

Media draft plan——China Institute

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The screenshot shows the homepage of the China Institute website. The header features the logo 'China Institute FOUNDED 1926' and navigation links: Home, Calendar, Visit Us, and a search bar. A secondary navigation bar includes: ABOUT US (关于我们), EDUCATION (教育), GALLERY (中国美术馆), ARTS & CULTURE (艺术与文化), CORPORATE PROGRAMS (商务项目), and SUPPORT US (支持我们). A third bar lists: MISSION AND HISTORY, TRUSTEES & ADVISORS, STAFF, ANNUAL REPORTS, CAREERS, VOLUNTEER, PRESS, and STORE. The main content area is divided into three columns. The left column features a large video player for the '88TH ANNIVERSARY GALA VIDEO' with the tagline 'A place that teaches | A place that enriches | A place that promotes understanding' and a 'CLICK HERE TO VIEW' link. The middle column is titled 'MISSION' and contains a 'HIGHLIGHTS' section with three items: '4 Stars by Charity Navigator' (with a 'Four Star Charity' badge), 'Winter Adult Chinese Language & Studio classes' (starting Jan 12, 2015), and 'Spring 2015 Afterschool Chinese Classes' (starting Jan 26th). Below this is a 'GALLERY' and 'CI STORE' section. The footer contains copyright information for 2014, the address '125 East 65th Street, New York, NY 10065 212.744.8181', and logos for 'CHINA INSTITUTE CHINA 360 ONLINE', 'CHINA INSTITUTE EXECUTIVE SUMMIT', and 'YOUNG ASSOCIATES'.

China Institute was founded in 1926 by a group of distinguished American and Chinese educators including John Dewey, Hu Shih, Paul Monroe and Dr. Kuo Ping-wen. It is the oldest bicultural organization in America devoted exclusively to China. Chartered by the Board of Regents of the University of the State of New York in 1944 as a school of continuing education, our school of Chinese studies are the oldest educational center of its kind in the United States.

Here are the potential channels

1. Sina Weibo



Sina weibo is a kind of social platform, similar with twitter, the most popular communication media in China. Sina was launched on 14 August 2009 and in 2014 it filed an IPO in America. In China, no matter what kind of institutes and how big the company scale, nearly every of them has their own official weibo account. But unfortunately, China Institute has no sina official weibo account, which means most of Chinese know little about this organization.

Benefits:

- This channel has widely spread range, which can help improve China Institute' s reputation in Chinese.
- Save money. Because it is totally free to establish an official weibo account.
- Efficient and easy way to interact with people. The organization can put many pictures and videos on weibo to attract more participators.

Pitfall:

- Thanks to part of target audiences of China Institute are American, so using sina weibo may don't apply to them.

Particular audience:

- All of Chinese especially to who like and pay close attention to the development of Chinese traditional culture in the overseas.

- American people who understand Chinese and are interested in Chinese culture.

How to use:

- First set up China Institute official weibo account and add organization introduction on it.
- Put all of worthy historic activities' pictures and videos
- For upcoming activities, it is better to launch hot topic and give some rewards to fortunately followers if possible, which will attract more attention.
- If possible, cooperating with some famous professional people, let them transmit official news.

Examples:



2. Youtube



Actually, they has already established official YouTube channel. But I think there are something they should to do more.

Benefits:

- Because it is the most popular video- sharing website in US, it has many followers to watch. Put relevant promotion video on YouTube could make more people know China Institute.
- Save money. It is free to put videos on YouTube.
- People can make comments about videos, which is another direct way to communicate with audiences.
- If audiences subscribe the official channel, it will have notice to let them know there are some new videos, so they won't miss any organization news.

Pitfall:

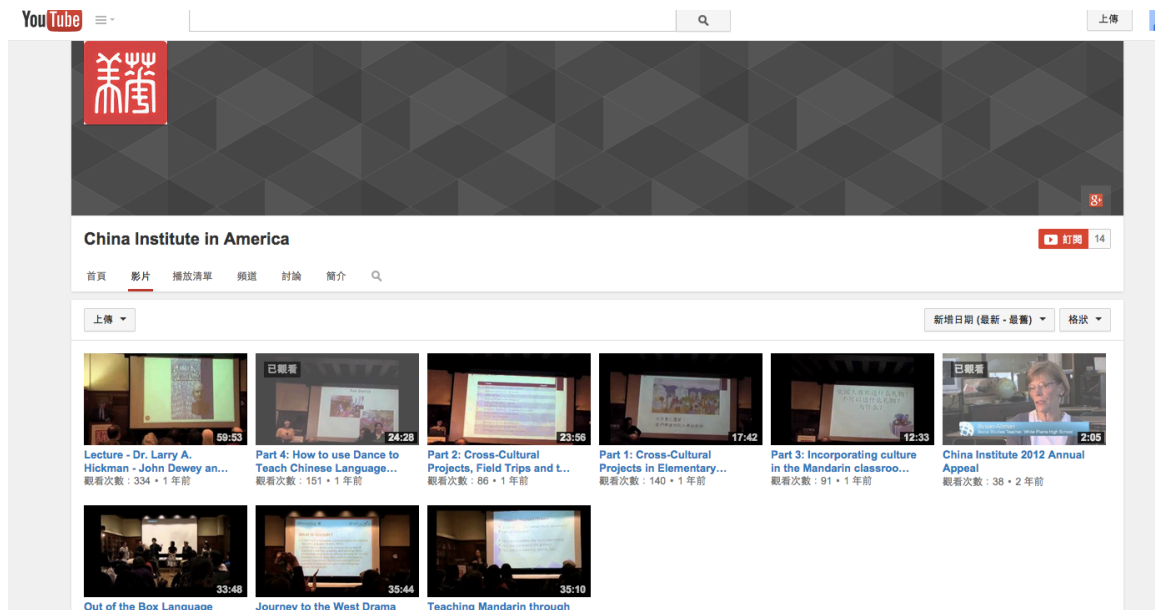
- YouTube cannot be used in China, so it doesn't work to Chinese.

Particular audience:

All the people besides Chinese, especial to American who love China culture or research China scholars.

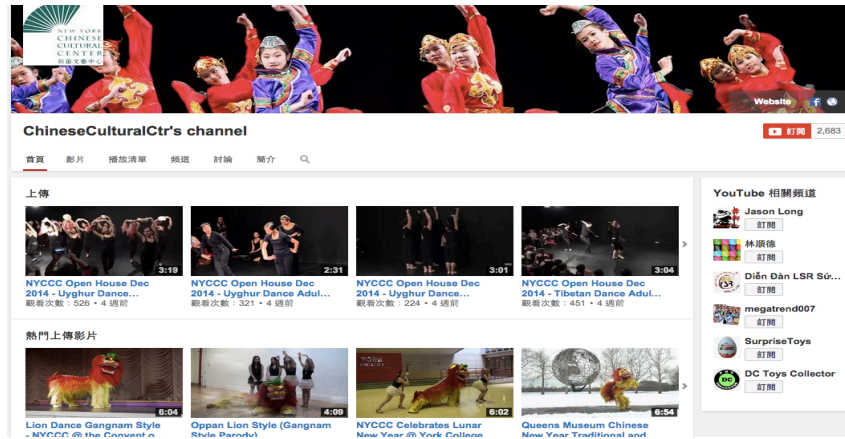
How to make it better:

Here is their official YouTube channel:



- Obviously to see, there are just few videos on it and all of them are put one or two year ago. So I think China Institute should update and put more videos about their kinds of events. In this way can attract more people.
- About the introduction on YouTube is too brief. If add more information like the link of official web or more details will be better.
- There is no discussion and 14 people subscribe this channel. The promotion effect is not good. They can put the YouTube link on their official website, unfortunately they just put facebook link on web.
- About the time and title of their videos also have some problems. Most of videos they put are more than 30 minutes and not clearly. The video titles are too long and lack of funny. I suggest they can put high quality videos and change the title.
- Make YouTube web design more beautiful.

Example:



3. Yelp



Yelp.com, is a crowd-sourced local business review and social networking site. Website users can submit a review on their products or services using a one to five star rating system. Businesses can also update contact information, hours and other basic listing information or add special deals. In addition to writing reviews, users can react to reviews, plan events or discuss their personal lives. While through yelp I cannot search China Institute official account.

Benefits:

- Yelp has lots of users, Over 100 million people visit Yelp every month.
If establish account on yelp the promotion will be more efficiently.
- Save money. It is free to claim yelp business page.
- Owner account can connect with customers, including write reviews. So it is also a good channel to communicate.

Pitfall:

- For Chinese, they hardly know and use yelp.

How to use:

- Set up China Institute page and put information and pictures on it.
- Put yelp link on official website.

Example:

The screenshot shows a Yelp business profile for the New York Chinese Cultural Center. The header includes the Yelp logo, a search bar with the text "Find tacos, cheap dinner, Max's", and a location filter set to "Near Dallas, TX". Navigation links for Home, About Me, Write a Review, Find Friends, Messages, Talk, and Events are visible. The business name "New York Chinese Cultural Center" is prominently displayed, along with a "Write a Review" button and options to "Add Photo", "Share", and "Bookmark". A "Performing Arts" category tag is also present.

A map on the left shows the location at 390 Broadway, New York, NY 10013, in Chinatown. The address is repeated below the map, along with a "Get Directions" link, a subway icon indicating "Canal St. and 2 more stations", a phone number "(212) 334-3764", a "Message the business" link, and the website "chinesedance.org".

Three photographs of Chinese dancers in traditional costumes are shown. The first photo shows a dancer in a yellow costume performing a dance move. The second photo shows a group of dancers in red costumes. The third photo shows a dancer in a white and red costume. A "See all 6 photos" link is provided.

Below the photos, there are two advertisements. The first is for "美国淘宝" (US Taobao) with Chinese text: "美国淘宝 [免国际运费] 全球原价代购淘宝、天猫、当当、京东、免费验货、集中打包、3-5天送货上门! www.86daigou.com/【代购中国】". The second is for "Message Therapists In NYC" with English text: "Specialists in top massage & reflexology techniques. Call today. www.axonhealthassociates.com".

At the bottom, there is a "From the business" section with a "Specialties" link. To the right, the "Hours" section shows the current status: "Today 10:00 am - 6:00 pm Closed now". The weekly hours are listed as follows:

Day	Hours
Mon	10:00 am - 6:00 pm
Tue	10:00 am - 6:00 pm
Wed	10:00 am - 6:00 pm
Thu	10:00 am - 6:00 pm
Fri	10:00 am - 6:00 pm