**2021 July & August (Summer holiday) Monthly Report**

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Weibo Group

On 2021/7/1, there are 49576 followers.

On 2021/8/30, there are 50851 followers.

Average month net increase 1.28%, lower than last month. Possible reason is the absolute number is growing large.

In June’s monthly report, I said that the number of followers will exceed 50K before summer holiday ends. Actually, it happens on 2021/7/19. It should be a milestone for my career with KTH’s official weibo.

In July, I have published 22 original posts and 10 reposts. The reposts focused on the new hiring for KTH and Study Abroad in Sweden. The posts can be seen as a rich amount information about Sweden. I published some #Sweden Cooperation# and created the new topic #Sweden Inventions#. I introduced four important inventions for the world. They are zipper, match, children safety seat and safety belt. However, these information did not attract many views.

In particular, in this month, I cooperated with Elaine who is responsible for the Wechat official account. We created and put information in the Google docs. It includes KTH health service, travel guidance in Stockholm and reminder and tips on 2021/7/26. All in all, this month I had a good time sharing a lot of information about Sweden and Stockholm.

In August, I have published 20 original posts and 10 reposts. On today or tomorrow, I am going to publish a farewell post. In this month, the most interesting and influential event is Olympics. Therefore, I published several posts about Sweden’s performance and Stockholm Olympics history. However, I also have to admit that on the last month (2021 August), I am a little tired and lacking in passion to publish many high-quality content. I just try my best to hold the Weibo’s content on a correct and not below average level. I also notice that the pictures are really useful for attracting likes. Sometimes, only passage can not draw people’s attention if your title and first lines are not attractive enough.

I think the posts during the summer holiday is more of freedom. Also the travel vlog is highly recommended. It can draw much attention. I start to miss Xiaoming’s videos.

Most personal feelings and details will be seen in the last post.

2021/8/30