

## Innovative Research on College Student Work Based on WeChat Public Platform

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**Abstract:** In the current new media environment, the WeChat public platform is a popular way for contemporary college students to entertain, educate and communicate. University management personnel can guide students' resumes with good moral quality and excellent professional quality through the model of WeChat public platform. The WeChat public platform provides a vehicle for peer-to-peer education guidance for the majority of student managers. By analyzing the characteristics of college students' work and the traditional limitations of WeChat public platform, this paper explores and constructs a model that assists students' personal growth and professional promotion, innovative design, and students' active participation to effectively promote student work. The expansion of the system.

With the rapid development of information technology in China, people's communication methods have also undergone major changes. Instant messaging software represented by WeChat has become an important means of communication. According to the statistics of the relevant departments in China, WeChat has become the largest software installed by college teachers and students in China. Therefore, all faculty and staff members of colleges and universities, especially counselors, need to use WeChat to carry out their work.

As an emerging communication method, WeChat has a high degree of popularity among younger college students. At the same time, WeChat, as a comprehensive software with more comprehensive functions, can meet the tasks of learning, entertainment and work of college students in addition to communication. Therefore, WeChat has a high degree of recognition and acceptance among students. Based on the public number function of WeChat, compared with the dissemination of information content under traditional media, it is widely recognized and loved by students because of its faster rhythm and richer content. Under normal circumstances, students are less aware of the education of counselors in the traditional classroom mode. Some students obviously show tired and boring emotions, and the counselors use the WeChat public account to carry out education work, which is better accepted by students. absorb.

Traditional college counselors work poorly because of time and venue constraints. Since the carrier of the WeChat public account is a mobile phone, and its work is not limited by time, it has a strong ability to spread, and teachers and students can spread the work of the counselor only through the forwarding function. At the same time, some counselors with insufficient work experience can also better carry out all kinds of work and study and optimize their work level by disseminating the contents of the public number of the counselors with rich experience.

### 1. Analysis of College Students

Most college students choose not to be interested, but to follow parental arrangements or follow suit blindly. But they have better learning ability than accepting new things. I can't look at my own knowledge accumulation in the long run, and I am confused about the future employment direction, which leads to the disappointment of the cruel employment situation when I finally graduate. Today's college students are mainly based on 00. The proportion of only children is very large. They are used to self-centered and ignore the feelings of others. Most of them have an irrelevant attitude towards ideological politics. The significance of ideological and political beliefs to the pattern of life.

## **2. Analysis of College Counselors**

College counselors are the backbone of student work and the organizers, implementers and instructors of students' daily ideological and political education and management. At the same time, counselors should pay attention to students' mental health education. According to the characteristics of physical and mental development and education rules of college students, they should pay attention to cultivating their good psychological quality and good character of self-esteem, self-love, self-discipline and self-improvement, and enhance students' ability to overcome difficulties and withstand trials. The ability to withstand setbacks. This requires the counselor to promptly carry out problem-solving and psychological guidance on the problems encountered by the students, and cultivate students' good psychological quality. Not only that, counselors should also provide students with efficient and high-quality career planning guidance and employment guidance to help students establish a correct concept of employment. It is worth noting that management is only an aid to the work of counselors. Education and guidance are the greatest mission of counselors.

The traditional student work is mostly done by peer-to-peer and face-to-face, and the education guidance and employment guidance are carried out one by one for the students' problems. The method is more targeted, but the duration of the effect is not ideal. Due to the expansion of the school in recent years, the number of students has been increasing, the students' personality has become more diversified, and the education management of the peer-to-peer is completely impossible. It is impossible to have a blind spot. The questionnaire showed that college students have nearly 8 hours of rest per day, and an average of half of them are online. In order to guide the students to the whole school, the counselors are required to actively use various new work vehicles, especially modern scientific and technological means such as the Internet, to cater to the interests of students, to regulate and design, to improve the pertinence of student work, Full coverage and effectiveness, thus forming a joint effort for online and offline education guidance management.

## **3. WeChat Public Platform Analysis**

Among the many new media platforms, the WeChat public platform has gradually emerged with its open, informative and easy-to-build management features. Counselors use the platform to publish information on a regular basis, which can cover every student in a timely and comprehensive manner. However, due to the inadequate development of the WeChat public account itself and the lack of attractive content design, the WeChat public platform currently has the following limitations.

At the beginning of the construction of WeChat public platform, the functions and contents are mainly information such as inquiry, message notification, promotion and fragmentation. WeChat has already become an important social position in the whole society. Many college students are chasing the trend and receiving the entire WeChat, especially for all kinds of public numbers. More and more WeChat public accounts only use the amount of attention as a criterion to judge whether the promotion is in place, and do not care whether the audience has any real attention. For public numbers that don't make a lasting interest or act on people, they will be stored in the subscription number column, which is rarely seen.

Most of the WeChat public platforms are mainly fragmented and fragmented information. Publishing articles is like publishing news. The content covers a wide range, but it is often irrelevant. As a result, the time of fragmentation of college students is occupied by fragmented information, and in the end, it can only be achieved, but some impressions are not clear. Without the accumulation of continuous systems, there is no deep content. Students can't benefit from it, and naturally the public will be shelved.

## **4. Exploration and Innovation of the Construction of WeChat Public Platform in Colleges and Universities**

In order to build the WeChat public platform into an effective carrier for the work of assistant counselors, the platform should be student-oriented in terms of construction and maintenance. The content of the platform cannot be based on daily news notifications and inquiries, but should focus on daily and systematic guidance for the weaker aspects of college students, including mental health, ideological and political education, and career planning. Integrate the time of fragmentation of students so that students have a clearer understanding of themselves and their profession. At the same time, students are allowed to participate in the construction management and maintenance of the WeChat public platform, taking advantage of the students' subjective initiative, enhancing their sense of participation and cultivating students' teamwork skills.

### **4.1 Designing Platform Sections based on Students.**

As the public number, we must first consider how to lock students' attention. In view of the self-awareness and professional cognition that college students need to improve, the second-level college WeChat public platform is taken as an example. In addition to the basic information inquiry, two sections of "micro-growth" and "micro-professional" have been added. The micro-growth section focuses on ideological and political education and mental health education. The micro-professional section focuses on professional culture, skill competitions and employment information. These items are related to the most concerned content of college students from enrollment to graduation. As long as they are carefully planned and designed, they will be able to attract students' attention for a long time, and even become an "online counselor" to accompany students.

In the micro-growth section, we innovatively use the WeChat voice function to open the "Counselor's Speaking" column, and organize excellent counselors to post a 60-second voice to students who are interested and confused. Campus life, crisis events, awards, and so on. The form of voice is free from the boringness of full-screen text. The fixed release time allows students who like the column to listen to the latest voice in time. The 60-second time limit not only ensures the content is refined, but also does not make the listener feel tired. 60 seconds a day tells students what they like to see and hear, giving students a new perspective on the world.

In the micro-professional section, the "Skills Competition" column is opened, which covers the competition announcement, pre-match selection, competition rules, event fast, and the star of the competition. It provides the most cutting-edge competition information and shows the most dazzling skills. Students from all majors can feel the craftsmanship spirit contained in the profession from the whole process of the competition, and enhance their professional cognition and learning motivation from the skill style among the students. With such a column design, students will take the initiative to pay attention to provide basic support for the guiding role of the WeChat public platform.

### **4.2 Focus on the Topic and Enrich the Platform.**

Just as the course is divided into chapters, students can consciously and continuously learn. The sections in the WeChat platform should also pay attention to systemicity and integrity when designing the structure and content. As a carrier to promote student work, the content of the platform should not be large, comprehensive, wide and scattered, but should be used to integrate the fragmented time of students in the WeChat system with systematic, hierarchical and structured content. The content is published in the form of a topic, which can ensure the integrity and systemicity of knowledge. But pay attention to people's learning behavior habits. On the one hand, few people will spend a long time to study the long story on WeChat; on the other hand, if the information is scattered, it will not be able to penetrate the hearts of people. Therefore, when publishing content, you should add appropriate techniques, such as breaking down the topic into multiple articles and presenting the title in a continuous number, avoiding a post that is too

complicated to absorb.

Take the "Peer Psychology" column under the micro-growth section as an example. Peer counseling is an action that peers give psychological help to students who need help around them. The similar values and life experiences of peers have a natural advantage in counseling common psychological problems in daily life. The "Peer Psychology" column is based on the design content of student cadres, and it is a friend's tone to guide the contradictions in life. Common problems among students involve collective, love, and learning. Each part can be designed as a topic, broken down into several articles to guide. For example, the launch of a "integration of new collective" topic, which can include friends of the dormitory: Tiannan to the north to meet; class value day: I sweep the floor to clean the window; water storm: two monks pick water and drink. Another example is the launch of a special issue of "Love Observation Point", which can include sugar-coated cannonballs to be seen; the mouth is not to be enlarged; love must be brave to speak out and so on. By designing the title of the article in this way, even if it is not released at the same time, the serial numbers and cases will allow the students to connect the relevant content, and gradually form a system structure to achieve the purpose of educating and guiding students.

#### **4.3 To Participate as the Starting Point, Expanding the Platform Performance.**

In addition to using the content of the WeChat public platform to strengthen the education management of students, the counselor can also establish a new media team of student cadres by allowing students to participate in the whole process of platform construction, and cultivate the ability of students to unite and cooperate. Self-regulating ability. It not only helps to expand the space for ideological and political education, but also helps to improve the efficiency and effectiveness of the work, and is more conducive to the cultivation of student cadres.

At the beginning of the construction of the WeChat public platform, students were organized to participate in the questionnaire of the platform content, and the content that the students were most concerned about most interested in was actually fed back to the counselor. In the design section and the release content phase, students are encouraged to think independently about their ability to design independently. In the platform management process, members are selected among the students of all grades, and the team's awareness and ability to collaborate among students is cultivated in a new way, and the continuity of the team is also guaranteed. On the one hand, students' participation can better enrich the content of materials, on the other hand, they can cultivate the team's ability of self-comparison, text editing, and division of labor. It can also expand the propaganda, let more students pay attention and participate, and enhance the WeChat public. The influence of the platform.

### **5. Conclusion**

The new media, which uses the WeChat public platform as a new force, provides an opportunity for counselors to promote student work. The construction of the platform can only cater to the students' interest and behavior habits, and the students will pay attention to them to achieve their own growth through the platform. The WeChat public platform in colleges and universities uses the scattered time of students. The initial intention of creating a public number is to guide students to learn a little bit every day and grow a little bit every day. In the fragmented time, students can gradually build up their own to the world more complete. Awareness and a clearer perception of the profession. Although the information on the WeChat public platform is fragmented, it needs to be clearly defined and focused. Each module should be designed so that students in need can see at a glance. The construction of the platform has turned the original students' passive participation in "blocking" into "active participation", which makes the school's moral education work more targeted and effective. Small platforms can also have a big impact. The construction of WeChat public platforms in colleges and universities still needs more practice and exploration.

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