**Invitation to be part of the Aviation NZ presence on Chinese Social Media site Weibo**

* Participate in an Aviation New Zealand page on Weibo in China
* Your copy will be translated into Mandarin and linked to your websites (New Zealand or China)
* Trial the use of Weibo and then decide from the feedback whether you should set up your own page. A low risk, low cost approach
* An annual investment of NZ $500 is required
* The investment covers the translation of suitable material into Mandarin and regular monitoring/updating of the site

**Reason**

To raise the profile and increase market knowledge of the Aviation NZ offer in China through Chinese social media platforms, and draw attention to companies committed to developing opportunities in China. This ‘New Zealand’ activity will supplement your individual marketing activities in China.

**Background**

Different Chinese social media channels, including Sina, Weibo, WeChat, RenRen, Buidu, Youku, and Tudo have been assessed. We have chosen Weibo (microblogging) as the platform. NZ Tourism, NZTE, Air New Zealand, NZ Post and many other New Zealand companies use the same platform.

**Why Weibo**

* The leading social media site in China (has over 400 million users)
* Is used by individual students, education agencies, educational institutions and businesses (users tend to be white collar and urban)
* **Easy and relevant communication with influencers and potential customers**
* Its impact is multiplied through content being picked up by other media platforms in China
* Used by other New Zealand companies

**Programme**

We have a Weibo page in place (see next page) and are regularly adding general New Zealand aviation content. We now intend including company specific material to make it more dynamic and interactive.

New Zealand participants will be expected to provide material regularly, which we will translate, as well as videos and photographs.

We will contribute to Weibo conversations and involve you as necessary.

**Action Required**

To take up this opportunity, for $500 pa, let us know now! [cho.chan@aviationnz.co.nz](mailto:cho.chan@aviationnz.co.nz) or [john.nicholson@aviationnz.co.nz](mailto:john.nicholson@aviationnz.co.nz) Tel 04 472 2707

**Current Weibo Page**.

Note that New Zealand companies have to register with Weibo to see this page. You can take advantage of our registration in the knowledge that our pages can include links to your websites: probably not Facebook pages which is generally not available in China.

