The Research on the Role of Social Media in Promoting Mass Entrepreneurship and Innovation and Its Practice

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Keywords: Mass Entrepreneurs and Innovation, Social Media, Interaction, Integration, Individuation.

Abstract. Mass entrepreneurs and innovation is prevailing in China. The central government and local governments have published unprecedented preferential policies and supporting services. However, many entrepreneurs have difficulties in obtaining entrepreneurial policies and services. The imbalance between information supply and demand is the main problem. The problem could be alleviated by using official account on social media because of its feature of authority and convenience. This paper will focus on the role of social media in promoting mass entrepreneurs and innovation. It will also supply the government official social media account with some suggestions on daily running.

Introduction
Since Prime Minister Li Keqiang put forward the view of encouraging mass entrepreneurship and innovation in public in September 2014, Chinese have participated in entrepreneurship and innovation fever. Firstly, China's economy has entered an era of new normal with a large number of industrial transformation and upgrading. The process of transformation and upgrading needs to rely on innovation-driven. Secondly, mobile Internet, big data and cloud computing technology supplies creativity implementation as well as new products and service promotion with strong support. Additionally, central government and local governments have launched more than 3000 specific policies and measures for encouraging innovation and entrepreneurship projects as of March 30, 2016. All these advantages have greatly enhanced mass entrepreneurship and innovation. However, a few factors restricting the process of entrepreneurship and innovation still exist. They also cause a low satisfaction of entrepreneurship services provided by the Government. The public thought that the imbalance of information supply and demand was the biggest problem. The imbalance is mainly reflected in the following four aspects. First of all, there are too much information release subject which generally a lack of authority. Then, the characteristic of magnanimity and dispersion bring a trouble to information inquiry and conformity. Moreover, the government network platform always attaches great importance to information disclosure rather than online service. Finally, both sides of information supplier and consumer are short of sufficient interaction. The government cannot effectively provide personalized answers and assistance for different audiences. After years of practice, the wide application of social media by the government has alleviated the problem of information imbalance in the process of promoting mass entrepreneurship and innovation to some extent.
The Role of Social Media in Promoting Mass Entrepreneurship and Innovation

Benefits for Government

Nowadays, social media has become an important channel for communication between government and the public. Changes both on communication way and communication space which brought by social media have been widely accepted. The application of official account in social media has played a positive role in promoting mass entrepreneurship and innovation for government. The benefit of using social media could be divided into four aspects. Firstly, it is helpful of seizing the public opinion front. The growth of mobile Internet has greatly drive products, content and circles into the mobile age. At the same time, discourse circles which formed by internet-based media have also become increasingly diversified. The diversity could easily cause generalized right to speak. Thereby, the authority of government information release would be challenged. Thus, it is necessary for government to actively use social media in advancing the process of innovation and entrepreneurship. On the one hand, it targets audience's media preferences and usage habits. On the other hand, it benefits the layout of the whole media strategy by the government. Consequently, government could expand its influence and shape authority. Secondly, it is helpful of improving the radiation of information about entrepreneurship and innovation. According to the latest report by Tencent 2016, Wechat (the most popular social media platform) now has 700 million registered users and more than 540 million monthly active users. Nearly half of active users has more than 100 online friends. Social media could effectively communicate the user's real interpersonal circle by importing phone contacts, QQ friends, positioning, and other social functions. Thus, numerous social networks could be formed. Innovation and entrepreneurship related information which published by government official account could be forwarded by the circle of friends through social media. Large amount of message transmission can effectively radiate new user groups and broaden the target audience. Thirdly, it is helpful of strengthening the effectiveness of information transmission of innovation and entrepreneurship. The principle of user-oriented on social media should be followed by the government. User-oriented principle could assure the accuracy and personalization of information while ensuring high recognition. At the same time, the function of subscribe on social media could guarantee the accuracy and stability of the target audience. The dissemination of information could also be accelerated relying on the advantage of acquaintances and high trust with social media. The information resource would be considered optimal with high credibility by the audience. Fourthly, it is helpful of building up the thought of “be proud of entrepreneurship” in the whole society. On the one hand, government could coordinate colleges and universities, incubators and investment institutions to held business competition, entrepreneurship training, business salon and other activities at various levels. Thus, innovation and entrepreneurship could become a trend. On the other hand, government could create an entrepreneurial atmosphere of encouraging innovation and being tolerant of failure through disseminating successful or unsuccessful entrepreneurship stories as well as advertising entrepreneurs.

Benefits for Talents of Innovation and Entrepreneurship

The application of social media provides innovation and entrepreneurship talents with convenience for mastering related policies and obtaining services. Thus, it has been widely accepted by the target audience. Social media has brought a number of benefits for talents of innovation and entrepreneurship. The benefit could be divided into four facts. Firstly, it contributes to a quick information acquisition for innovators and entrepreneurs. The audience
could get the most authoritative and comprehensive information and explanations the first time through the government’s official account on social media. It could avoid false information dissemination which caused by outlets and misreading by other media. It could also effectively curb the rumors. Secondly, it helps each user to gain correct answer. The advantage of powerful interaction and pertinence of social media ensures that it could make personalized answers to different audiences, thereby helps each target audience to solve the problem. Thirdly, it is helpful of accelerating the realization of innovation and entrepreneurship projects. The integration of social media platform could make a combination between all related business departments and service agencies from the government. It also could truly simplify procedures and shorten the startup time for entrepreneurs through opening online services. Finally, it is helpful of effectively improving the survival of innovation and entrepreneurship. China’s innovation and entrepreneurship boom is suffering a dilemma. According to the statistics from 2014 Global Entrepreneurship Monitor organization, the survival rate of entrepreneurial firms is quite low. Only 1% of the new company does normal business after three years. The proportion even drops to 0.4% after another three years. Blindly low-feasibility project launch and poor market expansion are main reasons. On this occasion, the government could invite experts and successful entrepreneurs to carry out evaluation in project startup as well as the stage of implementation and make a full range of guidance for new entrepreneurs through social media platform. The government could also use social media to facilitate the face-to-face communication between experts and entrepreneurs. Thereby, experts could give good opinions and suggestions. In addition, it is useful of increasing survival of innovation and entrepreneurship through consciously publishing industry dynamics and hot issues at home and abroad by the government official account on social media.

The Practice of Social Media in Promoting Mass Entrepreneurship and Innovation

Release Information on Time and Actively Guide Public Opinion through Social Media

The government official account should use the most basic function of social media to spread the latest information and policy of innovation and entrepreneurship to target audience. It also should push related information to users who subscribe to the official account. It is necessary to designate professionals to take charge in producing text, image, voice and video files in the process of releasing information. At the same time, it is necessary to appoint specialized information publisher which responsible of combing the hierarchy and content of information and posting message according to the approval process. Moreover, the government could use social media to interpret policy at the first time. It could play a positive role in avoiding the misunderstanding and spreading the bad emotions. In addition, the government should also actively carry out public promotion for its official account on social media. Thereby the promotion could enhance its visibility and influence.

Response to Users in Time and Pay Close Attention to Real-time Interaction

The audience could use the government official account on social media platform to inquire information about innovation and entrepreneurship. On the one hand, the system could automatically obtain matching information and display it to the user after the user asking questions with text and voice input. On the other hand, the government should pay attention to questions which cannot be answered by the system and process them everyday. At the same
time, the regular invitation of both online answer questions by personnel from government service departments and online communication between successful entrepreneurs and the entrepreneurs could effectively increase public awareness and the activeness of official social media account.

**Integrate Business System and Rely on the Mobile Internet**

The government official account on social media should be multifunctional (including query, complaint, call, application, payment and other functions). Meanwhile, professional online services of finance, land, tax, law, human resource, technology research and development, industrial integration, marketing and other professional services should also be integrated into the official account. Moreover, the official social media account should fully take advantage of the mobile Internet and develop more functions of shortcuts and expand the cooperation with other commonly used applications. All the above-mentioned strategies could make innovators and entrepreneurs to achieve efficient and convenient services, thereby improve user satisfaction.

**Concentrate Resources and Make Content Personalized**

The characteristic of information ordering and push of social media requires more delicate content design. The government official account on social media should create personalized content which be in accordance with the personality and culture of innovation and entrepreneurship group. On the one hand, the personalized information is helpful of enhancing the pertinence and readability of content. On the other hand, the official account should use big data to summarize and classify subscribers’ attention and preferences, produce the corresponding information and then deliver it to interested users.

**Clear Platform Positioning and Understand User Demand**

As a social platform, the practical value and the value of subject participation are equally important for the government official account. Therefore, the government should focus on share local entrepreneurship support policy, investment promotion and capital introduction through social media. They should also focus on the latest developments of enterprises and industry trends. Additionally, they should take efforts to release the latest local news and share life information. It’s necessary for the government to shift the business philosophy of social media account. Quality should be emphasized rather than scale and spread effect should be given priority rather than spread breadth while running social media account.

**Pay Full Attention to Using Feedback and Improving User Experience**

It’s necessary for the government to actively investigate user feedback on government official social media account. The way of evaluating user preference through the collection of user views and opinions is suggested. The adjustment of content, form and topic with user preference would be carried on later. At the same time, the government social media account could be regarded as an opinion poll platform with low-cost running, real feedback and quick utilization. It contributes to policy evaluation and public opinion monitor. This strategy could effectively achieve a scientific government decision-making. It could also increase the satisfaction for innovators and entrepreneurs.
Summary
Chinese society has turn into the era of mass entrepreneurship and innovation with a support by the government. However, the imbalance between information supply and demand has seriously affected the benefit and policy sharing among the public. Government social media account could make up the imbalance with its unique advantages. It also plays an indispensable role in promoting mass entrepreneurship and innovation. The government should carry on further adjustment and improvement for the running strategy of official social media account. It will play a more positive role in promoting the process of mass entrepreneurship and innovation in the future.

Acknowledgment
This research was financially supported by Hangzhou Philosophy and Social Science Planning Project “The Research on the Role of New Media in Promoting Mass Entrepreneurship and Innovation and Its practice: Take Hangzhou for Example”, Communication and Culture of Hangzhou Innovation Research Center, Zhejiang University City College, Project ID: 2015 JD47.

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