

# Research on the Application of New Media in the Daily Management of College Counselors

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**Abstract:** With the rapid development of science and technology, new media has deeply effect on every aspect of our life. The counselors, one of the college managers, his daily work is undergoing a big change by the application of new media. How to use new media for daily management and make it more effective, which has a an important issue being discussed by now. And we will discuss the application strategy of new media in the daily management for a college counselors in the paper.

**Keywords:** New media; College counselors; Daily management work; Application inquiry

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With the rapid development and popularization of new media, it is gradually becoming an important tool for the daily management of college counselors. New media refers to Internet platforms including wechat, Weibo, mobile APP, etc. With their fast, convenient and interactive characteristics, they provide a broad application space for college counselors. In daily work, counselors can use new media to communicate with students in real time, release information and carry out management work. It can not only improve the effectiveness of counselors' management, but also improve the accuracy of information dissemination.

## 1. The application significance of new media in the daily management of college counselors

### 1.1 Facilitate communication between counselors and students

New media provide a way for college counselors to communicate with students in real time. Through instant messaging tools such as wechat and QQ, counselors can inform students of their contact information, so that students can communicate with counselors at any time. Whether it is learning problems or life troubles, students can get in touch with counselors through new media to get timely help and guidance. This fast and convenient way of communication enables the counselor to better understand the needs and difficulties of the students, and make effective feedback and help in a timely manner.

### 1.2 Improve the efficiency of counselor management

Some college counselors use wechat public accounts to establish contact platforms with students, and release various information and activity arrangements to facilitate students to understand the policies, services and resources of the university. At the same time, counselors can promote communication and cooperation among students by organizing discussions and providing learning materials in wechat groups. Through the application of new media, college counselors can not only better publicize and promote their own work results, but also better interact with students to improve the efficiency and effect of management work.

## 2. Advantages and challenges of the application of new media in the daily management of college counselors

New media has many advantages in the daily management of college counselors, but it also faces some challenges. First of all, the fast and convenient features of new media provide counselors with more efficient management methods. Counselors can release information and arrange activities through wechat, Weibo and other platforms, and interact with students in real time, saving a lot of time and energy. In addition, new media can also realize a variety of forms of communication, such as pictures, videos, etc., making the information of counselors more intuitive and vivid, and easier to attract students' attention and participation.

Secondly, the strong interaction of new media helps to enhance the good relationship between counselors and students. Counselors

can communicate with students one-on-one through new media, answer students' questions and puzzles in a timely manner, and establish a close relationship. This kind of interaction also provides more opportunities for counselors to pass on positive energy to students and actively guide students.

However, new media also face some challenges in the daily management of college counselors. First of all, information overload may bring certain troubles to the work of counselors. With the popularity of social media, students receive more and more information, and we need to make better screening and sorting to provide more targeted and useful information to students. Secondly, new media may raise some security and privacy issues. Counselors are required to ensure the confidentiality of student information and prevent personal privacy from being disclosed. In addition, the development of new media has also spawned some false information and network security problems, counselors need to stay vigilant and improve their information discrimination ability.

### **3. Application strategies of new media in daily management of college counselors**

#### **3.1 Improve college counselors' ability to use new media**

In order to promote college counselors to better use new media in management work, schools need to pay attention to improving college counselors' ability to use new media. To this end, the school should start from the following aspects to the counselor training guidance. First, schools need to invite professionals to the school to hold training, and organize college counselors to participate in the training. The content of the training mainly includes the specific application methods of new media in management work, the connotation of new media, the help of new media to management work, etc., to improve the understanding and application ability of college counselors on new media. Second, schools can use information technology to build a new media learning platform. The platform will regularly upload content about new media, the application of new media in management work, and so on. College counselors can learn on the learning platform anytime and anywhere to improve their management ability. If counselors have any confusion about the use of new media, they can discuss with other counselors on the learning platform to solve their confusion. Third, schools can set up courses on the application of new media and conduct systematic training for college counselors. Including the use of new media platforms, network security management, network use norms, etc., to improve counselors' ability to use new media. In addition, the school can also hold counselor seminars after class to guide counselors to talk about their feelings after class and their understanding and cognition of new media management, so as to improve the teaching effect of the class. Fourth, schools can guide counselors to hold seminars, talk about their own experience in the application of new media, and learn from each other's ways and methods in the application of new media. In addition, any problems that counselors have in the process of using new media can also be discussed with other counselors in the seminar to promote the common progress of all counselors. Fifth, schools should always pay attention to the progress and problems of counselors' application of new media in management work. If counselors' application progress is slow, schools need to help counselors solve problems in time.

#### **3.2 College counselors need to develop an effective new media management process**

In order to effectively apply new media to the daily management of college counselors, it is necessary not only to improve their ability to use new media, but also to adopt a series of strategies and measures to give play to the value of new media in management. Specifically, counselors can mainly start from the following aspects. First of all, counselors should fully understand and be familiar with the characteristics and functions of different new media platforms. According to different needs and goals, counselors can choose appropriate new media platforms for information release and student interaction. For example, wechat can be used for one-to-one communication and to answer students' questions, promoting the interaction between teachers and students; Micro-blog can be used to publicize school activities and provide learning resources to help students better study life; Mobile apps can provide students with more personalized and convenient services. Secondly, the counselor should make a reasonable information release plan. According to students' study and life rules, counselors can set a fixed time for information release, and update and release relevant management information regularly. At the same time, counselors also need to develop different content and forms of publication for different information types and target groups. For example, for learning-related information, text, pictures, videos and other forms can be used to provide richer and more vivid content. Finally, counselors also need to adjust and optimize based on student feedback and needs. By collecting students' opinions and conducting questionnaire surveys, counselors can understand students' feedback and needs on new media applications, and further optimize the use and content release. Counselors can also adjust the frequency and content of information releases based on student feedback to provide services and support more closely related to student needs. Through the above series of strategies, we can optimize the management process of new media and improve the effectiveness of management work carried out by counselors.

### 3.3 Innovative management model and management system

When college counselors apply new media in daily management work, they need to innovate the management mode and management system to ensure that the new media management meets the specific situation and management needs of students, and improve the effectiveness of management work. First of all, counselors need to develop a network security management system, establish a network detection and response mechanism, avoid harmful information affecting the effectiveness of management, and clarify the use of new media management norms. Counselors should also strengthen network security education and guidance for students, improve students' information literacy and network security awareness, and jointly build a healthy and safe network environment. In addition, counselors need to delete bad information and adverse events in a timely manner, avoid expanding negative effects, and increase supervision over the use of new media. Secondly, counselors need to adhere to the "student-oriented" management concept and develop a personalized management model of new media. Counselors can use new media to issue questionnaires for students to understand the specific situation and personality characteristics of students. Then, the counselor can summarize the contents of the questionnaire, and establish the specific situation and personality characteristics of the students as the students' specialty files. Counselors can use new media to carry out personalized push for students according to students' specialty files to ensure that the management content meets the characteristics and needs of each student. Finally, counselors need to develop a system of cooperation with students. Counselors can establish a cooperative relationship with students and guide students to become participants in the release and dissemination of information. By cultivating students' autonomy and initiative and encouraging them to take the initiative to pay attention to and share valuable information, the information release pressure of counselors can be reduced and the quality and reliability of information can be improved.

In summary, with rapid development of the new media and technological innovation, there is a great prospect about the new media application for the management work of a college counselor. It can facilitate the communication between the college counselor and his students, both of them interact quickly and effectively to the information from each other, which will strengthen their relationship. A college counselor can promote his/her working ability by formulating effective new media management processes, innovating management models and management systems. And they will find more and more ways to make their daily work effective along with the big progress of new media technologies.

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