

Research on University Student Management Informatization Based on Wechat Public Platform

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Abstract

Compared with the traditional methods of University Students' education management, the new media Wechat public platform has the characteristics of simplicity, rapidity, accuracy and students' willingness to accept. At present, it has played an important role in the life and study of College students. As the research object of new media, Wechat Public Platform has the advantages of mass communication and interpersonal communication. Therefore, it can maximize the interaction of interpersonal communication and integrate the advantages of various media in presentation. The introduction of Wechat public platform into the information transmission mechanism of university student management will help to improve the efficiency of information transmission and improve the timeliness of information transmission. Through the WeChat public platform to timely carry out student work and timely solve the students' practical problems, college student workers can communicate with students through the platform, and the counselors can upload healthy thought content at any time, thus comprehensively improving the supervision ability of college students in China.

Keywords: Wechat Public Platform; Colleges and universities; Student Management; Information

1. Introduction

Cultivating high-quality talents is the unremitting pursuit of the goal of talent cultivation in Colleges and universities. Student management in Colleges and universities is of great significance for achieving this goal [1]. Students are the main objects of information transmission in university student management, and the open management mode of University determines that students' spare time arrangement is very flexible. It is difficult to achieve unified transmission of information in a unified place in this part of time [2]. Only by giving full play to the role of student cadres can the effectiveness of ideological education be improved. With the rapid progress of science and information technology, students have been able to receive information in real time on the smartphone. Therefore, some changes must be made in the supervision of students in Colleges and universities to adapt to the changes of the times. The Wechat public platform greatly improves the work management efficiency of University administrators [3]. Not only that, but as a student, it is also possible to accurately grasp some of the conference notices in the school and to coordinate with the college activities to better accomplish the matter. College student workers pay attention to students' WeChat and keep an eye on students' ideological dynamics. Students pay attention to college students and students' WeChat, which helps to close the distance between teachers and students. Students can further understand teachers and break the ideological Generation gaps and barriers, thus improving the effectiveness of ideological education [4].

The appeal and influence of Internet public opinion in Colleges and universities should not be underestimated because of the open situation of media. Wechat is a commonly used communication tool at this stage, and it has a certain position in students' study and life, which makes it have a profound impact on students' information ethics and inner world [5]. The emergence of Wechat Public Platform has just changed the previous education inculcation mode. As a university administrator, they can focus on the publicity of some new things, or carry out good safety education based on specific case analysis. While accepting new things and understanding, students have gradually come to attach importance to safety education and resonance [6]. The WeChat public platform has high authority and high credibility. After receiving the information, users can quickly forward the information they have learned to the circle of friends, so that their friends can also see the information. Further expand the scope of information dissemination. Notifications and other information are forwarded to their students. Students use mutual attention to disseminate relevant information to improve the efficiency of their work. They can also pass on student-related current affairs hotspots to students through forwarding and comments, thus guiding students to. At present, the social hot issues are concerned and discussed, so as to be guided by appropriate ideas [7]. The public platform conveys information to students in a timely and convenient manner, and its convenient and fast form has been favored by teachers and students. In addition, since the information publisher of the public platform is a school, the publisher will carefully screen the information for pushing to ensure the reliability of the information. Information transfer methods can free managers from daily affairs, allowing managers to have more time and energy to analyze students' thoughts, which will be of great help to coaching students in the future [8].

2. Application and Analysis of Wechat Public Platform in Student Management

Wechat public platform group information can be well edited and typesetted. Various text, voice, picture, video, picture and text messages are a whole, rather than scattered elements, with better readability. Through the Wechat Public Number Background System, students' personalized questions can be answered online, and the efficiency of student management can be improved. According to the needs and characteristics of students, following the basic laws of higher education, adopting appropriate theories

and methods of development, education and student work management make the implementation of education, management and service work a trinity. Push forward positive energy graphics to enhance the effectiveness of public opinion guidance and thought leadership. College counselors can rely on the WeChat public platform to regularly push the graphic information related to student growth, and select the topics that students are generally concerned about. Enhance the creation of the school WeChat public platform team, let it become the direction of the school culture, and actively reflect the appeal and appeal of this platform in the school, in order to guide students to have the correct three views in the modern society, to maintain positive Mentality.

College students' life is rich and colorful. In addition to their daily study, there are various after-school activities, such as college community activities, social practice, volunteer service and so on. This determines the diversity and complexity of student management. The essence is the process of education, guidance, standardization, care, service, consultation and protection of human rights. It includes management in service, mainly responsible for students' daily affairs, class construction and management, dormitory culture construction and management. Wechat platform can not only realize one-to-many information dissemination of public numbers, but also realize one-to-one communication with students through timely communication. In addition, the use of this advanced management education to carry out student safety education has greatly improved the management level of managers and changed the management's understanding of traditional thinking management. In the long run, it is in line with the law of development of colleges and universities, and it can promote a harmonious and harmonious atmosphere. The WeChat public platform on student management is inevitably a new type of educational method, which is used to carry out relevant education supervision work, which has a driving effect on the positive energy effect of the media from the media in the public opinion dissemination. Positively guide students' thoughts and behaviors, draw closer to the distance between schools, teachers and students, enhance students' sense of belonging and identity to departments and schools, and enable students to grow and develop healthily.

The main content of Wechat public platform is news and other information announcements which happened in recent years. As a platform for campus information release, Wechat public platform can meet the information needs of fixed audiences such as teachers and students in Colleges and universities. Corresponding student supervisors should scientifically design and correctly control this platform, use public opinion to guide the transmission performance of positive messages, actively interact with students, and carry out different rich and innovative thematic interaction, fully reflect the status of students as the main body, and adhere to student-oriented. By publishing some positive articles, pictures and videos on the Wechat public platform, students can create a good ideological and educational atmosphere in addition to their work and life. It not only enriches their spare time, but also plays an educational and propaganda role in a sense. It can realize the real-time release of work orders and specific information. It can also use WeChat to send pictures, voice and video functions, expand the communication mode with class students, and enhance the diversity and effectiveness of information. Through various methods and ways to strengthen students' quality education, build a stage for them to show themselves, stimulate their creativity, enhance their enthusiasm, promote students' all-round development, and become high-quality talents needed by the state and society. These are colleges and universities. The profound meaning of the student-oriented concept of student work.

3. Effective Measures to Improve Students' Supervision by Using Wechat Public Platform in Colleges and Universities

Colleges and universities must strengthen the management of content dissemination on Wechat public platform, under the active leadership of internal Party Committee propaganda, strengthen the two-way propaganda work offline and online, and lay a solid foundation for backstage support. Menu is a function of quick guidance, that is to say, it can provide users with notification and inquiry by clicking on the entrance of the menu to the information they need to find in the shortest time. The announcement obtains information about the time, place and rules of various activities to guide students to participate actively in the activities. Students can also share the tweets of various activities published by Wechat Platform anytime and anywhere, and participate in the activities by means of Wechat evaluation and voting. Through the mass information function, it can be efficiently transmitted to the students, and with the data statistics and user management functions, the evaluation of information transmission effect and more accurate information transmission can be realized. Through the university student platform, the students are informed of the latest relevant information of the school. The students can understand the life dynamics of the students through the corresponding functions of the university student work platform, and let the teachers know the trivial matters of daily life extended by the students. Students can have instant messages, pictures and voices. Communicate and interact with teachers to shorten the psychological distance between teachers and students.

The University Wechat public platform can effectively link up with the teaching supervision system, and cooperate with the administration system and platform system, so that students can find the results of curriculum assessment of their major through the Internet. Wechat Public Platform has rich functional settings. It is also a tool-based media in fact. For example, it can provide diversified services for college students, such as performance inquiry, examination registration, course schedule review, elective course application, etc. It is both an opportunity and a challenge for student management. To some extent, students' subjective emotions are easily affected by many factors and conflicting psychology, so in order to effectively keep the network education in line with the actual education. The two-way communication and interaction advantages of the WeChat public platform not only improve the quality of the ideological education theory itself, but also improve the efficiency of student management work. At the same time, the distance between educators and students is closer, education and students' ultimate ideological ethics The formation and development of equal interaction in quality education has improved. The two-way communication and interaction advantages of the WeChat public platform not only improve the educational theory itself, but also improve the work efficiency. At the same time, the distance between the educator and the student is closer, and the education and the student's own ideological and moral quality are equal. The formation and development of interaction has been improved.

As the mainstream media, Wechat students are willing to explore and experience the functions of the public platform and get closer to students' lives. Therefore, the positive energy information pushed through Wechat public platform can replace part of the role of traditional education to a certain extent. The content of Wechat platform should be rich and colorful, not limited to school

news, announcements, campus sports activities and other content, social hotspots, emotional psychology, campus life and other information should also be widely disseminated. In view of the hot events in society or the hot public opinions aroused discussion in schools, we can timely issue rational, objective and clear-cut commentary articles, take the initiative to occupy the highland of network public opinion, and enhance the effectiveness of the guidance of campus public opinion. Actively use the WeChat public platform to carry out relevant teaching activities, use spare time or winter and summer vacations, statutory holidays, etc., to encourage teachers to conduct Internet quality teaching, and at the same time scientifically arrange Internet quality education courses, effectively improve the overall quality of the teacher education management team, and strengthen its Student self-awareness. It can help the platform to interact well and express their will, so that students no longer feel that they are blindly managed. Active participation can enhance the enthusiasm of the students, and they have recognition, management, time and space. Both have more advantages than traditional management methods. Therefore, college students' study style construction, ideological style construction and team building are optimized to the greatest extent, class cohesion is enhanced, class management efficiency is improved, humanization is realized, personalized education management is realized, and classes for building physical and mental health, solidarity and friendship, and literacy are built. collective.

4. Conclusion

This paper studies the informationization of university student management on Wechat Public Platform. Making good use of Wechat public platform is conducive to improving work efficiency and effectiveness in the current management of College students. University managers must always keep pace with the times, constantly learn advanced management methods and understand the new things that students are generally concerned about, so as to fundamentally improve the efficiency of managers and promote the development of colleges for a long time. Selecting a scientific and reasonable form to use the Wechat public platform in the supervision of school students, truly reflects the advantages of the times. Through the Wechat Public Platform, students'work can be carried out in time and students' practical problems can be solved in time. College student workers can communicate with students individually through the platform, and counselors can upload healthy ideas at any time. Enrich the content and means of student work, promote campus culture communication, and promote the exchange and interaction between teachers and students. Therefore, using WeChat public platform as the main propaganda and education position can complete education management and service tasks efficiently and with high quality, and make up for the shortcomings of traditional education management methods. We will enable WeChat platform to be used by students, and become a new platform for colleges and universities to deliver positive capabilities, serve colleges and universities, and build campus culture in the new era. We are committed to making it a new model and new way to adapt to the daily management of students in colleges and universities.

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