Research on the Branding of Social Work Organizations: The Example of Q Service Center in H City

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Abstract: With the continuous development of society, China attaches great importance to strengthening and innovating social governance, and the branding construction of social work organizations can gain the trust of social citizens, maintain a profound positive and professional image in the public mind, and even improve the credibility of the social work industry itself. A study on the branding path of Q service center in H city is conducted to propose countermeasures for the branding construction of social work organizations.

Keywords: Social Work Agency; Branding; Community

1. Introduction

Vigorously develop social work and support the development of social organizations, humanitarian aid, voluntary services and public welfare charity. As an important carrier, social work institutions can implement national policies, promote the transformation of government functions, prevent and solve social problems, improve people's livelihood and enhance people's living standards by absorbing a large number of social work professionals and building a team of social work professionals. In the above process, it is especially important for social work organizations to highlight their own brand characteristics among the many converging organizations.

2. The development history of social work agencies in city H

In the past ten years, the province where City H is located has been actively promoting the construction of social work talents and the development of social work by building professional teams, enhancing practical capabilities and playing professional roles, guaranteeing organization and system construction, and strengthening education and training, developing social work positions and fostering private social work institutions. H City actively integrates professional strengths in various fields such as industry associations, university professionals, social work agencies and supervisory talents to further promote the scientific and standardized construction of social work stations and deepen grassroots governance.

After the construction of the first batch of social work stations in the city, the Association of Social Workers hosted a mini-seminar on social work "joining hands in the field and building together professionally" in 2021 to discuss "how to integrate professional resources from various fields, promote the construction of the second batch of social work stations on the basis of improving the construction of the first batch of social work stations, and deepen Further discussions were held on "how to integrate professional resources from various fields, promote the construction of the second batch of social work stations on the basis of improving the construction of the first batch, and deepen the participation of professional social work in grassroots governance. After the discussion, the participants reached a consensus that while raising the media's

understanding of professional social work, the aim was to promote professional social work with the practical results of professional deepening of grassroots governance.

3. Theoretical basis of branding of Q service center in H city

The theoretical foundation is the first step in exploring the branding of social work organizations. On this basis, the roles that social work agencies have assumed and need to assume in broadening the path of branding are then grasped.

3.1 Theoretical basis: community development model

The community development model is an important model among the three major working methods of community social work. The community development model emphasizes the vital importance of democratic participation and believes that social problems can only be solved through mutual help and cooperation, building harmonious community relationships, and increasing residents' sense of belonging. It is mainly based on community needs, bottom-up community participation, enhancing the sense of ownership of community members, developing their self-help capabilities, and promoting community development through activities or projects in which the community participates together.

3.2 Role analysis of branding of Q service center in city H under community development model

The branding of social work agencies requires the joint participation of professional social workers, community residents, community resident committees, and the government. Under the community development model, social work agencies predominantly play the basic roles of service providers and supporters as well as the indirect roles of resource acquisition, coordinators and policy influencers, while ensuring the achievement of service goals by highlighting the agency's characteristics.

As a service provider, social work organizations need to establish a good trust relationship with the service recipients, community residents, collect community data and information, conduct surveys in the community, process relevant data, conduct professional and adequate research and analysis of the data, and then formulate service plans according to the needs of community residents. As a supporter, social work organizations face community residents in the process of project implementation, mainly through encouragement and support, so that residents can make self-decision, overcome difficulties and achieve self-help. As resource getter, social work agencies need to actively link social resources, turn to the government or relevant social organizations to get the resources needed by community residents and pass them on. As a coordinator, when community residents argue about a certain initiative or even break up the "community" relationship in the process of implementing community service projects, social work agencies should coordinate the problem in time and put forward new suggestions to stabilize the relationship between community residents. As policy influencers, from the top down, social work agencies take up some government functions and assist the government in implementing various social policies; from the bottom up, social work agencies collect residents' opinions and suggestions, help residents "voice" and optimize policies for the benefit of the people.

4. H City Q service center branding path to achieve the construction

With the theoretical foundation as the support and the role played by social work organizations as the entry point, what measures they apply in the service process is the key on the way to realize branding.

4.1 Reach out to the community and fully explore community resources

The process of knowing and understanding the community is the process of knowing the enemy, and the process of reflecting and considering the service level of the social work organization against the actual situation of the community is the process of knowing the enemy. After receiving the case, Q Service Center will analyze the needs of the residents in the

community and identify the most important problems that need to be solved in the community. The Q Service Center will find community leaders according to the different focuses of the service program, and let the residents drive the residents to achieve self-governance. The above is undoubtedly the most important step for Q Service Center to highlight the professional ability of the organization, and it is also the most solid and fundamental step to promote the branding of the organization.

4.2 Build a comprehensive community platform and create thematic projects

An important part of the branding process of social work organizations is to have their own distinctive service projects. q service center was registered before its predecessor as M Social Work Department had already hosted and built two comprehensive platforms, Red Lane Life Square and Ziyang Public Welfare Town. In 2015, the first field project was opened after the official establishment of the organization, and in the same year, it hosted Keqiao Summer Palace, Left Neighborhood and Lakeside Home. Among them, Left Neighborhood and Lakeside Home and Red Lane Life Square are three integrated platforms that form a community public space, a tripod. For example, the organization takes "culture" as its leader and organically integrates culture and senior care, highlighting the characteristics of "cultural senior care" in H Street. Through a series of distinctive activities, the center has become the "cultural highland" and "activity center" of the area. At the same time, the service center has created the theme activities of "Stories of the Square", "Dreamers of Life", "Yi Cang Yi Ji" and "Tribute to Veterans", through which it explores the internal resources of the community, sets up a volunteer team or establishes a community mutual help system, etc. The Q service center has created the above-mentioned high-quality and diversified community service cases, attracting more communities to invite organizations to intervene in the service, thus creating a reputation in the same prefecture and even in the same province.

4.3 Rooted in the brand concept and promote branding

Q Service Center takes people-oriented, firm pro-people concept, helping people to help themselves and advocating the spirit of new people as its purpose; relying on public space carrier, using social work methods, building community development system as its mission; "everyone lives in a happy community" as its vision. Afterwards, the resources and environment of the project case community are closely integrated with the connotation of the organization, realizing that you have me and I have you. The connotation of the brand concept is not only to convey the brand characteristics to people, but also to convey the value that the organization can create and the benefits it can bring to the community based on the brand characteristics.

5. Countermeasures for the branding of Q service center in H city

Based on the branding path that Q Service Center has adopted, the following three countermeasures are proposed to further enrich the measures that can be implemented on the road to branding of social work organizations.

5.1 Strengthen the social work team and inject fresh blood

As a talent-intensive organization, social work organizations mainly rely on their internal members to provide targeted services to their clients in order to realize the brand concept, mission and vision of the organization. As a service provider, social workers' professional ability is the foundation for the branding of social work organizations. Only if the organization has social workers with excellent technical ability can it plan high-quality service plans for each project; only if it has a stable social work team can it ensure stable and evergreen operation of the organization; only by continuously injecting fresh blood and promoting the talent ladder can it activate the vitality of the social work team to the greatest extent and guarantee the service team to thrive.

5.2 Make full use of new media to increase brand promotion

In the age of self-media, mass media has penetrated into every aspect of society. As the recipients of social work agencies' services, social citizens, from their own perspective, will prefer to choose the agencies they are familiar with or search for agencies with good brand reputation through the Internet to seek help. Therefore, on the basis of traditional media intervention, social work organizations should make full use of new media publicity methods such as microblogging and WeChat public number operation to attract wide participation from all walks of life, which not only promotes the popularity of social work, but also increases the visibility and attention of social work organizations.

5.3 Explore the development of the "three social linkage" model to further promote the brand

China attaches great importance to strengthening and innovating social governance, and the application of the "three-community linkage" model to the project services of social work agencies is an innovation and breakthrough in the implementation of grassroots social governance. Social work agencies should take the actual needs of community residents as the fundamental starting point in their service projects, build a comprehensive community service platform, and fully reflect the interlocking relationship between communities, social organizations and social workers. Through the linkage model, it will help community development, meet the diversified and personalized needs of community residents, and ultimately promote the harmonious development of community society.

6. Conclusion

Socialism with Chinese characteristics has entered a new era. The new era is not only an era for people to get rid of poverty and become rich, but also an era for people to be filled with a sense of gain, happiness and security. With social work agencies as the carrier, social workers are assembled here to serve the public with the fundamental concept of helping people. The branding of social work agencies will not only help residents choose their preferred and suitable agencies, but more importantly, clarify the future development path of the agencies.

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