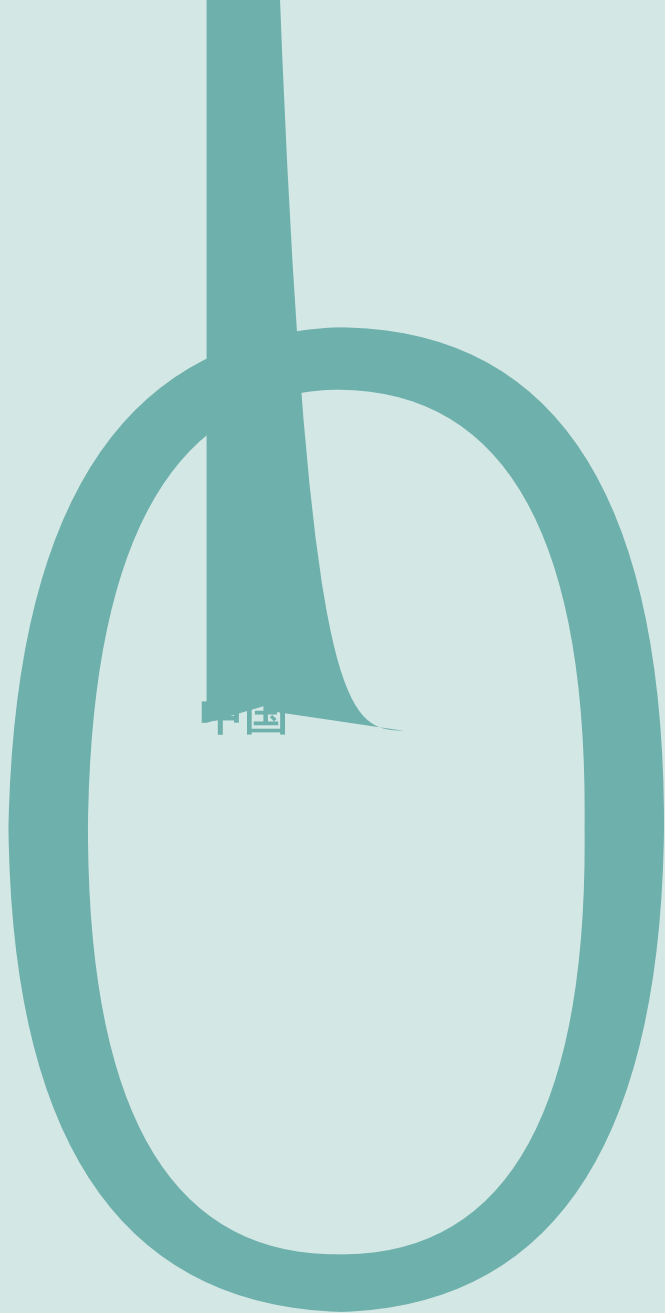
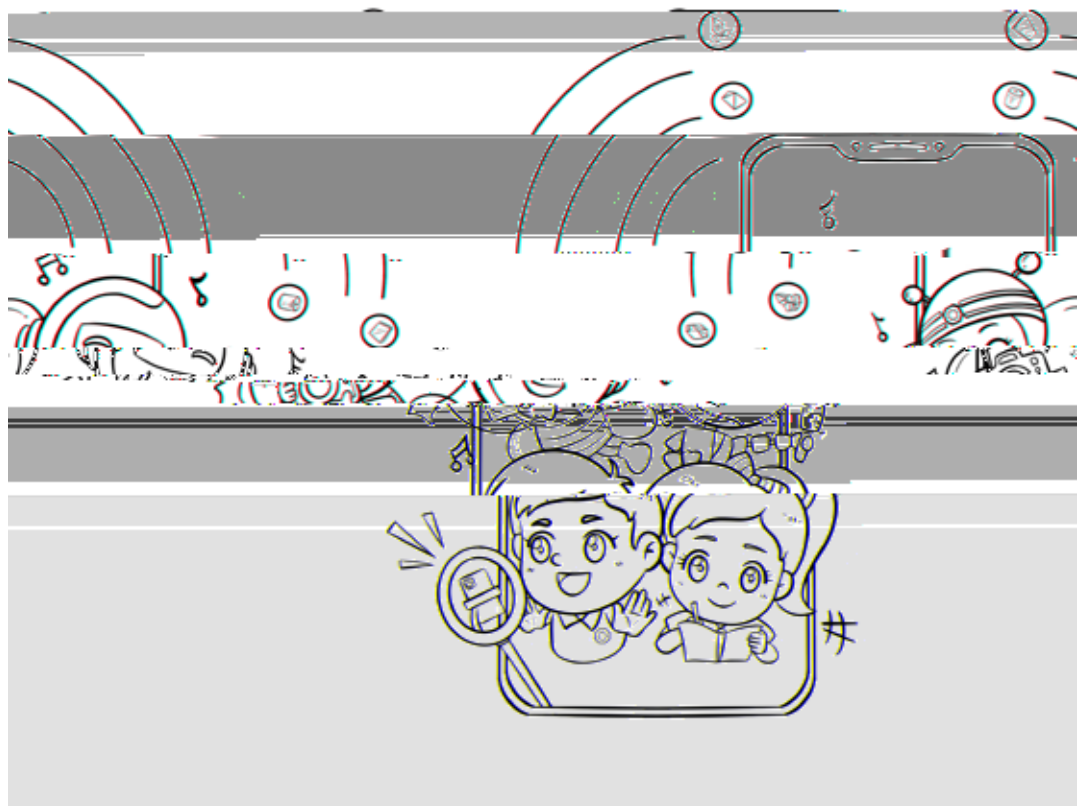




中国建材集团

新媒体 工作法



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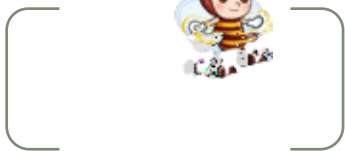
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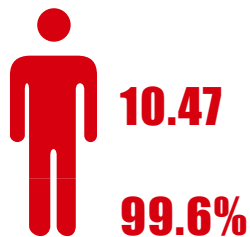
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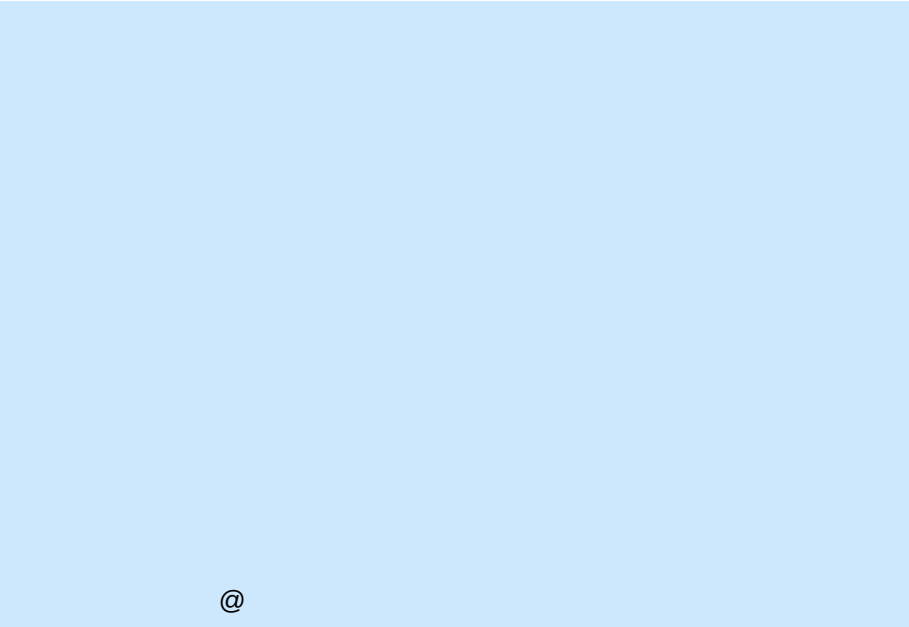


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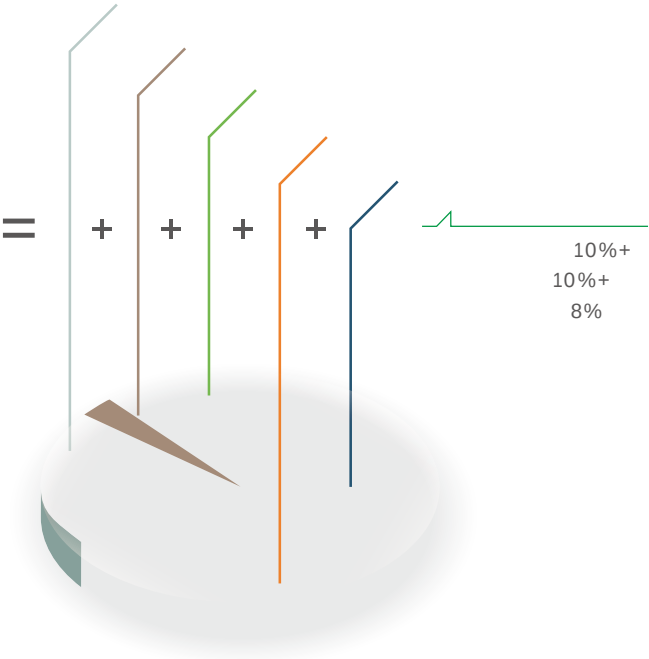


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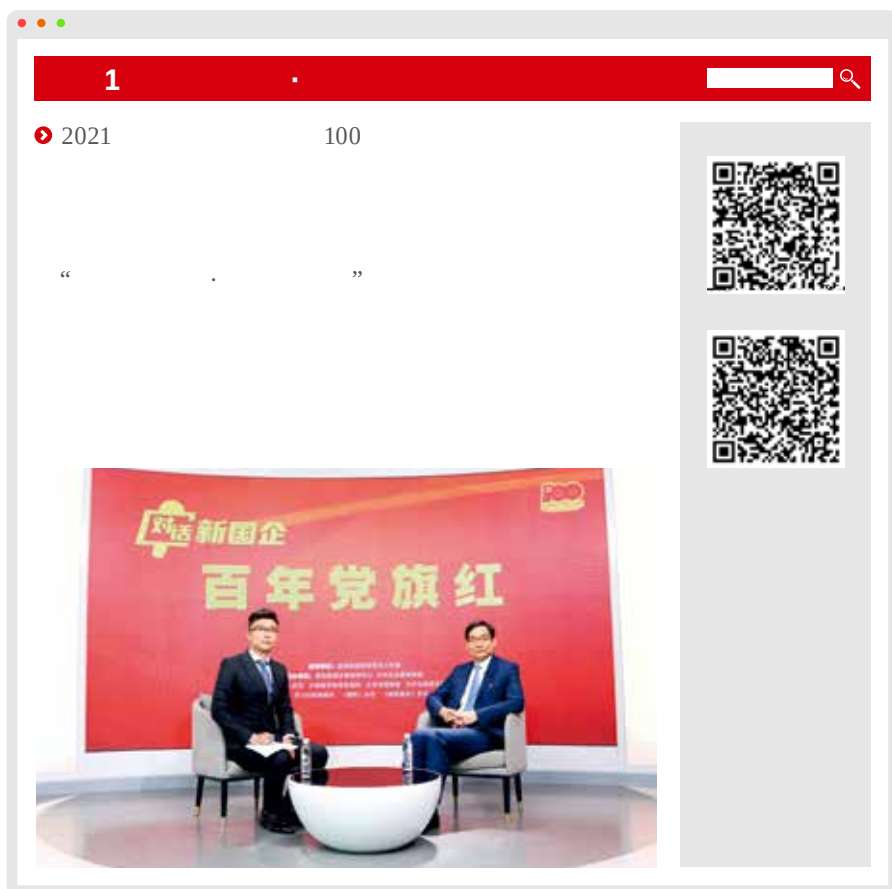
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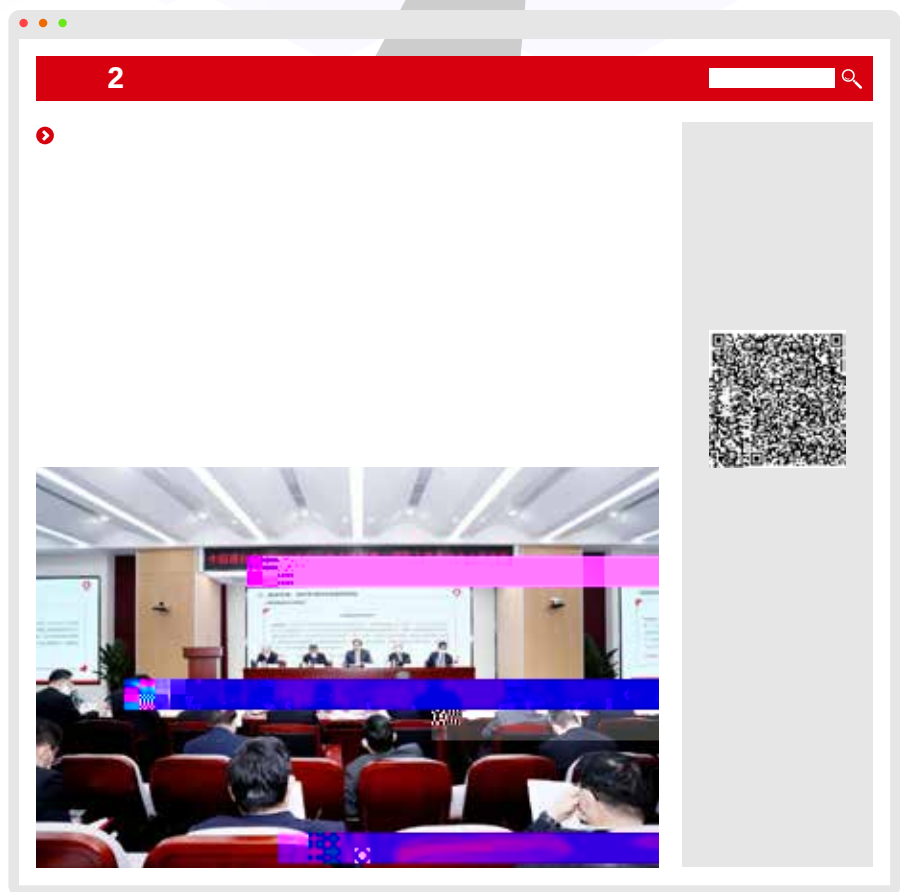
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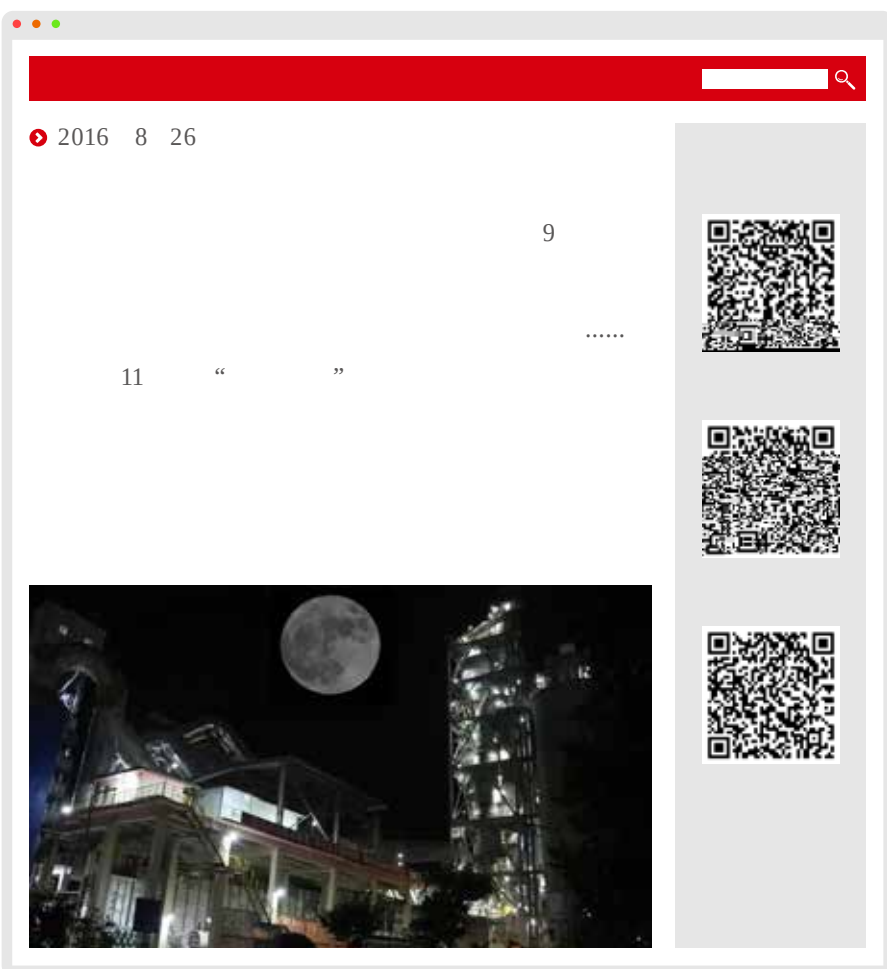
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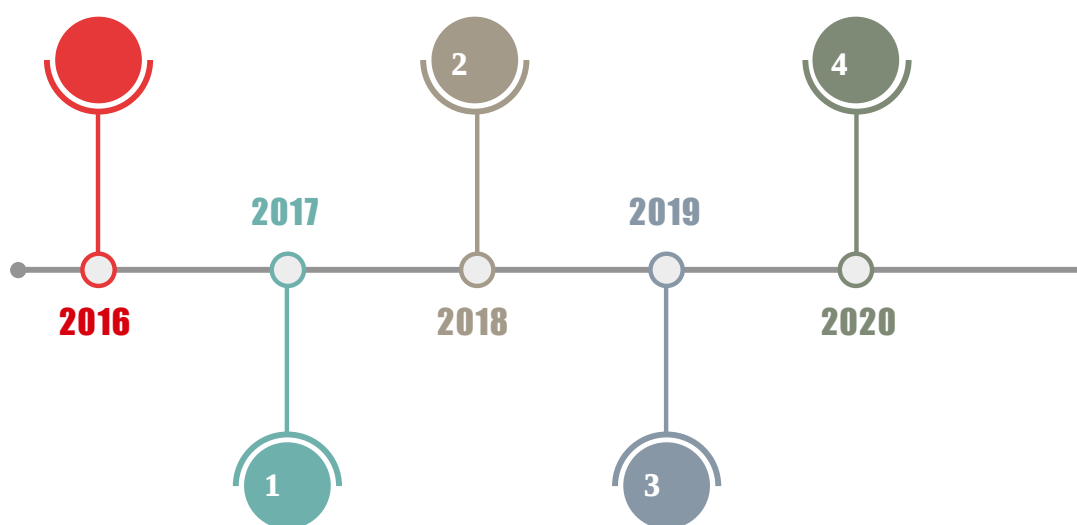
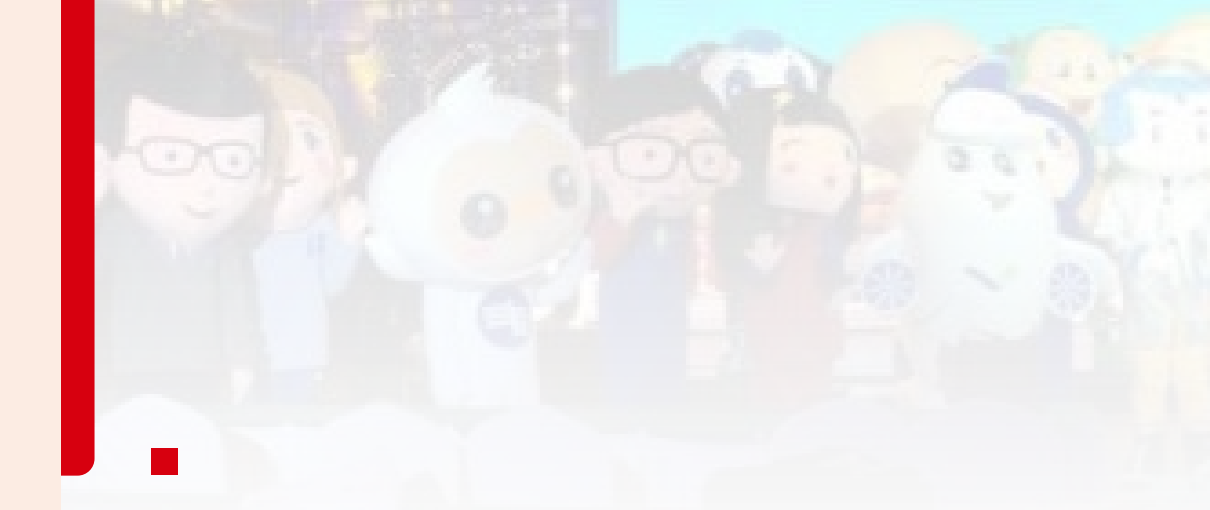
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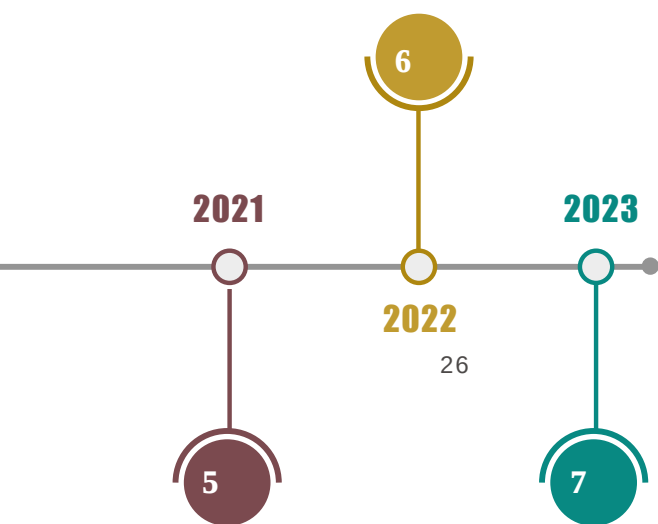
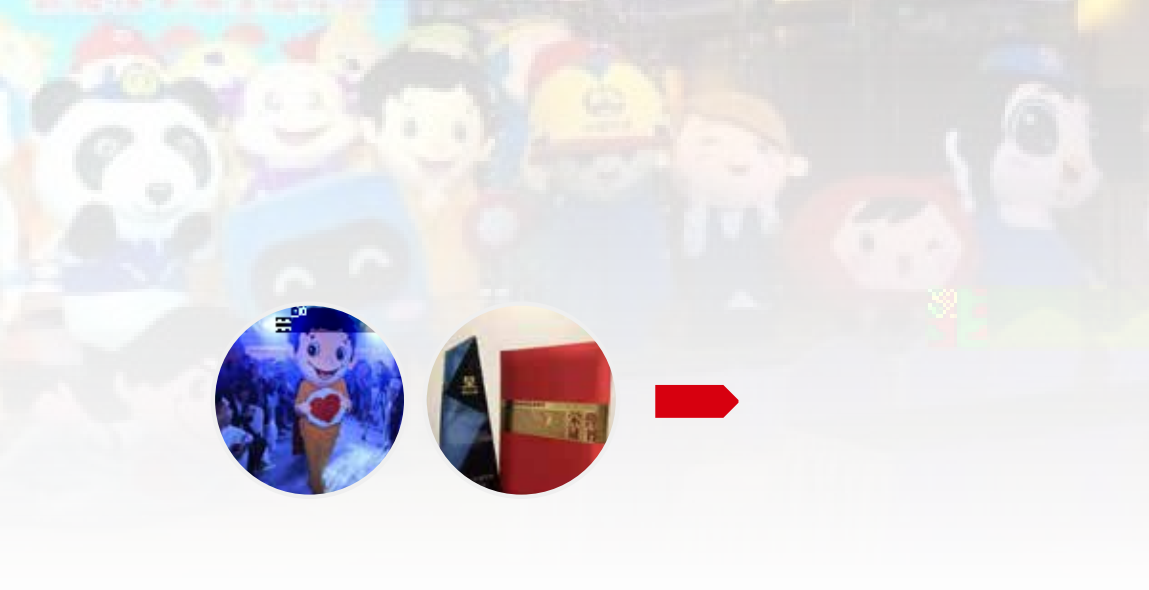
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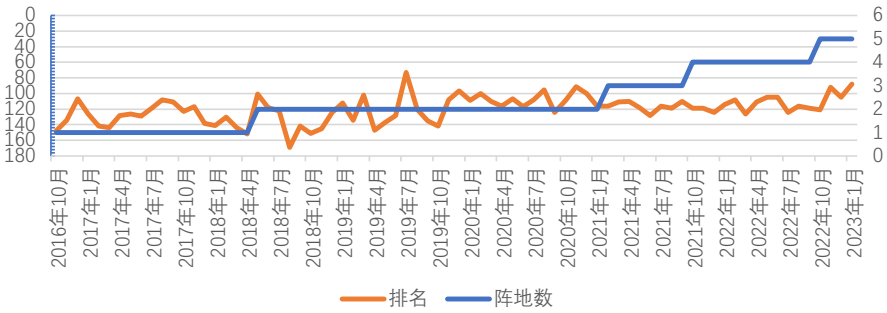
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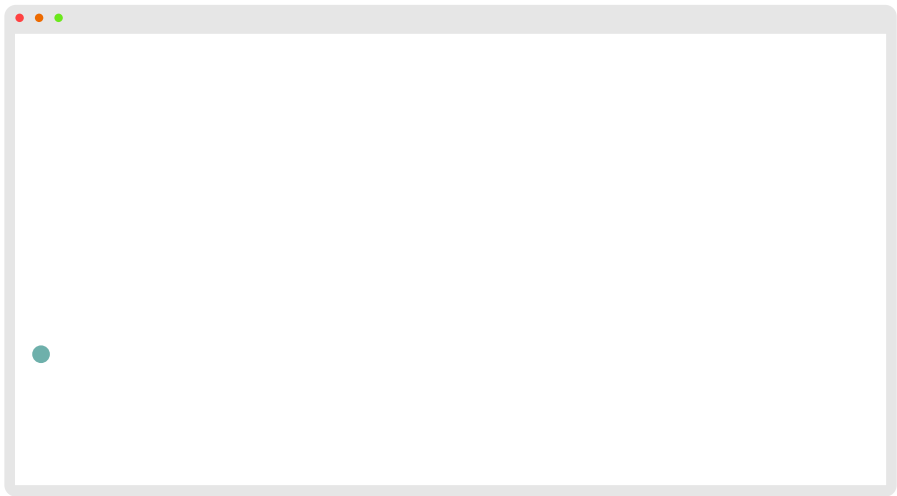
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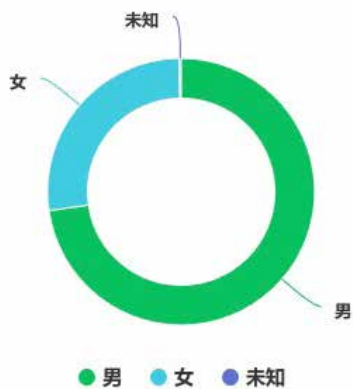




	16,523	16.84%
	10,035	10.23%
	7,420	7.56%
	5,598	5.71%
	5,588	5.70%

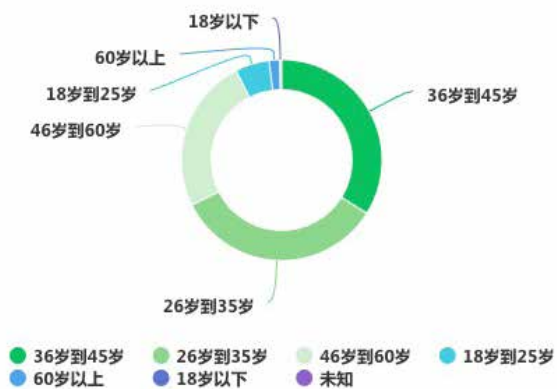
	5,219	5.32%
	4,573	4.66%
	4,421	4.51%
	4,183	4.26%
	4,109	4.19%

	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%



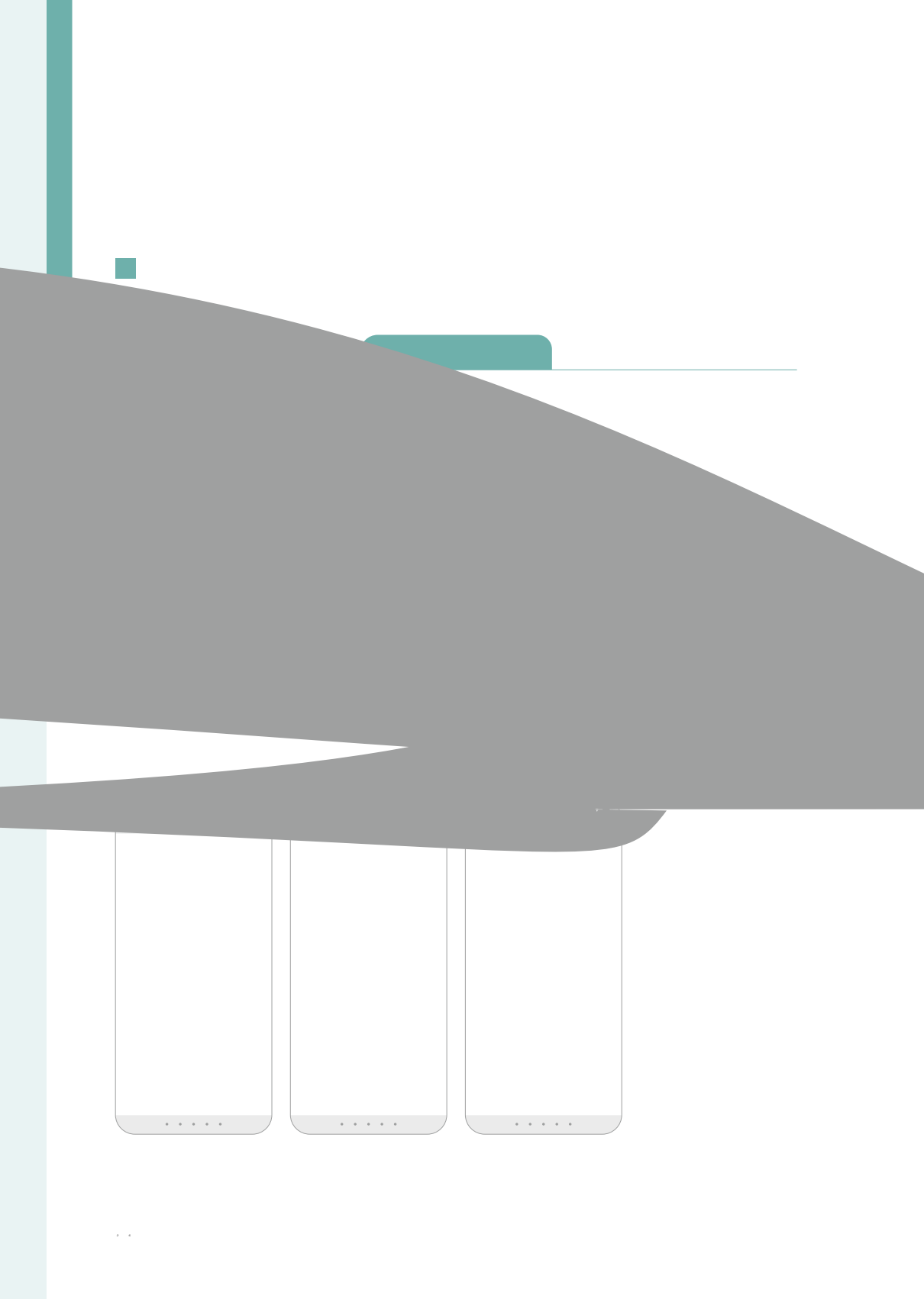
	72,959	72.73%
	27,133	27.05%
	222	0.22%

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%

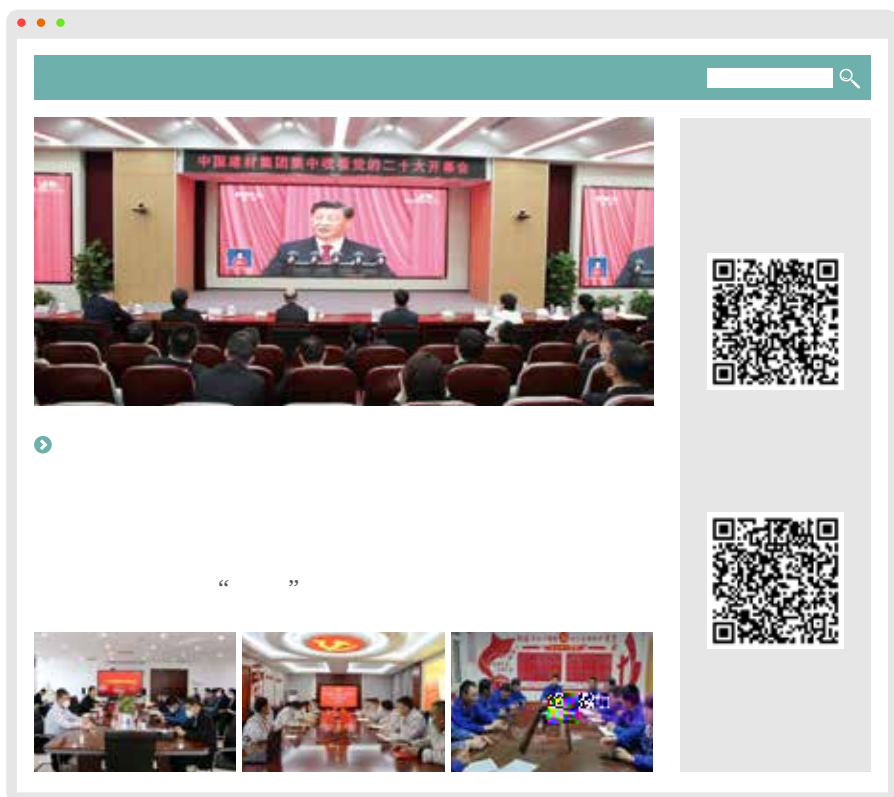




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六部门全面推进2022年绿色建材下乡活动

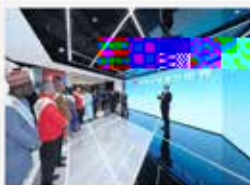
多项举措进一步支持中小企业纾困解难

2022|



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 2022-02-00 18:33 阅读量: 110

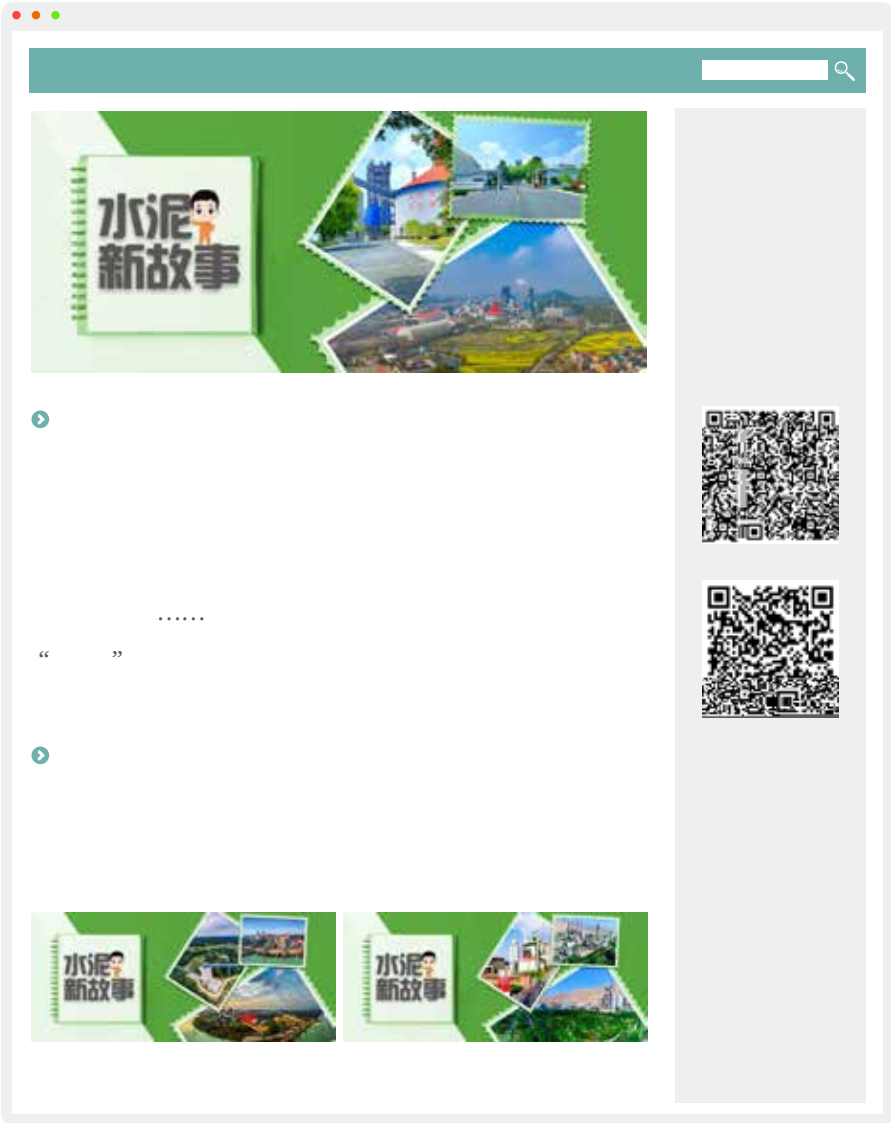


中国建材集团党委书记、董事长

周育先日前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。周育先表示，外籍员工在集团发展过程中做出了重要贡献，集团将一如既往地关心和支持外籍员工，为他们提供更好的工作和生活条件。此次集团总部会见由中材建设执行董事董来明主持。

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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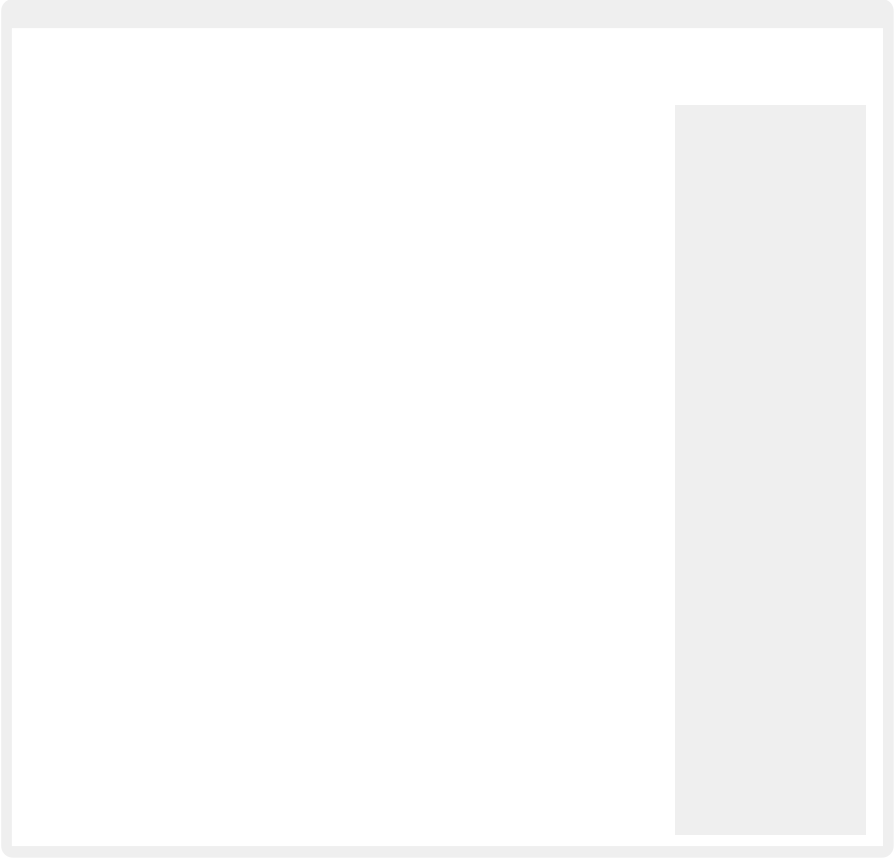
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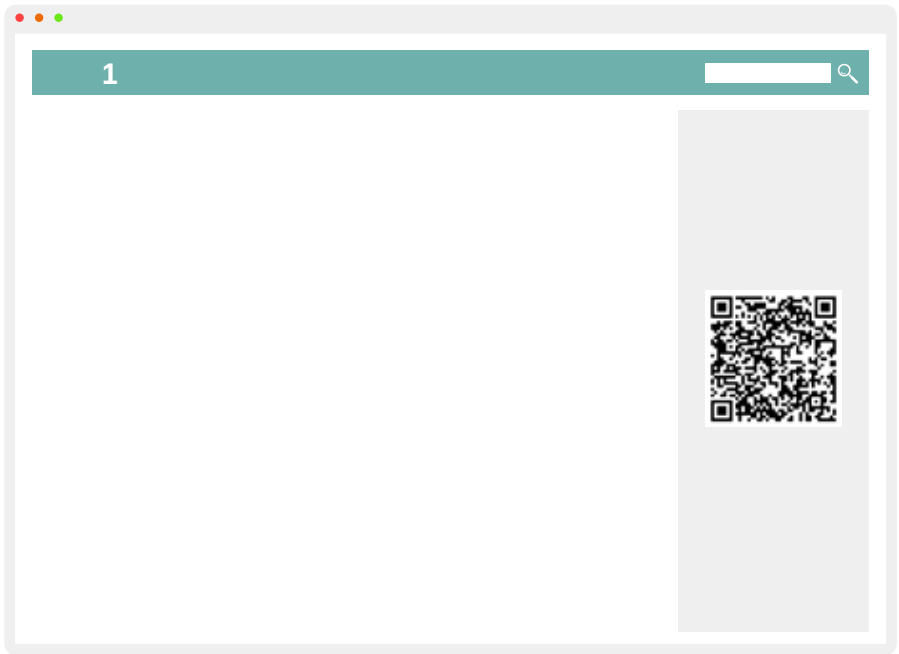
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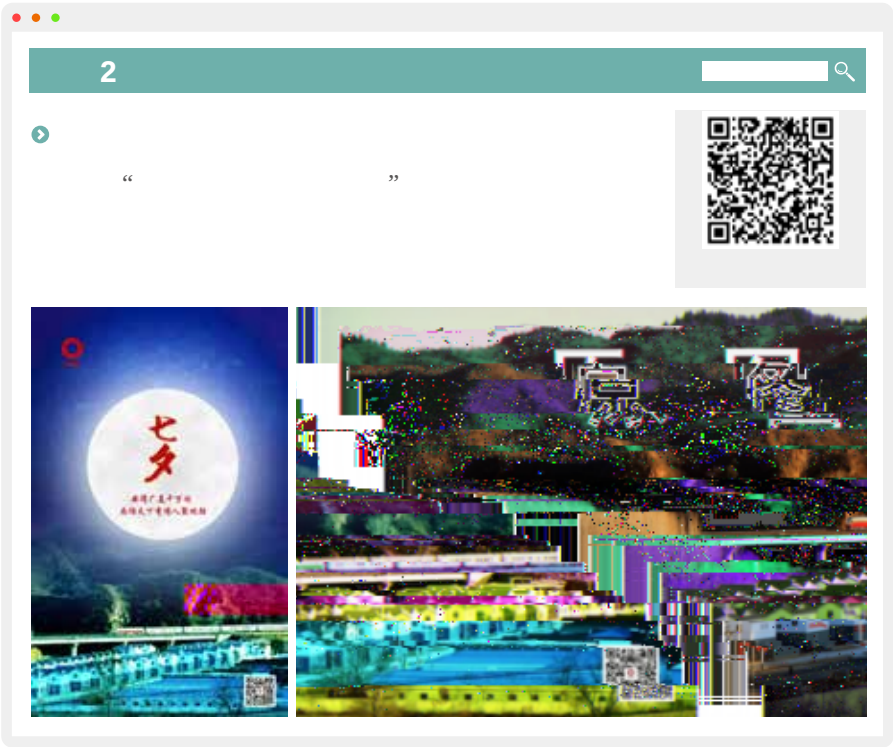


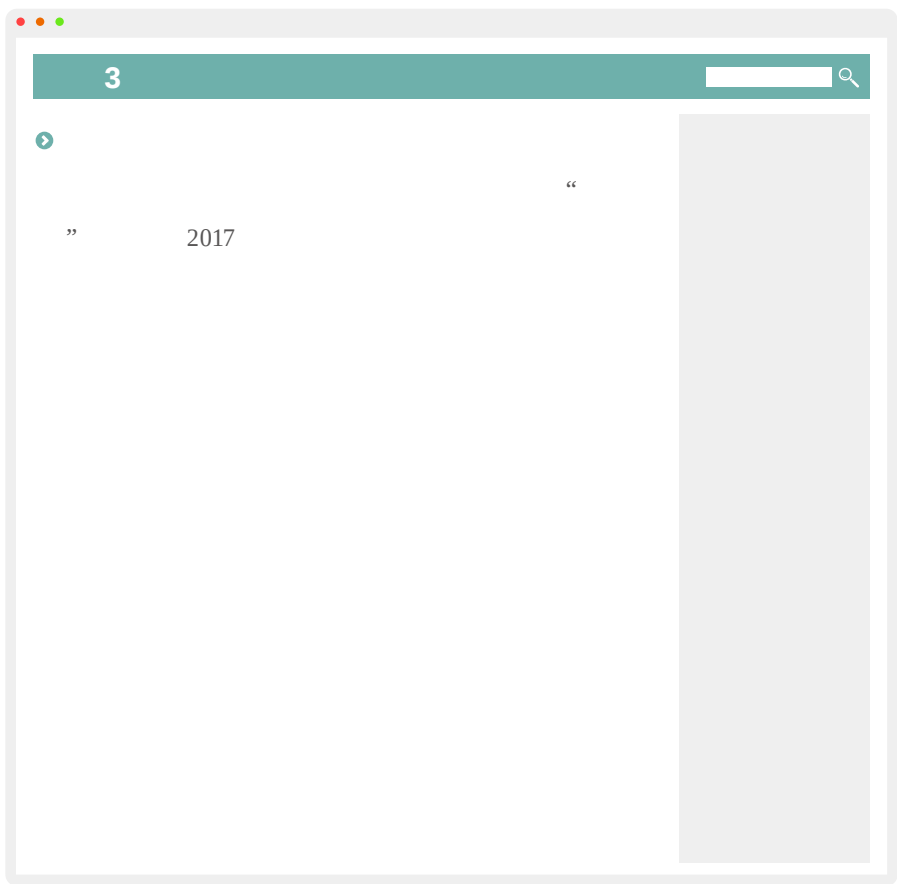


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中国建材

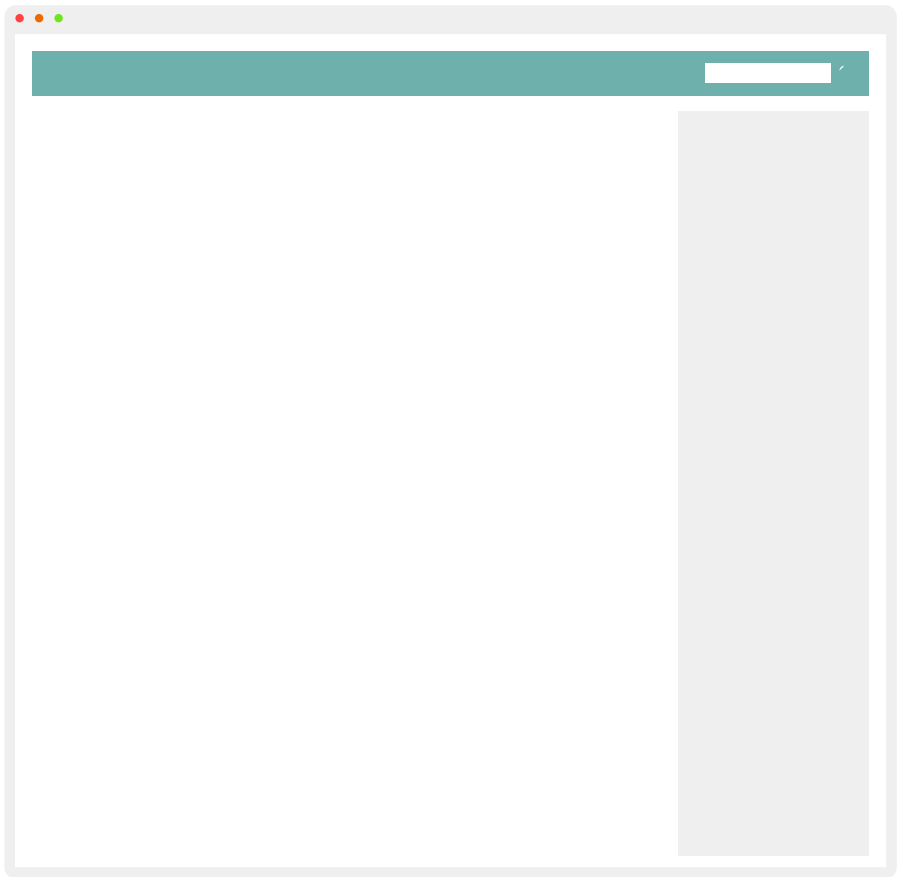

shimo 中国建材装备集团


shimo 中建材技术装备(台湾)研究院









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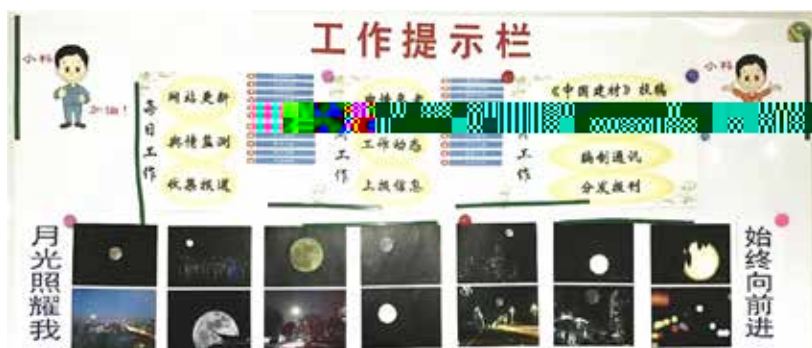
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- ①卡通形象的好处：够安全、能活用、不费事、低预算
- ②创新表达方式：企业形象、信息发布虚拟代言人（人格化传播）



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

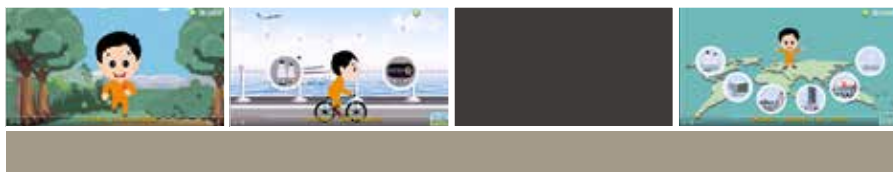
我是建材小云，蓝天白云的云
展现集团绿色低碳、和谐包容的企业形象

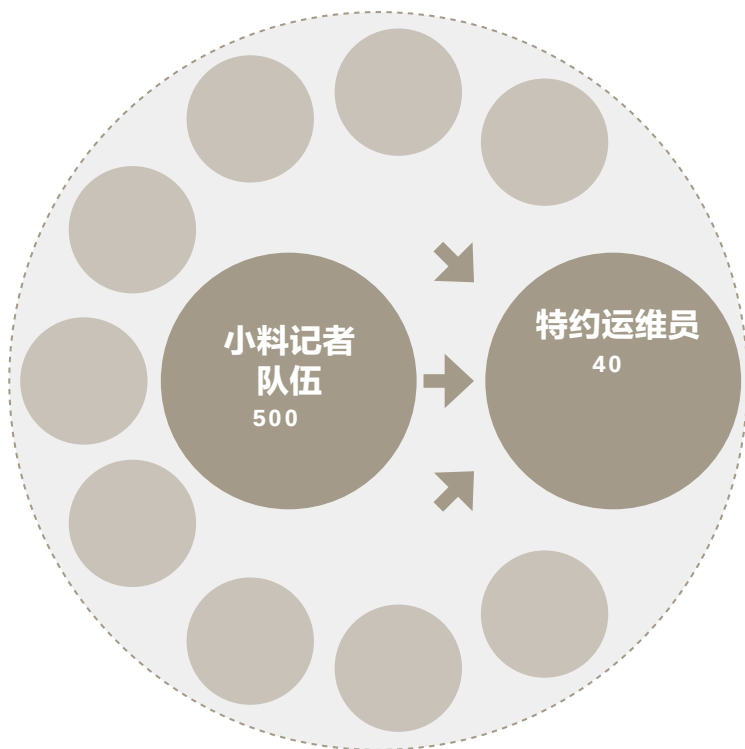


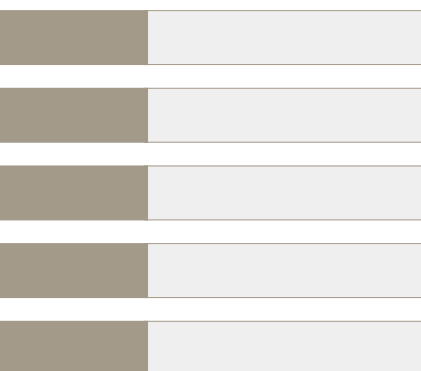
我是建材大M，materials的M
展现集团智能创新和转型升级形象

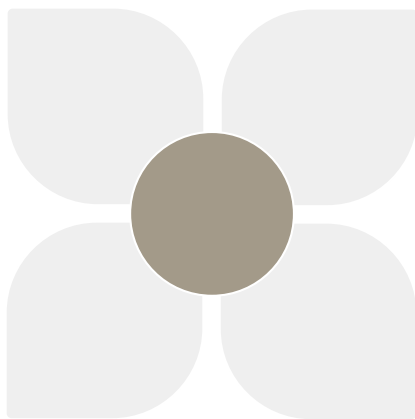
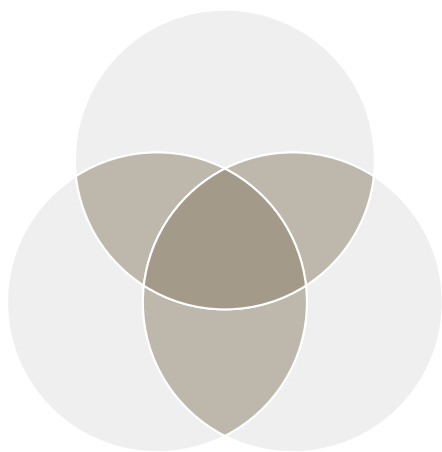
我是建材蜂宝，蜜蜂的蜂，宝贝的宝
寓意中国建材人勤劳执着和精益求精的工匠精神















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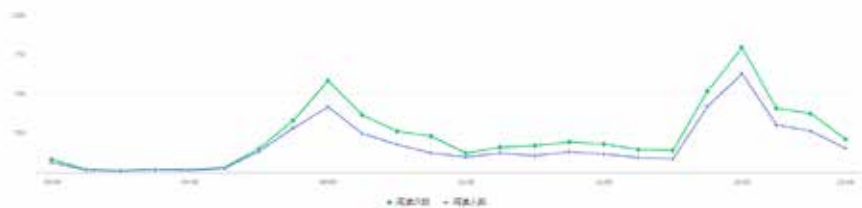


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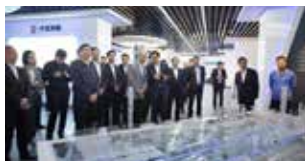




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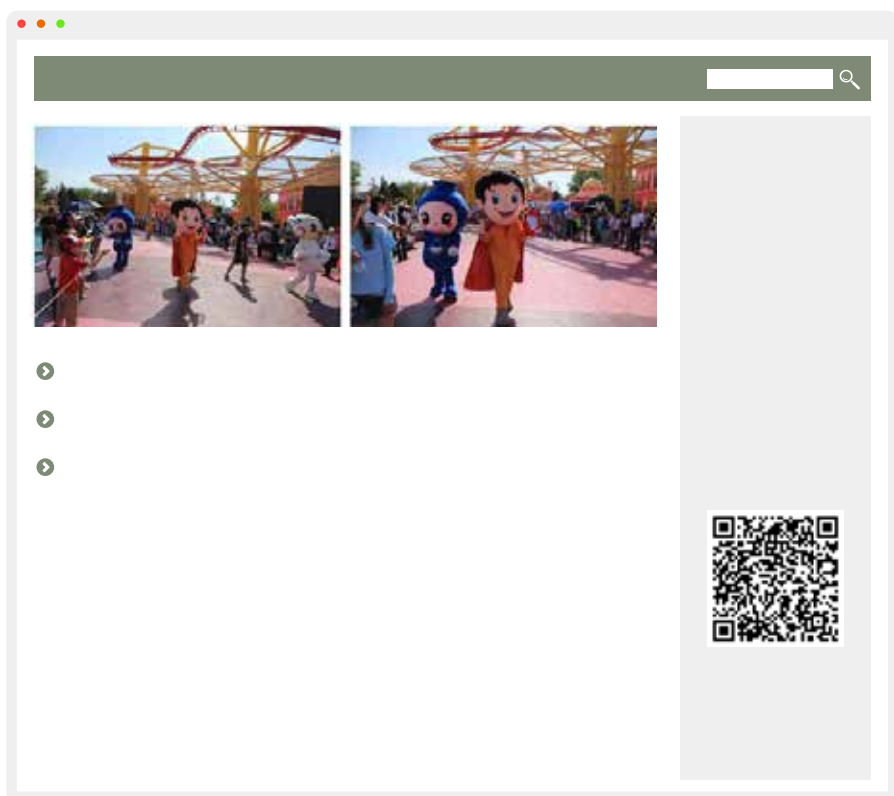
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拿来主义

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。

• # 2019年10月1日 中国 #

- 2019年10月1日 中国
 - 2019年10月1日 中国
 - 2019年10月1日 中国
 - 2019年10月1日 中国
-



无中生有

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

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- 2019年10月1日 中国
 - 2019年10月1日 中国 “ ”
 - 2019年10月1日 中国
-



吊足 胃口

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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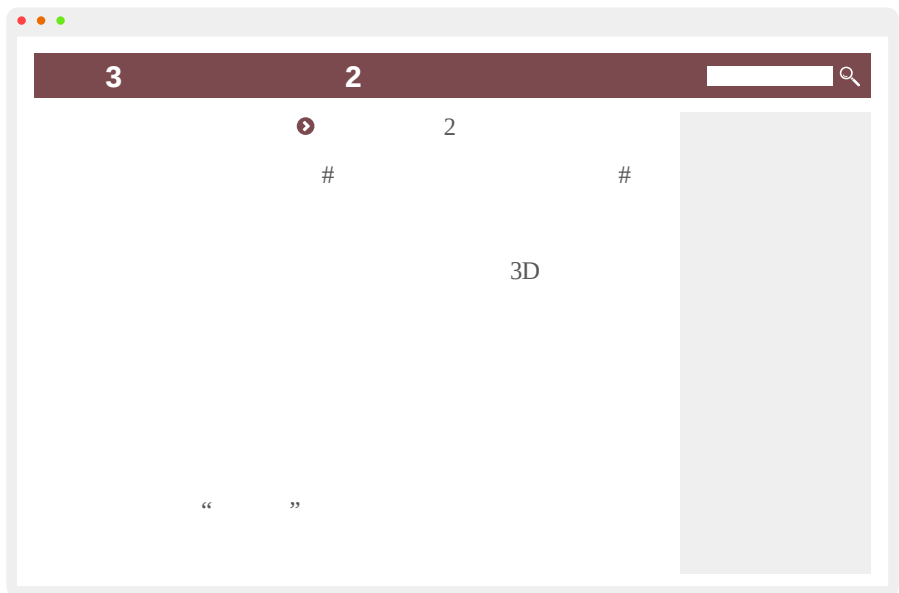
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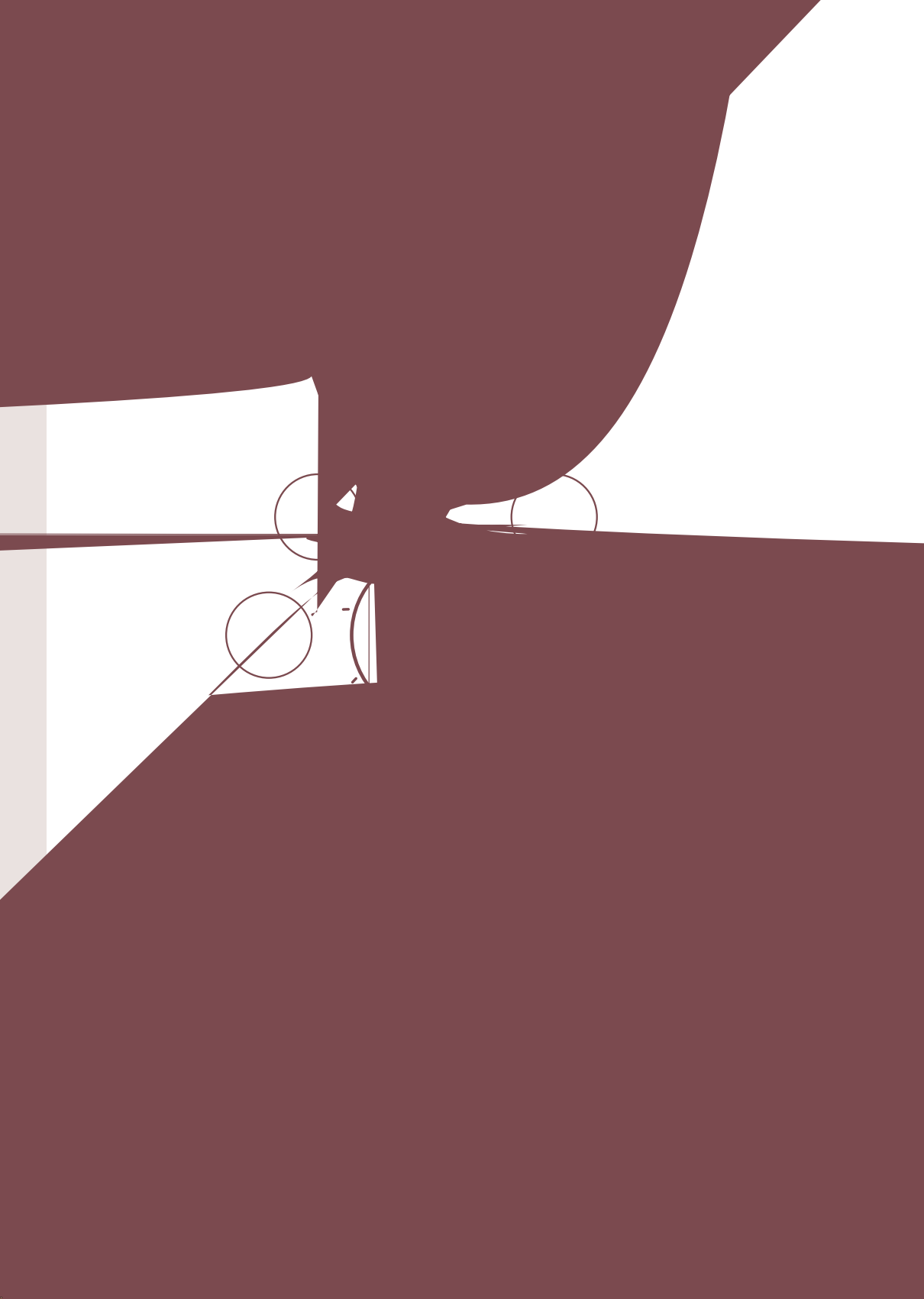


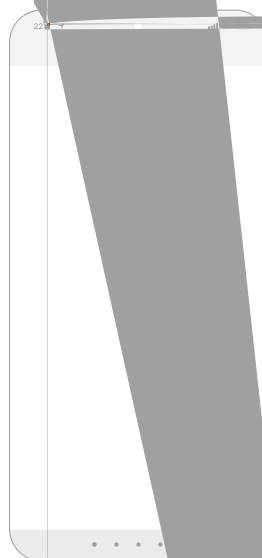
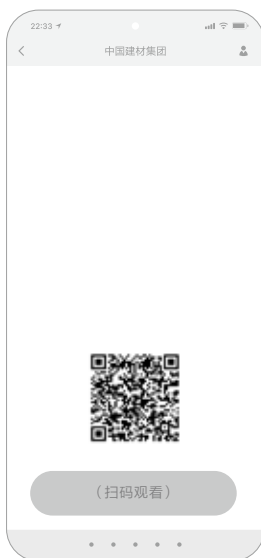
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EPILOGUE

