

# Research on the Application of Wechat Public Account in University Student Management

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**Abstract:** With the advent of the information age, under the background of the rapid development of network information, new media is gradually applied to the management of college students, and its importance is becoming more and more obvious. In order to adapt to the work of colleges and universities under the background of new media, most colleges and universities have begun to use wechat public accounts for student management. This paper first describes the problems existing in traditional student management of colleges and universities, and analyzes the functions of wechat public accounts in college student management, and further studies and discusses the application situation.

**Keywords:** Wechat Official Account; Colleges and Universities; Student Management

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## Introduction

Colleges and universities are the cradle of cultivating outstanding talents for the society, and in order to cultivate outstanding talents, we must pay attention to the effective management of talents. However, some colleges and universities still use traditional management means in student management, which not only affects the management quality, but also affects the management efficiency<sup>[1]</sup>. Therefore, in today's information age, colleges and universities should keep pace with The Times, be good at actively introducing information technology, and use effective media to implement effective management of students, so as to show excellent management effect. Under the background of new media, the use of wechat public accounts to manage students can effectively play the functional advantages of wechat public accounts, further improve the quality and efficiency of student management, so as to promote the comprehensive development of college students.

## 1. Problems existing in traditional student management in colleges and universities

### 1.1 The management scope is small

After entering the university, students' life is rich and colorful. They not only need to carry out daily study, but also have a series of extracurricular club activities, practical activities and social activities for them to participate in. As a result, colleges and universities tend to become more complicated and diversified in the process of managing students. Nowadays, due to the derivative of new media, students have access to a rich knowledge system. While students' vision is becoming broader and broader, in the student management work in colleges and universities, they only pay attention to the management of students' learning rather than the management of students' physical and psychological conditions, which leads to potential dangers in the development process of students<sup>[2]</sup>.

### 1.2 Single Management mode

Under the background of the continuous practice of education reform, the enrollment expansion of colleges and universities is also getting bigger and bigger. Under the background of the increasing number of college students, it brings greater pressure to the management of college students. In the past, the management methods of college students were still bulletin board, telephone, SMS,

QQ group, leaflets, etc., which resulted in great restrictions on communication and communication in the management work, unable to keep up with the pace of progress of The Times, but also brought certain difficulties to the student management work, let alone meet the needs of students [3]. In the traditional way of student management in colleges and universities, managers are unable to deeply and comprehensively understand the actual situation of students, so that there are large and small loopholes in the management work, affecting the quality and efficiency of management work. With the continuous development of information technology, most college students have accepted the era of intelligence. Therefore, the management mode of college student management should be changed to some extent, only in this way can it conform to the development of The Times, and not be eliminated by The Times.

### **1.3 Backward management concept**

In the past, the student management of colleges and universities was carried out by class counselors and class cadres. In the management process, the counselors and class cadres were generally taken as the main body, and the daily management work was taken as the core, so as to carry out "indoctrination" management on students. In the actual student management process, the principal position of students was not reflected. In addition, with the increasing number of students in colleges and universities, the implementation of this concept of student management is bound to consume the energy of administrators, fail to achieve good management effects, and waste students' time, thus bringing negative impacts on the management of students in colleges and universities.

## **2. Function of wechat official account in college student management**

### **2.1 Educational function**

The education function of wechat official accounts is relatively hidden. Colleges and universities can push relevant information according to the actual situation of students through wechat official accounts to educate students. For example, at the beginning of the semester, administrators can push the content of "Dormitory fire should be vigilant" through wechat official accounts, so that students can understand the causes of dormitory fire and matters requiring attention. In the process of imperceptibly providing safety education to students, this kind of education is easier to be accepted by students than blindly preaching education. In this way, the wechat public account not only innovates the education method, but also achieves satisfactory education effect.

### **2.2 Publicity function**

The wechat public account has the function of pushing messages. After the administrator releases information through the wechat public platform, students can click the information page to understand. Whether it is safety education information, ideological and political education information, or daily management information, it can influence students in the process of imperceptible influence. The publicity function of wechat public account can transmit correct values and ideas to students and help them guide correct ideas and value routes. Through the publicity function of wechat public account, it can also publicize some safety knowledge. It can be said that the application effect of wechat public account in college student management is remarkable [6].

### **2.3 AC Function**

Wechat official account not only has the function of education and publicity, but also can realize good communication between student administrators and students in colleges and universities. Administrators push information to students through wechat official accounts, and students can communicate with administrators through messages, voting, private messages and other means in the public accounts. This way of communication is no longer limited by time and space, and has obvious advantages. And through the communication function of wechat public account, it can narrow the distance between teachers and students, optimize the way of communication, and make the communication effect more effective.

## **3. Application of wechat official account in college student management**

### **3.1 Daily management of students**

The application of wechat public number in college student management can be said to change the concepts and methods of student management in the past. College student administrators can use the convenience of wechat public number to release relevant

management information in the process of daily management of students, and students can receive the content of wechat public number by paying attention to the wechat public number. In order to master management information and management dynamics, it can be said that this method makes the daily affairs management of students more simple and convenient to a large extent. In the traditional college student affairs management, the main problem is the speed of information transmission. From the earliest oral transmission, not only the speed of information transmission is slow, but also cannot guarantee that everyone can receive the information. Later, it developed into the QQ group to release announcements to transmit, but the QQ group has a large number of students, so many students shield the class group. Therefore, there are a lot of students can not receive management information, and wechat public number is different, through the wechat public platform to release unified management information, can be directly displayed on the student wechat, not only convenient for students to receive management information, more convenient for university student management personnel to carry out management work.

### **3.2 Party building for students**

In the process of student management, the party building work carried out by colleges and universities is to better understand the ideological status of students, reflect the opinions, requirements and ideological emotions of students, and do a good job of ideological and political work for students, so as to expand the team of students who join the Party. Through the party building work, students can be driven to clear the purpose of learning. And let the students become the successors of socialist construction with morality, ideals, discipline and culture. In order to better manage students in the Party building work of college students, wechat public accounts can be used to understand and supervise Party members, probationary party members and active party members in the student group online. Meanwhile, college student administrators can also release some information through wechat public accounts, such as issues that students are concerned about, major resolutions, etc. This not only ensures the timeliness of information transmission, but also guarantees the quality of information. It is easier for students to understand the information after receiving it at the first time. At the same time, wechat official account also has an interactive function, which allows administrators and students to interact and communicate in the comment section, so that the school can timely understand the ideological dynamics of students, and according to the existing problems of students, administrators can effectively guide students and help students quickly solve the problems they encounter. Such high efficiency and high quality, It can not be realized in the traditional student management in colleges and universities. The application of wechat public number in student party building in colleges and universities not only improves the efficiency of managers, but also enables students to timely understand the information of party building, so as to promote the better development of party building in colleges and universities.

### **Concluding remarks**

To sum up, student management in colleges and universities is an important basis for improving students' comprehensive literacy. Therefore, student management personnel in colleges and universities should grasp effective management principles and adopt scientific management methods to reasonably apply wechat public accounts to student management, truly reflect the advantages of wechat public accounts, so as to comprehensively optimize the effect of student management in colleges and universities. Better help students develop in an all-round way.

### **References**

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