Official Account Introduction

Admin.wechat.com
Content

1. Official Account Introduction

2. Official Account Registration

3. Official Account Operation
1. OA Introduction

What is official account?

Official Account is a public account system for developers, merchants, celebrities, organizations, etc. They can use official account to communicate and interact with their audience through text, images, voice, videos and rich-media messages. Besides, official account can even provide most internet service like an mobile app. Such as news/information/content provide service, booking/searching/asking/checking/ or E-commerce service, and so on.
## 1. OA Introduction

<table>
<thead>
<tr>
<th>Subscription account</th>
<th>Verified sub-account</th>
<th>Service account</th>
<th>Verified Service account</th>
<th>Service package</th>
<th>Content</th>
<th>Status</th>
</tr>
</thead>
</table>
| √                    | √                    | √               | √                        | Basic API               | *Receive*  
*Reply*  
*Event Push*  | Valid Time          |
| √                    | √                    | √               | √                        | User-defined Menu       | *User-defined Menu in Chat*                                            | Valid Time                    |
| √                    | √                    |                 |                          | WeChat verification     | *Common verification*  
*Search privilege*        | Expires on xx/xx/yyyy |
|                      |                      |                 |                          | Advanced API            | *Speech recognition*  (disabled)  
*Service API*  
*OAuth2.0 Web authorization*  
*Generate a QR Code with parameters*  
*Obtain the user's location*  (Disabled)  
*Obtain the user's basic information*  
*Obtain the follower list*  
*Group Management API*  
*Transfer Multimedia Files*  | Expires on xx/xx/yyyy |
1. **OA Introduction**

**Subscription account\ Service account**

- Entrance: Click on “subscription account” into the account list. e.g. P1
- Info push: Subscription account, 1 message /day; Service account, 4 message /month

**Verified subscription account\ Verified Service account**

- Verified sub-account: Can be set up “User-defined Menu”. eg. P2
- Verified Service account: get the “Advanced API” permission.

**Verified account\ unverified account**

- The account profile shows the verification information. eg. P3
- Search privilege.
2. **OA Registration**

**Domestic account**: Audience for the Chinese mainland users, [https://mp.weixin.qq.com/](https://mp.weixin.qq.com/).

**Overseas account**: Audience for the Non-Chinese mainland users.

Please provide the following information in support of this application to bd@wechat.com.

<table>
<thead>
<tr>
<th>Information Needed</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email for registering an official account <strong>Necessary</strong></td>
<td>The password provided is for verification process, also it would be your Official Account login password after registration, hence its advisable to create new email address for this specify purpose.</td>
</tr>
<tr>
<td>Password of your email <strong>Note</strong>: Please provide it to me so that I can finish the email verification process quickly. It will also be your official account password.</td>
<td></td>
</tr>
<tr>
<td>Account Name <strong>Note</strong>: Not more than 15 characters, and cannot be changed once registered</td>
<td>Account name must not contain less than 4 characters and no longer than 15 characters. And it will be permanent, hence no changes after registration.</td>
</tr>
<tr>
<td>Introduction <strong>Note</strong>: 4-140 characters, you can change it after registered. But cannot change after verified.</td>
<td>Introduction paragraph must contain between 4 to 140 characters with spaces counted. Please be reminded the introduction is to introduce your company / products / services. Kindly do not insert such intro paragraph “This is my Official Account in WeChat. Please follow me”</td>
</tr>
<tr>
<td>WeChat ID <strong>Note</strong>: Can only change once after registered.</td>
<td>WeChat ID must contain between 5 to 20 characters. And in 1 word. No spaces. And it will be permanent after registration, hence no changes after setup.</td>
</tr>
<tr>
<td>Account LOGO: <strong>Note</strong>: size 100*100, you can change it after registered.</td>
<td>Please attach company logo in 400px x 400px during form submission.</td>
</tr>
</tbody>
</table>

**Ps**: Chinese mainland users can not follow the overseas account.
2. OA Verified\upgrade to Service Account

Materials:

A. Foundation certification with verification by local government
B. Other local legal files
C. ID copy of applicant
A. Profile name is set already when you register.
B. Upload your own avatar here.
C. Fill in account introduction.
D. Set WeChat ID: You have only one chance to set your ID

Tip: Avatar and intro can change only once every month

Search:
- try to make your wechat ID as simple as possible to let the users search easily
- Search by WeChat ID: Precise search , not case-insensitive
- Search by nickname : Fuzzy matching
- Search by WeChat ID: Precise search , case-insensitive
3. OA Operation--Auto-Reply

A. Welcome Message

Every follower will get this message once they follow your account.

B. Message Auto-Reply

Reply the users when they send msgs to your account.

C. Keyword Auto-Reply

You can set auto-reply messages for keywords. E.g. If you set an auto-reply message for the word “A”, when a user sends “A” to your account, he/she will get the corresponding auto-reply msg you set.

*Suggestions:

Use Keyword Auto-Reply” for some special activities, user survey, or the situations you need.
3. OA Operation--User-defined Menu

A. You can create 3 menus at the most. And each menu can be with up to 5 sub-menus.

B. The new menu becomes effective 24 hours after you release it.
3. OA Operation--Developer mode

The WeChat Official Account Admin Platform allows developers to receive and reply to WeChat messages from subscribers on their own servers by enabling Developer Mode. If you have a technical team, it would be better to choose Developer Mode to create more advanced features and message types.

Tip: You have to choose one of the both modes (Edit Mode or Developer Mode) to manage your account. But you can switch between them.
3. **OA Operation-- Broadcast**

**Broadcast Process**

1. **Login**
   - Admin Platform
2. **Select Material and Message Format**
3. **Edit Message**
4. **Broadcast Message**

**Message Format:**
- Text
- Audio
- Image
- Video
- Rich Media (including Text, Image and links.)

- **Text Message**
  - Welcome, dear friend. 'Daily Headlines' brings the Latest & Top Breaking News on Politics and Current Affairs in India & around the World.

- **Audio and Image Message**

- **Video Message**
  - Rich media Message
    - (Single/Multi rich-media messages)
3. OA Operation-- Broadcast

A. Create a message in Materials

Click the "Materials" in the page, select a format and Start to edit your message.

Details:

a. Text (Select “Broadcast” to edit text message directly.):
   less than 600 characters

b. Audio:
   Size Limit: 5M; Length Limit: 60s;
   Format: .mp3, .wma, .wav and Amr

c. Video:
   Size Limit: 20M;
   Format: .rm, .rmvb, .wmv, .avi, mpg, .mpeg and .mp4

d. Image:
   Size Limit: 2M;
   Format: bmp, png, jpeg, jpg, gif
3. OA Operation-- Broadcast

e. Rich media message
Select “Rich-Media Message”

- Multi Rich-Media Msg: One post with several msgs.

Edit Steps
Login: http://admin.wechat.com

Click “Materials”
Select format
Rich-media msg (Single)
Multi Rich-media msg

Edit content
3. OA Operation-- Broadcast

Edit Rich-Media Message

- Title: Limited in 1-64 Characters
  Suggest not more than 30 words
- Cover Image: required, size: 700*300 pixels
  best: 640*360
- Description: 1-64 chars
- Content: No limit
- Source link: optional. If you have more content or a related web to display, you can add the link here.

* We suggest you use both text and image in the content. And a beautiful layout will give user a comfortable reading experience.

*Multi rich-media msg has the same rules above
3. OA Operation-- Broadcast

B. Broadcast message after editing

- Click “Broadcast” on the navigation bar.
- Choose the group you want to broadcast.
- Choose the message you have prepared. Text can be edited in the text box directly.
- Broadcast your message.
Monitor user messages (Feedback) & Manage your followers

**Messages:** View users feedback and messages sent to your account.

**Tip:** You can reply each user separately via choosing 📩 to send a quick reply or by clicking his or her avatar to enter the reply page.

**Followers:** You can group users by hovering your mouse on users’ avatar then choose the group. (Create new group under the Followers tab first). After you create your groups, you can broadcast message to the specific group if you need.
Monitor Your Account

New WeChat Official Account Admin Platform provides you with a dedicated page to monitor your account:

1. Follower Analysis
   a. Overview: You can check how many new followers you have every day.
   b. Demographics: It shows you the gender and language distribution of your account.

2. Rich Media Analysis: You can find the broadcast history of your Rich Media message and monitor their reach.

3. Message Analysis: You can get more detailed information about the received messages sent by your followers.
Thank you!

Please contact us if any questions:

OA@wechat.com