

For this conference marketing, I primarily used social media platforms for promotion, focusing on two channels in particular; Instagram Stories and WeChat Moments, in order to reach different audiences and maximise overall exposure.



Social media post records

Instagram Stories have the advantage of spreading very quickly, and with a focus on pictures and short videos, the message is instantly recognisable and easier to attract attention. I posted the conference poster and main information on Stories, which can be seen by more international users in a short time. At the same time, snapshots have interactive features such as likes and private messages, which also make it easy for others to understand or forward them directly. Another more practical reason is that my postgraduate alumni in London will also see the content, which allows me to reach people in relevant academic circles more precisely.

WeChat Moments, on the other hand, is more oriented towards socialising with acquaintances and is mainly geared towards users in China, where people usually use WeChat with a high frequency and have a stronger trust in the information. When I post conference promotions in my Moments,, they are more likely to be seen and forwarded by my Chinese classmates, friends and colleagues, making the information spread more widely and naturally.

Generally speaking, these two platforms, one favouring international communication and the other favouring Chinese domestic communication, can be used in combination to allow the conference information to reach different groups of people, and also improve the overall publicity effect of our conference.