Research on the Current Situation and Enhancement Path of College Employment WeChat Official Account under the Perspective of Agenda-setting Theory

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Abstract: *In recent years, the scale of college graduates has increased, objectively causing new challenges and pressures in employment. As the main network battlefield of university employment service to the public, the university employment WeChat official account should pay attention to the social reality and improve service effectiveness. Starting from the agenda-setting theory, this paper summarizes the current situation of the construction of college employment WeChat official account, its outstanding problems in the function play of agenda setting, content selection, and audience interaction level, and points out that it should be oriented to the demand, user viscosity, branding, etc. to continuously improve the construction level of the college employment WeChat official account, to make it play a safeguarding role for the service of the college students' high-quality employment.*

Keywords: *Agenda-setting theory; University employment WeChat official account; Construction status quo; Enhancement path*

1. Introduction

The report of the Twentieth National Congress of the Communist Party of China states that the strategy of prioritizing employment should be implemented and that the policy of prioritizing employment should also be strengthened. College students are the country's valuable talent resources and an important group for promoting employment. Guiding college students to high-quality and full employment has become a difficult focus of the current employment work. With the continuous development of the mobile Internet, WeChat has become an important part of the employment service and management work in colleges and universities. Compared with the traditional ideological and political education carrier, the WeChat official account has become an important way to improve the employment service work in the new media era with its high dissemination power, massive information degree, and other characteristics. Under the new media context, how can colleges and universities fully apply the public platform of WeChat to improve the employment rate and employment quality of college students, truly realize the talent resources to the ground, employment benefits to the head of each student, to meet the realistic demands of students in the process of employment and entrepreneurship has become an important issue facing the employment and entrepreneurship guidance work of colleges and universities.

2. The current situation of the construction of university employment WeChat official account

The WeChat official account, as an emerging media communication carrier, provides college students with convenient access to career information. At present, colleges and universities pay attention to the use of the WeChat official account for employment and entrepreneurship service work and make use of the advantages of new media to achieve the new development of employment service work. However, under the context of an integrated media environment and the requirements of high-quality employment service work, fully utilizing the WeChat official account to enhance the effectiveness of employment service work still poses new challenges to the employment and entrepreneurship guidance staff in colleges and universities.

2.1 Narrow scope of dissemination, content construction level needs to be improved

As the publishing platform of the WeChat official account is only limited to WeChat clients, and most graduates pay low attention to the official account, it causes the problem of a narrow scope of dissemination and weak influence of the official account. From the point of view of the number of pushes, the employment category of colleges and universities' WeChat official account can reach the frequency of more than 7 pushes per week, which is more than sufficient. Still, the reading volume fluctuates greatly, the reading volume of institutions and well-known enterprises is higher, and the reading volume of all kinds of public welfare training courses is lower. Some colleges and universities will be well-known enterprises, institutions, and other user groups interested in the content placed in the first tweet, there will be all kinds of public welfare training course tweets placed at the end, although conducive to the user group quickly found the key content, but too large a difference in the quality of the end of the dissemination of the effect of the end of the greatly discounted, the polarization of the situation is becoming more serious. From the point of view of the push content, college employment WeChat official account push the content of "notice", "recruitment information", "employment and entrepreneurship policy", etc., most of them are directly reproduced and published, push the content of the official account. Most of them are directly reprinted and published, and adopt a unified format, which makes the problem of homogenization of content more prominent and the original ability insufficient.[1]

2.2 Traditional push forms, low audience participation in communication

The push form of university employment WeChat official account directly affects the influence and communication effect of its official account. At present, there is fierce competition among university employment WeChat official account, and many university employment WeChat official account operators are often tired of coping with the lack of in-depth operation consciousness and ability, and the readability and interestingness of the content are not high. In the content push of university employment WeChat official account, more is directly reproduced campus recruitment information, the form of dissemination is relatively single, rarely involved in video dissemination and other diversified means of dissemination. At the same time, the establishment and improvement of user interaction and feedback mechanism is less, most of the tweets are only one-way transmission of information, user feedback is difficult to solve promptly, and user stickiness and loyalty are low.

2.3 Low degree of specialization of the operation team, weak communication ability

At present, there are three main management modes for the construction and management of university employment WeChat official account: one is unified management by the school; the second is the daily management by the employment guidance center or relevant functional departments; the third is the daily management by the faculties and departments, but there are different disadvantages in the three modes. The disadvantages of the unified school management mode are that the faculties or departments work separately, cannot form a synergy, resources can not be effectively integrated, and it is difficult to achieve good publicity; the disadvantage of the Employment Guidance Center or the relevant functional departments responsible for the day-to-day management is that it is easy to form a "heavy construction and light service" concept so that the work of the employment of the surface, and difficult to form a long-term mechanism; the faculties or departments responsible for the daily management of the employment guidance center or relevant functional departments, but there are different disadvantages. The disadvantage of the daily management of each faculty or relevant functional department is that it is easy to form the working concept of "focusing on content but not operation", which makes the employment work superficial and makes it difficult to realize effective interaction and accurate push.

2.4 Weak media guidance and weak communication influence

Employment work is not only a stage work for fresh graduates, but a whole process work for the whole college career of each college student. Most of the college employment WeChat official account focuses on graduating juniors and seniors, and the junior college students are not clear about the employment situation of their schools and majors and are more confused about career planning, most of the college employment WeChat official accounts do not guide the content of such student groups to push. At the same time, there are many specialties in colleges and universities, and there is a relative lack of employment guidance for students of different specialties, and the employment concerns for

different disciplines are unevenly distributed, which leads to more passive employment work in colleges and universities.

3. The main problems in the construction of college employment WeChat official accounts under the agenda-setting theory

According to agenda-setting theory, the public's choice, attention, and evaluation of issues will have an important impact on public opinion. As a public opinion field, the content of college employment WeChat official account is not only the publicity of college employment work but also the expression of the public's attitude, emotion, value, and other aspects of employment work. To achieve effective communication, the university employment WeChat official account needs to grasp the characteristics and needs of the audience group and be targeted and personalized in content, to provide valuable content for the audience group.

3.1 Inadequate performance of issue setting function

As an important platform for college employment work, the content disseminated by college employment WeChat official accounts plays an important role in guiding college students. In agenda-setting theory, issues refer to the problems that need to attract people's attention or the problems that people are generally concerned about in social life, and it reflects the real problems that people need to solve in social life. In the selection of information sources, the university employment WeChat official account mainly reproduces the recruitment information released by enterprises and institutions and does not take care of the different disciplines covered by the school itself, so the coverage of the audience is incomplete, and consequently, the issues that are close to the audience are not able to enter into the audience's priority in the first time. At the same time, although the audience is concerned about some of the published content, but only to the extent that it stays on the road, and does not form the center of the discussion and dissemination of the employment WeChat official account issue setting function is very limited.

3.2 Single-issue content

The main function of agenda setting is to match the audience's attention to an event or issue with the public's attention caused by the relevant event or issue, to influence the public's cognition and judgment of the event or issue. From the point of view of the content of college employment WeChat official accounts, the issues related to college students' employment are relatively single, mainly involving college students' employment policies, graduate employment positions, and the employment status of college graduates, etc. Take "Chengdu Sport University Employment Guidance Center" as an example, it is mainly related to the employment of sports majors, interpretation of basic policies, etc. Such a single-topic setup can easily lead to aesthetic "fatigue" of the content pushed by the audience, and it is difficult to cause the audience to pay high attention to these topics and realize their judgment. It is difficult to draw the audience's attention to these issues, and it is also difficult to realize the practical role of university employment WeChat official accounts in the agenda-setting function.

3.3 Neglecting to interact with the audience

Another important aspect of agenda setting is the interaction with the audience, who decide the issues they care about through interaction with the WeChat official account. At present, most universities employ WeChat official accounts will set up message boards in the pushed articles to provide feedback to readers, and this form of interaction is to realize the agenda-setting function through the interaction with the audience. However, because the WeChat official account publishes information with edited content, it cannot provide timely and effective feedback on the information, so it cannot understand the readers' attitudes toward the issues promptly, and it cannot carry out effective agenda-setting.[2] Since most of the university employment official accounts are operated by students, they have a natural connection with students. Students will have their own real and objective ideas about the information published in the university employment WeChat official accounts, which are the space that can be explored and developed in the agenda-setting of the university employment WeChat official accounts. Only by giving full play to the impact of the interaction between college employment WeChat official accounts and the audience can we truly realize the agenda-setting function in college employment.

4. The path of improving the influence of college employment WeChat official account under the agenda-setting theory

WeChat official account is a new position for college employment work, which is characterized by fast dissemination speed, wide dissemination range, high dissemination efficiency, and low cost. However, in terms of the current practical application of universities in general, the publicity mode of the employment category WeChat official account is more traditional, the content is more single, the a lack of understanding and analysis of the audience's needs, the content is not precise enough, and the degree of audience participation is low. The application of the official accounts in the field of employment is still in the primary stage, to make full use of this platform, we need to do a good job in three aspects: content, users, and dissemination, to give full play to the positive role of WeChat official account in the employment work of colleges and universities.

4.1 Adhere to the oriented demand of "content is king" and improve the quality of content.

Content is king is the principle of communication in the new media era, which requires adherence to the quality and value of communication content. From the point of view of the positioning of university employment WeChat official account, its communication object is mainly for the student group, and the content of the tweets should have strong relevance. The university employment WeChat official account should be oriented to the employment problems of college students, and strengthen the publicity and guidance on employment policies, employment positions, career planning, and other aspects. At the same time, it should also analyze and interpret some hot employment events in depth, positively guide some employment problems with tendency, timely tracking to understand the thought dynamics and changes in the needs of the college student group, and convey this information to the audience groups on time.

On the other hand, university employment WeChat official account should be combined with the characteristics of school disciplines to differentiate the delivery of relevant content. The university employment WeChat official account is a platform specializing in serving graduates, with distinctive characteristics of "grade" and "professionalism". In addition to daily content delivery, it should set up columns or plates according to the professional characteristics of their schools, the actual needs of fresh graduates, and the needs of campus culture construction, highlighting the professionalism and innovativeness of the promotional content, push the form of flexibility, diversity, and push the appropriate extension of the time, and actively carry out differentiated competition to ensure the effectiveness of content dissemination.

4.2 Enhance the attention of "public issues" and strengthen the stickiness of users.

"Employment is the biggest project of people's livelihood, people's heart, according to the project" [3]. College employment WeChat official account is an effective way to serve the employment work, we must enhance the employment of the largest "public issues" attention, enhance user stickiness, attract more users to interact and exchange, and further expand the employment publicity channels.

Good use of social platforms and media platforms to expand publicity channels. At present, most university employment WeChat official accounts are still limited to the WeChat platform, and they do not actively go out to establish cooperative relationships with microblogging, jittery sound, and other platforms. Under the general trend of slow growth in the number of WeChat official account fans, universities can actively explore docking with emerging traffic platforms, open message channels, publish tweet links, etc., to enhance the role of the bridge connection with users. At the same time, it can enhance the interaction and communication with the audience through the release of news, online lectures, and other forms to establish a good connection and trust, to increase the attention and influence of the official account.

Optimize the service function of the official account. Colleges and universities should strengthen cooperation with employment departments and employers to develop the service functions of the WeChat official account, and further improve the service functions such as employment information inquiry and online job fairs. The WeChat official account should be enriched with the setting of consultation and job-seeking sections as well as the functions of "College Students' Employment Policy Query" and "College Students' Employment Information Service", to further improve the service level and work efficiency of the WeChat official account in the process of students' employment.

Continuously enrich the content and form of tweets. In the content of tweets, it is necessary to

enrich employment information and provide employment guidance; in the form of tweets, colleges, and universities should take into account the behavioral characteristics of college students of the z-generation, strengthen the creative design of the content, and planning ability, and try to enrich the content of tweets with the use of video, audio, and other forms, to effectively improve the attractiveness and dissemination of the tweeted information.

4.3 Strengthen the professional ability of the operation team and create a distinctive brand.

A prominent problem prevails in the construction and operation of university employment WeChat official accounts, namely, the construction and operation level of university WeChat official accounts is not high, and the publicity effect is poor. WeChat official account is an important channel for college graduates to understand employment information and make career choices, and colleges and universities should firmly grasp the value intention of the employment official account, establish brand awareness, and comprehensively improve the level of WeChat official account construction.

Clear official positioning. Universities and colleges should adhere to the employment category WeChat official account should be a professional, authoritative identity for self-promotion and promotion, combined with their own actual and student needs, to formulate the relevant development plan, clear their own development goals, development direction, and development focus. To do a good job of the overall planning of the construction and operation of the WeChat official account from a long-term perspective, to avoid blindly following the wind.

Establish a brand image. Colleges and universities should actively utilize new media technology to build employment service official accounts and create their brand image. Colleges and universities should pay attention to the artistry and recognition of the design of the WeChat official account name, icon, LOGO, and other elements; they should pay attention to the standardized construction of the WeChat official account tweet content and typographic layout; and they should pay attention to the standardized construction of the functional design of the employment service platform.

Strengthen the capacity of the operation team. Improve the management mechanism, clarify the division of labor among personnel, strictly control the quantity and quality of information release, and achieve timely, accurate, and standardized information release. Secondly, strengthen the training and management of platform operators, hold regular training meetings, organize exchanges and mutual learning for excellent operators, etc., to continuously improve their working ability and service level[4]. Finally, universities should establish a sound assessment mechanism and incentive mechanism to stimulate the enthusiasm and initiative of platform operators.

4.4 Strengthening the agenda-setting of related networks and building an exchange platform for employment and entrepreneurship

The third level of the agenda-setting theory is the associated network agenda-setting, which advocates the media to build an associated network of issues or attributes for the audience. The relationship between issues and topics affects the audience's judgment, and college employment microblogs should recognize their dominant position, contact the audience with the relevance of different employment topics with the bridge advantage of the platform, take the initiative to push mixed topics, take the initiative to strengthen the push efforts of the enterprise and employment topics and take the initiative to create a platform for employment and entrepreneurship topics to enhance the students' cognition of the work of employment and entrepreneurship.

Utilizing big data technology to create a talent data information base. The first is to establish a database of personal information and employment preferences according to the basic situation of students and the habits of official account users, and the second is to establish a database of local companies and enterprises according to the actual situation of the region and build a fusion and matching mechanism of the two databases so that the students can directly match the positions with the highest degree of relevance and suitability, and facilitate the road of job-seeking for college graduates[5].

Build an efficient employment and entrepreneurship exchange platform. Utilizing the natural link of the official account, Colleges and universities should build an employment and entrepreneurship exchange platform with "enterprise-school-student" as the main body and the intermingling of employment and entrepreneurship to actively create a good communication atmosphere and reduce the situation of college students taking a detour. Close contact with enterprises, invite industry leaders to

the school to carry out lectures, brief the process of famous enterprises into the school, catering to the needs of students and at the same time enhance friendly relations with enterprises. Close the contact density between excellent models of employment and entrepreneurship and students who are waiting for employment. Alumni with successful employment experience are invited to communicate with current students on the platform in an immediate manner, to enhance students' knowledge of interviewing skills and the society.

5. Conclusion

Promoting high-quality full employment is a fundamental measure to improve the quality of people's lives. This year, the scale of college graduates in China has reached 11.79 million, hitting a record high. Doing a good job of high-quality full employment of youth groups is a difficult task to consolidate people's livelihood. Employment WeChat official account is not only just a form of publicity for the employment work of colleges and universities but also an important channel to enhance students' employability and promote high-quality employment of graduates. In the future, the employment departments of colleges and universities should continue to strengthen the construction and operation of the employment WeChat official account, give full play to the school's advantages in policy, information, and services, realize the "one-stop" and "point-to-point" precise delivery, and establish and improve the online and offline communication mechanism, to explore the employment work in the new media environment. Explore the innovative development path of employment work in colleges and universities under the new media environment, make concerted efforts to crack the youth employment problem, and help the youth of the new era to achieve self-fulfillment and the future on the road of the new journey.

Acknowledgement

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