)+0.06\ln(L/n*10+1)]+0.1*[0.85\ln(Rt/d+1)+0.09\ln(Zt/d*10+1)+0.06\ln(Lt/d*10+1)]+0.1*[0.85\ln(Rmax+1)+0.09\ln(Zmax*10+1)+0.06\ln(Lmax*10+1)]\}^2*1.2*10$			

The data of this study are analyzed using the Qingbo Intelligent Public Opinion System, which is based on the technical support of network data analysis and intelligent semantic analysis, and integrates public opinion information from traditional media, portals, WeChat, microblogs and forums in all aspects, and can track popular public opinion information in real time.<sup>[8]</sup>The WIC communication index is a scalar value derived from the original data through a series of complex and rigorous calculation formulas, which are dimensionless in order to avoid the impact of disparity in the magnitude of each indicator. The formula shows that the evaluation system of communication power is based on the fundamental principle of weighting indicators, i.e. the number of reads, the number of views and the number of likes are each assigned a weight (85%, 9% and 6% respectively) as the core of the algorithm to derive the main factors of influence of the tweets. This evaluation was conducted by evaluating the criteria of four level indicators: overall communication power, average article

communication power, headline communication power and peak communication power (see Table 1).<sup>[9]</sup>

In order to select representative data, this study chose education (kindergarten) from the WeChat public number ranking section of the Qingbo Index in the education category of kindergarten, chose the region of the country, and chose the monthly ranking of the list, and finally selected the top ten WeChat public numbers related to "kindergarten" in the WCI index (see Table 2).

*Table 2 Statistics of Basic Information of Sample wechat Official Account (2022.10.1--2022.10.31)*

Order number	Official Accounts	Account name	Active Fan Estimates (People)	Ownership and nature	WCI
1	Uncle Qiao Zhi	qiaozhi-dashu	155240	Beijing-personally	1110.66
2	Experimental Kindergarten affiliated to China Women's College	cwukids	158200	Beijing- -Public institutions	872.22
3	Kindergarten manual	yeysg8	46350	Fujian-Enterprise	841.75
4	Where to learn	shangnaxue	59830	Shanghai-Enterprise	776.54
5	Kindergarten story telling	youeryuan58	41925	Fujian-individual	751.11
6	Preschool teachers must read	youshibidu	30745	Fujian-Enterprise	735.79
7	Shenzhen into the park	shenzhenruiyuan1	22015	Shanghai-Enterprise	735.06
8	Preschool education for 100 million children	Allkids_YiTong	28705	Wuhan-Enterprise	717.15
9	Contemporary preschool education network	ddxqjy	50395	Beijing-Enterprise	709.79
10	Kindergarten rhythm	yeyld8	29490	Fujian-Enterprise	694.72
	average value		62290		794.48

### 3. Analysis of Public Number Data Based on Qingbo Index

#### 3.1. Analysis of the Basic Situation of Public Numbers

Among the selected sample public numbers, two were registered as individuals (Uncle Qiao Zhi and Kindergarten Storytelling), only one was registered as an institution (Experimental Kindergarten Attached to China Women's College), and seven were registered as enterprises (Kindergarten Handicraft, Where to Learn, Kindergarten Teachers Must Read, Shenzhen Admission, Yidong The public websites are all registered in economically developed regions. 3 in Beijing, 4 in Fujian, 2 in Shanghai and 1 in Wuhan. Among them, the average WCI index of the sample public numbers is 794.48, and "Uncle Qiao Zhi" (1110.66), which has the highest estimated number of active fans (155,240), has the highest estimated number of fans; "Experimental Kindergarten Attached to China Women's College" (872.22), with 158,200 active fans estimated; the rest of the sample public numbers have an estimated number of active fans below the average (62,290). The WCI index of each WeChat public number varies greatly, and the reasons for the specific differences require in-depth analysis and discussion of the content and service construction pushed out by the sample WeChat public numbers.

#### 3.2. Analysis of Communication Benefits

##### 3.2.1. Readership and Interactivity

The secondary indicators of the WCI index all cover the number of readers. The communication impact of WeChat tweets contains many factors, such as whether readers are willing to tap-read-like-share and a series of other behaviours can affect the spread of an electronic article. Any tweet first presents the outer layer of characteristics to the reader.<sup>[10]</sup> Article tweets are an important way to play the role of active communication of WeChat public numbers, and their reading volume is also a reflection of the influence of the public number's tweeted information. When readers like the tweets and recognise the content, values and relevance of the tweets to their own interests, the readership and influence of the tweets will increase. The number of likes and interaction of a tweet also has an impact on the WCI of a public number. The increase in likes and shares will directly attract the friends of the likers or sharers to read the tweet, thus creating a cascading promotional effect. Outward features such as titles, images and tweet order directly influence the readability and attractiveness of tweets, thus increasing their communication impact.

Through statistical analysis of the readership and interaction of the sample public numbers, we found that the average number of total readers for each sample public number was more than 309,000, with the highest total readership being "Uncle Qiao Zhi (106W+)", followed by "Kindergarten crafts (30W+)", the rest were below the average of total reads (30.9W+), and the tenth ranked was "Yidong preschool education" (13W+). The highest headline readership and total viewership was "Uncle Qiao Zhi" (79W+), the highest average readership was "Experimental Kindergarten Attached to China Women's College (1.3W+)", and the lowest was "Kindergarten Rhythm" (850). The total number of likes shows the interaction and impact of the tweets, with "Uncle Qiao Zhi" having the highest number of likes (3001), followed by "Experimental Kindergarten Attached to China Women's College" (905), and the lowest being "(85)"(see Table3).

The lowest was "Shenzhen Admissions (85)". The posting habits of public numbers, such as the frequency, number and timing of tweets, all affect the effectiveness of the tweets. Through statistical analysis of the frequency, volume, total original posts and average daily posts of the sample public numbers, we found that the average number of posts of the sample public numbers was about 4 per day, with the exception of "Experimental Kindergarten Attached to China Women's College", all public numbers sent articles about "Kindergarten" every day. "The highest number of articles was "Kindergarten crafts" and "Shenzhen kindergarten and kindergarten teachers must read", with an average of 7 articles per day. "Kindergarten crafts" (221 articles) and "Essential reading for kindergarten teachers" (220 articles).

Table 3 Data of reading volume of wechat official account tweets (2022.10.01-10.31)

Ranking	Official Accounts	Total reading number	Headline reading	The average reading	Always look at the number	Total thumb up	Number of posts (articles)	Daily average post volume (article)
1	Uncle Qiao Zhi	106W+	79W+	8563	1169	3001	124	4.00
2	Experimental Kindergarten affiliated to China Women's College	21W+	21W+	13283	296	905	16	0.52
3	Kindergarten manual	30W+	21W+	1366	337	757	221	7.13
4	Where to learn	29W+	20W+	1879	78	110	155	5.00
5	Kindergarten story telling	27W+	13W+	1773	95	307	157	5.06
6	Preschool teachers must read	22W+	13W+	1005	214	455	220	7.10
7	Shenzhen into the park	27W+	20W+	1269	36	85	217	7.00
8	Preschool education for 100 million children	13W+	97790	3339	109	294	40	1.29
9	Contemporary preschool education network	16W+	88427	1425	320	487	114	3.68
10	Kindergarten rhythm	18W+	11W+	850	114	341	219	7.06

### 3.2.2. Tweets and Communication Habits

The content and communication value of the tweets were analysed by taking the titles and contents of the top-ranked articles in terms of the number of readers of the tweets of the sample WeChat public websites in the past month. The content of "Uncle Qiaozhi's" tweets was laid out and tweeted in the form of cartoons as showed in table 4, which was a relatively novel approach.

In terms of the theme of the tweets, all the sample WeChat public websites were able to tweet articles around the theme of kindergartens, and the tweets were combined with the culture and current political hotspots, and some of the sample WeChat public websites, in order to attract the attention of parents and readers, timely combined with the time and seasonal festivals and kindergartens to tweet articles. The theme of "Uncle Qiaozhi" combines the 24 solar terms of winter with kindergartens; "Where to study" combines the new crown epidemic, and "Kindergarten rhythm" combines the three-child policy to promote the theme. The articles on policies, current affairs and parents' interests

sent by the sample WeChat public websites are more popular among readers and have a higher number of likes. The content is mostly positive and in line with the development of kindergartens today.

In terms of the titles of the articles, the sample WeChat public websites have distinctive titles, which basically focus on "kindergartens" and can attract readers' interest, and mostly use exclamations, questions and other sentences with strong emotions. For example, the headline "The truth is out, warm tips, take you to unlock. The title of the article has a strong direction and the content is relatively clear, which basically meets the needs and reading interests of different groups of people, such as parents, kindergarten teachers and children.

Table 4 Statistical table of the highest tweet title of a single transmission index.

	Tweet title	reading quantity	Look at the number	Thumb quantity
Uncle Qiao Zhi	Today, the "start of winter" and children know together three winter, eat three winter, play three winter	71100	63	162
Experimental Kindergarten affiliated to China Women's College	Must the area activities be quiet?	18620	32	64
Kindergarten manual	A man takes his daughter to the toilet for half an hour? The truth of the door: it is livestock!	8041	2	8
Where to learn	7 days of home isolation, quarantine together with the people! Many schools in Shanghai have issued an online teaching notice! These two divisions are at medium risk!	36034	4	10
Kindergarten story telling	Bedtime story [Happy flower zebra]	6022	2	7
Preschool teachers must read	Kindergarten warm tips: temperature sudden drop, children cold fever cough full set of prevention, simple and practical!(To parents)	5154	4	13
Shenzhen into the park	Refund! Shenzhen many kindergartens to inform parents to refund tuition fees! This case is full refund ~	18043	4	11
Preschool education for 100 million children	Due to the epidemic, you cannot enter the kindergarten, please arrange these 8 family activities for children (transfer to parents)	15155	7	20
Contemporary preschool education network	Play and teaching AIDS from nature! In addition to taking children to pick up leaves, take you to unlock more play autumn leaves —— play AIDS from nature	4881	11	19
Kindergarten rhythm	"Population alarm" sounded again, the effect of the second child is not good, the third child has no life, the birth and fruitless, the country has a big move	4463	7	12

The posting habits, frequency of tweets, number of tweets and time of posting all affect the information dissemination effect of WeChat public numbers. "The morning phase is from 6:00 to 9:00, the noon time is from 12:00 to 14:00, and the evening time is from 17:00 to 20:00.(see Figure1).

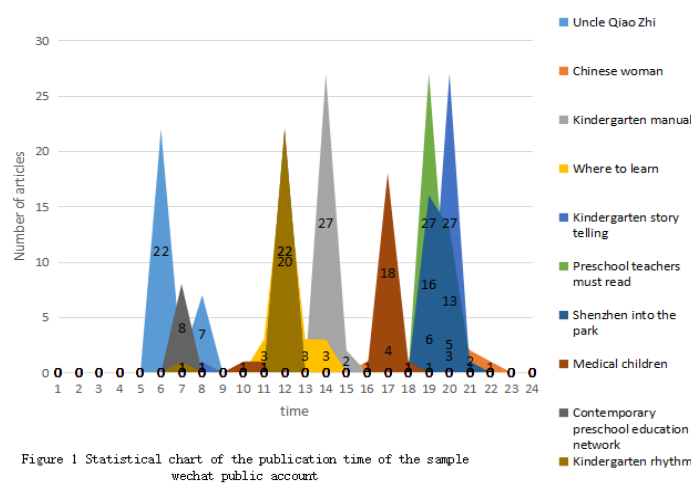


Figure 1: Statistical chart of the publication time of sample wechat public account.

### 3.2.3. Analysis of the Construction of WeChat Public Platforms

On the basis of the dissemination benefits of the "kindergarten" type of WeChat public website, statistical analysis was conducted on the construction of the sample public website, and the

construction and operation mode of the "kindergarten" WeChat public website was further explored. The construction of "Kindergarten" public websites was further explored.

*Table 5 Statistical table of the column construction of the sample public account*

Official Accounts	First class column	Secondary column
Uncle Qiao Zhi	Principal area	Kindergarten curriculum area, kindergarten resources corpus, monthly theme work guidance, kindergarten poster tools, become a member of the organization
	Teacher area	Kindergarten activities in November, principal and kindergarten teacher book list, November work plan, and the latest resources of this week
	Parents area	Drawing book list, today's story update, member benefits
Experimental Kindergarten affiliated to China Women's College	About Us	Garden song, children's declaration, garden calendar, naturalistic education view, female and young characters
	Wonderful activities	Garden-based courses, tour day, 100 languages for children, graduation ceremony, there is a flower garden here
	The principal voice	not have
Kindergarten manual	Hand painting	Creative art, creative handwork, stick figure painting, leaf stickers, parent-child handwork
	Rhythm game	Finger exercises, music rhythm, finger games, children dance, children play games
	finger tutting	not have
Where to learn	Popular schools	About kindergarten, small strategy, small high appointment
	College entrance tools	Pair inquiry, school inquiry, Shanghai kindergarten education guide, kindergarten policy inquiry, compulsory education enrollment guide
	contact us	Business cooperation, college consultation, young school lectures
Kindergarten story telling	home education	Family education, parenting knowledge
	Finger game	Finger exercises, music rhythm, finger games, children dance, children play games
	Children's painting	Creative art, stick figure painting, parent-child handwork, leaf stickers
Preschool teachers must read	Finger game	Finger exercise, finger games, kindergarten teacher dance, music rhythm, gesture dance
	Hand painting	Creative art, creative handwork, stick figure painting, leaf painting
	finger tutting	not have
Shenzhen into the park	Admission subsidy	Kindergarten reservation, subsidies, small class, fee refund, popular garden
	Registration guide	The latest entry system, 10 district registration policy, the latest entry strategy, Shenzhen kindergarten
	Into the group of parents	Paid consulting, business cooperation
Preschool education for 100 million children	product recommendation	Yitong kindergarten network, Yitong school, garden synchronous class
	About billion children	The official website of 100 million children
Contemporary preschool education network	Resource treasure house	Teacher resources, principal resources, welfare benefits, official website
	Teacher competition	Competition description, group photo speech, publication, and judges' comments
	Public welfare volunteer teaching	Activity initiative, public welfare alliance, volunteer teaching exhibition
Kindergarten rhythm	Finger game	Finger exercises, music rhythm, finger games, children dance, children play games
	Hand painting	Stick figure painting, creative art, creative handwork, leaf stickers, parent-child handwork
	finger tutting	not have

From Table 5, we can see that the content of the sample public websites is rich and diverse, with three first-level columns designed for families, kindergartens, kindergarten teachers, skills training and kindergarten-primary linkage. The headings of the first-level columns are clear, giving readers and users clear and direct information tips on the content. Each first-class column title below basically

belongs to the first-class column title and content corresponds to the accurate, rarely appear column content cross situation. However, there are also some public columns that are loosely structured or too simple, such as "Experimental Kindergarten Attached to China Women's College", "Kindergarten Crafts", "Kindergarten Teachers Must Read" and "Kindergarten Rhythm". "Kindergarten Rhythm" has a first-level column, but no second-level column construction content.

By sorting out the secondary columns, we can divide the sample public websites into those that disseminate practical kindergarten skills, those that disseminate admission policies and those that disseminate brand promotion. Firstly, there are "Uncle Qiao Zhi", "Kindergarten crafts", "Kindergarten storytelling", "Kindergarten teachers must read" and "Kindergarten rhythm". "Kindergarten Rhythm", such as "Uncle Qiao Zhi" main construction columns have kindergarten director, teachers, parents exclusive column, secondary column construction has curriculum, theme work, kindergarten teacher book list, a picture book story updates and other columns The content is rich and diverse. However, the content of the first and second level columns of the sample WeChat public website is repetitive, and the content of the columns is the same, without their own characteristics. For example: kindergarten crafts, kindergarten teachers must read and kindergarten rhythm main construction columns roughly contain finger games, hand painting, rhythm games, hand gesture dance and other kindergarten column construction.

The main public number for the dissemination of admission/enrolment policy is "Where to learn" and "Shenzhen Admission", the first level column construction of this type of WeChat public number mainly lies in the dissemination of some admission policies and strategies, registration guidelines and admission system and other related content construction. For example, the first-level columns of "Where to learn" are intuitive and easy for parents to pay attention to, such as popular schools and tools for further education. However, the commercial atmosphere of this type of WeChat public number is relatively strong, such as "on which to learn" has a contact us section below the business cooperation, Shenzhen into the park column construction has paid consulting and other column construction.

The brand promotion type of WeChat public websites mainly include "Experimental Kindergarten Attached to China Women's College", "Contemporary Preschool Education Network" and "Yidong Preschool Education". For example, the first-level column of "Experimental Kindergarten Attached to China Women's College" is "About Us, Wonderful Activities, Director's Voice", while the second-level columns also belong to their own units or The secondary columns are all about the specific work and cultural values of their own units or enterprises. The first-level section of "Yidong Preschool Education" is about "product promotion, about Yidong", and the second-level section of "Contemporary Preschool Education Network" is about "teacher competition, public welfare The content of the website is also commercial in nature.

#### **4. Analysis of the Optimization Strategy of "Kindergarten" WeChat Public Website**

Construction optimization strategy through the sample WeChat public number posting characteristics, habits, column construction to sort out, it is not difficult to find the sample public number in the column settings, posting habits, pushing the content of certain problems, "kindergarten" WeChat public number can be from the following three aspects to optimize:

##### ***4.1. Optimize the Construction of Columns and Improve Their Orientation***

The reader experience and service of "kindergarten" WeChat public number needs special attention, the reader experience includes the reader demand, WeChat public number column setting, column diversion, etc. will affect its dissemination effect, improve the public number relatively perfect function and column construction can effectively enhance the dissemination benefit and service ability of WeChat public number. Readers can more easily click on the corresponding functions and columns. "Kindergarten" WeChat public number can be from the function of a variety of, highlight services, title concise three aspects of optimised column construction, enhance the column precision point. Firstly, the registered unit or individual should clearly position the nature and role of the "kindergarten" WeChat public number, reasonably configure the various functions and columns of the public number, enrich the construction of the secondary columns and the streamlining of column titles to avoid excessive commercialisation. Secondly, the main purpose of the WeChat public number is to push "kindergarten" related articles for readers to read. In the column settings can be built around the theme of "kindergarten", including the home - garden - community trinity of the full range of reader needs to build, reduce the commercial orientation, increase the "kindergarten" theme of content and "Themes

related to the content of the articles and related skills and techniques of the column construction. Again, streamline the name and title of the column, try to use simple and clear, accurate meaning of words, do not use rusty words with ambiguity named column title, so that readers and users can easily and quickly find the content they need. In addition to this, but also need to unify the construction of the first column and the second column of the subordinate property, as far as possible to reduce the different levels of column content or title of the cross, reduce the confusion of readers and users in the use of the process. Based on the "kindergarten" type, create a resonance, push the high-quality headlines to meet the needs of readers, to improve the dissemination effect of the article.

#### ***4.2. Meet Social Needs, Scientific Operation and Management***

The American sociologist Katz proposed that the dual influence of social environment factors and audience psychological factors stimulates the audience's expectations of media use, and the process of obtaining demand satisfaction in the specific media use behaviour. The theory emphasises the subjective position and initiative of the audience in communication activities, and examines the motivation and needs of the audience in using the media, so as to improve communication strategies and enhance the effectiveness of communication.<sup>[11]</sup> The public number of "kindergarten" should think about the operation and management from the perspective of readers and users, explore the motivation and needs of users to pay attention to this type of public number, and adjust the frequency, quantity and time of posting by combining the habits of users' time nodes. It is recommended that the "kindergarten" type of public number can push out 3-5 "kindergarten" themed articles every day, forming a long-term running mechanism. Combined with the fact that readers are more likely to use WeChat when they wake up, go to work, take a lunch break or before going to bed, we can give priority to the time periods 6:00-11:00, 12:00-13:00 and 18:00-20:00. Combined with Table 2, it can be seen that more enterprises register "kindergarten" type public number, individuals and institutions registered less, such as to enhance the authority of the public number, increase the government institutions related to the registration of enterprises certified WeChat public number, increase the construction of public number dissemination effect.

#### ***4.3. Select Content Themes, Strengthen Content Planning, and Improve the Communication Value of Tweets***

To strengthen the dissemination of high-quality tweets on the theme of "kindergarten", the originality, culture, timeliness and practicality of the content should be highlighted in the construction of the content. The essential element in ensuring that content is appealing to readers is to understand the fundamental needs of readers, and to deliver content that meets the needs of readers as much as possible, while maintaining the "kindergarten" theme. However, it is also important to consider the originality of the articles and to avoid homogenisation of the content, and to combine the current social and internet hotspots with the "kindergarten" theme, avoiding blindly copying and reproducing the entire text. For example, the content of "Bridging Primary and Secondary Schools", "Regional Games" and "Home-School Co-education". It is also important to focus on the local and practical nature of the articles, combining good traditional Chinese culture with local characteristics, and sending high-quality "kindergarten" type articles. For example, "Uncle Qiao Zhi" tweeted "Today is the first day of winter, let's know the three winters, eat the three winters and play the three winters together with our children" and other articles with high readership and dissemination effects. "Since the outbreak of the new epidemic in China, articles that combine epidemic protection with kindergartens can also have a greater dissemination effect, so that readers and users can have a certain understanding of epidemic protection. For example, the article "These 8 family activities to do for your child if you can't go to school due to the epidemic (pass on to parents)" is timely and has a good spread of knowledge about epidemic prevention. In addition, you should also emphasise the practicality of the content and highlight the skills and techniques related to video pushing, so that the reader feels that it is full of dry goods, attracts the reader's attention and fully meets the expectations and needs of the reader. For example, "Nature's play equipment! In addition to picking up leaves with your child, you can unlock even more ways to play with autumn leaves - play aids from nature". Unlock your readers' skills and techniques for making leaf stickers. The dissemination of kindergarten WeChat needs to have high-quality original resources and materials as a basic guarantee, so as to provide rich and diverse content for the high-quality dissemination of kindergarten WeChat and column construction. Therefore, kindergarten WeChat public websites should be based on their own "early childhood characteristics", digging deep into resources related to early childhood development, refining topical, valuable and characteristic early childhood education-related tweets, and building "kindergarten" WeChat public websites. The content



resources of the WeChat public website and other new media service platforms can be divided into themes, types of topics and groups of people to be served, so that the WeChat public website operators can make accurate content selection according to their needs and purposes when choosing tweets.

## 5. Conclusion

WeChat public websites are a product of social development and have emerged in response to people's needs, bringing great convenience to people in a fast-paced social life. This study analysed the WCI index formula and conducted an in-depth analysis of the top ten WeChat public websites in the category of "kindergarten" in the Qingbo Index WCI dissemination index. There are also problems such as unclear column direction, content deviating from the theme of "kindergarten", and few administrative and institutional accounts or low communication index and influence. Therefore, the sample publics should be more precise in their column construction, improve their directivity, reduce commercial profit-making activities, combine the content of their tweets with the hot topics of the times, promote high-quality theoretical and practical knowledge related to "kindergarten", and use "home-garden-society" as a theoretical framework. The public website will have a theoretical framework of "family-garden-society", improve the quality and influence of its content, establish the characteristics and features of the "kindergarten" WeChat public website, and use the WeChat network platform to allow a wider range of parents, children, Kindergarten teachers and researchers are concerned about the development of preschool education, which will also serve as a platform for parents, children, kindergarten teachers and researchers concerned with the development of pre-school education to learn and spread the word, providing an important force for the construction of inclusive and public welfare kindergartens in China.

## Acknowledgements

Project fund: Research results of the provincial "Golden Course" (first-class course) "Preschool Education" construction project of Kaili University in Guizhou Province, project number: SJK202201.

The Phase Achievements of the "Preschool Education" Construction Project of Kaili University in Guizhou Province (first-class major), Project No. JZ202203.

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