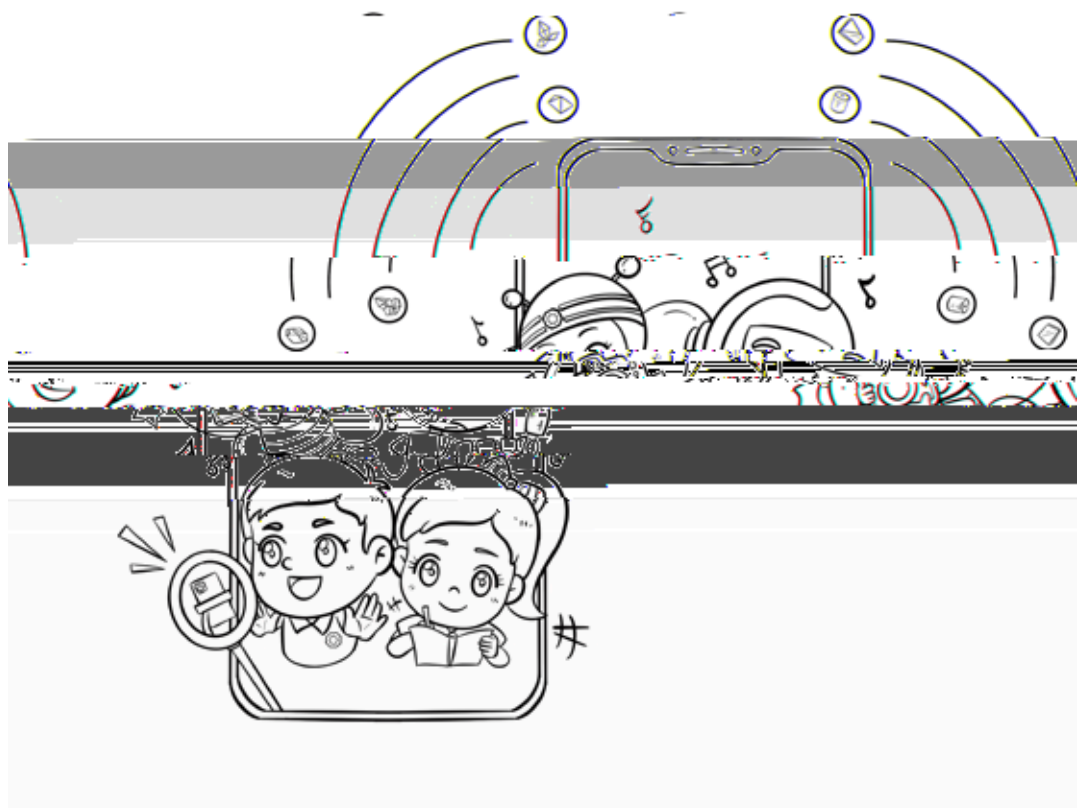


中国建材集团

新媒体 工作法



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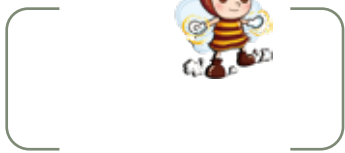
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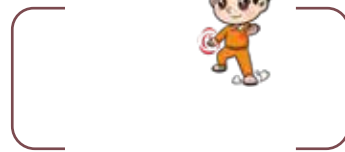
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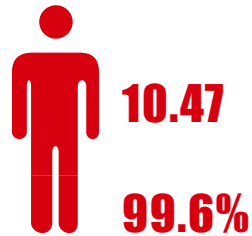
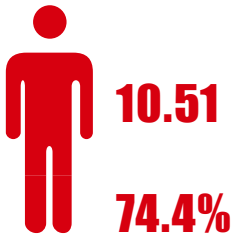
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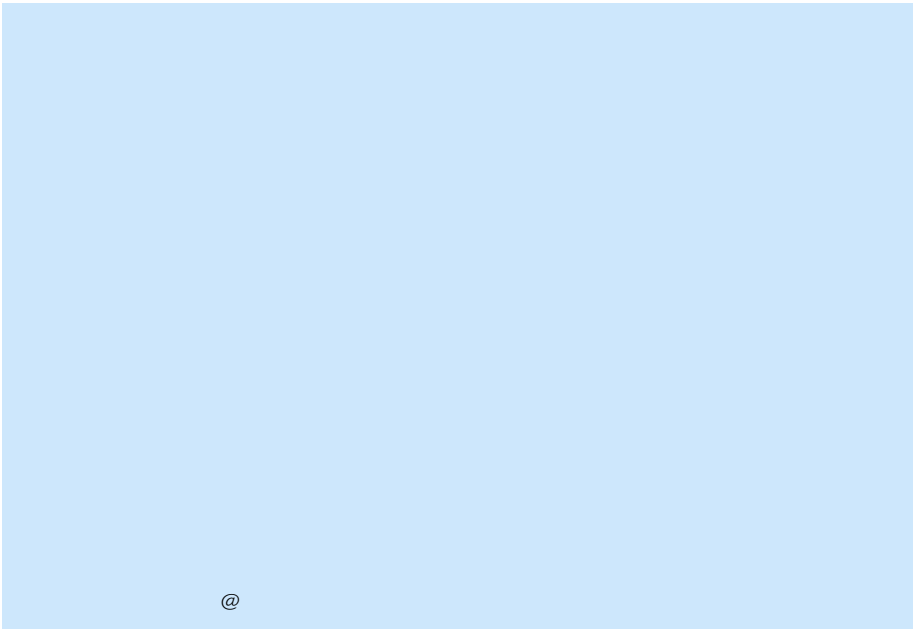


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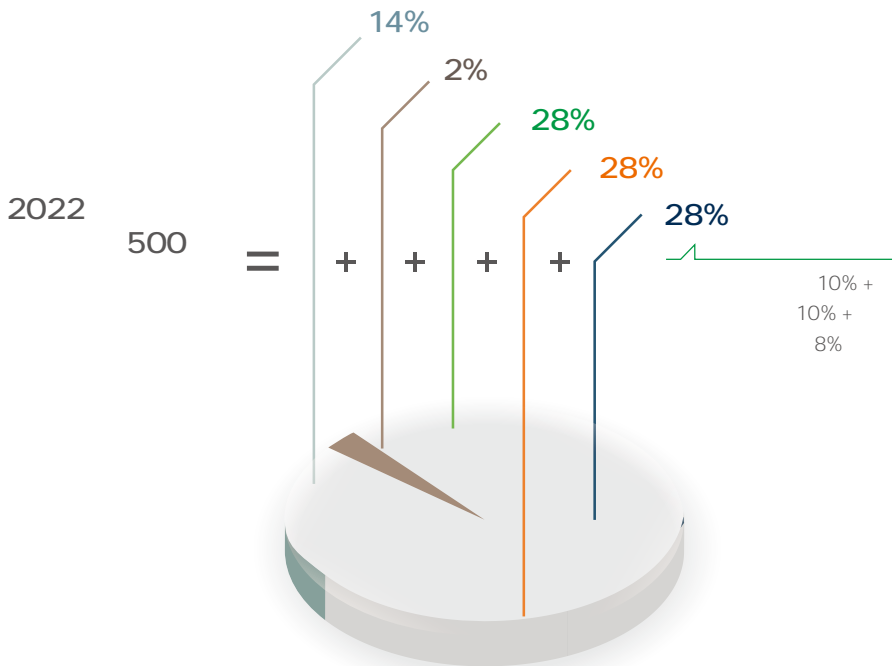
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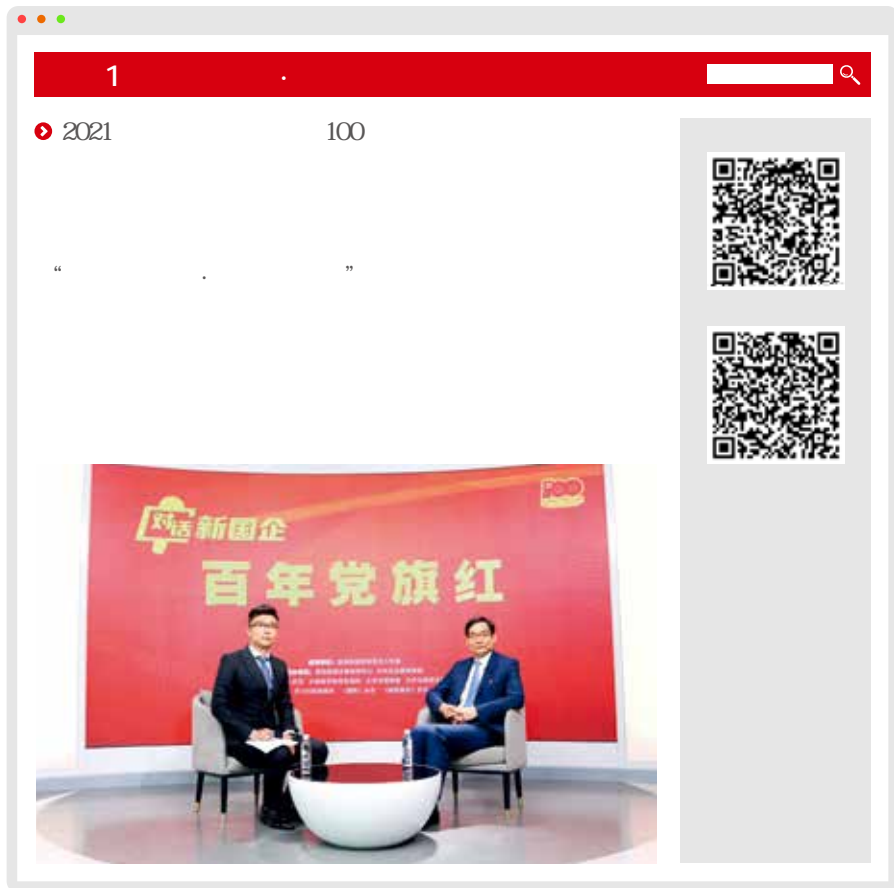
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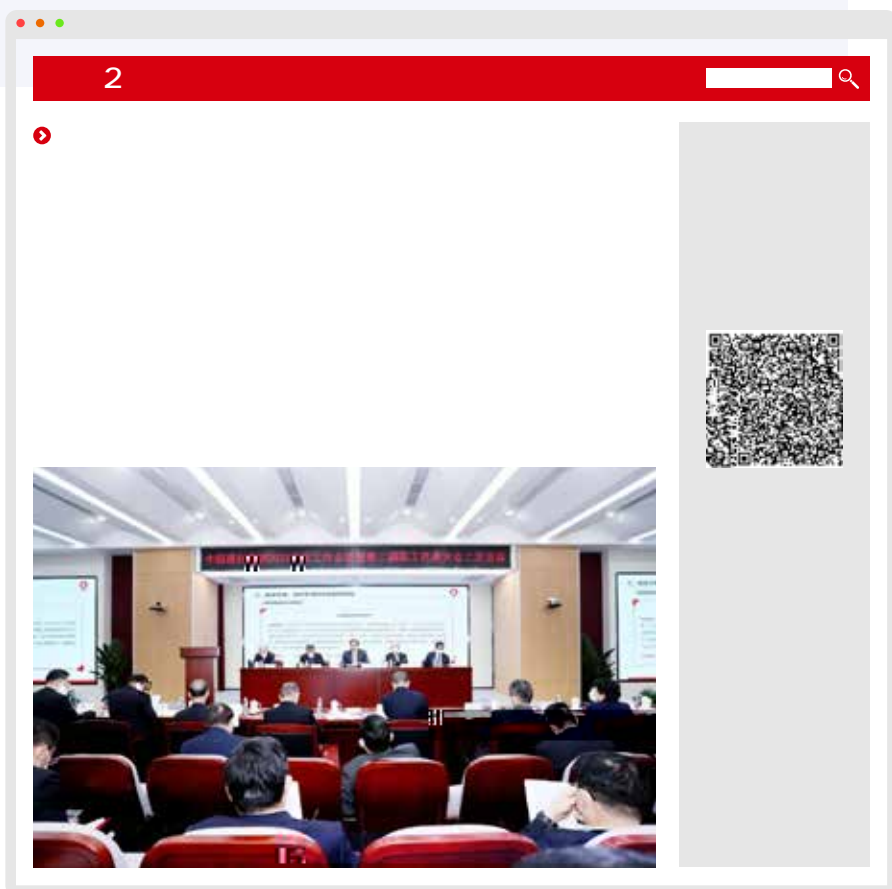
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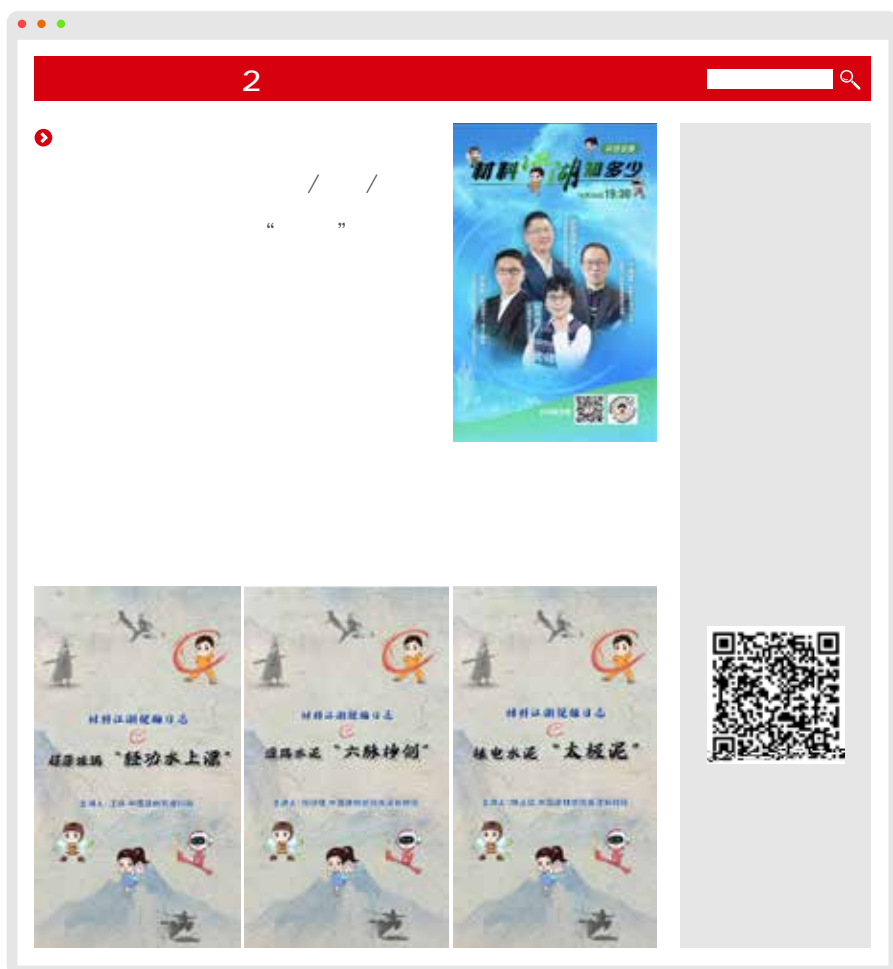


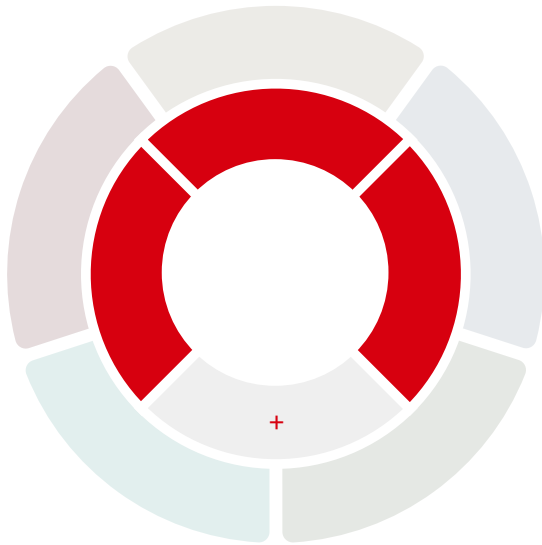
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The image shows a screenshot of a web browser window. At the top, there is a red search bar with a magnifying glass icon. Below the search bar, the date "2016 8 26" is displayed. The main content area shows a search result "9" and a large image of a building at night with a full moon. The image is partially obscured by a colorful, pixelated horizontal bar. On the right side of the browser window, there are three QR codes stacked vertically.





	2010		60	100
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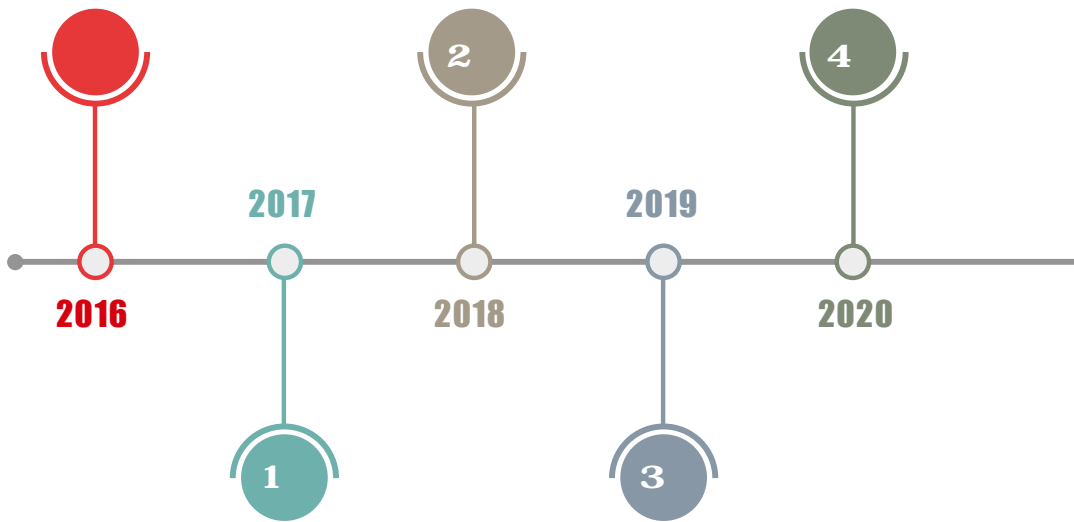
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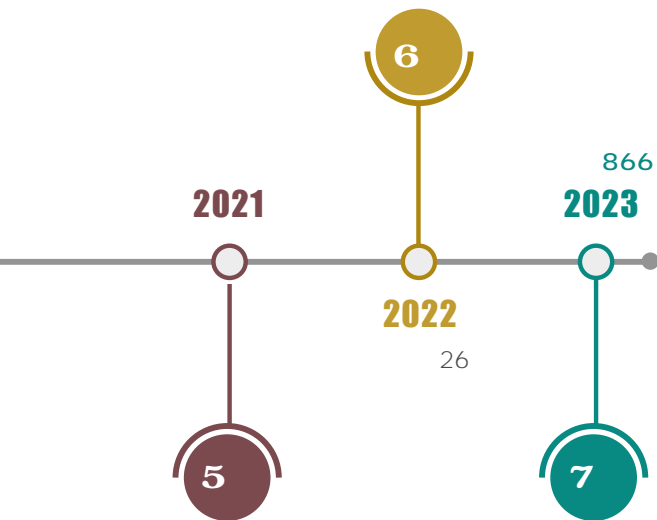
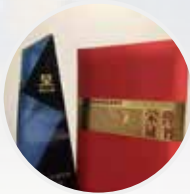
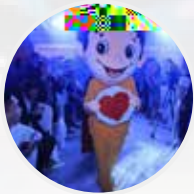
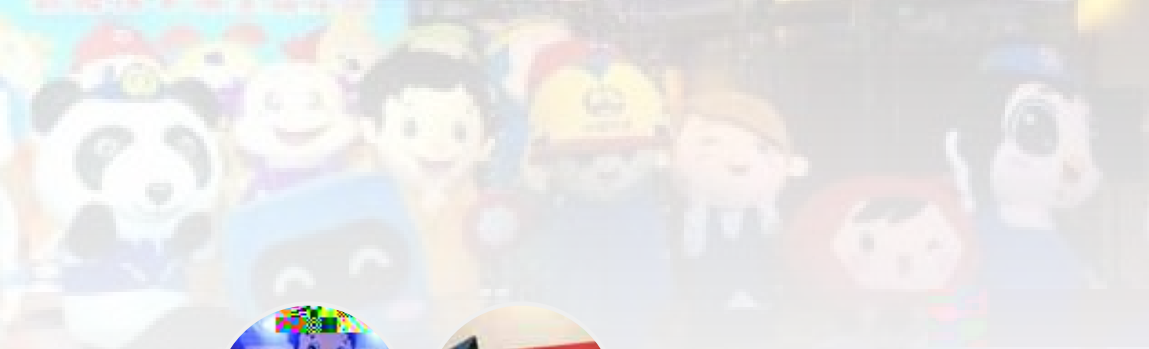
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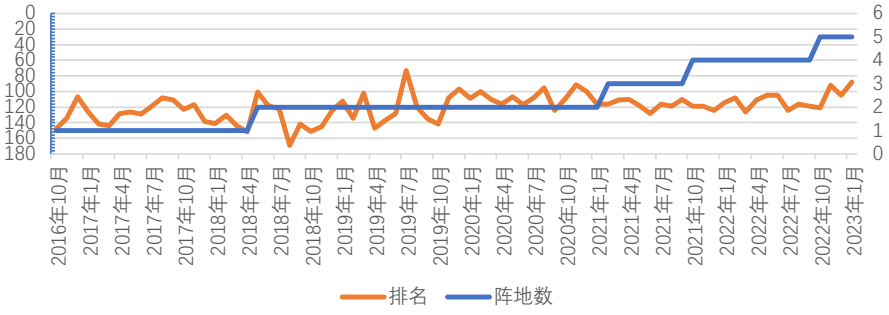
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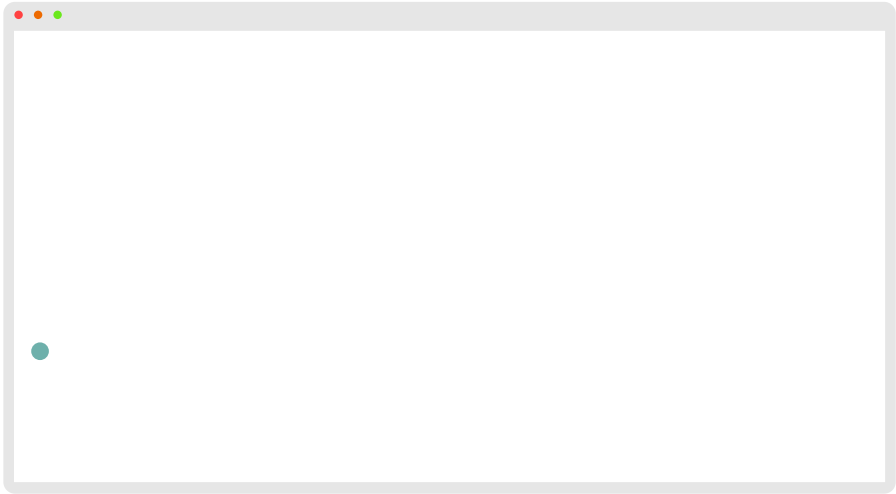


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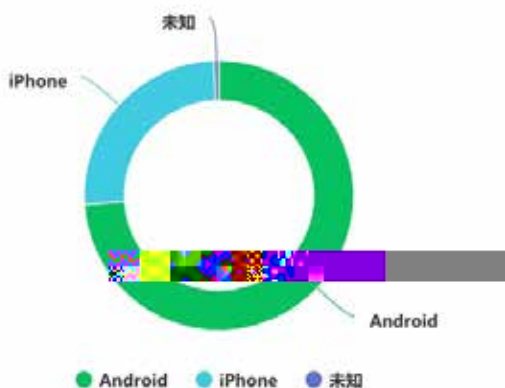
	16,523	16.84%
	10,035	10.23%
	7,420	7.56%
	5,598	5.71%
	5,588	5.70%

	5,219	5.32%
	4,573	4.66%
	4,421	4.51%
	4,183	4.26%
	4,109	4.19%

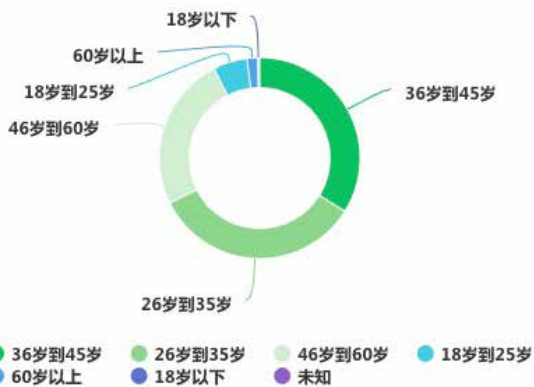
	3,952	4.03%
	2,853	2.91%
	2,678	2.73%
	2,142	2.18%
	2,084	2.12%
	1,702	1.73%
	1,458	1.49%
	1,425	1.45%
	1,417	1.44%
	1,396	1.42%
	1,338	1.36%
	1,254	1.28%
	1,166	1.19%
	977	1.00%
	929	0.95%
	896	0.91%
	740	0.75%
	690	0.70%
	607	0.62%
	399	0.41%
	252	0.26%
	36	0.04%
	35	0.04%
	24	0.02%



	72,959	72.73%
	27,133	27.05%
	222	0.22%



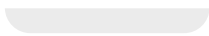
Android	74,206	73.97%
iPhone	25,510	25.43%
	598	0.60%



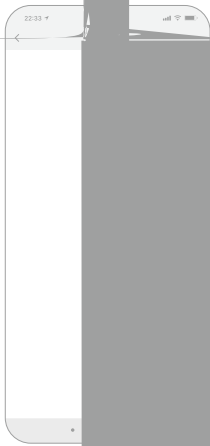
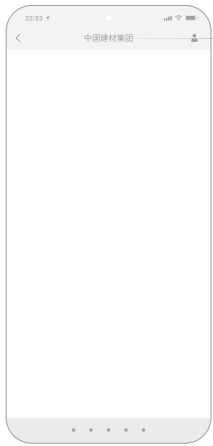
36	45	33,998	33.89%
26	35	33,834	33.73%
46	60	24,934	24.86%
18	25	5,533	5.52%

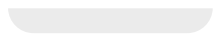
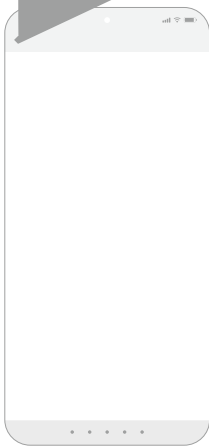
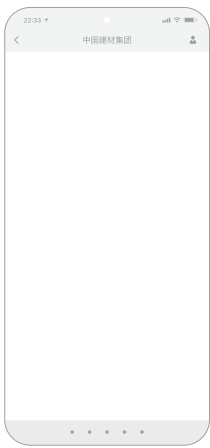
60	1,710	1.70%
18	165	0.16%
	140	0.14%





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中国举行中国共产党第二十次全国代表大会



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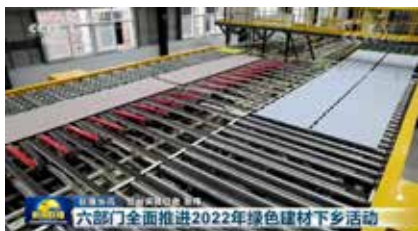
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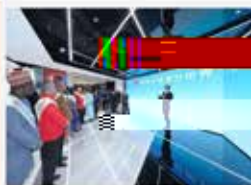


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周育先亲切会见2022年度十大优秀外籍员工

中国建材集团 2023-03-00 18:53 拍摄于北京

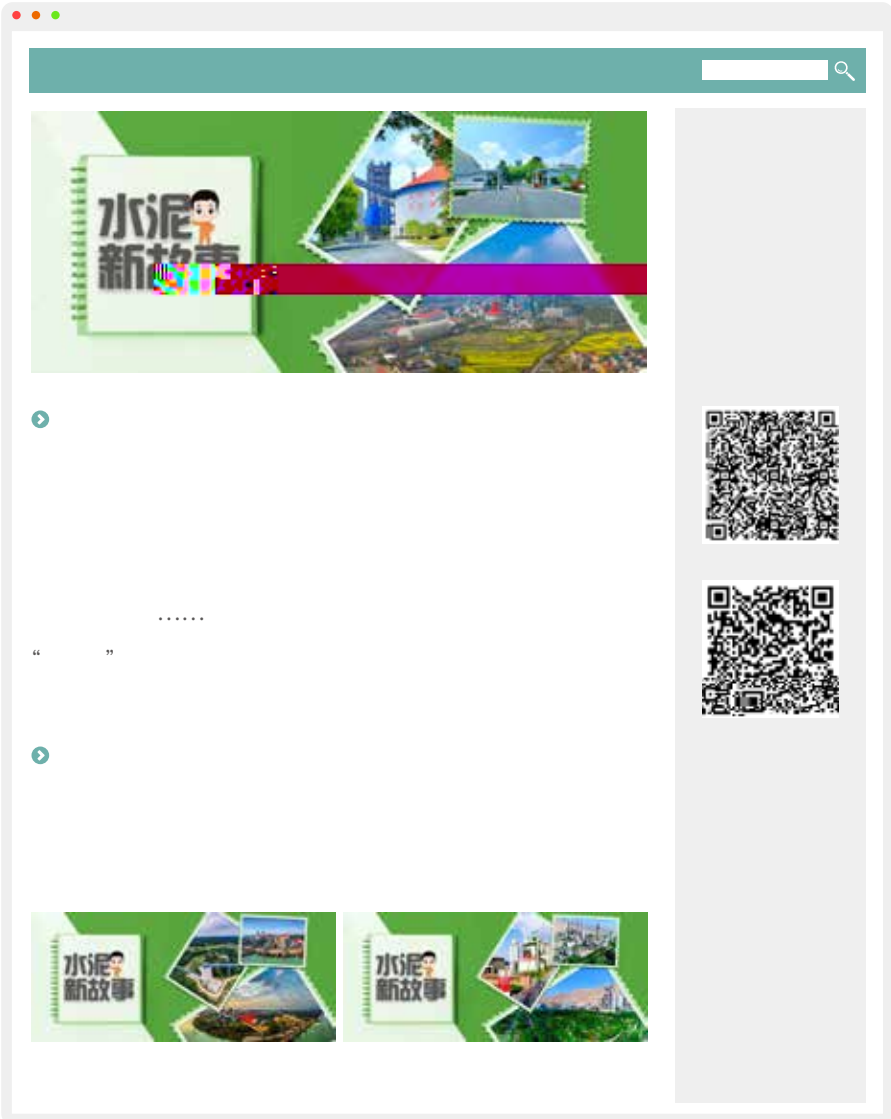


3月1日，中国建材集团党委书记、董事长周育先

育先在集团总部亲切会见所属企业中材建设2022年度十大优秀外籍员工。这10名外籍员工来自俄罗斯、尼日利亚、阿尔及利亚等6个国家。此次中国行主要参加中材集团年会接受表彰，参观学习集团发展理念和成就、体验感受中国文化和风采。此次集团总部会见由中材建设执行董事董来苟主持。

周育先与10位优秀外籍员工一一握手，认真听取了每位员工的自我介绍，并代表集团对他们跨越万里、来到中国、齐聚北京、来到中国建材大家庭表







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为实业代言
的铮铮铁骨

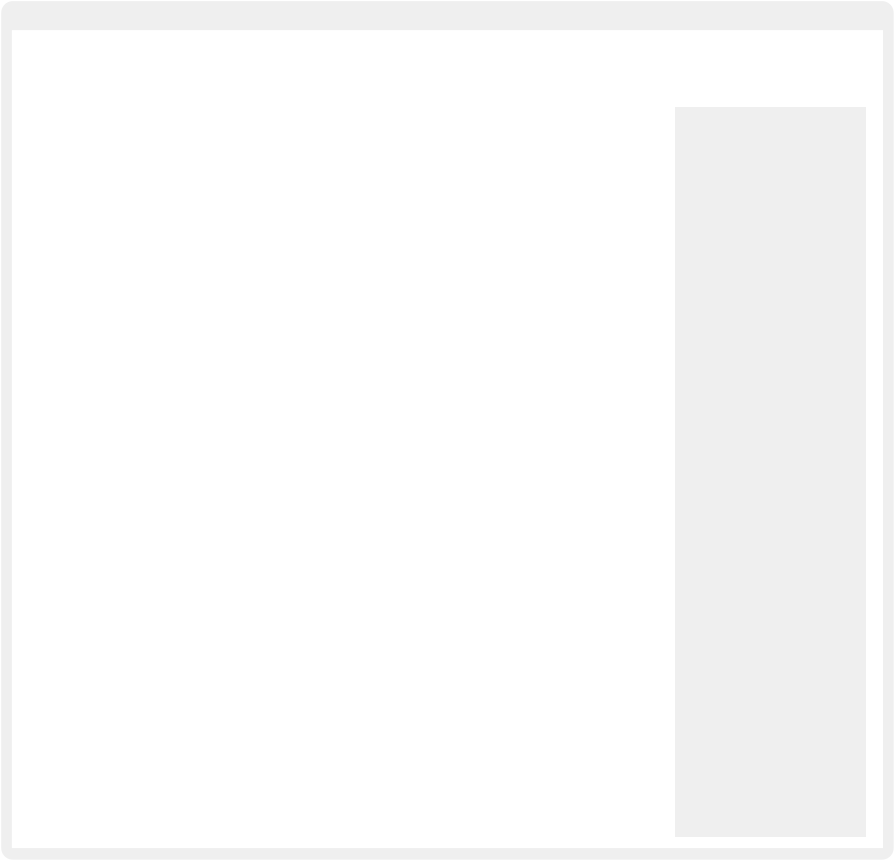
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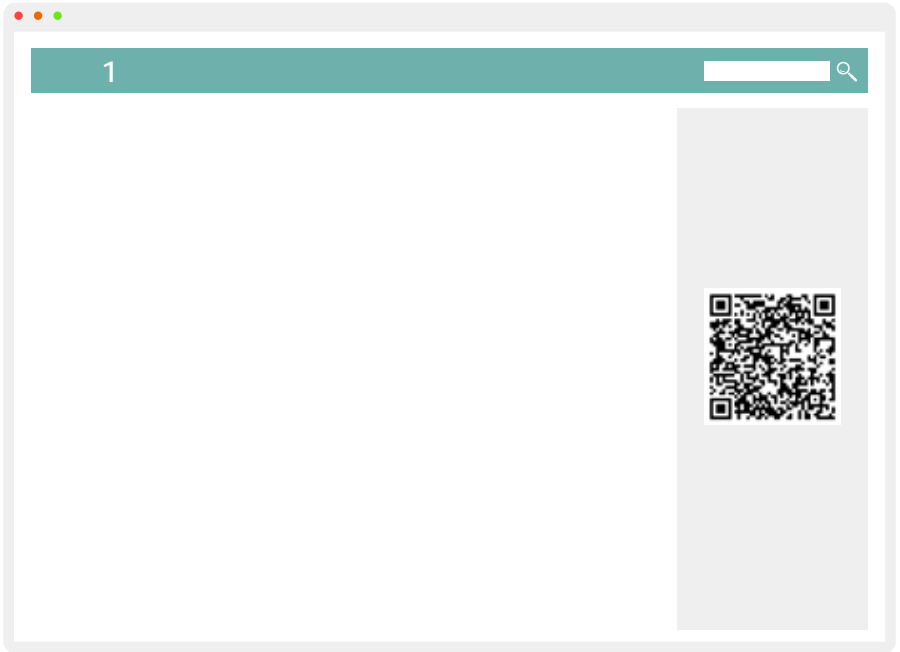
中国工业
中国建材集团工业大

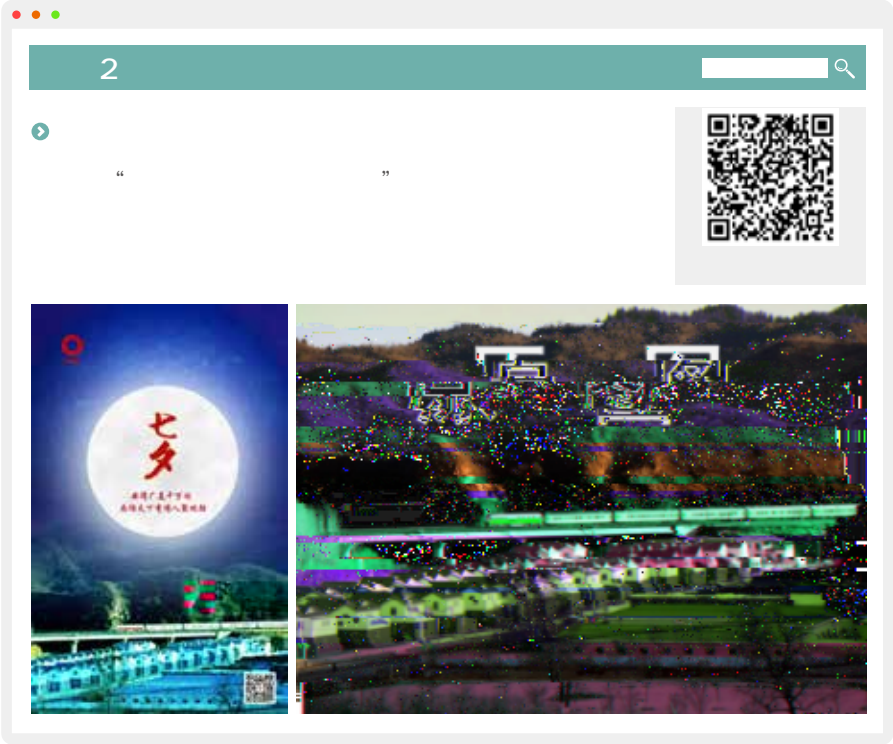


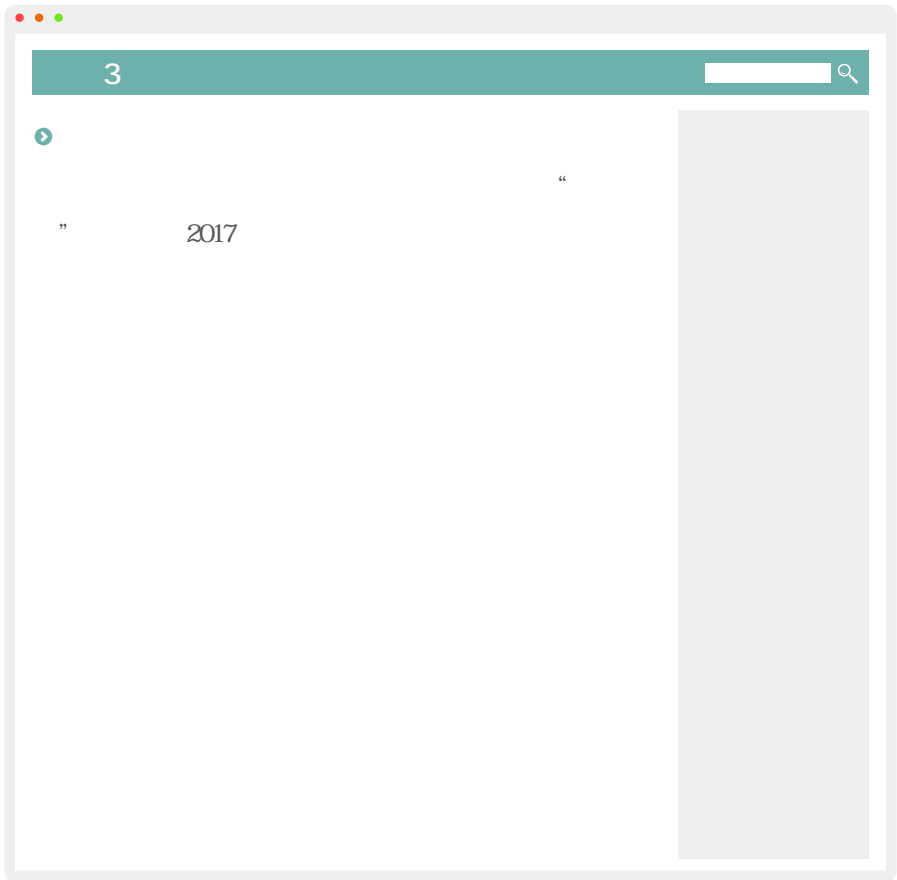
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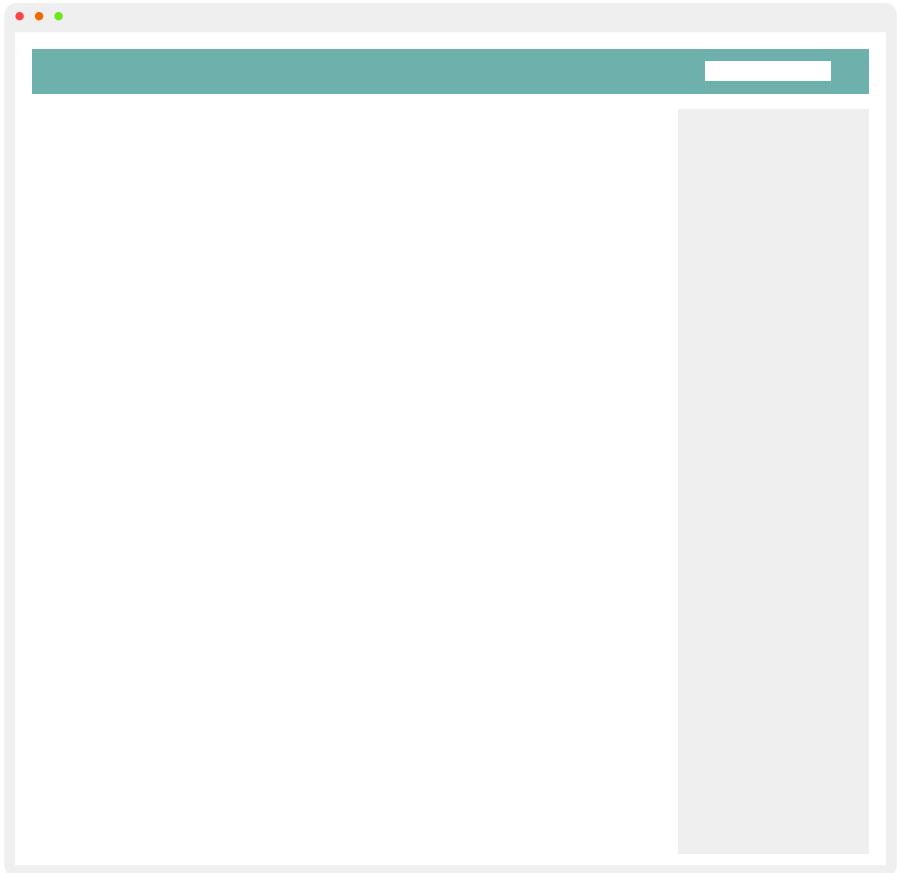








The screenshot shows a web browser window with a teal header bar containing a search icon. The main content area features a group photo of nine individuals in business attire standing on a red carpet. Behind them are two large white panels with logos and text. The left panel displays the Sinochem logo and the text 'Sinochem 中国石化服务集团'. The right panel displays the Sinochem logo and the text 'Sinochem 中国石化技术服务(集团)研究院'. A QR code is located in the bottom right corner of the page. A small teal arrow icon is visible in the bottom left corner of the page content.



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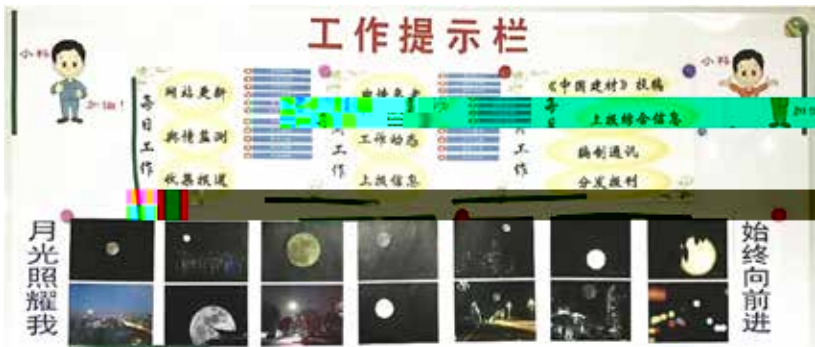


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- ①卡通形象的好处：够安全、能活用、不费事、低预算
- ②创新表达方式：企业形象、信息发布虚拟代言人（人格化传播）



我是全能小料，是你们的小料，为美好生活加点料
小料“微”发布，绝对“一手”料
每个人都离不开材料，我就在你的身边

我是建材小云，蓝天白云的云
展现集团绿色低碳、和谐包容的企业形象

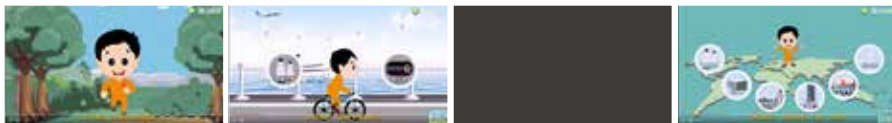


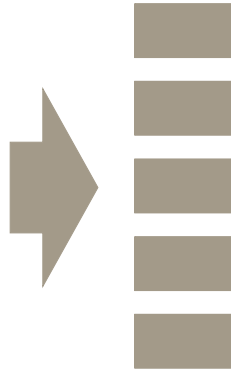
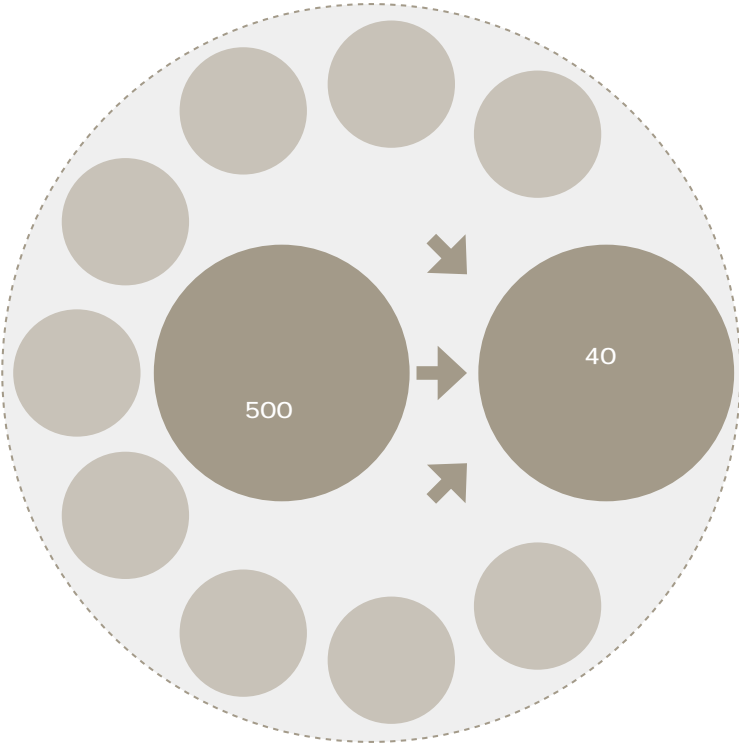
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我是建材大M，materials的M
展现集团智能创新和转型升级形象

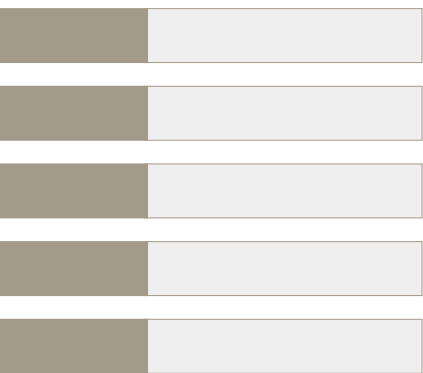
我是建材蜂宝，蜜蜂的蜂，宝贝的宝
寓意中国建材人勤劳执着和精益求精的工匠精神

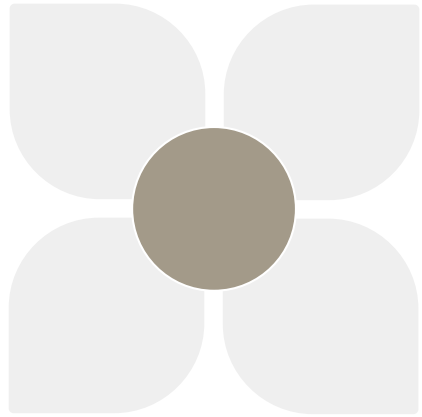
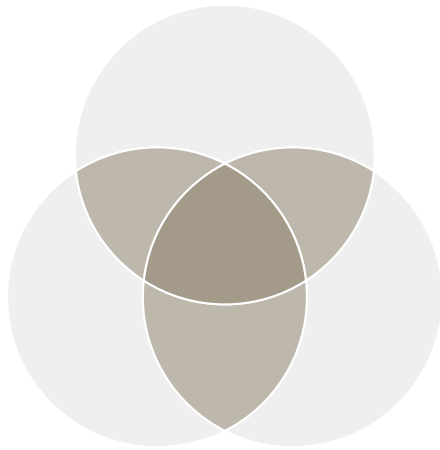






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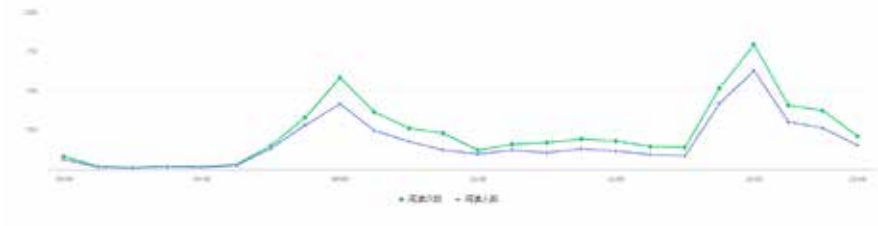


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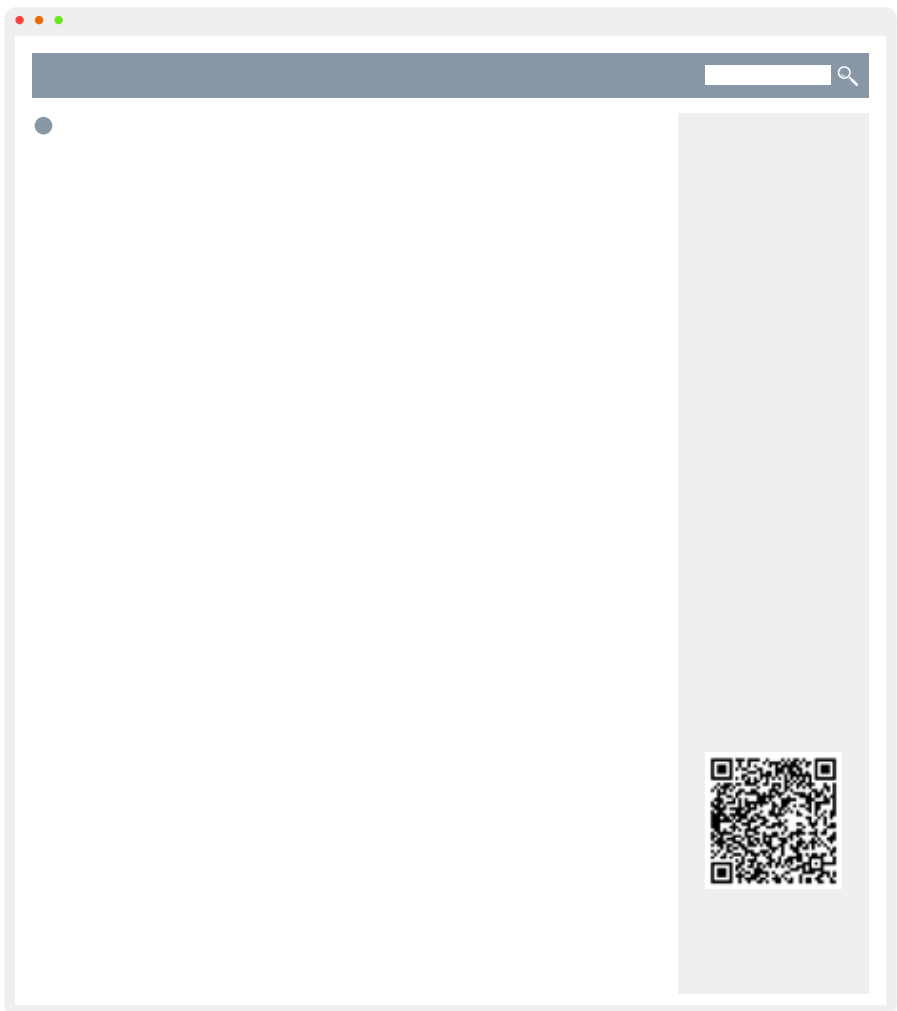
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小时报

一种精神永不磨灭，可以温暖整个冬天

小时报

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材料创造美好世界
CNIM makes the world better





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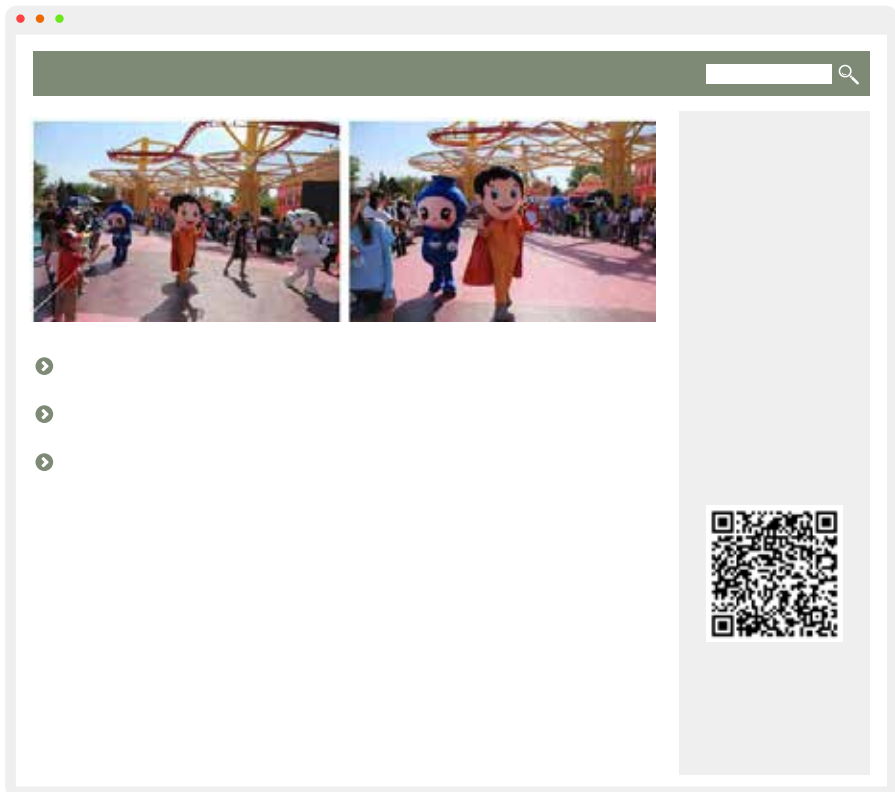
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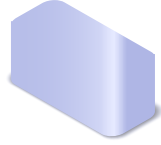
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即直接采用社会上的现成热点标题，以集团官微的内容贴合社会热点标题。

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即原创构思，将企业的内容与社会热点相结合，碰撞出新的火花，从而使人眼前一亮。

- PK

WHAT

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即将微信标题设计成引起受众感兴趣的形式，卖个官司然后揭晓答案，吊足受众胃口，使人看到标题就想点进去一探究竟。

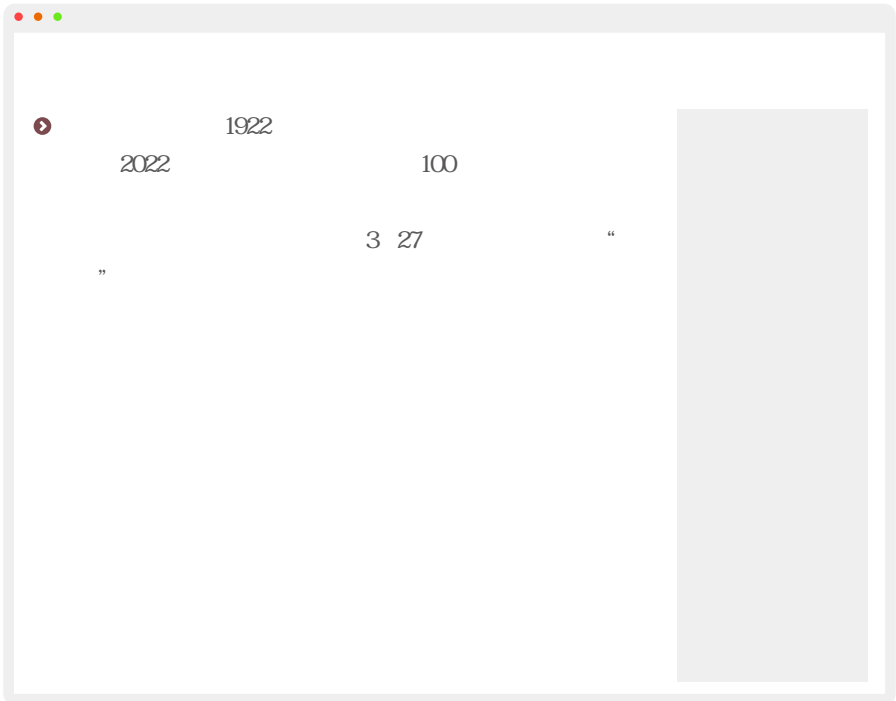
520 “ ”

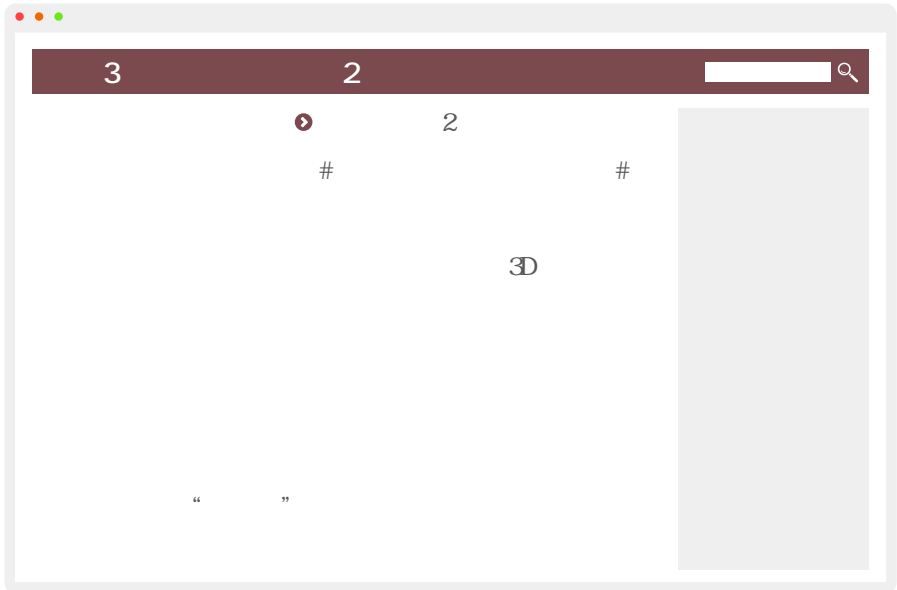
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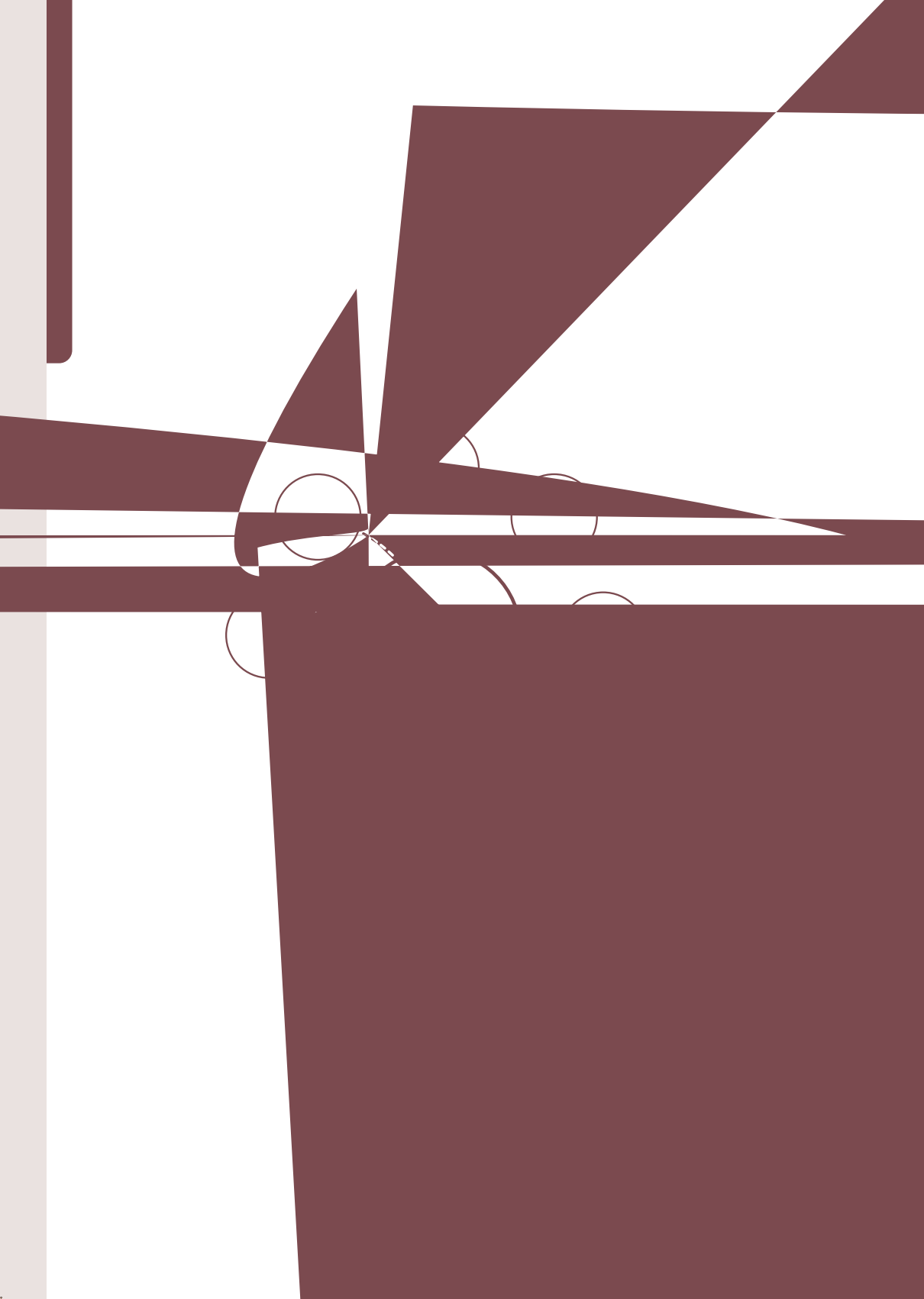


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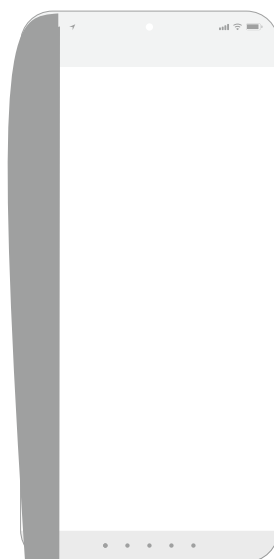
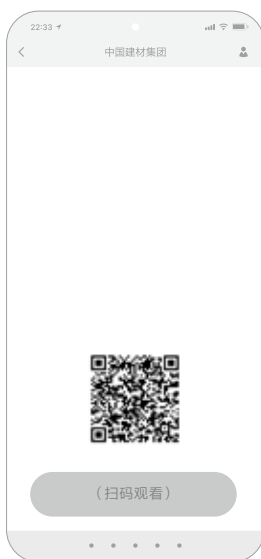
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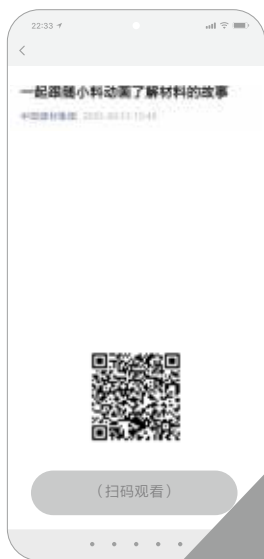






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EPILOGUE

