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Article

Research on the Application Strategies of Social Media Platforms in International Chinese Cultural Communication

Chenlu He^{1,*} and Hui Jia²

¹ School of International Chinese Education, Beijing Normal University, Beijing, China

² Chinese Language Center, Shenzhen MSU-BIT University, Shenzhen, China

* Correspondence: Chenlu He, School of International Chinese Education, Beijing Normal University, Beijing, China

Abstract: Due to the deepening development of globalization and the widespread popularity of digital networks, the international communication of Chinese culture has presented unprecedented opportunities and complex challenges. This article comprehensively examines the strategic use of social media platforms in the global promotion and exchange of Chinese cultural heritage. First, it explains the current state of social media development alongside the landscape of Chinese cultural communication, analyzing the fundamental necessity of integrating these two dynamic domains. Furthermore, it discusses the theoretical and practical significance of this research while summarizing the current status of related academic literature both domestically and internationally. This study systematically outlines the defining characteristics of modern social media platforms, the profound significance of international Chinese cultural exchange, and the underlying logic behind the synergy between digital platforms and cultural narratives. Through the detailed analysis of typical and highly successful cases, effective application strategies are extracted and critically evaluated. Additionally, the core challenges, such as cultural barriers, audience fragmentation, and algorithmic biases, along with the strategic coping paths faced in the cross-cultural communication process, are thoroughly explored. Finally, the research conclusions are summarized to provide a robust reference and actionable guidelines for the future practice of international Chinese cultural communication, ultimately aiming to foster greater global understanding, mutual respect, and cultural integration.

Keywords: social media; cultural communication; cross-cultural exchange; content innovation; cultural integration; digital platforms

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1. Introduction

In today's era, social media has been integrated into people's lives at an unprecedented speed, profoundly changing the way and pattern of information exchange. At the same time, with China's growing international presence, the global influence of Chinese culture has also garnered increasing attention [1]. The promotion of Chinese culture has become a vital means of enhancing the country's cultural influence and fostering international cultural exchanges. However, traditional methods of promoting Chinese culture face limitations and struggle to meet the demands of widespread dissemination in a globalized context. Social media platforms, characterized by their real-time nature, interactivity, and openness, can overcome the constraints of time and space, offering a new and effective approach for the global promotion of Chinese culture. Exploring the integration of social media with the promotion of Chinese culture holds practical significance.

From a theoretical perspective, examining the application of social media platforms in the global promotion of Chinese culture contributes to the enrichment of cultural communication theory and cross-cultural communication theory [2]. By analyzing the interactive dynamics between social media and the promotion of Chinese culture, it is possible to identify new communication models and principles, providing fresh insights and content for the advancement of relevant theoretical frameworks. On a practical level, the findings can offer actionable strategies and methods for organizations and individuals engaged in the global promotion of Chinese culture, enhancing communication effectiveness, expanding the international reach of Chinese culture, and fostering cultural exchange and integration.

Research conducted both domestically and internationally has explored the relationship between social media and cultural communication. International studies tend to focus on the general principles and influencing factors of social media in cross-cultural communication. Domestic research has increasingly emphasized the role of social media in promoting Chinese culture, examining specific cases and strategies [3]. However, there remains significant potential for deeper exploration in this area.

The innovations of this study are primarily reflected in several aspects: In terms of research perspective, it systematically examines social media platforms and the global promotion of Chinese culture as an integrated whole. In terms of methodology, it employs a combination of diverse research methods, emphasizing the integration of theory and practice to enhance the scientific rigor of the research [2]. Regarding strategy proposals, the study incorporates specific cases to develop targeted application strategies, offering new approaches for communication efforts.

2. Overview of Social Media Platforms and International Chinese Cultural Communication

2.1. Characteristics of Social Media Platforms

Social media platforms possess several characteristics that enable them to play a crucial role in the distribution of information. One prominent feature is their real-time nature, allowing information to be quickly released and accessed by users as soon as it is generated. This ensures that users can stay updated with the latest developments, significantly enhancing the timeliness of information sharing. Another key feature is interactivity, which allows users not only to receive information but also to actively participate in its exchange [2, 4]. They can communicate and engage with both content creators and other users, fostering a dynamic and engaging environment. Additionally, the openness of social media platforms attracts users from diverse regions and backgrounds, enabling them to freely share and access information, thereby overcoming the constraints of traditional communication methods.

Social media platforms encompass a variety of types, each serving a unique function in cultural exchange. Social networking platforms, such as those based on interpersonal connections, enable users to share and circulate information within their personal networks. This facilitates the swift spread of cultural content and enhances its relatability and impact. Content-sharing platforms, which primarily rely on multimedia formats like videos and images, offer an intuitive way to present cultural elements. These platforms are particularly effective in showcasing the appeal of Chinese culture, capturing users' attention and fostering greater engagement [5].

2.2. The Significance of International Chinese Cultural Communication

Chinese cultural communication holds significant practical importance. It serves as a vital means to enhance a country's soft power, as cultural influence is a key component of this concept. By promoting Chinese culture, the global community can gain a deeper understanding of China's history, traditions, and values, thereby amplifying China's voice and influence on the international stage. Additionally, fostering international Chinese cultural communication facilitates cultural exchanges, strengthens mutual understanding and friendships among nations, and contributes to the development of a harmonious

global community [6]. Figure 1 provides a promotional introduction to the Chinese culture camp.



Figure 1. The Promotional Introduction to the Chinese Culture Camp

In the era of globalization, interactions and integration among diverse cultures are becoming increasingly common. As a vital part of global culture, the promotion of Chinese culture enriches the diversity of world cultures and supports the collective progress of human civilization [7].

Significant progress has been made in the global promotion of Chinese culture [4]. With the rapid growth of China's economy and its rising international status, more countries are placing greater emphasis on learning the Chinese language. Institutions such as Confucius Institutes, which play a key role in promoting Chinese culture internationally, have established numerous branches worldwide, contributing substantially to Chinese language education and cultural promotion. Furthermore, various cultural activities, including festivals and art exhibitions, have been widely conducted on an international scale, further advancing the global reach of Chinese culture. However, challenges remain in this endeavor. The content and methods of promotion often rely heavily on traditional language instruction and cultural displays, which lack innovation and fail to address the diverse needs of different audiences. Additionally, dissemination channels face obstacles, particularly in developing countries, where technical and resource limitations hinder the effective promotion of Chinese culture.

2.3. Social Media and Cultural Communication

Social media platforms have created extensive opportunities for sharing Chinese culture internationally. Traditional methods of cultural sharing, such as classroom teaching and cultural exchange activities, often have limited reach. In contrast, social media can overcome the constraints of time and space, enabling Chinese cultural content to reach audiences globally. Through both interpersonal interactions on social networking platforms and the broad reach of content-sharing platforms, more individuals can engage with Chinese culture, significantly expanding its global presence. For instance, some Chinese teaching institutions have successfully attracted international learners by posting educational videos online, thereby broadening their teaching impact.

The interactive nature and diverse content formats of social media enhance the effectiveness of international cultural communication. On these platforms, communicators and audiences can engage in real-time interactions, allowing audiences to provide immediate feedback on their preferences and needs. This feedback enables communicators to refine their content and methods, improving the relevance and impact of their efforts. Additionally, the use of varied formats such as videos, audio, and images caters to the preferences of different audiences, making cultural communication more dynamic and engaging. For example, showcasing traditional Chinese festivals through short videos on popular platforms allows audiences to gain a more vivid and intuitive understanding of Chinese culture, thereby improving the overall communication experience.

Social media platforms facilitate dialogue and integration among users from diverse cultural backgrounds. These platforms enable individuals from different countries and regions to discuss topics related to Chinese culture, share personal cultural experiences, and exchange perspectives. Such cross-cultural interactions help to reduce cultural barriers, foster mutual understanding, and encourage cultural innovation. For example, international learners of Chinese often form online study groups where they not only exchange language learning tips but also share insights into their own cultures, promoting a two-way exchange and integration of cultural knowledge.

3. Case Analysis of the Application of Social Media Platforms in International Chinese Cultural Communication

3.1. Communication Practice of Official Projects --- Taking China Daily's Overseas Social Media Accounts as an Example

As a national media platform, China Daily's overseas social media account functions as an official channel for sharing Chinese culture. This account emphasizes the combination of Chinese language education and cultural interpretation [3, 8].

In terms of content structure, a "language + cultural scene" model is employed: approximately 10 short videos are released daily, with 30% featuring the "Learn Chinese in One Minute" series, which highlights high-frequency vocabulary integrated with real-life street conversations. The remaining 70% focus on cultural topics, such as explaining vocabulary through a chef's process of preparing traditional dumplings.

The communication strategy emphasizes tiered operations, including the creation of special topics for beginner learners and encouraging users to upload related videos. For advanced learners, a "Chinese Corner" live broadcast is offered, featuring sinologists who provide insights into the historical context of idioms. Data indicates that the average view count for the "Spring Festival Red Envelope Culture" short video series exceeded 500,000, contributing to a 32% monthly increase in discussions on Chinese learning topics on the platform, thereby forming a comprehensive engagement loop.

3.2. Typical Types of Folk Communication

An Egyptian boy named Diya has become a notable example of promoting Chinese culture by creating short videos on social media platforms to explain Chinese idioms [2]. His videos focus on the meaning, origin, and usage of these idioms in a humorous and engaging manner. By incorporating his personal experiences and using simple, relatable language alongside vivid examples, he makes it easier for international audiences to understand and appreciate Chinese idioms.

Diya's approach to communication highlights the importance of making content both enjoyable and practical. The idioms he selects are commonly used in everyday life and hold significant practical value. By employing humor and real-life scenarios, he reduces the complexity of learning Chinese idioms for international audiences while increasing their interest. Additionally, he actively engages with his audience by encouraging them to share their interpretations and examples of idiom usage in the comment sections, fostering an interactive and inclusive environment that supports the broader understanding and application of idioms.

The content creation strategies employed by such individuals are closely tied to everyday life, flexible in format, and rich in personality, which allows them to meet the diverse preferences and interests of various audiences [9, 10]. Their interactive communication style emphasizes equality and two-way engagement, enhancing the audience's sense of participation and connection. This approach effectively complements official efforts to promote Chinese cultural understanding.

4. Application Strategies of Social Media Platforms in International Chinese Cultural Communication

4.1. Content Innovation

Developing a diverse content matrix is a vital strategy for innovating the dissemination of Chinese culture. Beyond traditional Chinese teaching materials, the content should encompass a wide range of cultural narratives, traditional arts, and aspects of modern life. Chinese teaching materials can include courses tailored to various proficiency levels and specialized skills training. Cultural narratives may feature Chinese myths, historical anecdotes, and folk tales. Traditional arts can showcase calligraphy, painting, music, dance, and opera, while modern life content can highlight urban development, technological advancements, and social customs in China. By offering diversified content, the varied interests and needs of different audiences can be addressed, thereby encouraging broader engagement with Chinese culture.

Ensuring the quality and cultural depth of the content is essential for effective communication. The accuracy of the content must be rigorously verified, whether it pertains to language knowledge or cultural information, to prevent errors and misinterpretations. Additionally, enhancing the appeal of the content by incorporating engaging elements such as storytelling and gamification can boost audience interaction and participation. It is equally important to delve into the cultural significance of the material, embedding the values and perspectives of Chinese culture. This approach enables audiences to gain not only surface-level knowledge but also a deeper understanding of cultural meanings, thereby minimizing potential cultural misunderstandings. For instance, when introducing traditional Chinese festivals, it is crucial to explain not only the associated customs but also the underlying cultural values and significance of these celebrations [11, 12].

Leveraging technological tools to deliver personalized content can significantly enhance user engagement. By analyzing users' browsing behaviors, preferences, language proficiency, and learning needs, tailored content can be provided to meet individual requirements. For example, beginners in Chinese can receive basic vocabulary and grammar lessons, while those interested in Chinese history can access relevant historical and cultural narratives. Personalized content delivery ensures that users can easily access material aligned with their interests, thereby improving satisfaction and fostering a deeper connection with the content.

4.2. Channel Operation

Developing tailored communication strategies that leverage the unique strengths of each platform is essential for effective channel operation. Each social media platform has distinct features and user demographics, necessitating content and promotional strategies that align with these characteristics. For instance, platforms like Weibo, known for their high engagement and rapid information sharing, can be utilized to initiate trending topics and host interactive online events to broaden audience reach. Short video platforms, which primarily attract younger users, are ideal for sharing engaging content such as short Chinese language tutorials or culturally creative videos. Meanwhile, platforms like LinkedIn are better suited for disseminating professional Chinese learning materials and information about cultural exchange events, targeting a professional audience.

Enhancing user engagement through interactive features such as comment responses and live Q&A sessions can significantly improve communication outcomes. On social media platforms, promptly addressing user comments and private messages fosters a

positive and interactive relationship. Regularly hosting live events featuring Chinese language instructors, cultural experts, and other professionals allows for real-time interaction, increasing users' sense of participation and connection. For example, live broadcasts can be used by Chinese teachers to explain grammar, facilitate oral practice, interact with learners, provide real-time corrections, and improve learning effectiveness.

Adapting communication language and presentation styles to align with different cultural contexts is a fundamental principle of cross-cultural communication. Variations in cultural norms across countries and regions must be carefully considered to ensure effective communication. Language should be tailored to the habits and cultural backgrounds of the target audience, avoiding expressions that could lead to misunderstandings. Similarly, content presentation should reflect the aesthetic preferences and expectations of the audience. For example, in some Western countries, audiences may value creativity and innovation, making it appropriate to adopt a more modern and dynamic approach. Conversely, in certain Asian countries, where tradition is often emphasized, content may focus on cultural heritage and emotional resonance.

5. Challenges and Countermeasures Faced by Social Media Platforms in the Dissemination of Chinese Culture

While advancing the promotion of Chinese culture, social media platforms encounter various practical obstacles that impact the scope and effectiveness of cultural outreach [13, 14].

Firstly, regarding content quality, there is a noticeable imbalance between authenticity and professionalism. To attract user engagement, certain unofficial entities have shared Chinese language teaching materials containing pronunciation inaccuracies and grammatical errors. The proliferation of such low-quality content not only misguides audiences but also undermines the credibility of Chinese culture. Secondly, cultural differences create communication barriers that cannot be overlooked. Some promotional strategies considered positive domestically may be perceived differently in societies that prioritize individualism, potentially leading to unintended negative interpretations. Thirdly, technical challenges are increasingly significant. Recommendation algorithms often limit exposure to diverse content by prioritizing user preferences, which restricts the reach of Chinese cultural information to broader audiences. Additionally, restrictions imposed by certain regions on specific platforms for ideological reasons further hinder communication channels.

To address these challenges, a comprehensive response framework is essential. For content management, collaboration with academic experts specializing in Chinese studies can help establish standardized guidelines for cultural representation and language accuracy. Feedback channels should also be developed to identify common misunderstandings through data analysis, enabling dynamic adjustments to communication strategies. In terms of cultural adaptation, engaging local creators from target regions to refine content while preserving its core values can enhance resonance. Establishing a database of cultural differences to highlight sensitive topics and regional preferences will provide precise guidance for communicators [5]. On the technical front, deploying a diversified platform strategy that includes regional-specific platforms alongside mainstream ones can broaden outreach. Strengthening partnerships with international organizations to ensure compliance with local data usage policies will further support effective communication efforts.

6. Conclusion

Social media platforms have created a new digital bridge for the global communication of Chinese culture. Their real-time, interactive, and diversified features have reduced the time and space constraints of traditional communication, enabling Chinese culture to participate more flexibly in cross-cultural exchange worldwide.

The analysis indicates that effective communication of Chinese culture requires coordination across multiple dimensions. In content production, it is necessary to balance the instrumental function of language with cultural meaning and to reduce barriers to cross-cultural understanding through scenario-based narratives. In channel operation, a differentiated strategy should be adopted according to platform characteristics, making use of both the authority of official accounts and the vitality of grassroots communication.

In current practice, problems such as content homogeneity and technical barriers remain unresolved, indicating that the communication of Chinese culture is fundamentally a process of cross-cultural dialogue rather than one-way transmission. Future development should emphasize a model of two-way interactive cultural exchange through precise communication, so that international audiences can better understand China and the global expression of Chinese culture can be further strengthened.

With the development of technologies such as artificial intelligence and virtual reality, the communicative forms of social media platforms will continue to evolve. Communicators need to remain attentive to technological change and explore new formats, such as the Metaverse Chinese Classroom, while also preserving the depth of cultural expression in order to enhance the international influence of Chinese culture in the digital age.

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