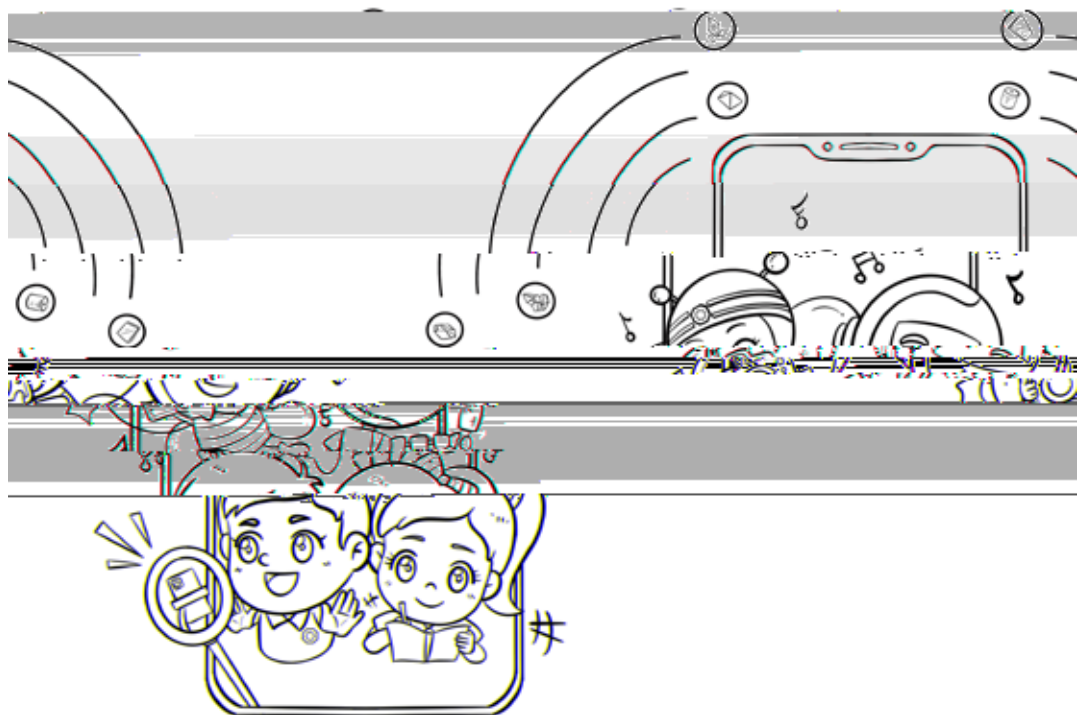


中国建材集团

新媒体 工作法





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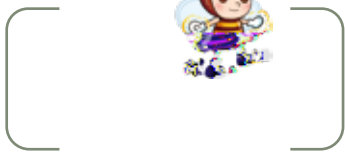
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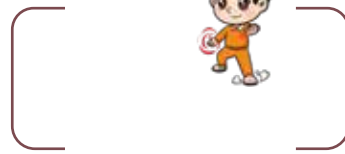
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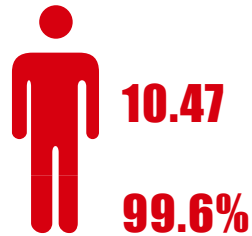
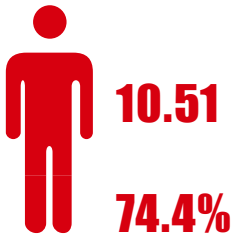
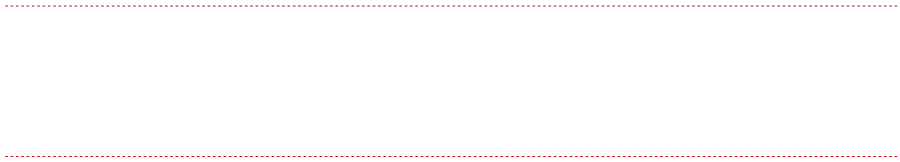
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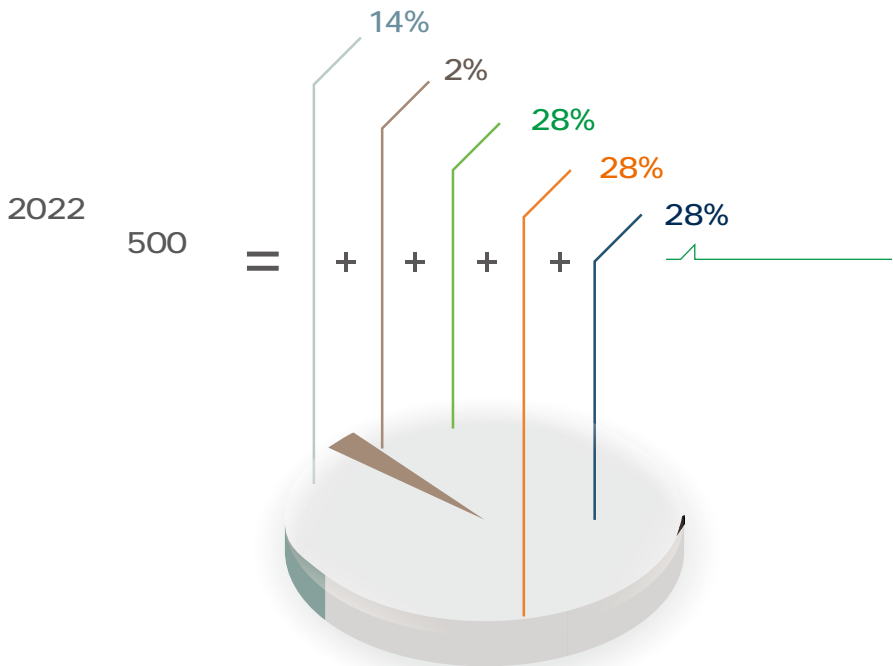
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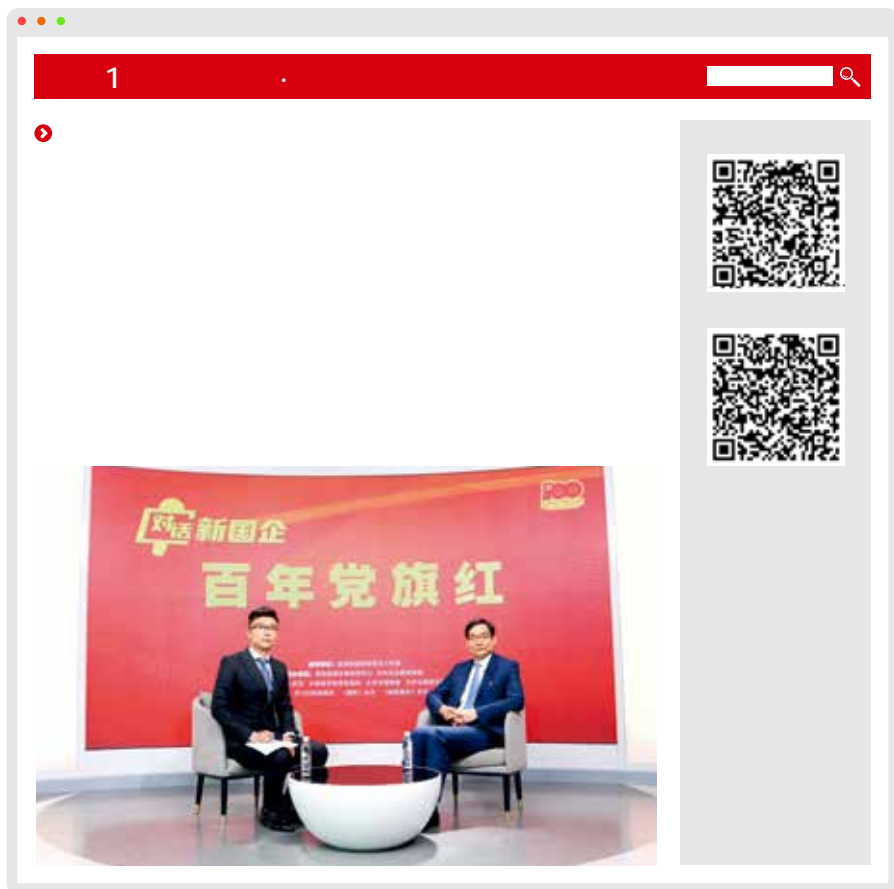
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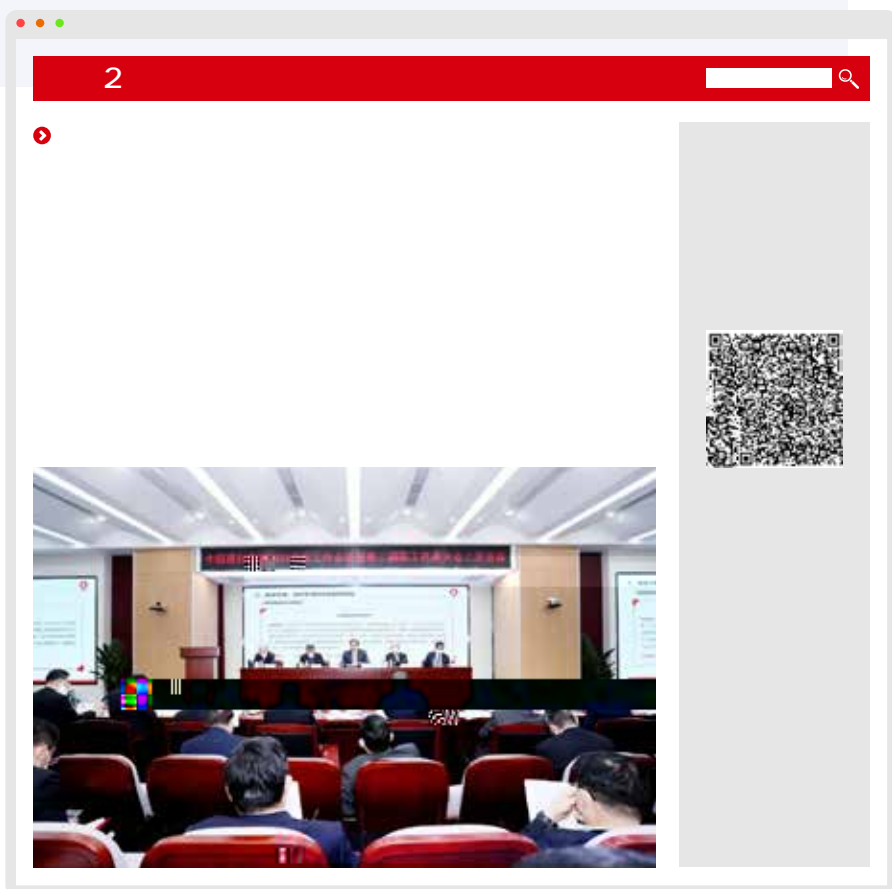
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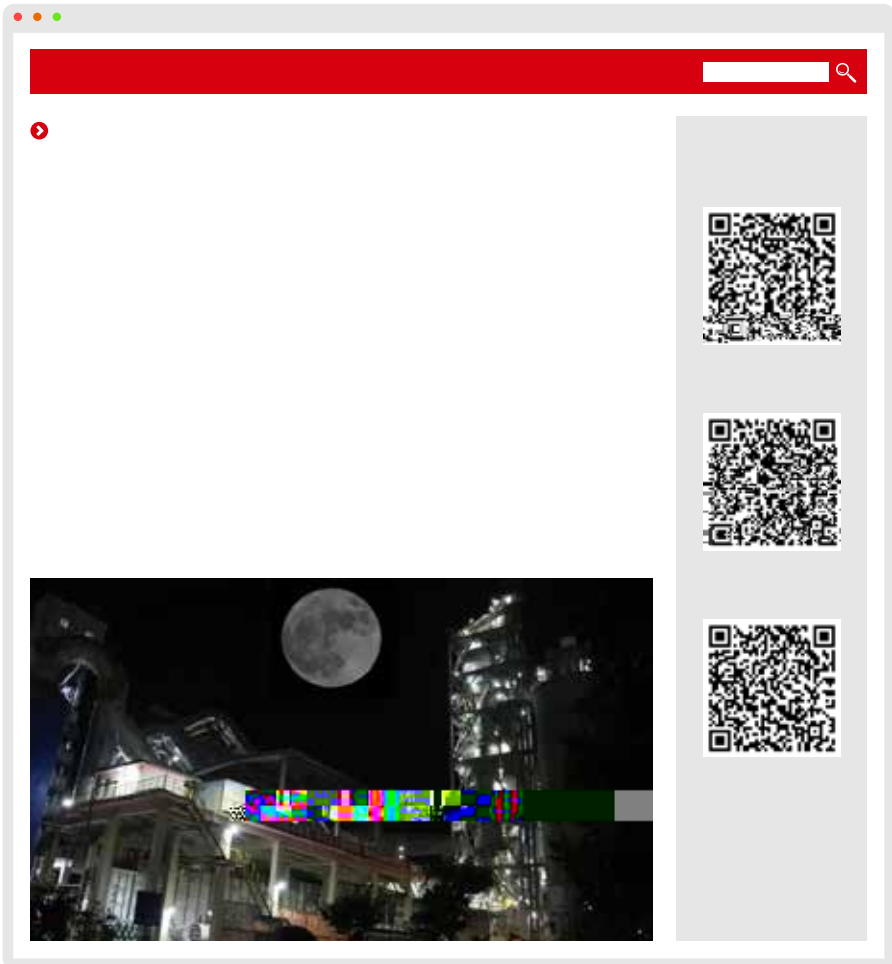
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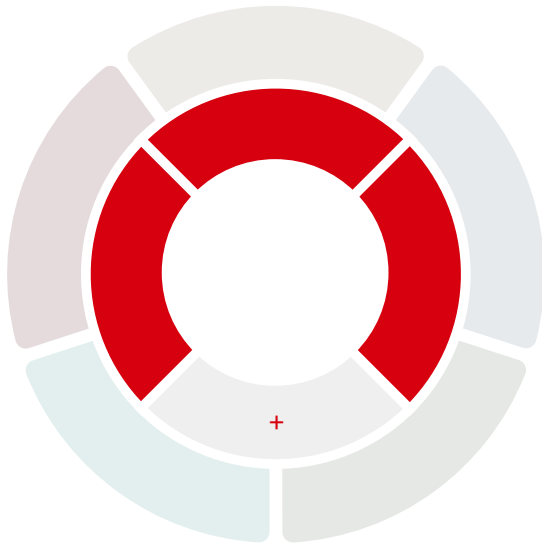


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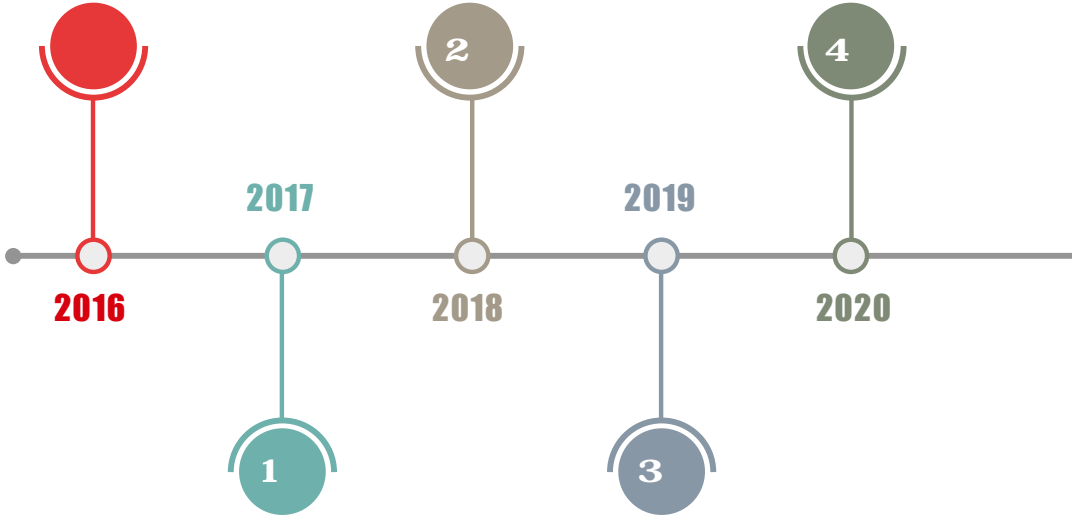
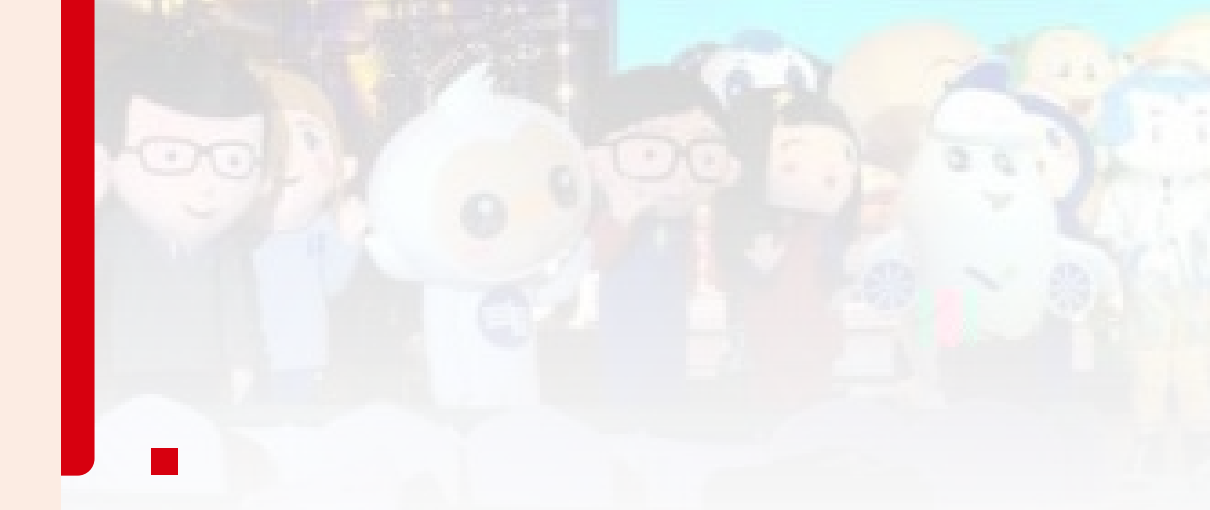


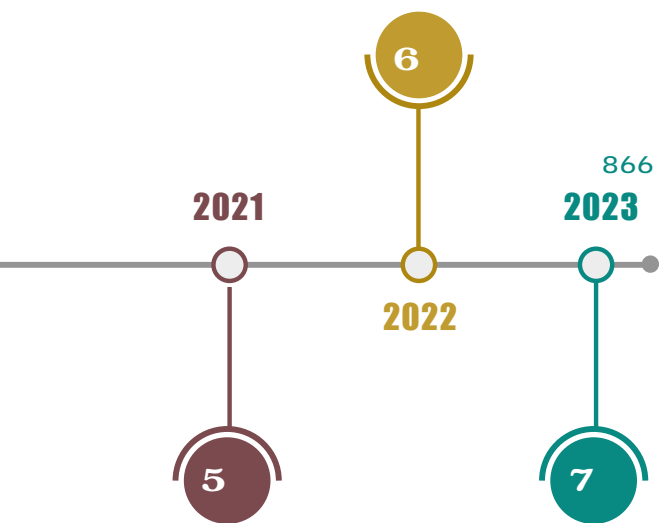
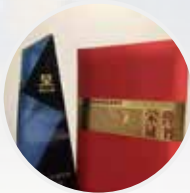
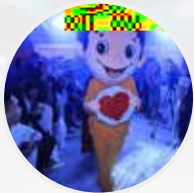
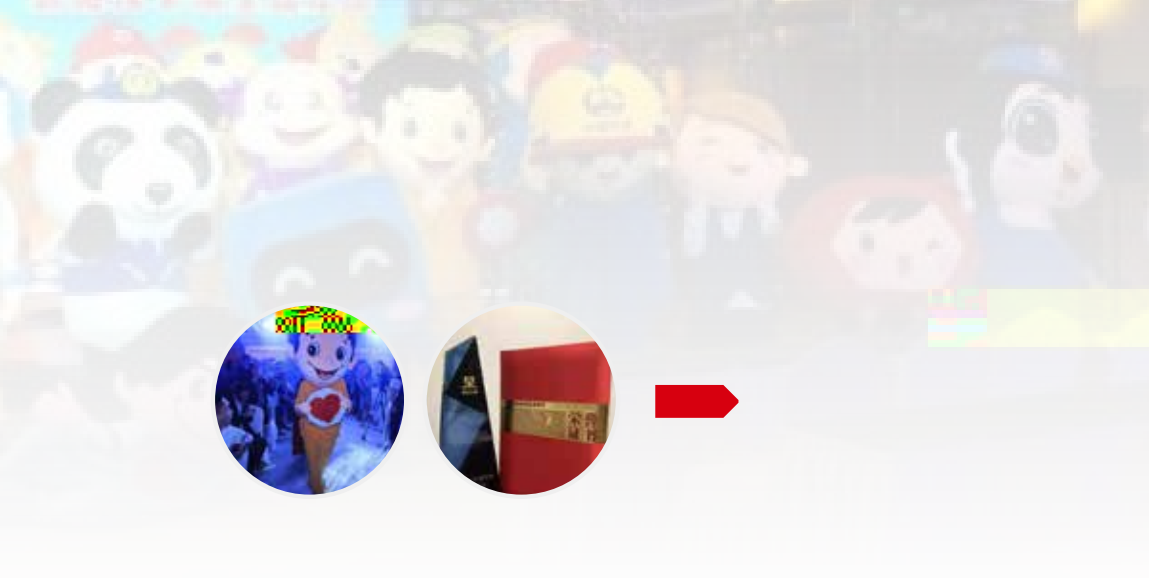




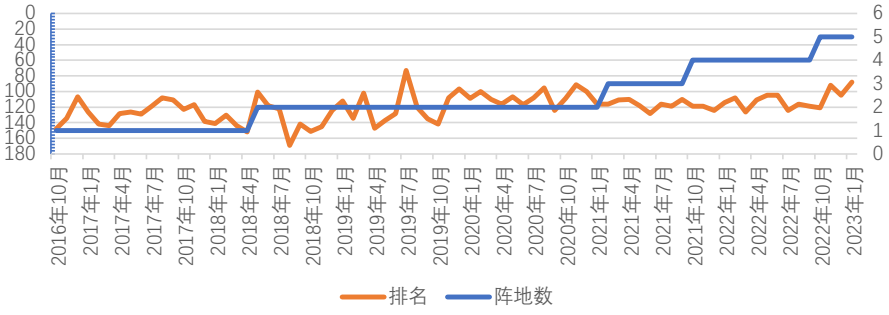
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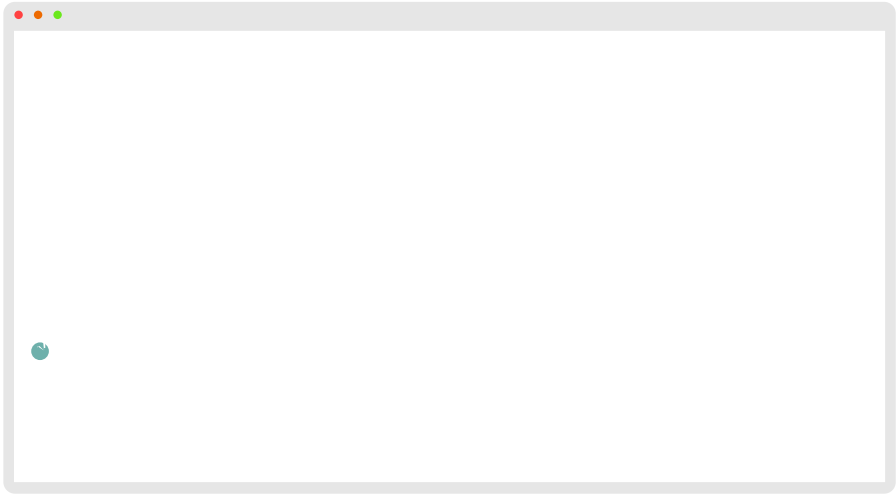


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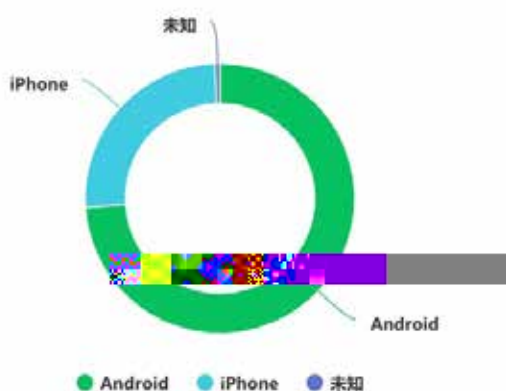
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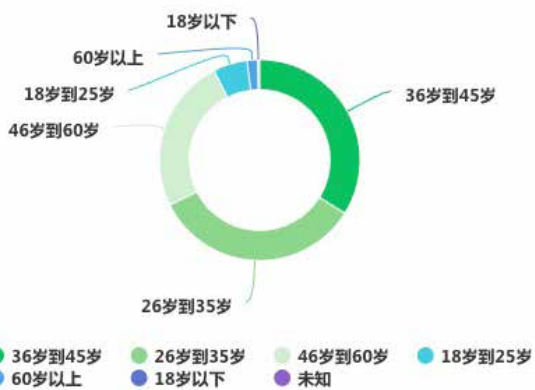










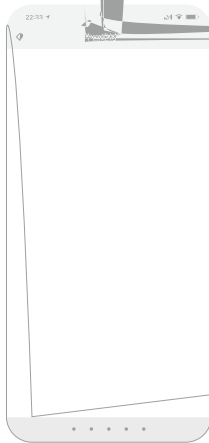
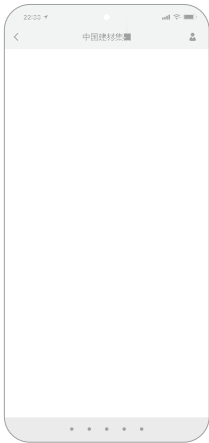
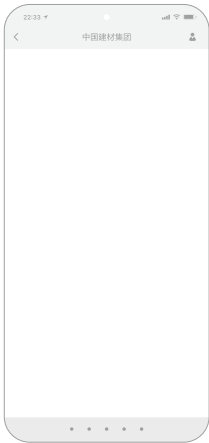
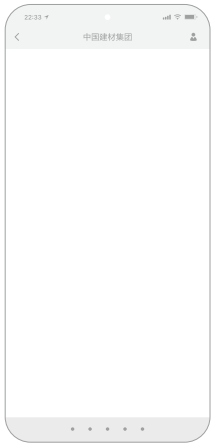




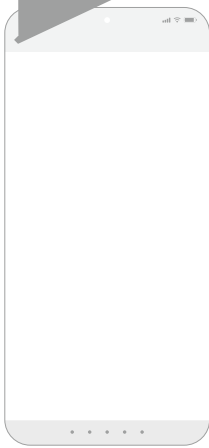
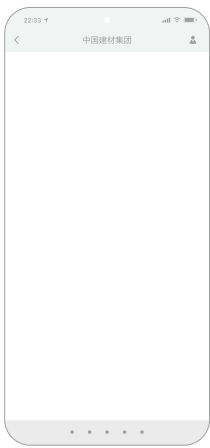
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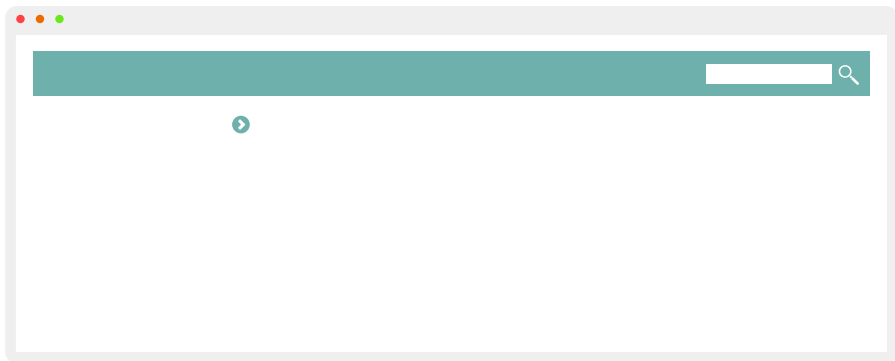


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中国共产党第二十次全国代表大会







2022

信心2022
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周育先亲切会见2022年度中材建设十大优秀外籍员工

中国建材集团 2023-03-00 18:53 孙美玉北京



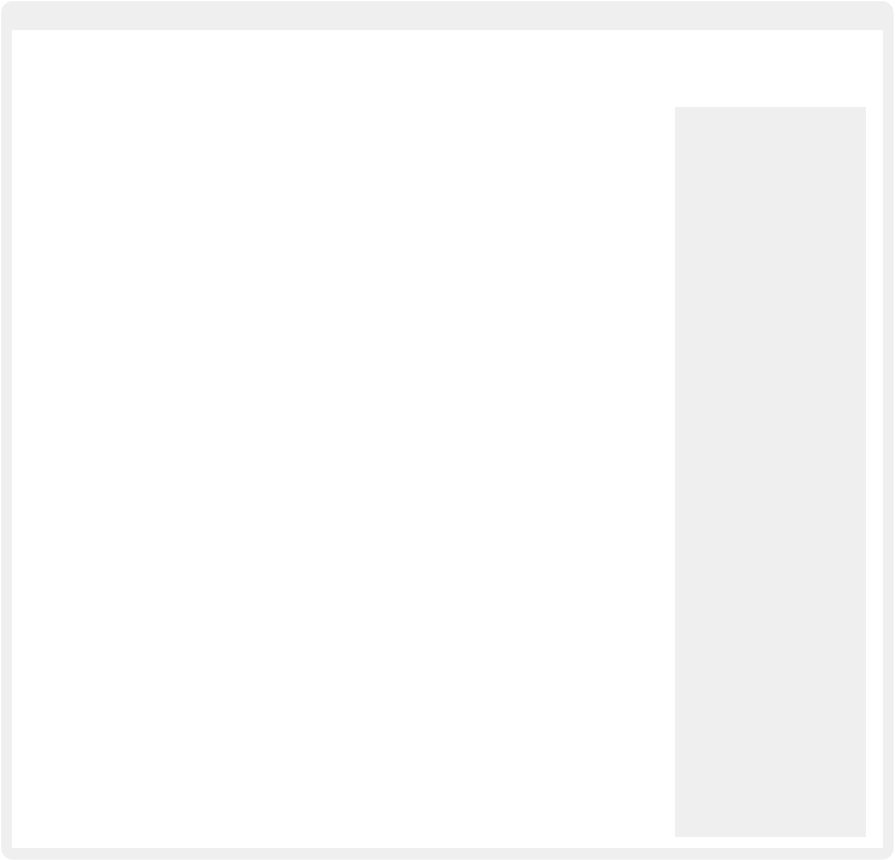
周育先在集团总部亲切会见所属企业中材建设2022年度十大优秀外籍员工。这10名外籍员工来自俄罗斯、尼日利亚、阿尔及利亚等6个国家，他们作为集团发展的受益者，亲身学习集团发展理念和成就、体验感受中国文化和风采。此次集团总部会见由中材建设执行董事董来希主持。

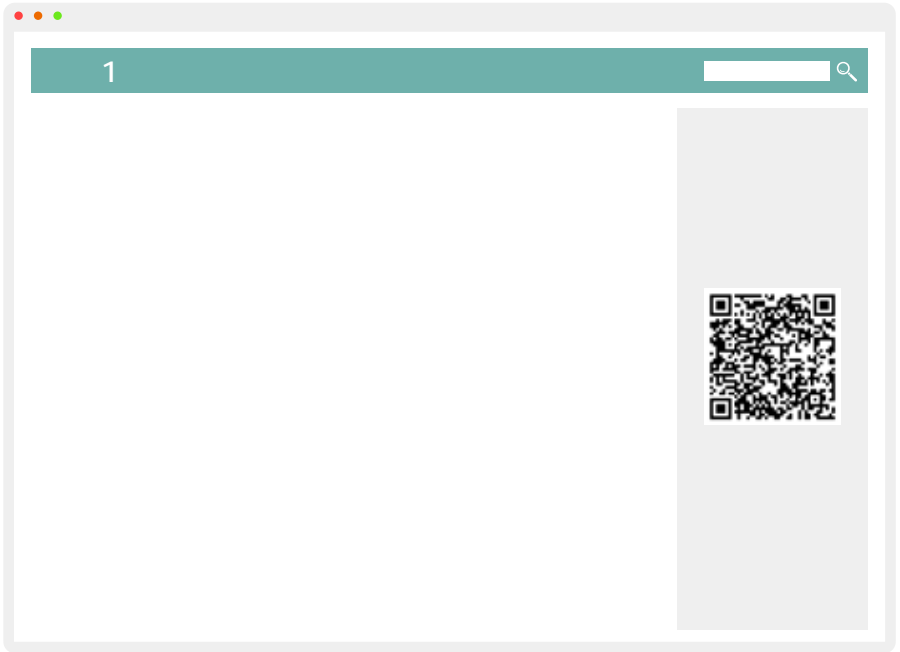
周育先与10位优秀外籍员工一一握手，认真听取了每位员工的自我介绍，并代表集团对他们跨越万里、来到中国、齐聚北京、来到中国建材大家庭表



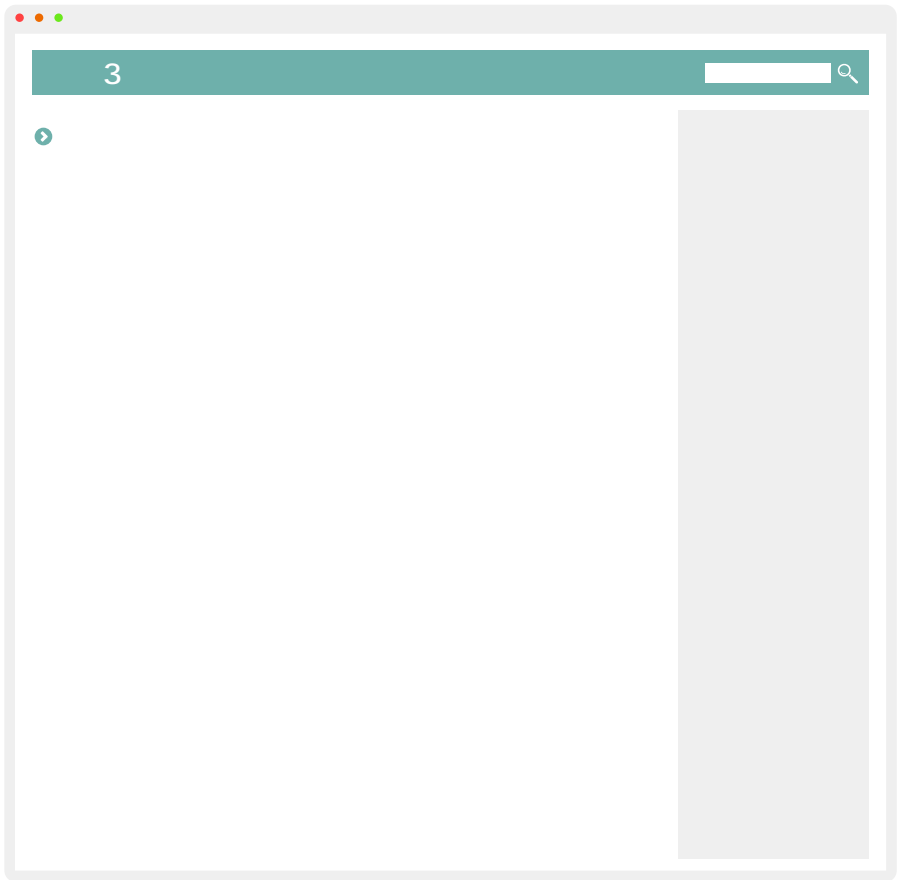


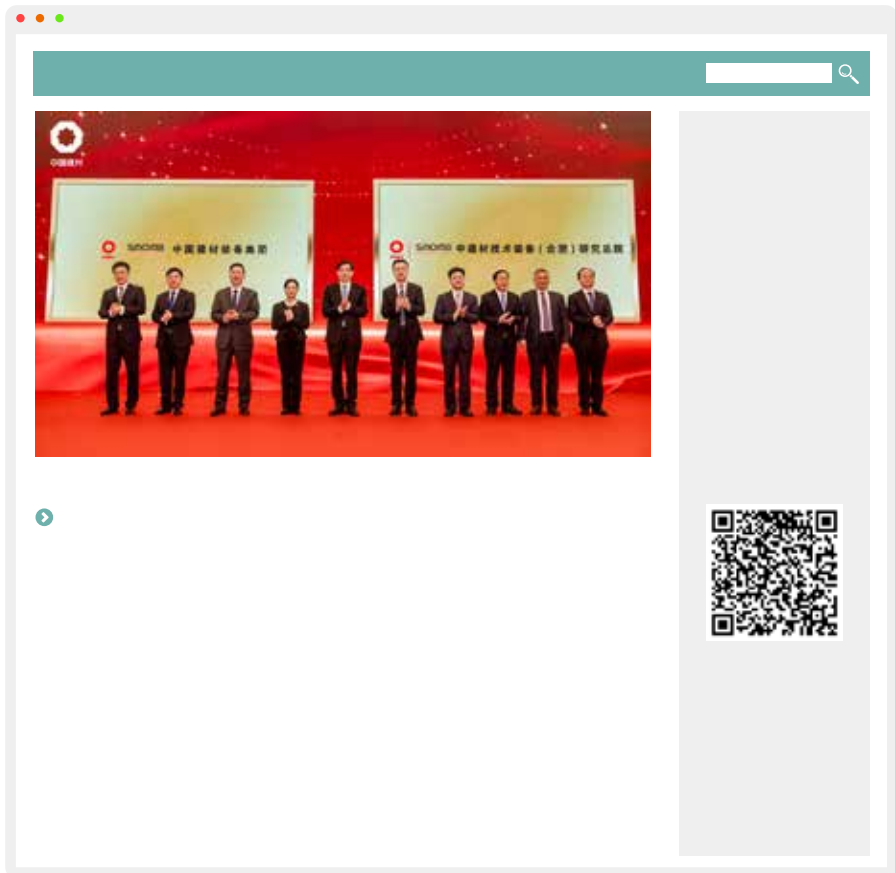


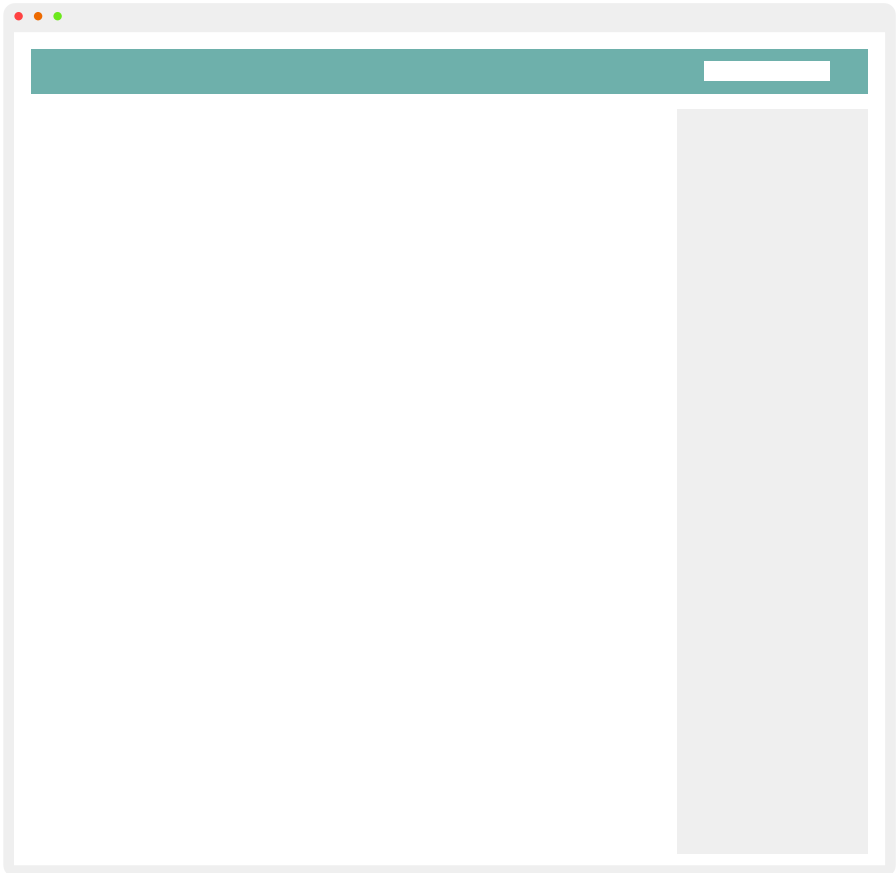












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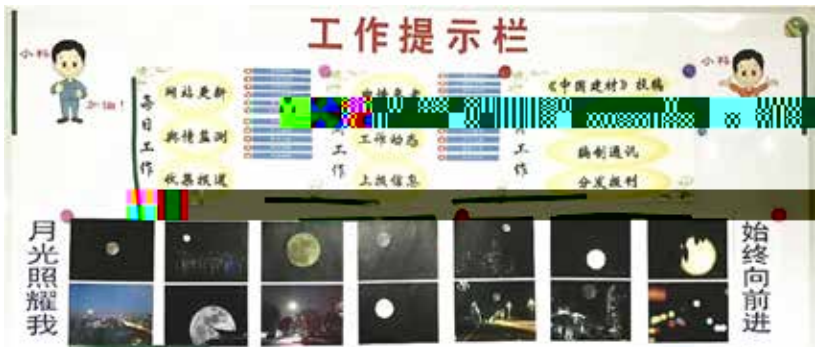


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- ②创新表达方式：企业形象、信息发布虚拟代言人（人格化传播）



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

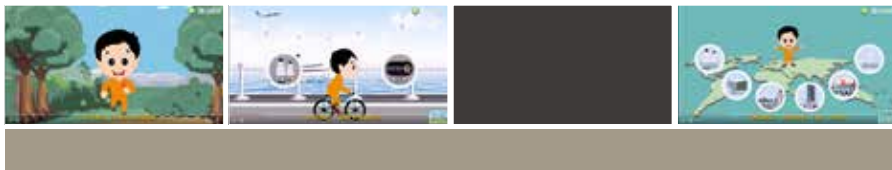


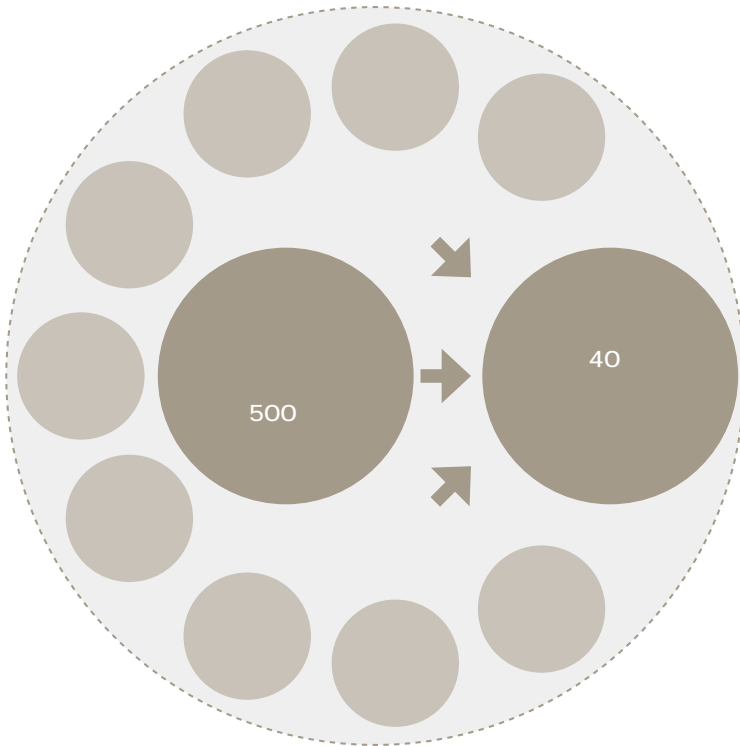
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我是建材大M，materials的M
展现集团智能创新和转型升级形象

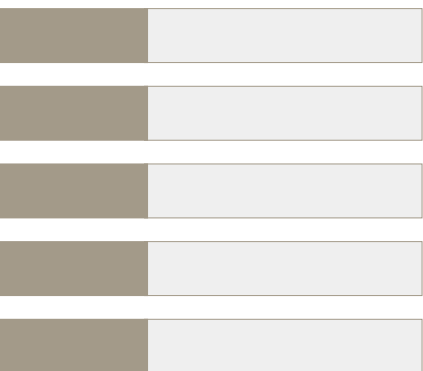
我是建材蜂宝，蜜蜂的蜂，宝贝的宝
寓意中国建材人勤劳执着和精益求精的工匠精神

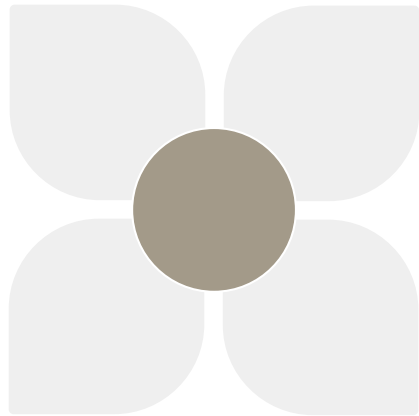
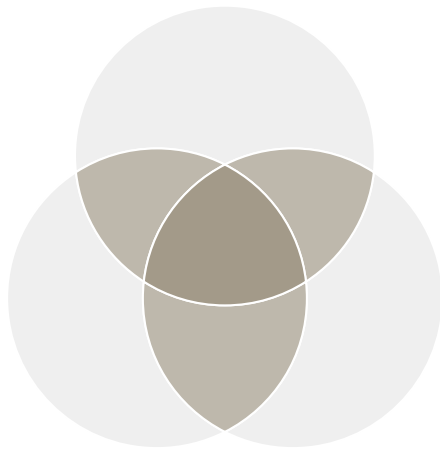






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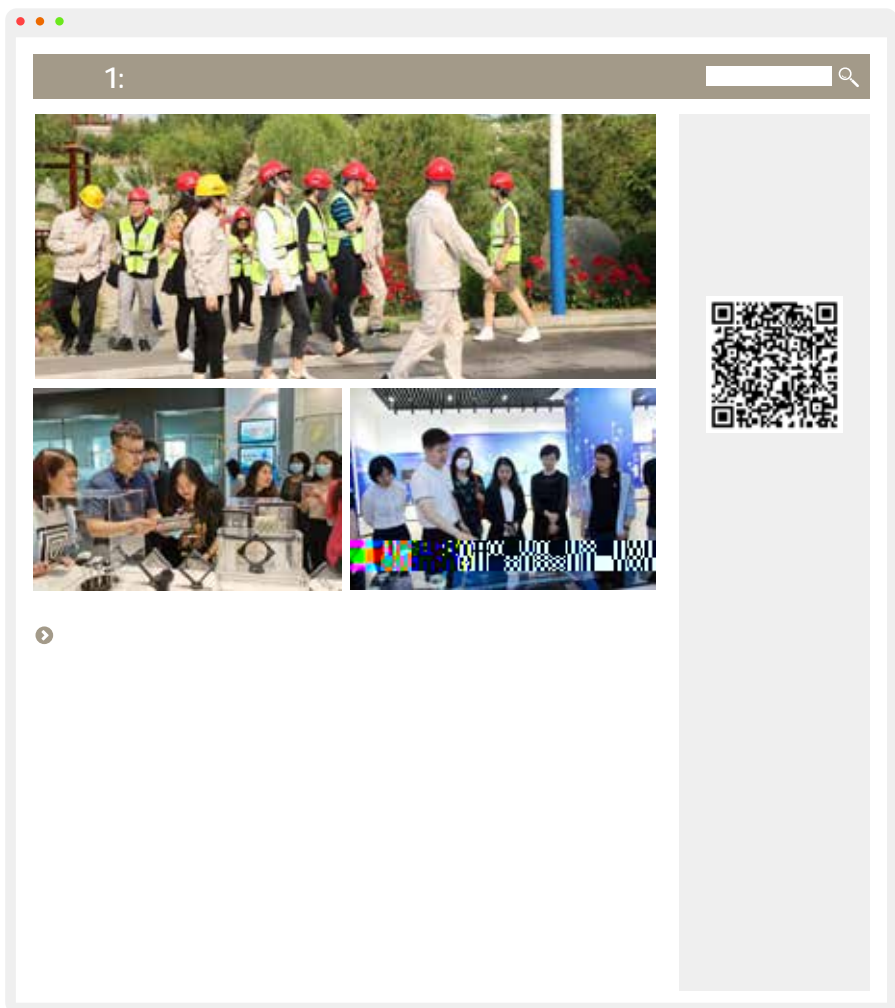
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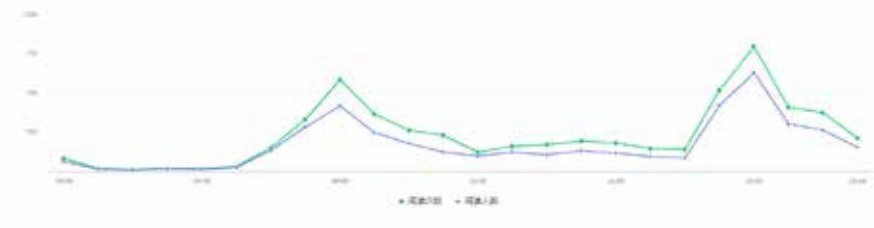


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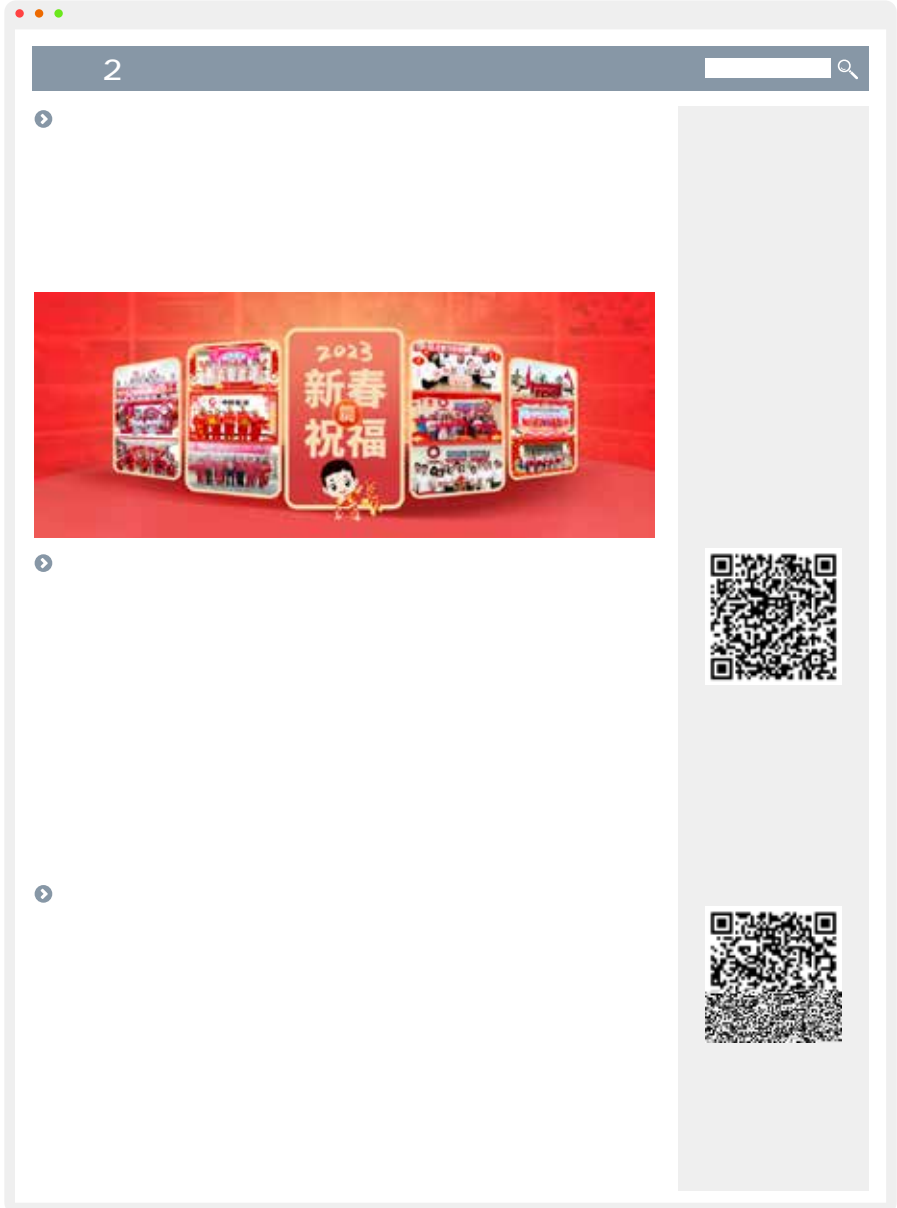
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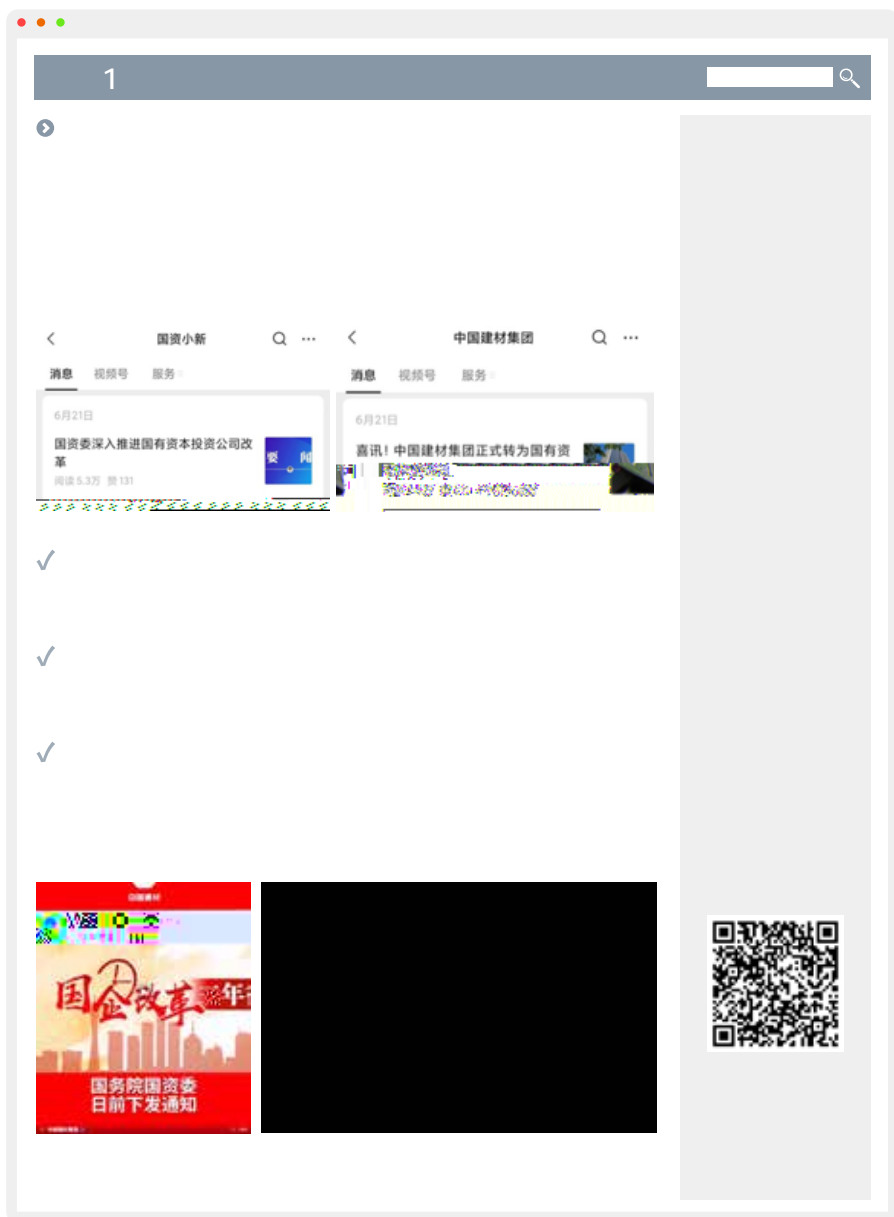


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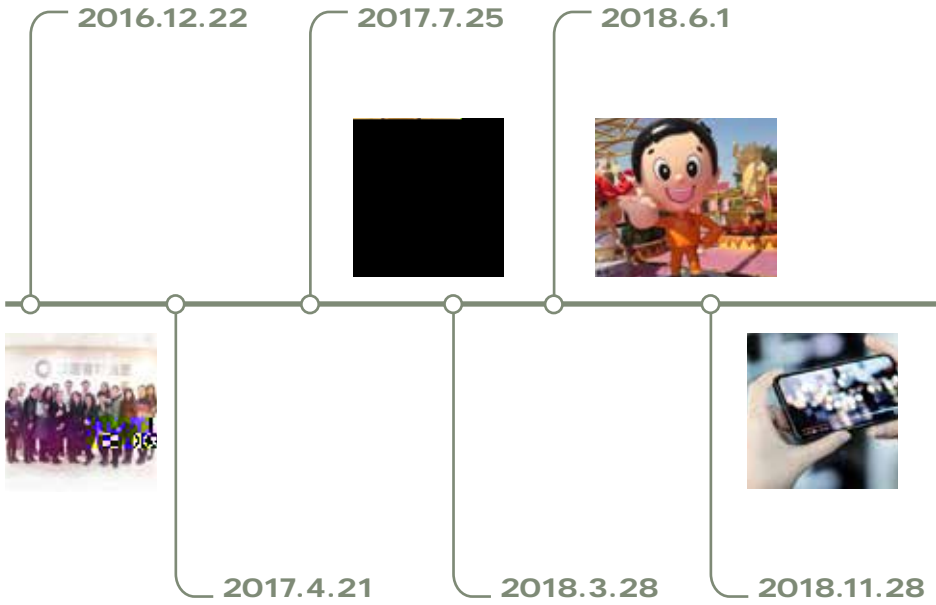




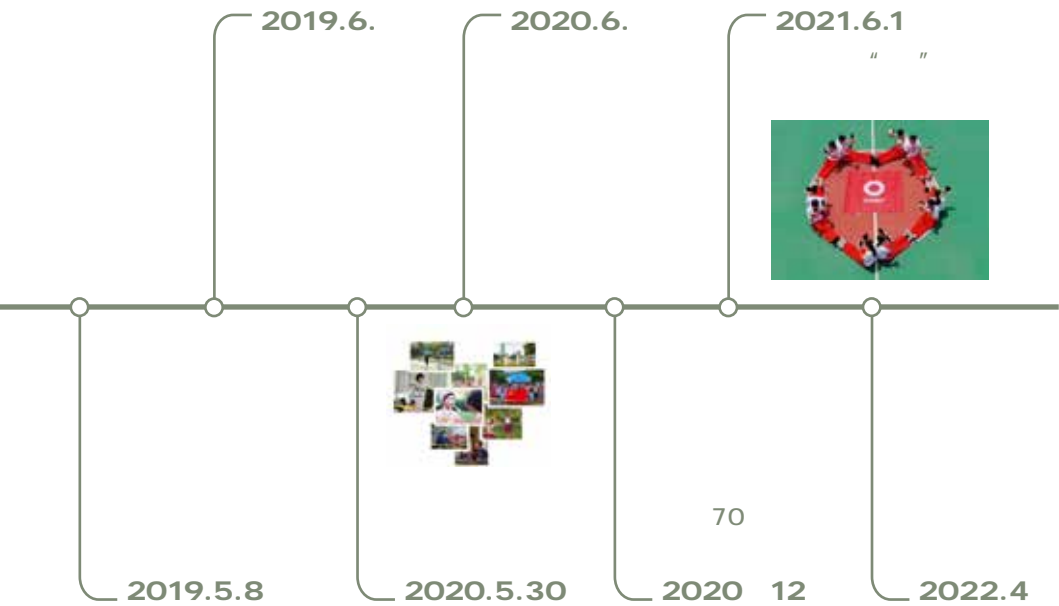
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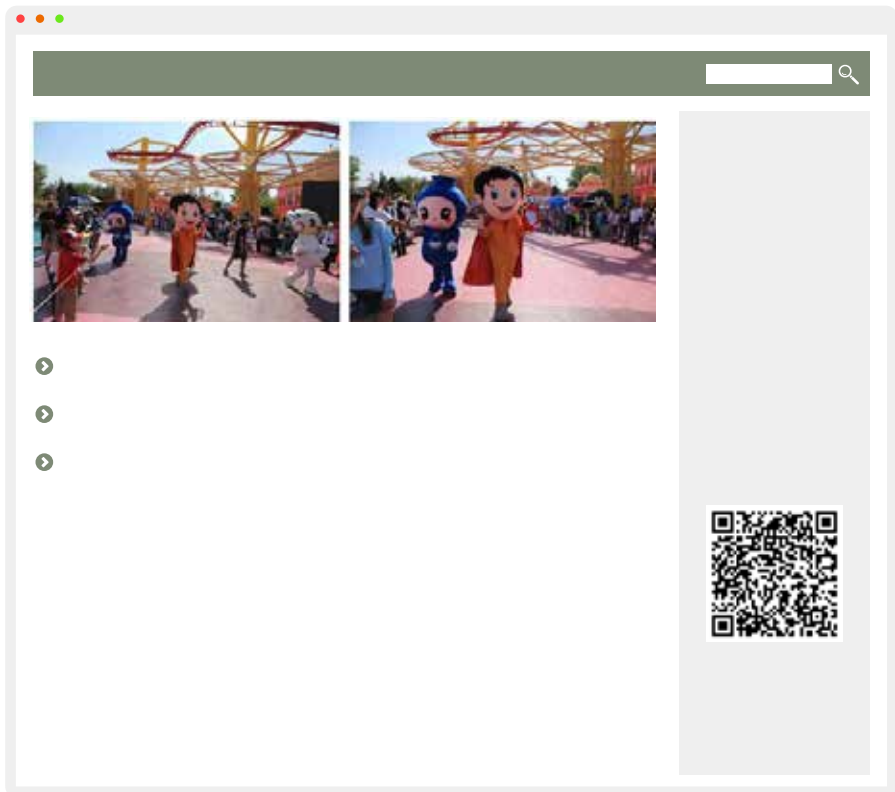
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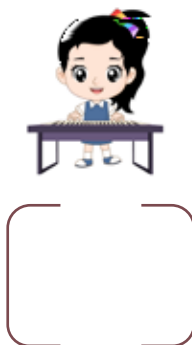
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即直接采用社会上的现成热点标题，以集团官微的内容贴合社会热点标题。

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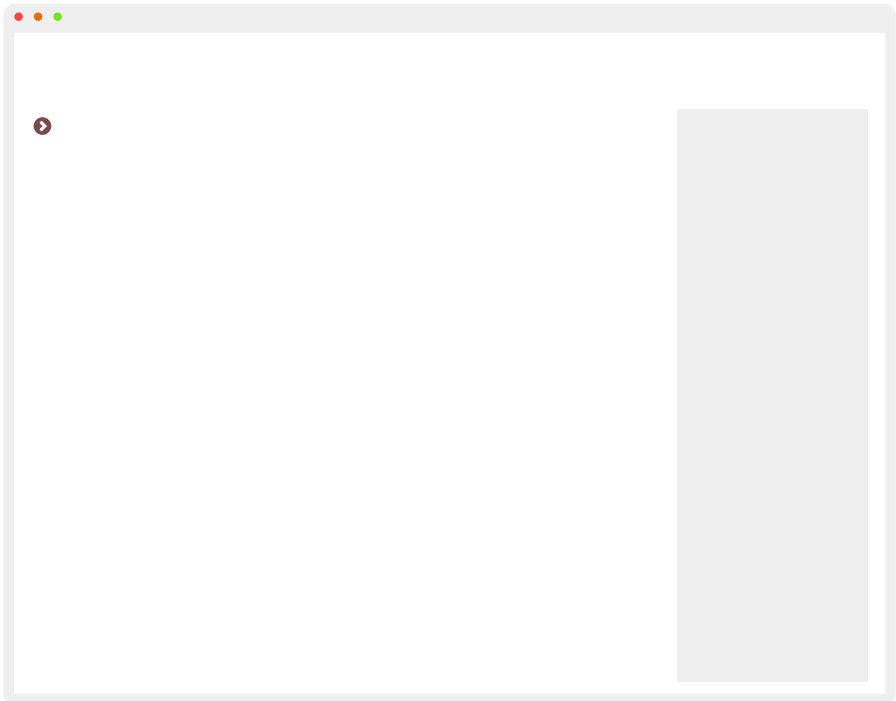


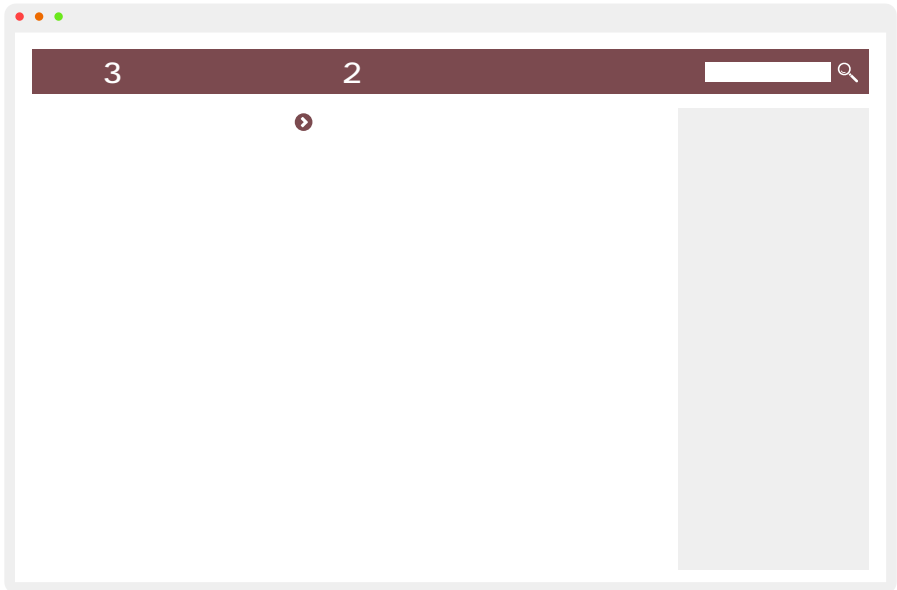
即原创构思，将企业的内容与社会热点相结合，碰撞出新的火花，从而使人眼前一亮。

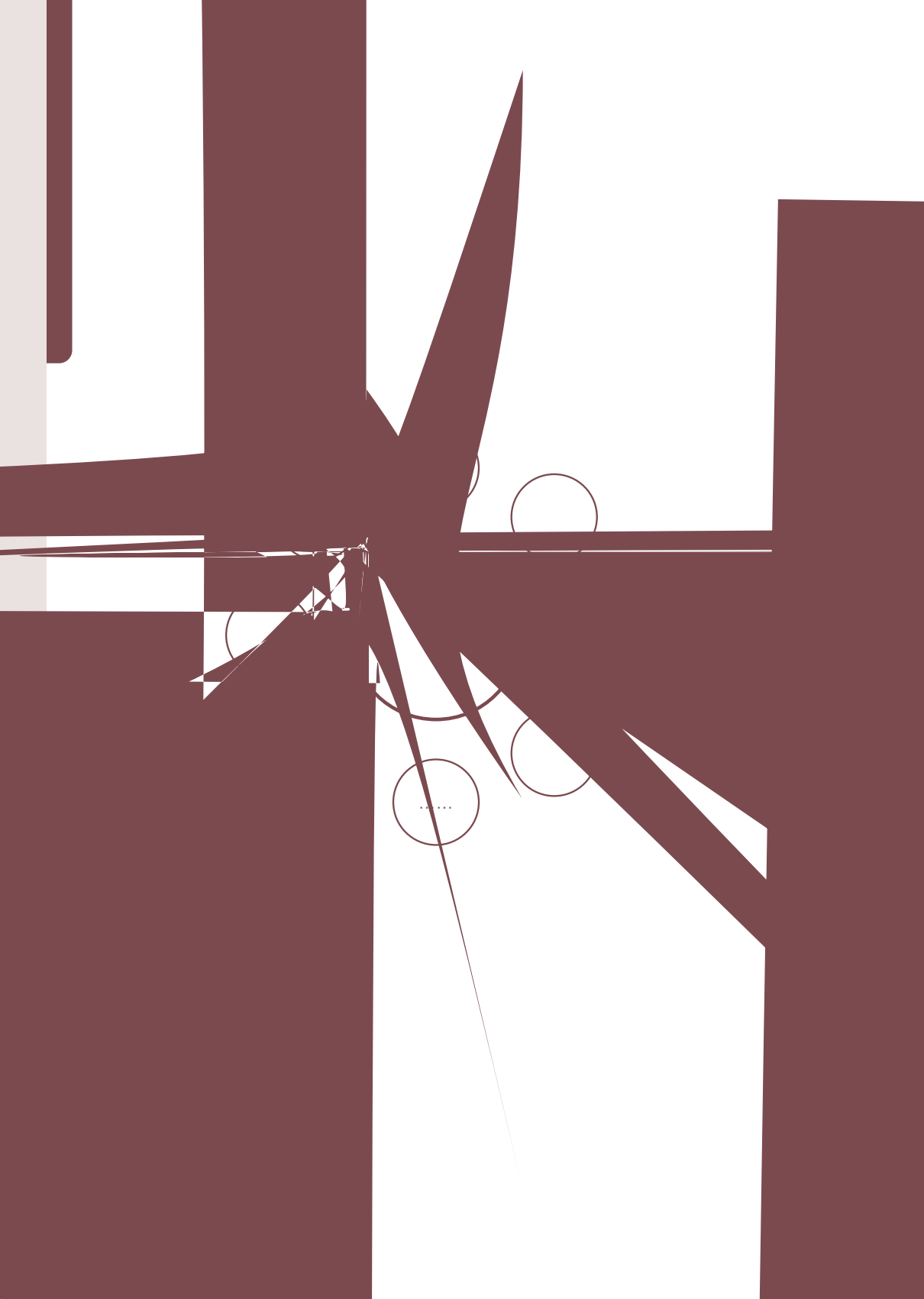
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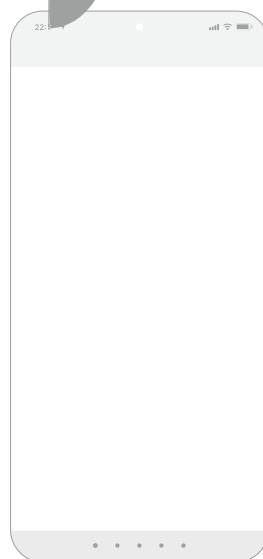
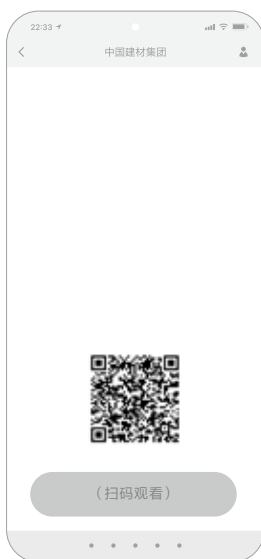
即将微信标题设计成引起受众感兴趣的形式，卖个官司然后揭晓答案，吊足受众胃口，使人看到标题就想点进去一探究竟。

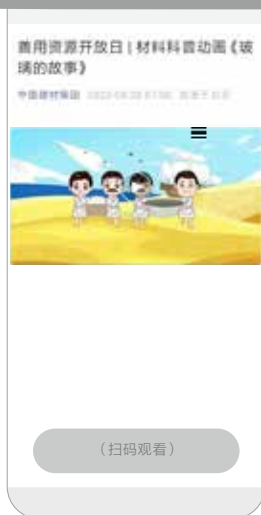
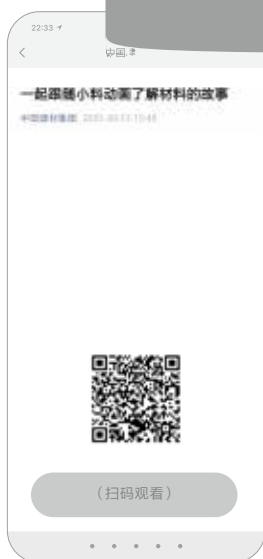






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EPILOGUE

