January Monthly Report

This year, I would like to change the style of monthly report. I will write a short passage about the report. I will use sentences to replace pictures and numbers.

On 2021/1/2, there were 25465 followers.

On 2021/2/17, there are 30121 followers.

In January, the Weibo published include many topics: KTH news, Stockholm news or policies about covid-19, Stockholm snow pictures, museums. I also reposted many interesting and high-level vlogs from others. The vlogs are mainly about haircut or Christmas travel. I was always at home. Therefore, I was lacking in such interesting vlog topics. In the end of the month, I started to upload more videos about KTH campus virtual tour with English subtitles in order to make Chinese followers understand easier. In this month, I also attended the student ambassadors’ meeting. The lecture is really helpful.

In the first month of 2021, I think I have done a good job. Since the lacking in ideas or topics sometimes exists, I often tried to explore more new topics. I do not know when the covid-19 will end. It will narrow the topic choice but make the social media more important. We need to do more to introduce the KTH.

In the end, I want to know if we have some money to organize some kind of weibo lottery activity. The best chance for doing this is traditional spring festival. But we have missed that. I should admit that it is my fault. I did not consider carefully about this situation. In addition, I do not want to miss the next festival chance or for the next spring festival. It will do much good to the influence to our account and will strength the bond with old followers.