

Account creation on Asia's most popular social media platforms





Sinorbis:
your digital
experience
platform
for Asia

Who is Sinorbis?

Sinorbis helps organisations to **streamline their digital activities in Asia** so they can engage prospects in more countries for less time and less money.



Streamline your operations

Simplify your digital activities across Asia within a unified platform designed to overcome any regional technical hurdles.



Acquire students & customers

Increase conversion through better engagement with your audience while staying compliant with local regulations.



Increase visibility & control

Gain comprehensive performance insights and maintain consistent standards throughout the region.

[REQUEST A DEMO](#)

Proudly serving organisations from around the globe.





Foreword

Asia boasts some of the highest rates of social media usage in the world. Given the large populations of countries like China, India, and Japan, social media marketing becomes essential for reaching audiences throughout the region.

Additionally, the unique digital ecosystems across Asia, characterised by a mobile-first approach among users, have made social media a primary means of communication. This also contributes to the varying popularity of different platforms in each locale.

At Sinorbis, we believe it's crucial for organisations to own their digital marketing assets. This ownership ensures complete control and visibility, allowing for comprehensive insights into performance and the maintenance of consistent standards across the region. As a result, we have developed a guide to help you create official social media accounts on the most popular platforms throughout Asia, ensuring you have the tools you need to engage effectively.

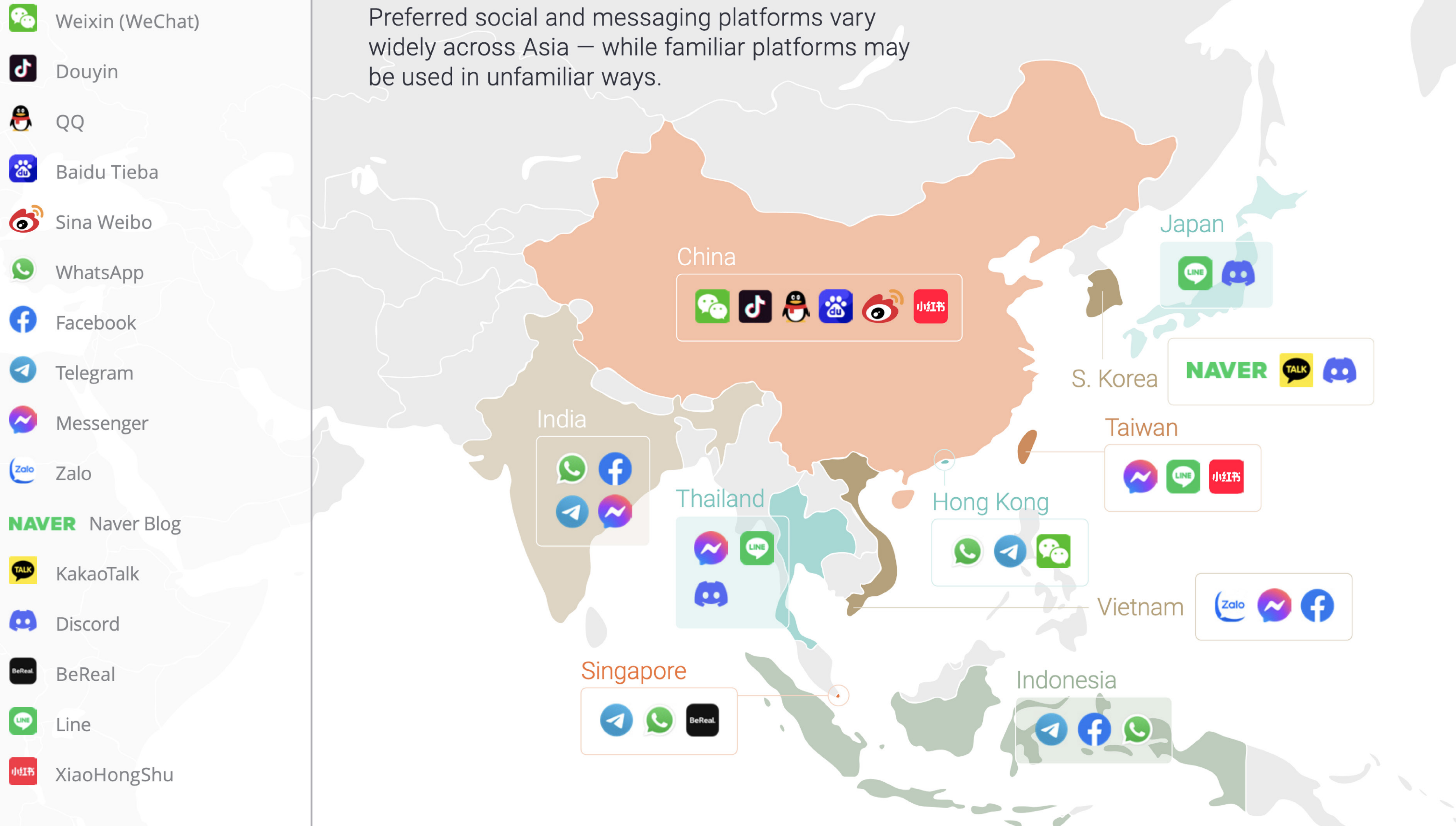


Nicolas Chu
CEO and Founder, Sinorbis



 Weixin (WeChat) Douyin QQ Baidu Tieba Sina Weibo WhatsApp Facebook Telegram Messenger Zalo Naver Blog KakaoTalk Discord BeReal Line XiaoHongShu

Preferred social and messaging platforms vary widely across Asia – while familiar platforms may be used in unfamiliar ways.



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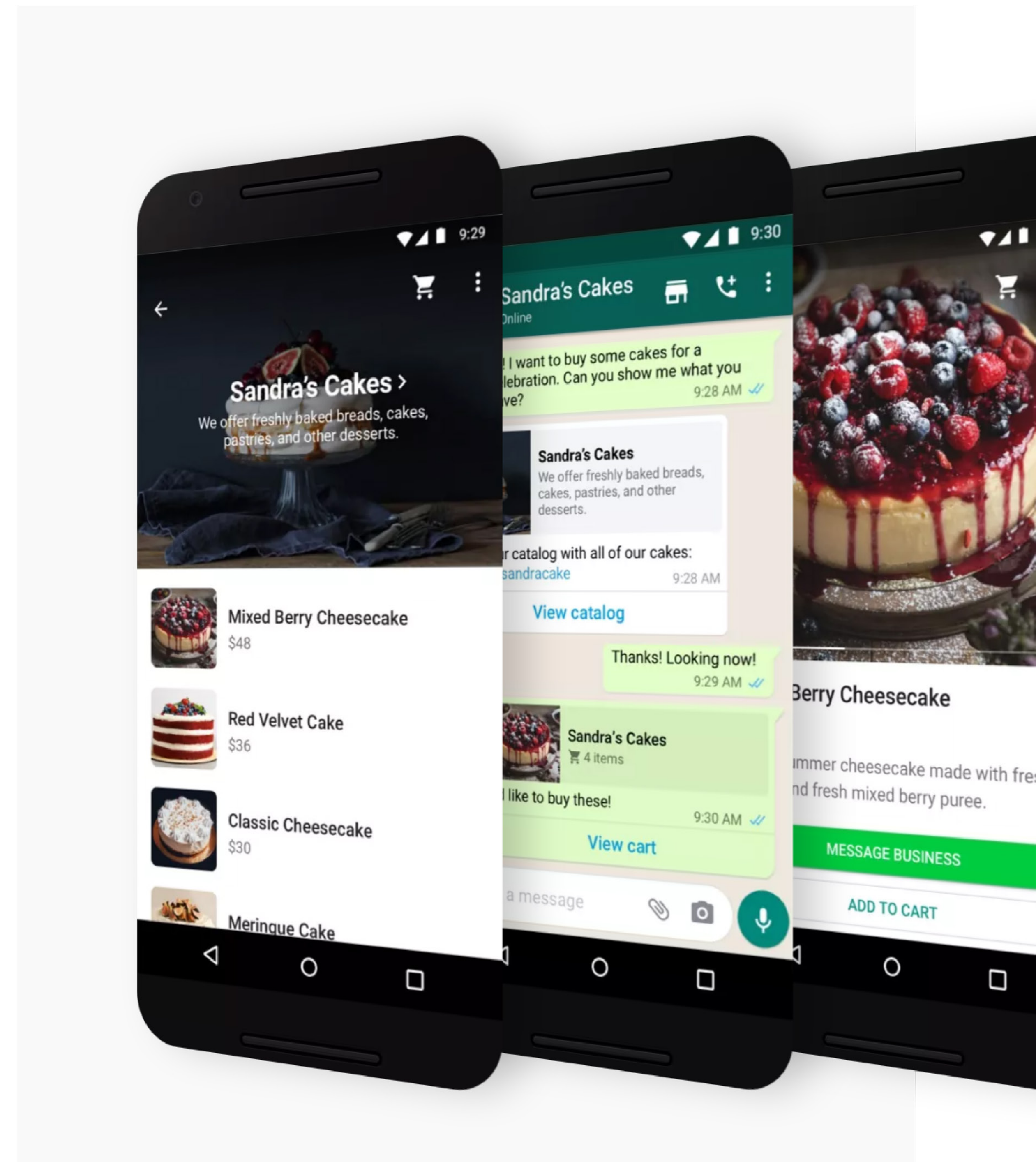
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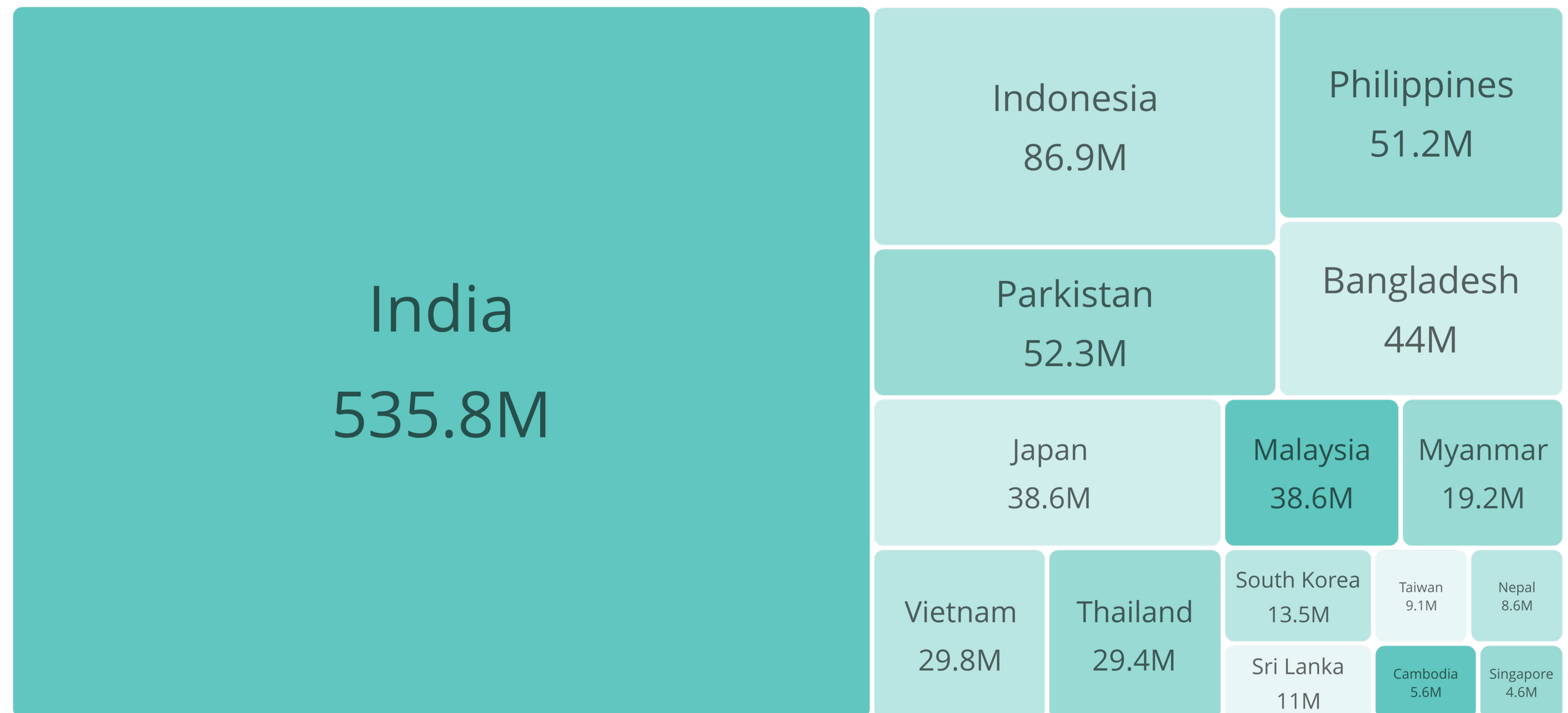


WhatsApp

Launched in 2009, WhatsApp started as an alternative to SMS and now supports sending and receiving a variety of media: text, photos, videos, documents, and location, as well as voice calls.



It's estimated that a staggering [97.1% of messaging and chat app users in India](#) are using WhatsApp and Indonesia isn't far behind at 86.4%. Put simply, if you're trying to engage an audience in Asia, WhatsApp is a channel you cannot ignore. It's an indispensable tool for everyone from education providers to technology companies, and more.



Source: [World Population Review, 2024](#)

Demographics & usage

2 billion

Monthly active users

WhatsApp is the most popular mobile messaging app with over 2 billion monthly active users.

180

Available countries

WhatsApp is widely accessible and is used by people across more than 180 countries around the world.

**100
billion**

Messages

Everyday WhatsApp users stay in touch with friends and family by sending over 100 billion messages on the platform.

800

Users interacting with businesses

In Asian-Pacific region, it is estimated that 800 million WhatsApp users interacted with WhatsApp Business accounts in 2022 alone.

Why WhatsApp matters

Consumer goods

In 2018, WhatsApp expanded to include business services to make it just as easy for people to reach a company as it is for them to reach friends and family.

WhatsApp enables personalised interactions, allowing businesses to provide tailored support, updates, and promotions directly on customers' phones.

Features like automated greetings, responses, and chatbots enhance customer service availability, even after hours, helping to quickly resolve issues and boost satisfaction.

WhatsApp integrates seamlessly with various business tools for CRM, e-commerce, and more, enhancing operational efficiency and communication.

66% of online adults

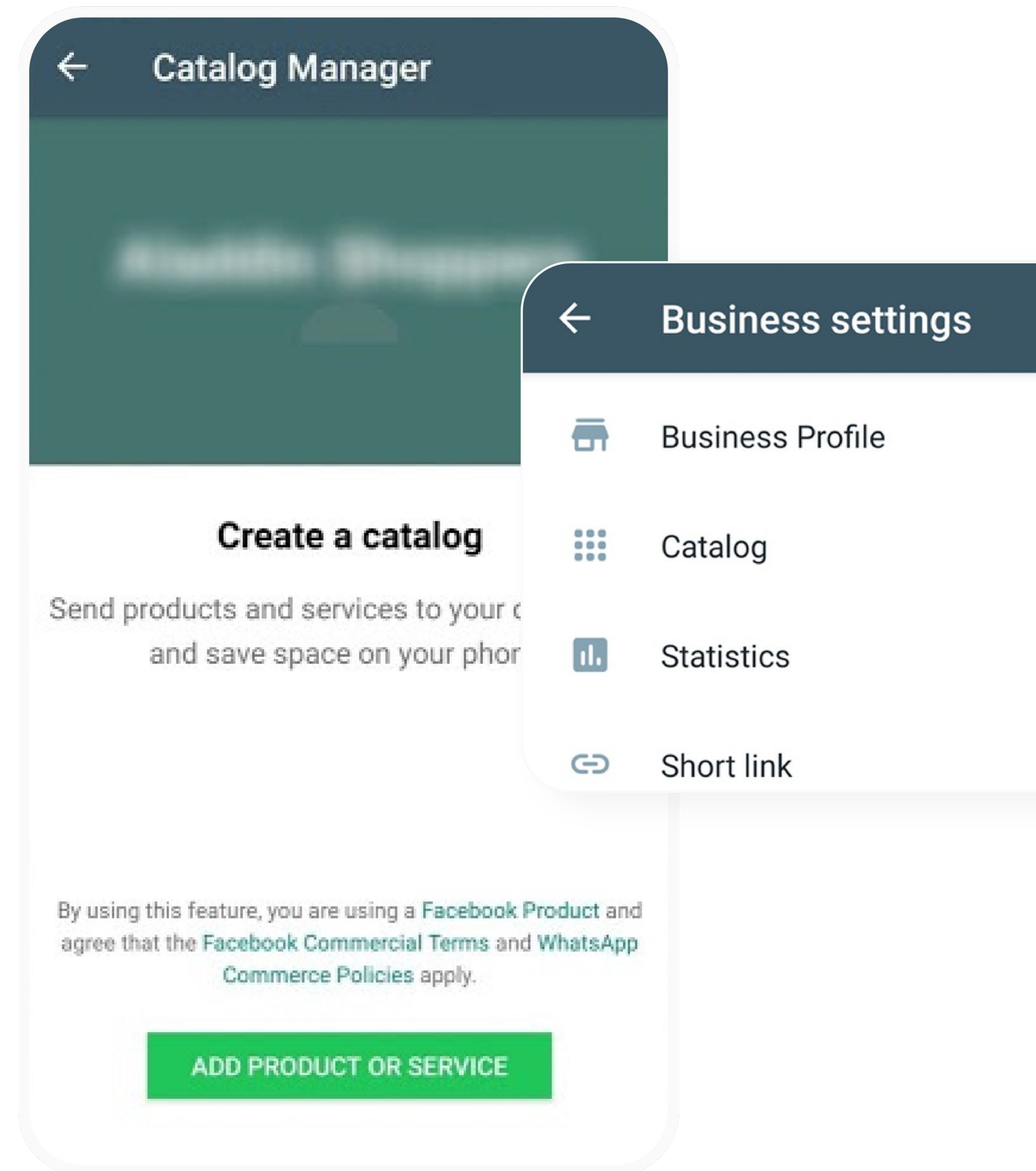
According to a [Kantar study](#), globally 66% of online adults prefer messaging for business interactions, rising to 72% among those aged 18-34.

Higher education

As the world's most popular messaging app, it will come as little surprise that [70% of prospective Indian international students](#) indicated it as their preferred social media platform for communication in QS surveys.

It is common practice in India to WhatsApp businesses and official organisations, as well as personal and professional contacts. When it comes to university recruitment activity, WhatsApp's feature-rich platform — including SMS, voice, video, and photo and document sharing — is further enhanced by the relatively inexpensive cost of using it.

WhatsApp Business functionality allows universities to create an official account, set up automated messaging and create a profile linking to an official university website or other comms channels. "Catalogues" to showcase university offerings can also be created within the app.



WhatsApp account types

There are three options for organisations looking to set up a WhatsApp account for marketing and customer communication:



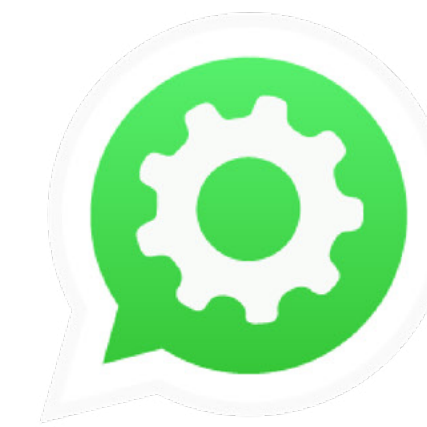
WhatsApp Messenger

This is the standard WhatsApp account most people will be familiar with if they use the WhatsApp mobile app on their phone. You can use a basic account to communicate with individuals or brands on a one-to-one basis.



WhatsApp Business

This account is suitable for sole proprietorships and small, mom-and-pop style businesses. It allows business to create a business profile, showcase products and catalogues, and automate some messages but has limited scalability.













WhatsApp Business API

Also known as WhatsApp Business Platform, this account is designed for larger organisations that require advanced tools which can support you to create your own one-of-a-kind experiences with your target audience.

Note: WhatsApp Business API accounts have no ready-made interface. To use them, you'll need to connect to their API through a Meta business partner such as Sinorbis.

Benefits and limitations of each account type

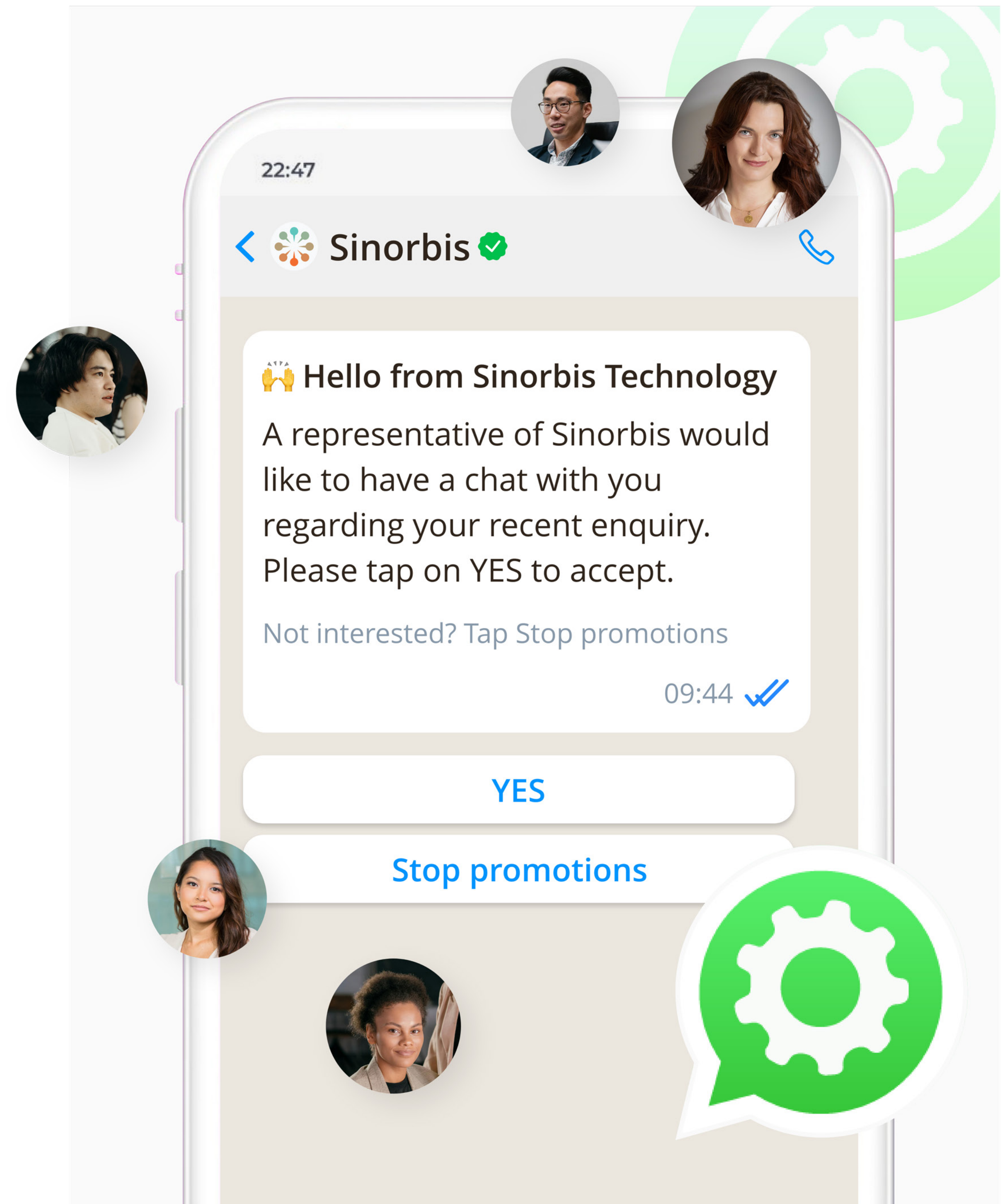
Features	WhatsApp Messenger	WhatsApp Business	WhatsApp Business API
 Messaging	✓	✓	✓
 Voice calls	✓	✓	✗
 Multiple Users	✗	✗	✓
 Basic automations (greetings etc.)	✗	✓	✓
 Advanced automations	✗	✗	✓
 Broadcast	✗	Limited to 256 users per message	Starting at 256 business-initiated conversations per 24-hour period and can be increased once criteria are met

Features		WhatsApp Messenger	WhatsApp Business	WhatsApp Business API
	External Integrations (CRMs etc.)	×	×	✓
	App interface provided by WhatsApp	✓	✓	×
	Analytics	×	Limited	Message, conversation & template analytics
	Cost	Free	Free	Cost per conversation

WhatsApp Business API broadcast limits

The WhatsApp Business Platform sets specific messaging limits to maintain the quality of interactions and prevent spam. When a business first starts using the WhatsApp Business Platform, it is typically allowed to initiate up to 250 business-initiated conversations per 24-hour period. This initial limit is set to ensure that businesses maintain high-quality communications and do not overwhelm customers with messages, which could lead to a negative user experience.

Businesses can request an increase in messaging limits directly through the WhatsApp Business API. This request should be accompanied by evidence of compliance and high engagement metrics. Limits can also be automatically increased based on performance during the monitoring period, or consistent high quality messaging and engagement.



Factors influencing messaging limits



Messaging quality

Businesses need to maintain a high quality in their messages, ensuring they are relevant, timely, and valuable to the recipients.



Business size and scope

Larger businesses or those with a broader geographic reach may qualify for higher limits based on their scale and the diversity of their customer base.



Industry type

Businesses need to maintain a high quality in their messages, ensuring they are relevant, timely, and valuable to the recipients.



Creating a WhatsApp Business API: Requirements



Organisation's Facebook Page



Access to Meta Business Suite*



Phone number not already in use on WhatsApp



Company website link



Operators' email address



Meta partner solution provider to set up the account and provide an interface

*WhatsApp Business API is created under the Meta Business Suite, hence access is required.



WeChat

WeChat, developed by Tencent, is one of the most popular social media platforms in China and beyond. With 1.3 billion monthly active users worldwide, WeChat has become an essential part of daily life for many.



Demographics & usage

45 - Billion messages

Initially created as a messaging app, WeChat users send over 45 billion messages daily.



53% Balanced gender ratio

In 2024, WeChat achieved a more balanced gender ratio with 53% male users, indicating a broadening appeal.



40% - Tier 2 cities

The largest segment of WeChat users reside in Tier 2 cities, with over 40% of its users residing there.



18-40 - Broad age range

WeChat's user base spans various age groups and professions, primarily consisting of individuals aged 18 to 40, with many between 25 to 35.



4.3 million - Number of mini programs

WeChat hosts over 4.3 million mini programs, offering users advanced features like e-commerce and games.



1.3 billion

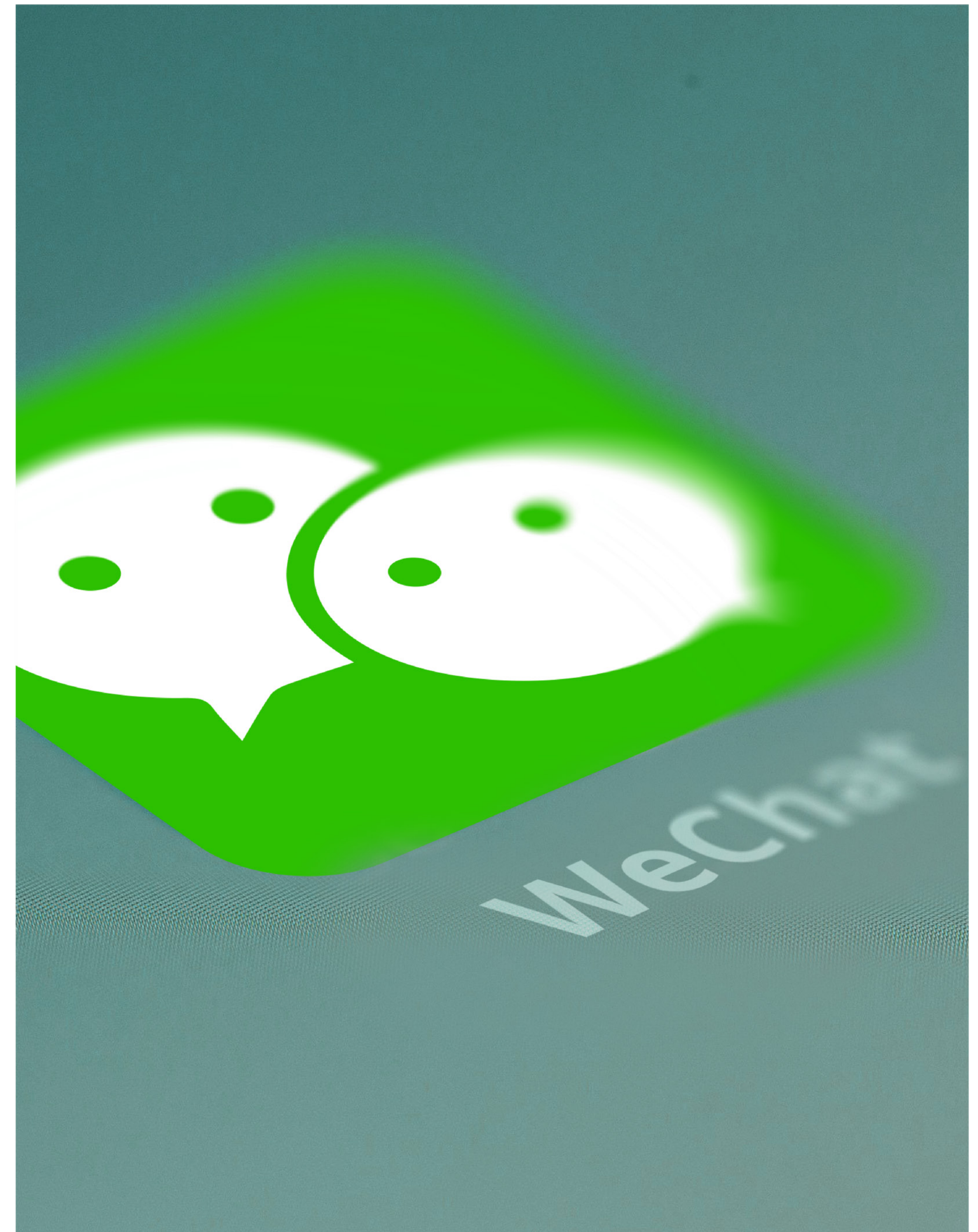
Weixin (the Chinese version) and WeChat International's combined monthly active users have reached 1.3 billion, growing 2% year-over-year and 0.7% sequentially.

Why WeChat matters

Higher education

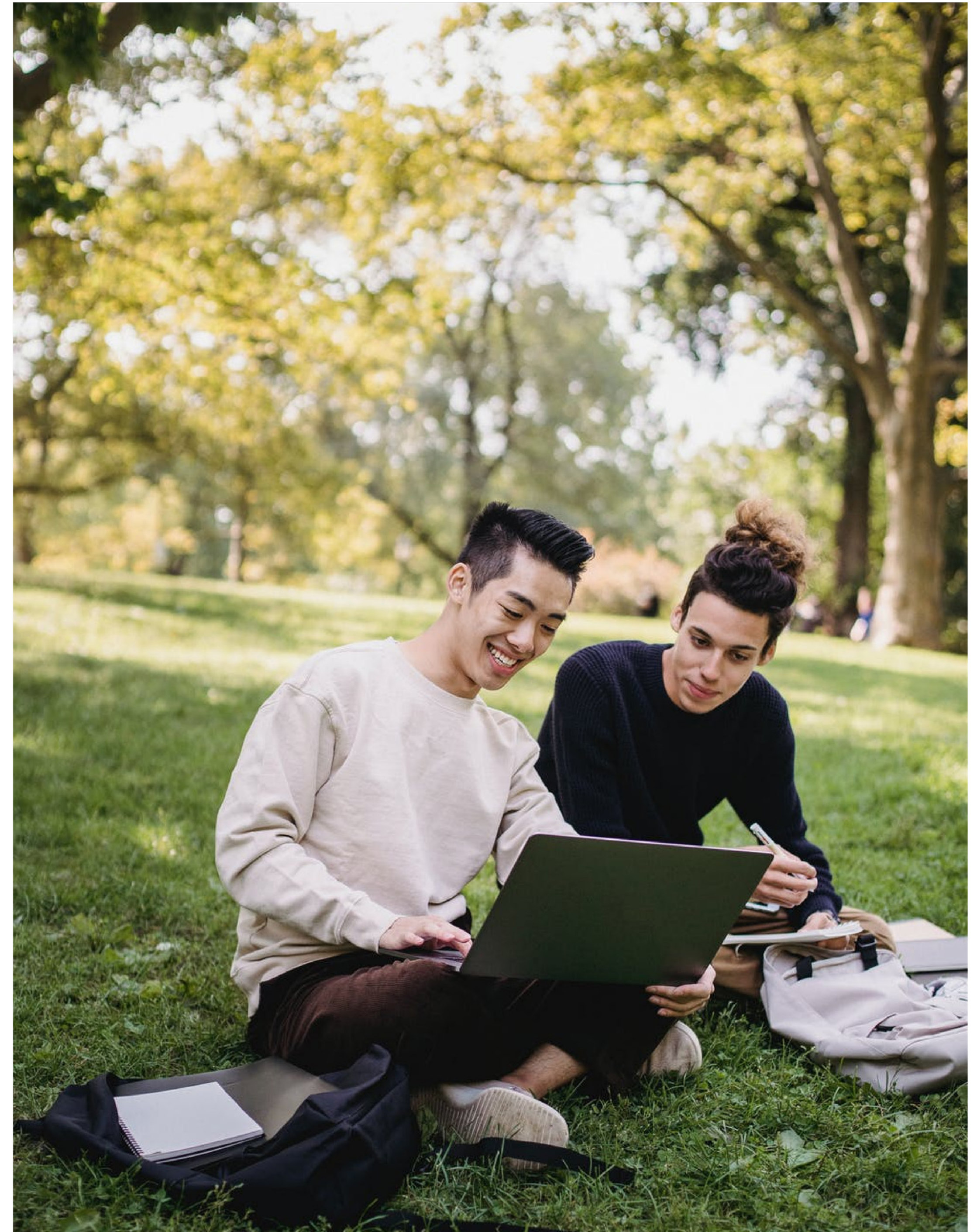
WeChat offers significant advantages for higher education institutions due to its vast, active community and tools like public accounts and mini-programs.

These features make WeChat a pivotal tool, influencing student's global study plans with nearly eight in ten prospective international students in China using it to research global education.



Although university websites are still the primary source of information for students, WeChat's impact in education marketing is notable.

There is a strong link between the readership of WeChat articles and the number of Chinese students an institution attracts, with every 100 article reads potentially yielding five new students. Additionally, [studies suggest](#) WeChat helps Chinese students adapt socially and navigate new environments, as frequent users of the platform benefit from peer support and shared information.



As a primary communication tool in China, WeChat enables university marketers and recruiters to engage with prospects, students, and alumni both in groups and on a one-to-one basis.

As approximately 70% of Chinese prospective students prefer interacting with universities through WeChat. The platform is also for maintaining ties with alumni after they return to China, making it a key component of effective marketing strategies, especially given the high importance Chinese individuals place on referrals and reviews.



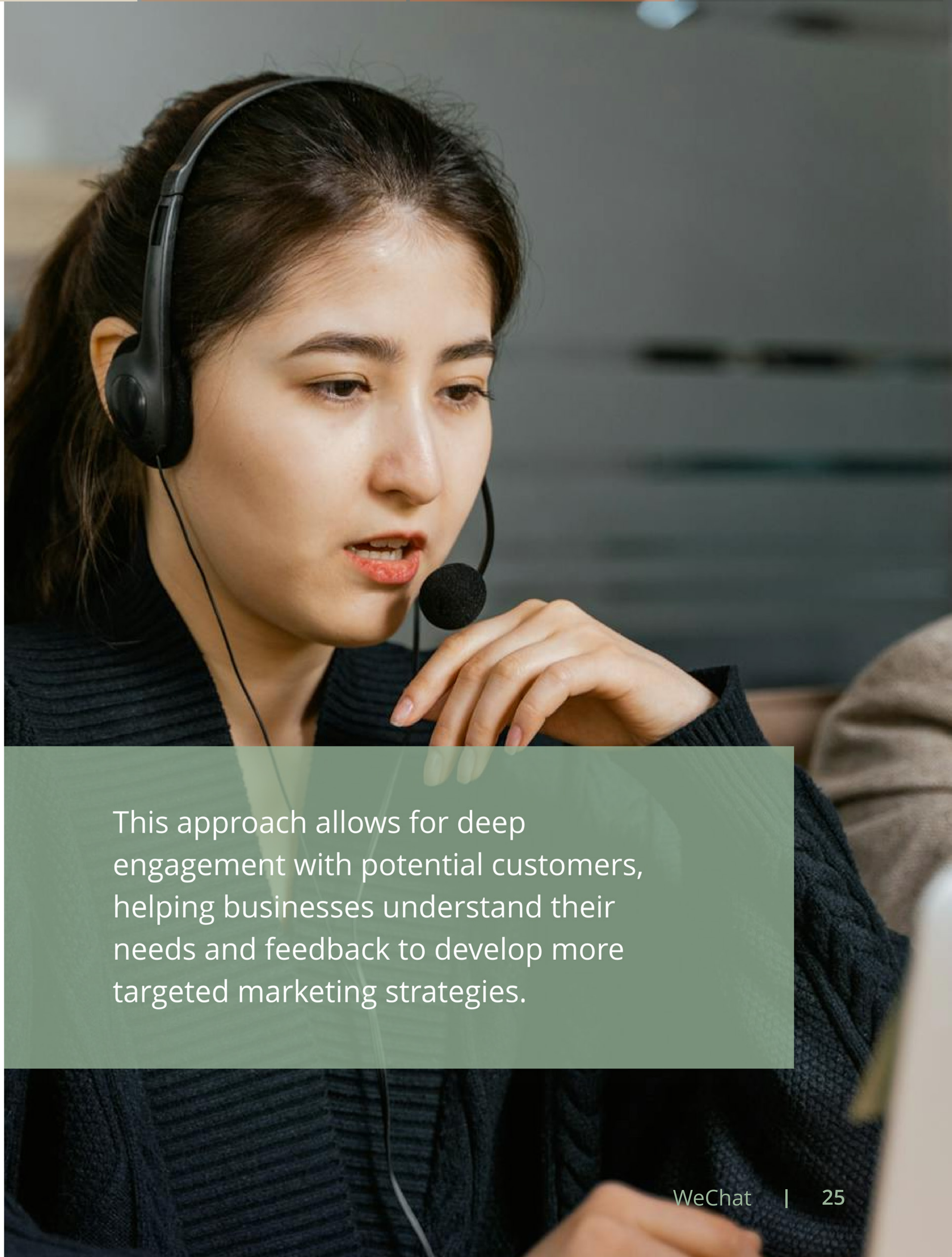
B2B

For B2B companies, WeChat is a crucial platform for generating and nurturing sales leads

90% of Chinese professionals prefer it over email, phone calls, and texts. According to the same report.

57% of new WeChat contacts are primarily work-related.

WeChat is an indispensable work tool in China, widely used by domestic and foreign companies alike. By publishing high-quality, business-relevant content, companies can capture potential customers' interest and build a professional, reliable brand image.



This approach allows for deep engagement with potential customers, helping businesses understand their needs and feedback to develop more targeted marketing strategies.

Additionally, some WeChat accounts provide advanced marketing tools, including data analytics, trackable QR codes, and group messaging, which are ideal for companies looking for marketing automation and effective customer management.



WeChat account types

WeChat offers several types of accounts tailored to meet the needs of different users and organisations. The two main account types are:



Service Account

Gives companies and organizations powerful business services and user management capabilities to quickly reach and better serve users.



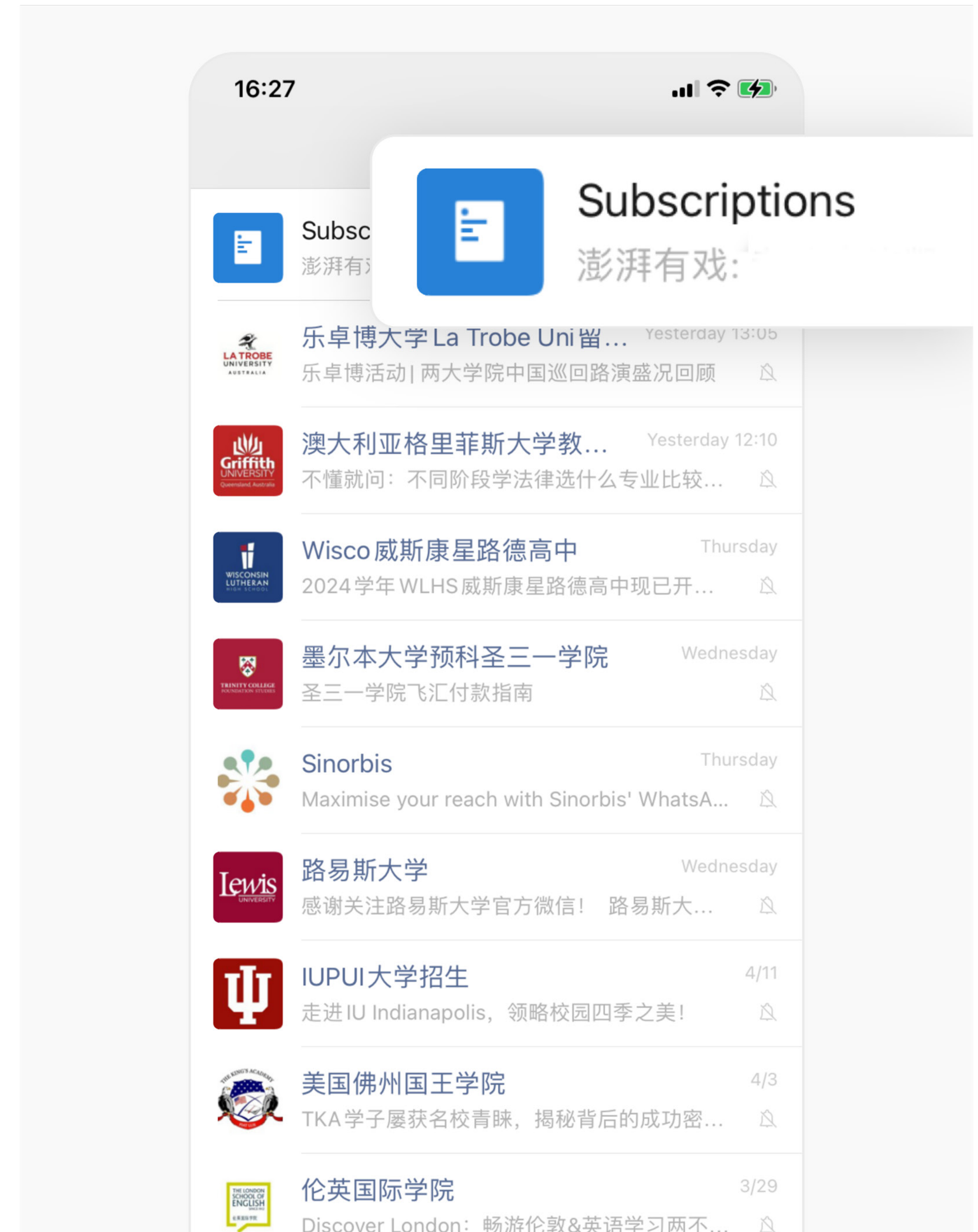
Subscription Account

Provides media and individuals a new way to post stories and information, innovating author-reader interaction and content management.

WeChat account types

Subscription Accounts

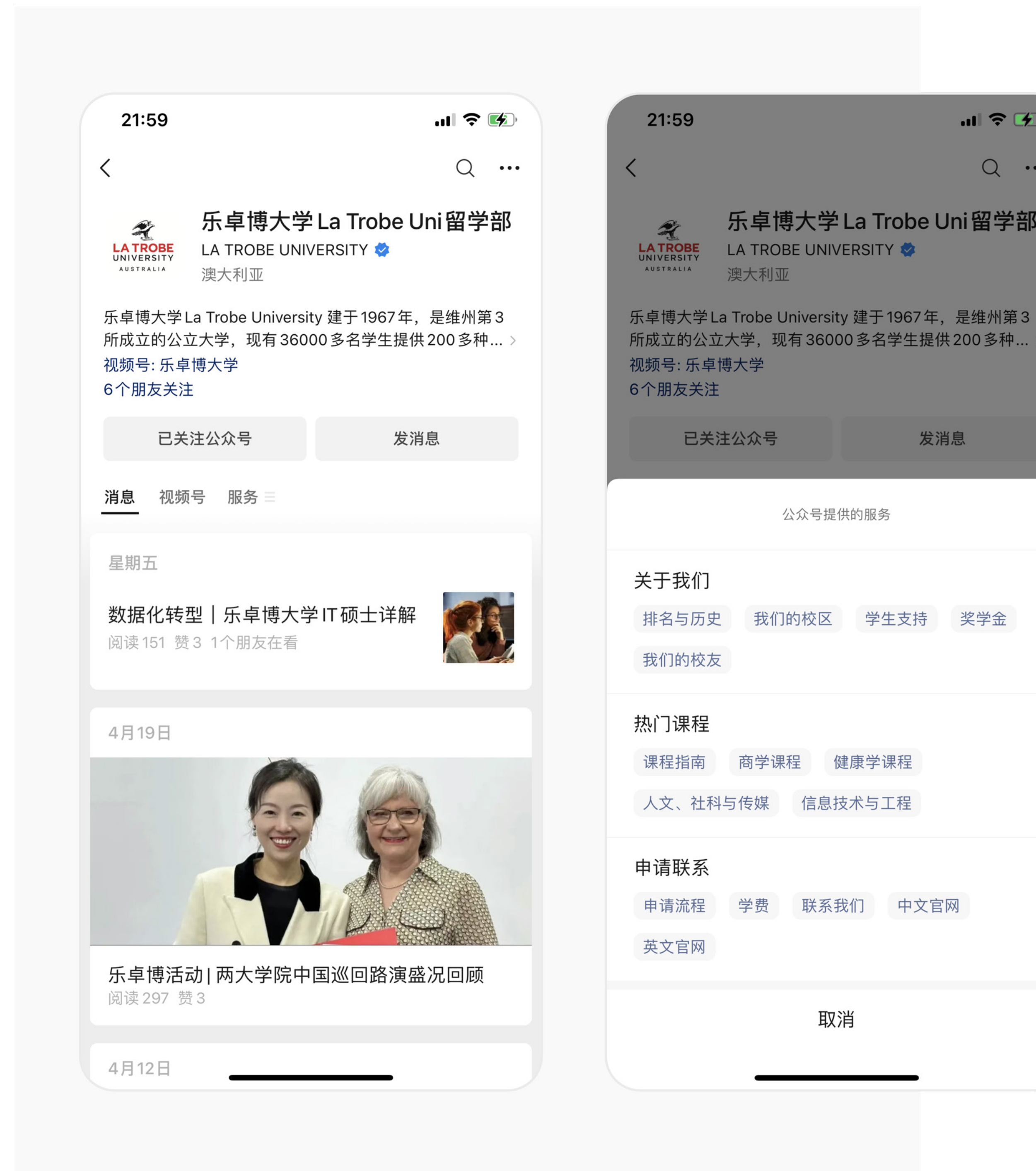
Subscription Accounts are suited to bloggers, key opinion leaders (KOLs) and media sites who tend to push content frequently. These accounts allow for frequent updates and push notifications to subscribers' feeds and can be found in the subscriptions folder of their inbox. This makes subscription accounts ideal for delivering news articles and promotional content.



WeChat account types

Service Accounts

Service Accounts are more focused on communication and interaction, promoting or delivering services. They're also better suited to relationship management and build brand loyalty. Unlike Subscription Accounts, Service Accounts offer more extensive customisation options and support advanced features such as WeChat Pay and Mini Programs integration.



In general, we recommend organisations opt for a Service Account rather than a Subscription Account for three primary reasons:

Available for international businesses

Service accounts allow organisations to register under their own overseas business license. In contrast, Subscription accounts do not offer this option. Having a Service Account tied to an organisation's own license is advisable as it eliminates dependency on third-party licenses, ensuring organisations have full ownership and control over their account.

Better content visibility

Service accounts are more visible as messages from these accounts can be seen at the top of the "Chats" conversation list and come with push notifications for followers. In contrast, content from Subscription Accounts is less conspicuous, typically grouped together and tucked away with other content from Subscription Accounts within a specific folder in "Chats."

API functionality

Service Accounts, after being verified, also give you more advanced functionality. Advanced users can use third-party WeChat marketing tools, such as the Sinorbis platform, to generate and assign QR codes to different channels to track the effectiveness of each channel. This allows you to attribute follower acquisition or engagement with your WeChat articles to different activity.

You can start publishing content and building followers once you've created a Service or Subscription Account while you wait for verification. However, the account will have more limited functionality.

Subscription versus Service Accounts

Feature	Subscription Account		Service Account	
	✕ UNVERIFIED	✓ VERIFIED	✕ UNVERIFIED	✓ VERIFIED
 Visibility of account	Less visible, further in subscription folder		More visible, in default screen of WeChat	
 Publishing frequency	Once a day		Four times a month	
 Direct communication with followers	✓	✓	✓	✓
 Customised menu	✓	✓	✓	✓
 Built-in WeChat store	✕	✕	✕	✓
 WeChat payment	✕	Partially	✕	✓
 Other advanced features	✕	Eg. Mini Programs Integration	✕	Eg. Mini Programs Integration

Opening a WeChat Service Account: Requirements

Apply with your overseas legal entity



Email address for registration



Scanned colour copy of your overseas business license



Registered company address



Company's landline phone number



Company office address



Name of legal representation



Short company introduction and key business scope

Name of your WeChat account. The name must be unique, in English or Chinese characters or numbers, and cannot contain spaces or symbols.

Avoid possibly sensitive words in the weChat account name as this will not be approved by Tencent.



Short account description



Profile picture

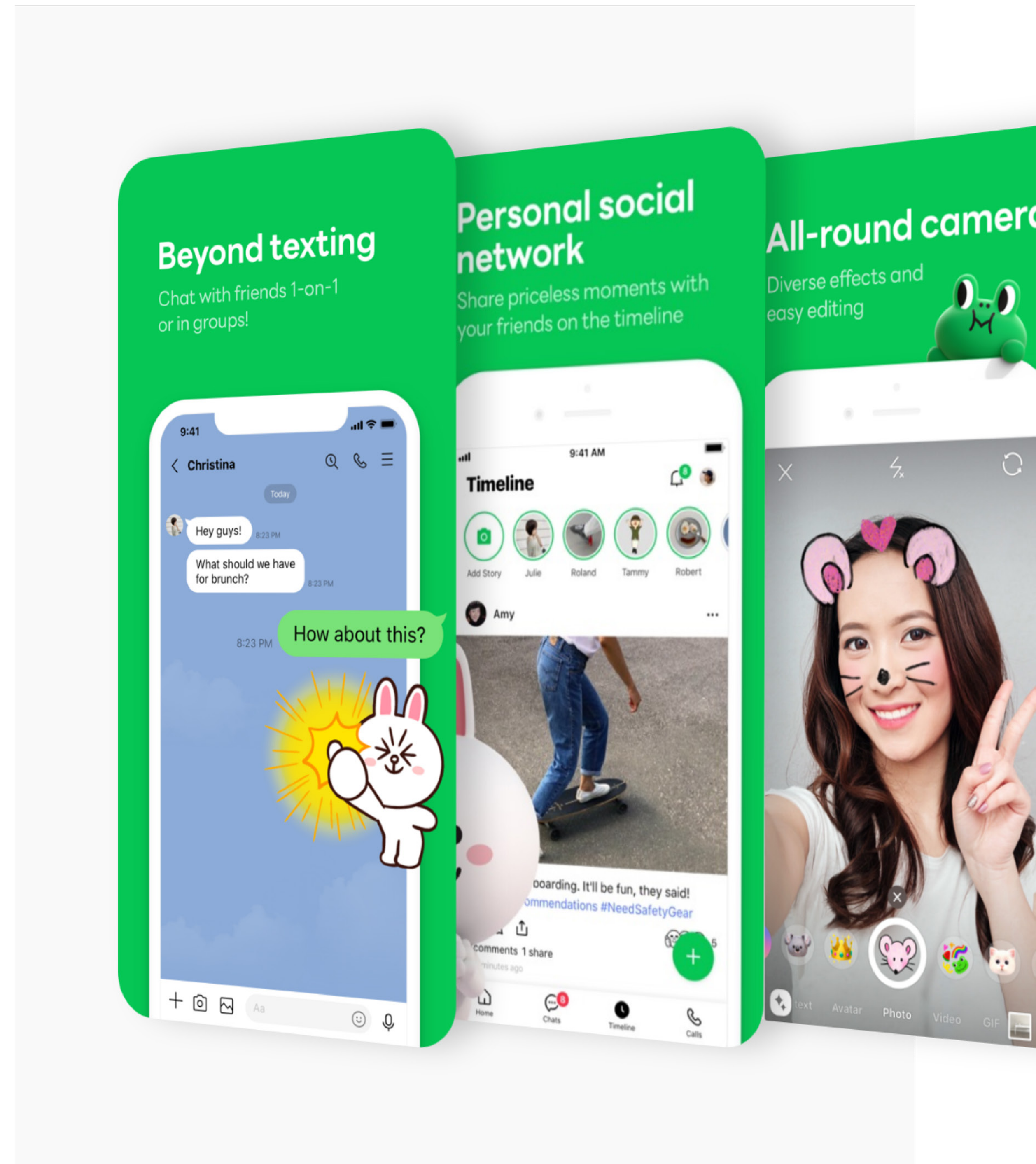
Application form with signature of your legal representative.



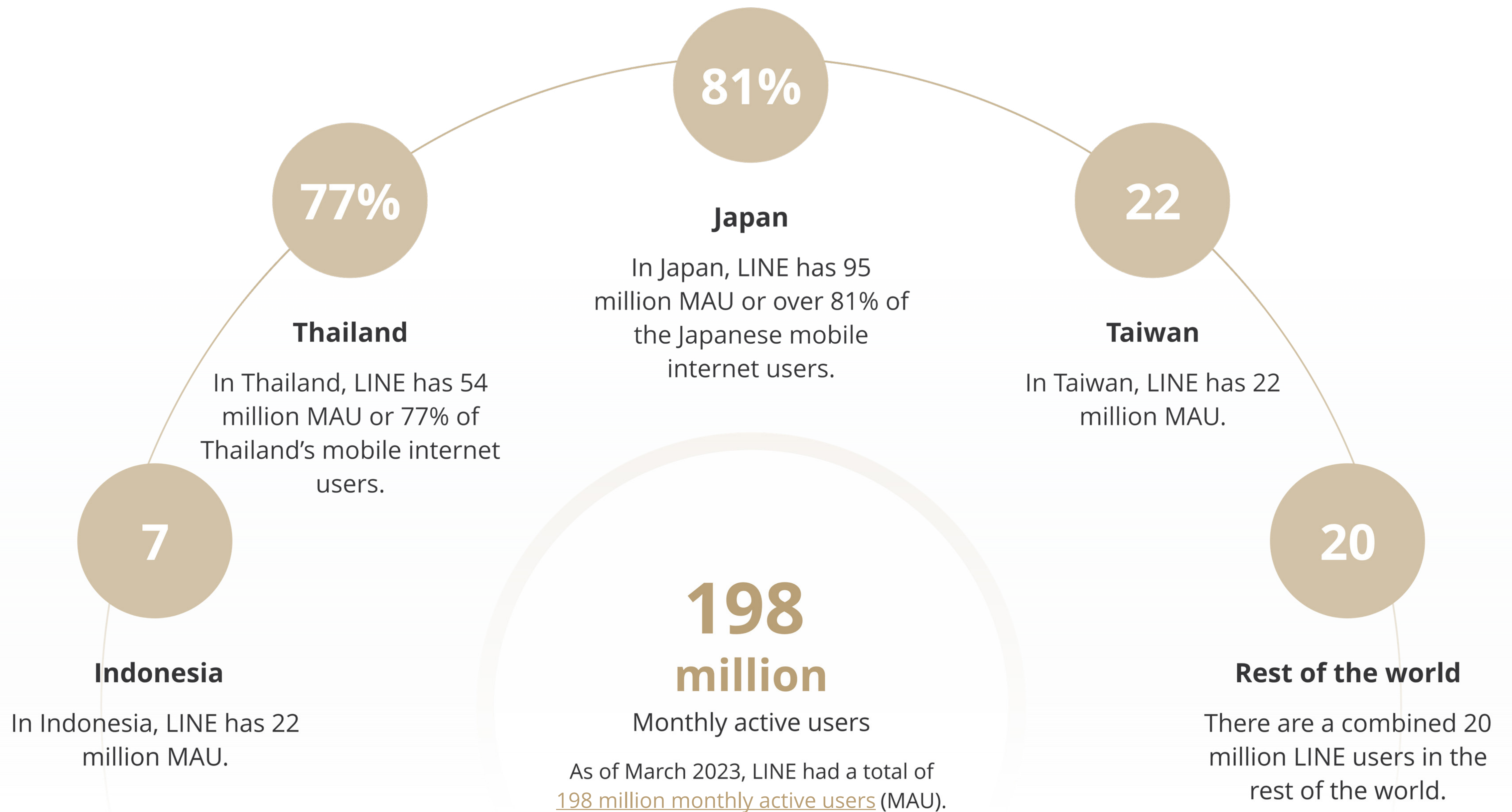
LINE

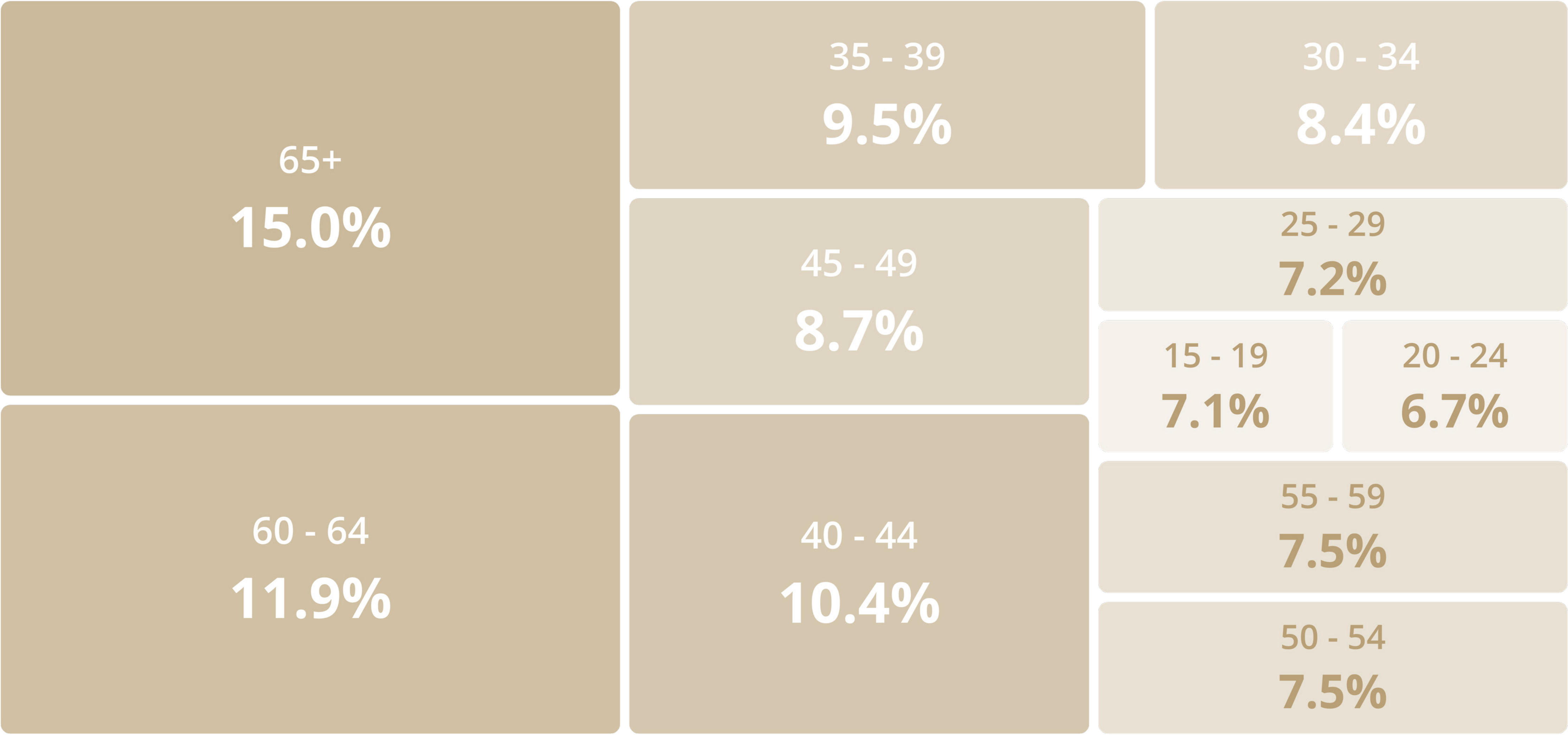
LINE was launched in 2011 following the Tōhoku earthquake and tsunami in March of that year, which disrupted communication across Japan. The app rapidly became popular and evolved beyond simple messaging. Today, LINE's popularity continues to grow across in Asia, particularly in Japan, Thailand, Taiwan, and Indonesia.

Now regarded as a 'super app,' LINE aims to bridge the gap between people, services, and information. It provides over 100 integrated services, enabling users to shop, access news, watch videos, make payments, play games, and much more.



Demographics & usage





4.35 - Billion messages In 2021, an average of 4.35 billion messages was sent in LINE each day.

15-65+ - Broad age range LINE has an even spread of users across all age groups.

Source: [LINE Corp](#), Company Data

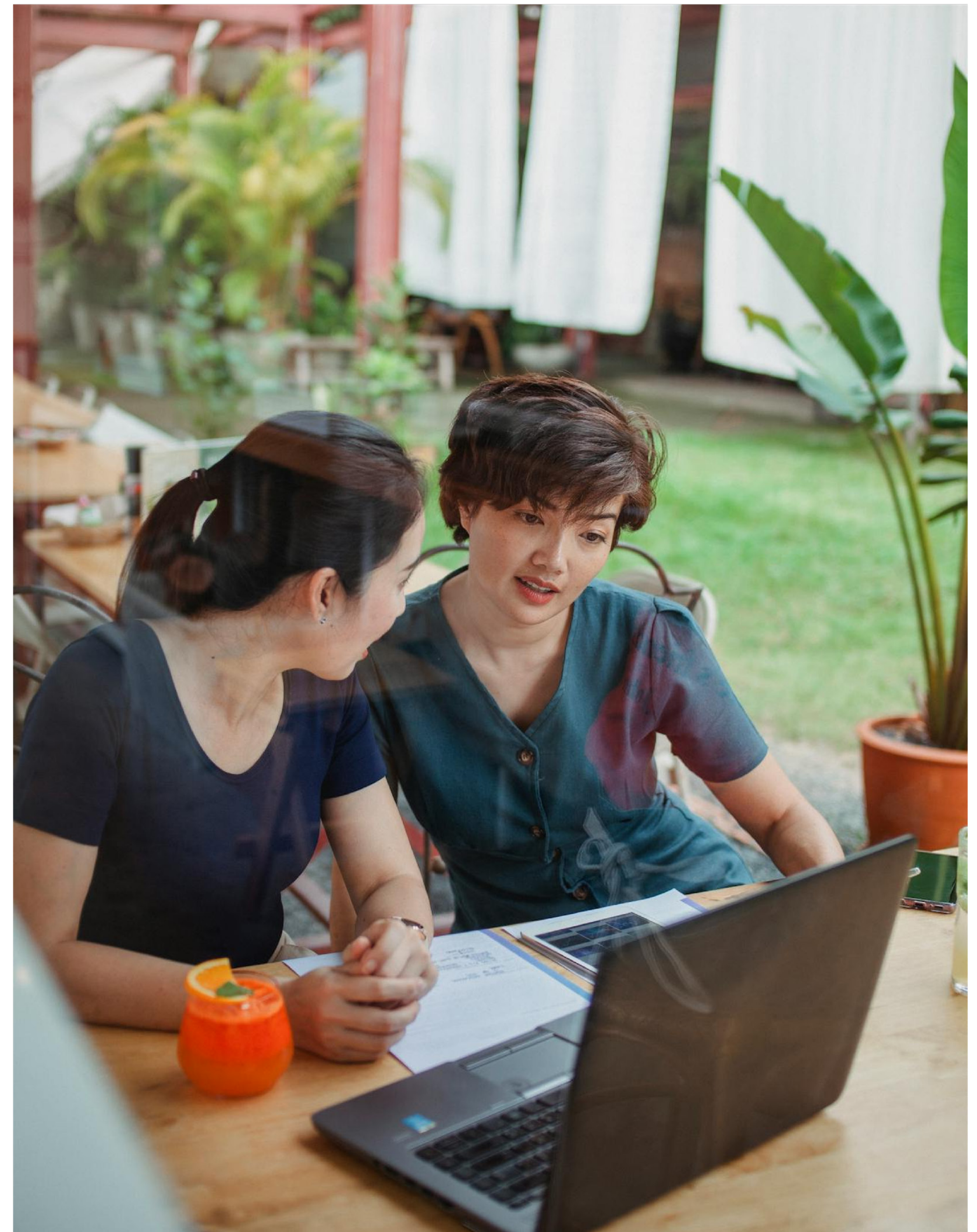
Why LINE matters

LINE has transformed from a simple messaging app into a comprehensive platform addressing users' daily needs, from communication with friends and family to receiving updates from brands, alongside entertainment like gaming and video streaming, lifestyle services such as news, job hunting, and telemedicine, as well as shopping and payment services. LINE has become an essential part of daily life.



In 2019, LINE introduced LINE Official Accounts, allowing brands and companies to engage directly with users. This feature supports the dissemination of general information, marketing activities, and special promotions, enhancing business-customer relationships and making LINE a potent tool for brand communication and customer outreach.

A 2021 LINE survey revealed that approximately 20% of users view messages from LINE Official Accounts immediately, over half view them within 3-6 hours, and about 80% view them on the same day.



LINE Official Account types

LINE offers three types of accounts:



Unverified account



Verified account



Premium account

Currently, verification applications are only accepted in Japan, Taiwan, Thailand, and Indonesia.

Unverified account

This account type has access all LINE's core features, but has limited visibility.

Unverified accounts (those for businesses or individuals that have not been reviewed and verified by LINE) do not appear on LINE and internet search results.

To minimise the impact of limited visibility

Premium ID

Unverified account can purchase a Premium ID to change the Basic ID name to a brand or business name.

Basic ID

@oqz0413z






Premium ID

@makereadyweb

With premium ID, target users can find and connect with the business easily.

Premium IDs are not available in Indonesia, Singapore, and the United States.

	Core Features	Additional Features & Benefits	Visibility
<div><div></div><div>Unverified account</div></div>		-	Unsearchable
<div><div></div><div>Verified account</div><div>These accounts have access to extra features including the ability to create in-app surveys, generate unique official account links, and conduct paid campaigns to gain friends.</div></div>	<ul style="list-style-type: none">Greeting MessageAuto-ResponseRich Message, Video MessageRich MenuCoupon and Reward CardSurvey (Single/Multiple choice)FREE APIAble to launch Sponsor StickersCard MessageAudience TargetingAI ResponseA/B TestFriend PathOA Follow InsightNet Promoter ScoreAudience Share	<ul style="list-style-type: none">Open-end SurveyGet OA Page urlGain Friend Poster	Searchable with Display name
<div><div></div><div>Premium account</div><div>These accounts have access to extra features including the ability to create in-app surveys, generate unique official account links, and conduct paid campaigns to gain friends.</div></div>		<ul style="list-style-type: none">On-Air ModeLINE Live-viewer (required additional fee)	Searchable with Display name (1st priority show up)

Opening a LINE account: Requirements



Business name



Business website



Business address



Email address



Business phone number

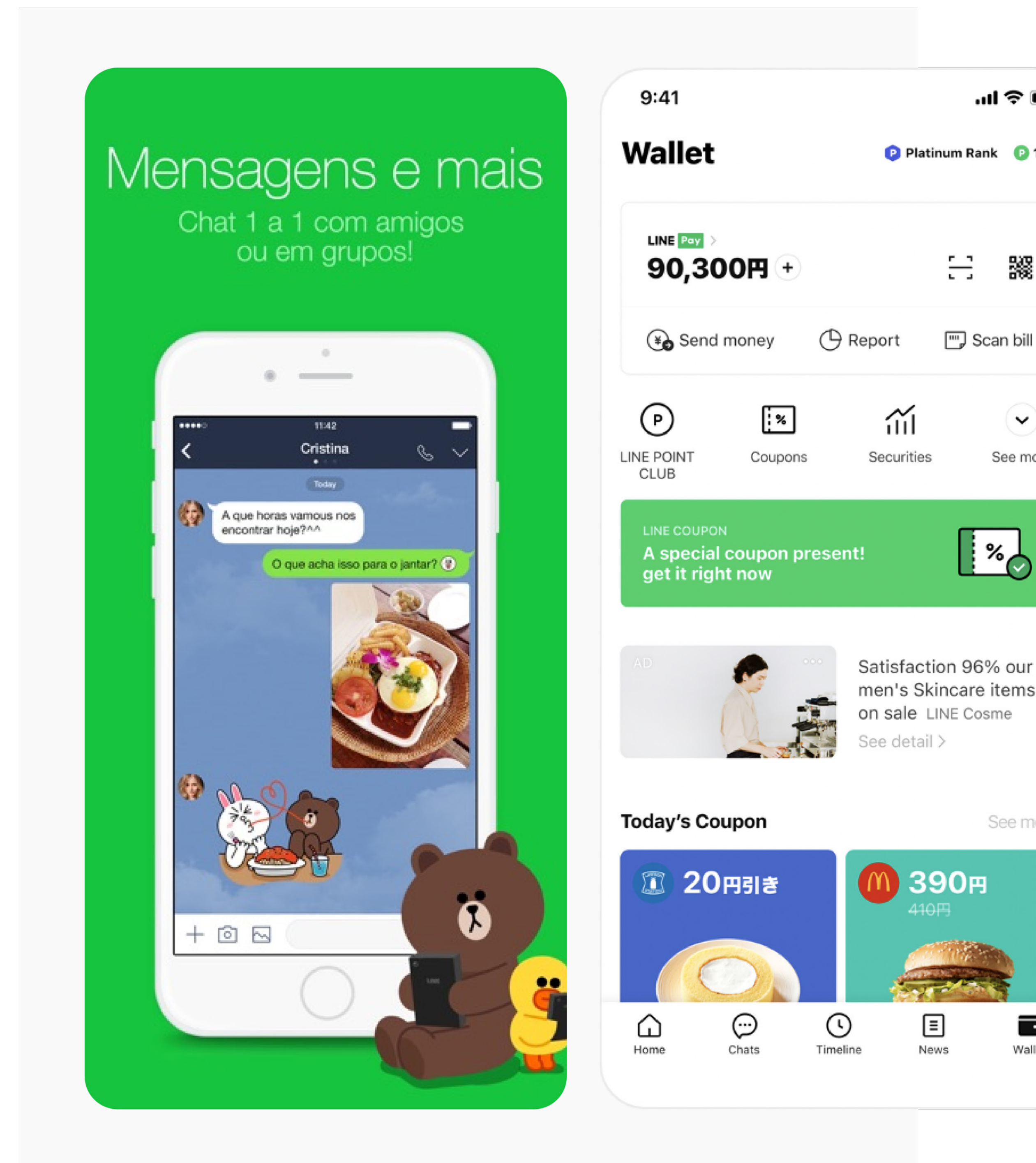


Business license*



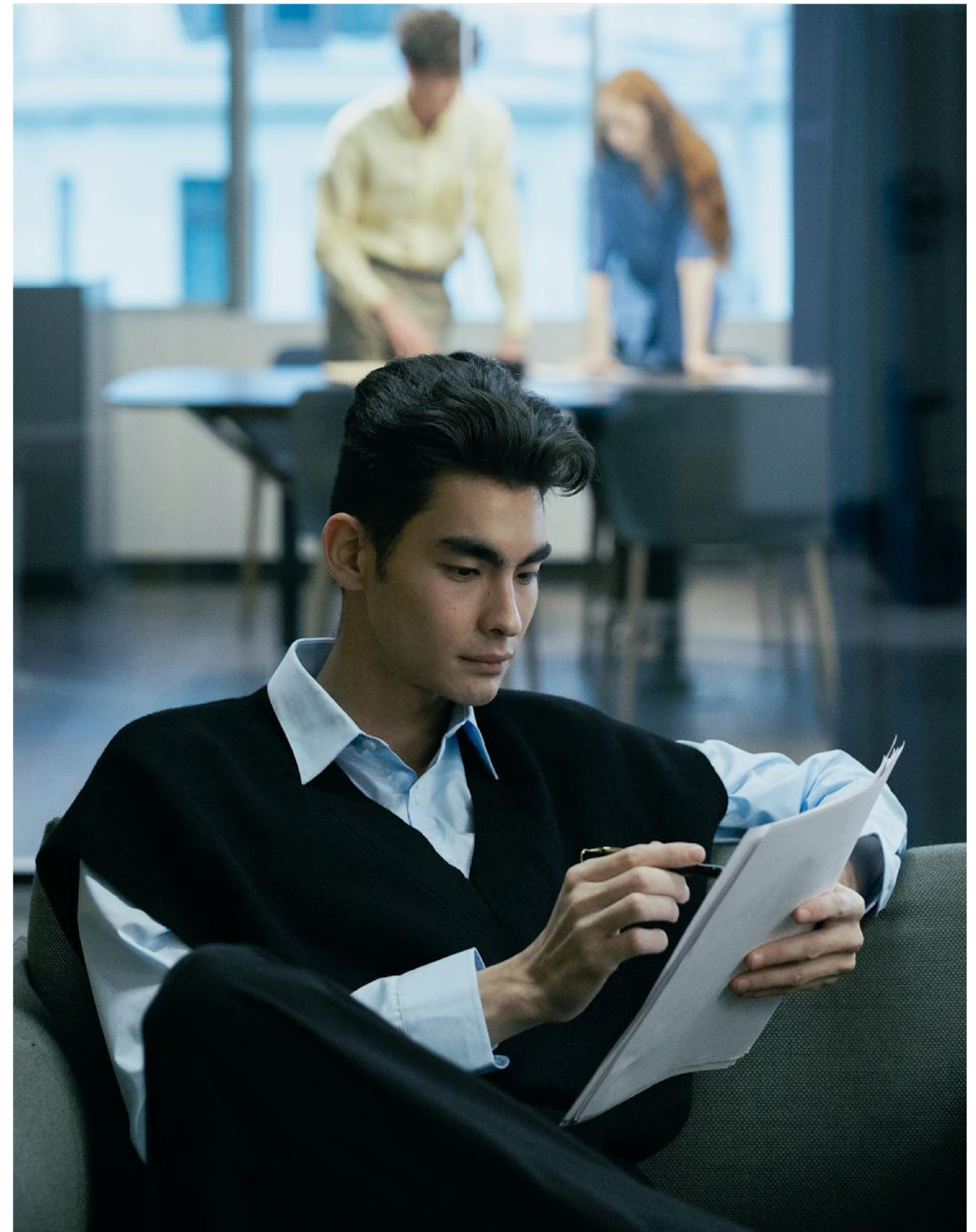
Bank statement (upon request)*

*Needed for verification



Any company can set up a LINE Official Account. However, verification of these accounts is only available for organisations in Japan, Taiwan, Thailand, Indonesia.

Certain industries are restricted from creating a LINE Official Account. These include medical and pharmaceutical sectors, adult and dating services, internet-related businesses like online seminars, multi-level marketing (MLM), credit card services, gambling, sales of personal information, and counterfeit goods.





Douyin

Douyin, internationally known as TikTok, is a short video platform that hosts a wide range of entertainment and lifestyle content, meeting users' desires for quick and engaging entertainment. The platform primarily showcases humorous and engaging content, with sketches, dances, short dramas, and games forming the core of its offerings.



Demographics & usage

3-4 Tier

88.9%

743
Million

25-50

1:1

Lower-tier cities

There is a clear trend of market expansion in lower-tier cities.

Penetration rate

Douyin is a staple in China's digital landscape with a 88.9% penetration rate.

Monthly active users

Douyin currently has a user base of 743 million monthly active users.

Broad user ages

There is a relatively balanced distribution among users aged 25-50.

Gender

There is also a balanced gender ratio on Douyin.

1.4x Videos posted

The number of videos posted in 2023 was nearly 1.4 times more than 2022.

2.68x Graphic content posts

In 2023, the number of graphic content posts increased by 2.68 times.

83% Short video transaction value

The transaction value of short videos on Douyin grew by 83% in 2023 when compared to the previous year.

5.7x Livestreaming transaction value

The transaction value of livestreaming on the platform surged by 5.7 times.



Why Douyin matters

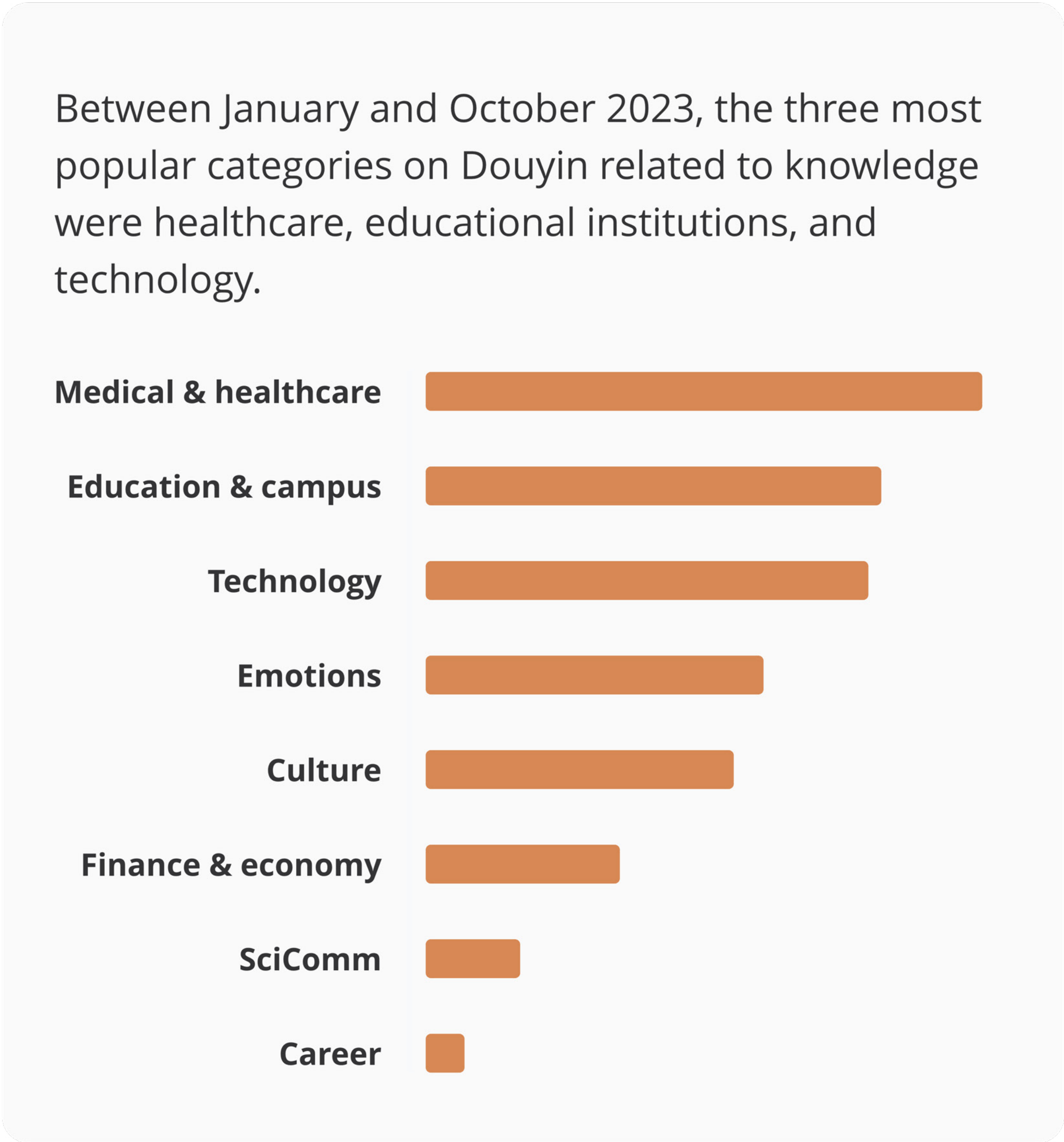
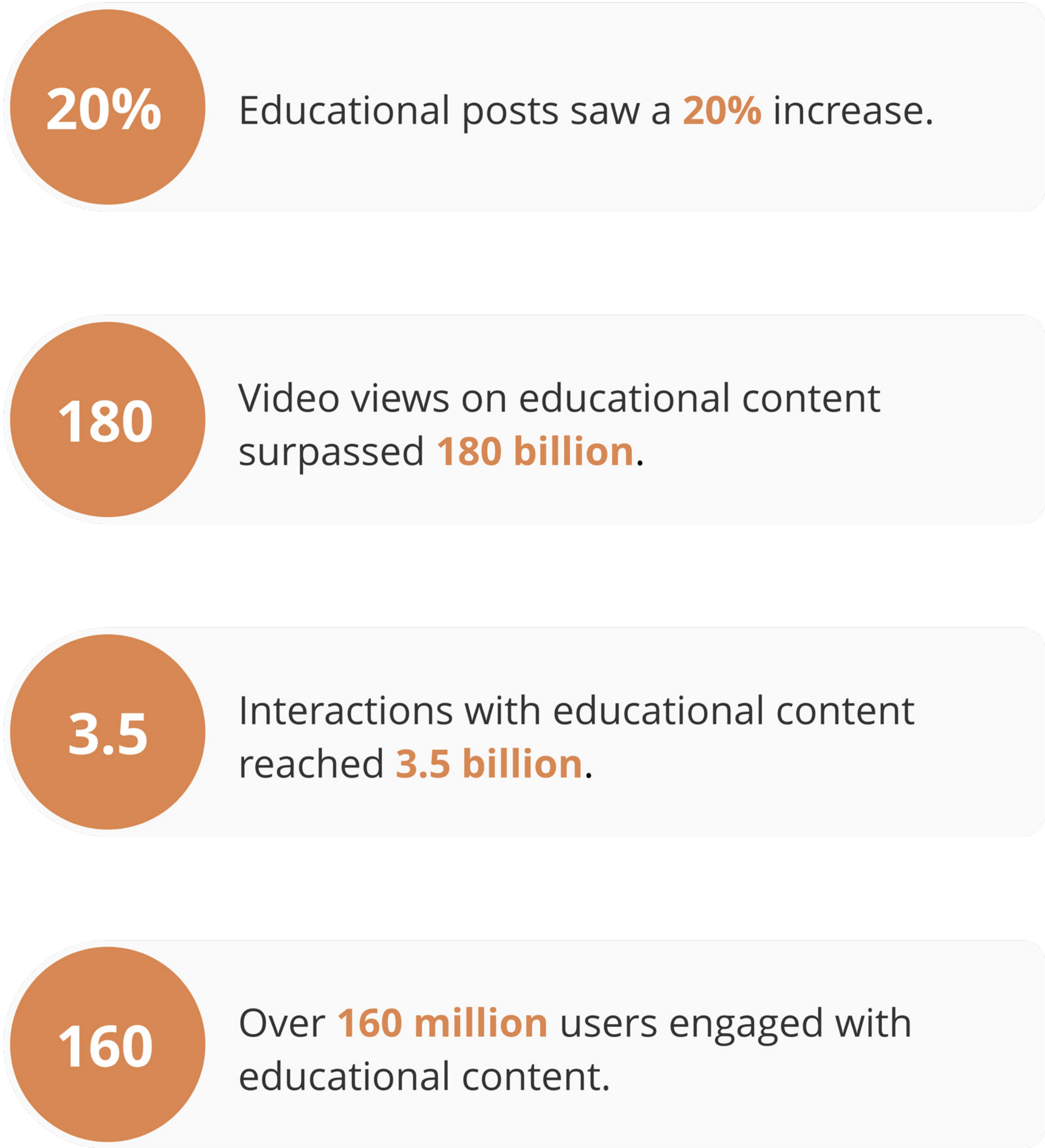
Higher education

The alignment of national policies with user interests has fueled a significant increase in educational content on Douyin. This has sparked greater interest in learning among users, with over 160 million users showing interest in educational content on Douyin during the first half of 2023.

According to data from [Ju Liang Suan Shu](#), the number of users interested in education related content on Douyin exceeded 160 million in the first half of 2023.



From January to June 2023



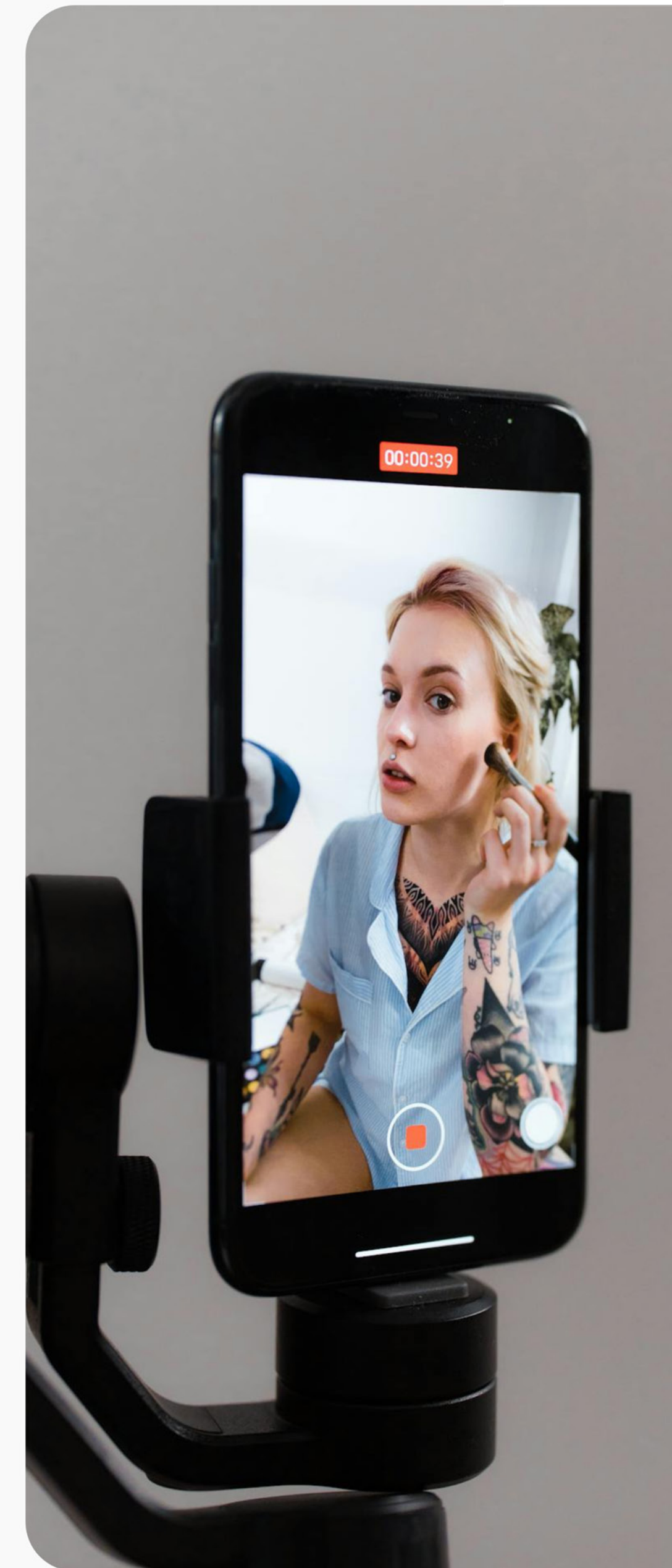
Source: [2023 Douyin Annual Observation Report](#)

Consumer goods

Between January and October 2023, the three most popular categories on Douyin related to knowledge were healthcare, educational institutions, and technology.

Data from 2023 shows that Douyin's total e-commerce transaction volume reached approximately 22 trillion yuan, which is about half the scale of Pinduoduo, a well-known e-commerce marketplace in China.

Moreover, the president of Douyin E-commerce, Wei Wenwen reported an 80% growth in transaction scale over the past year.



Douyin shopping version

Furthermore, Douyin recently launched a new e-commerce platform named 'Douyin Shopping Version.'

This app, currently only available for Android, focuses on offering 'value-for-money goods and worry-free selections.' The introduction of this standalone app has enriched Douyin's e-commerce ecosystem, making it more comprehensive and flexible. Despite these advancements, Douyin's e-commerce still faces stiff market competition.

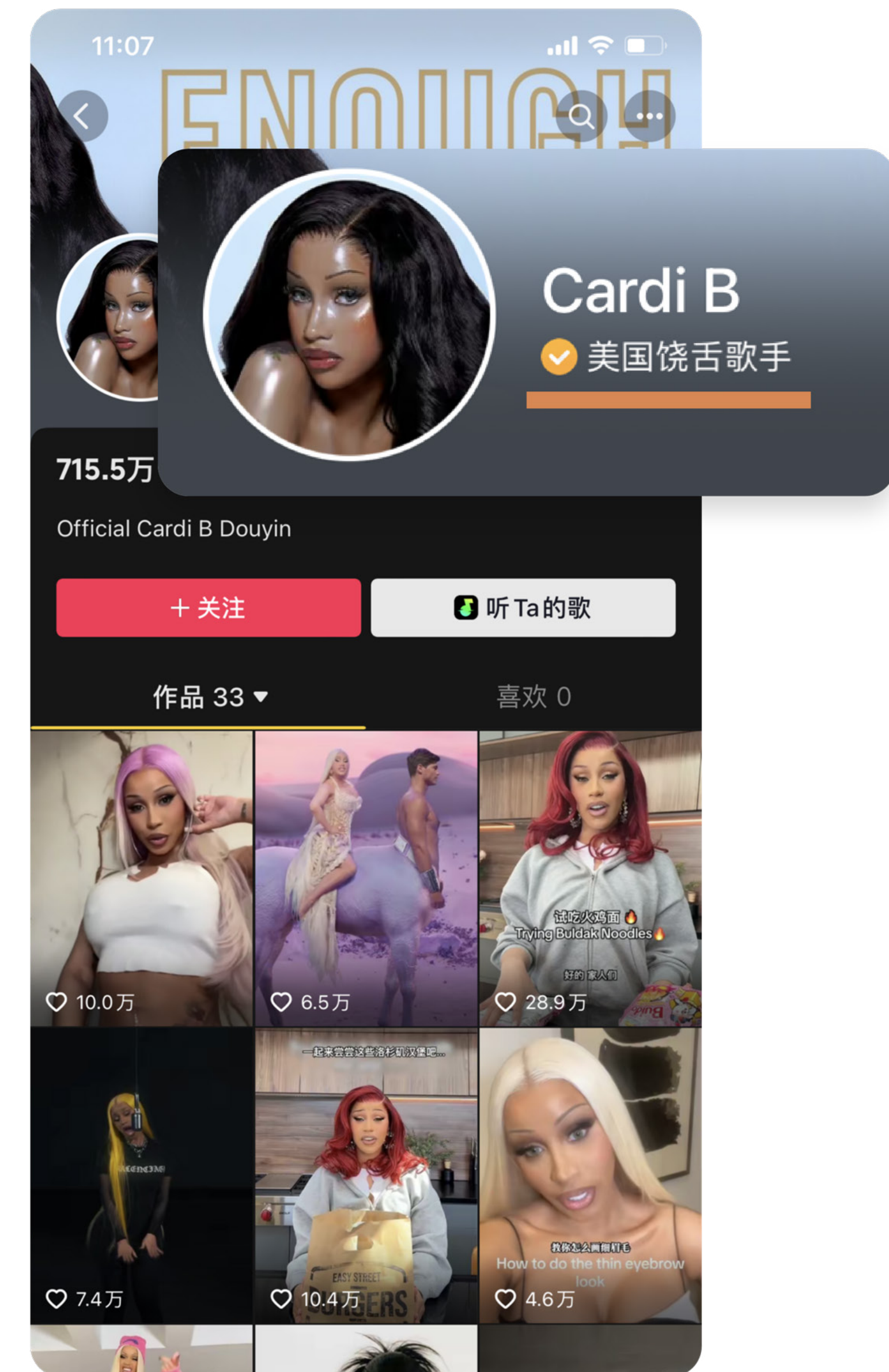


Douyin account types

01

Individual Account

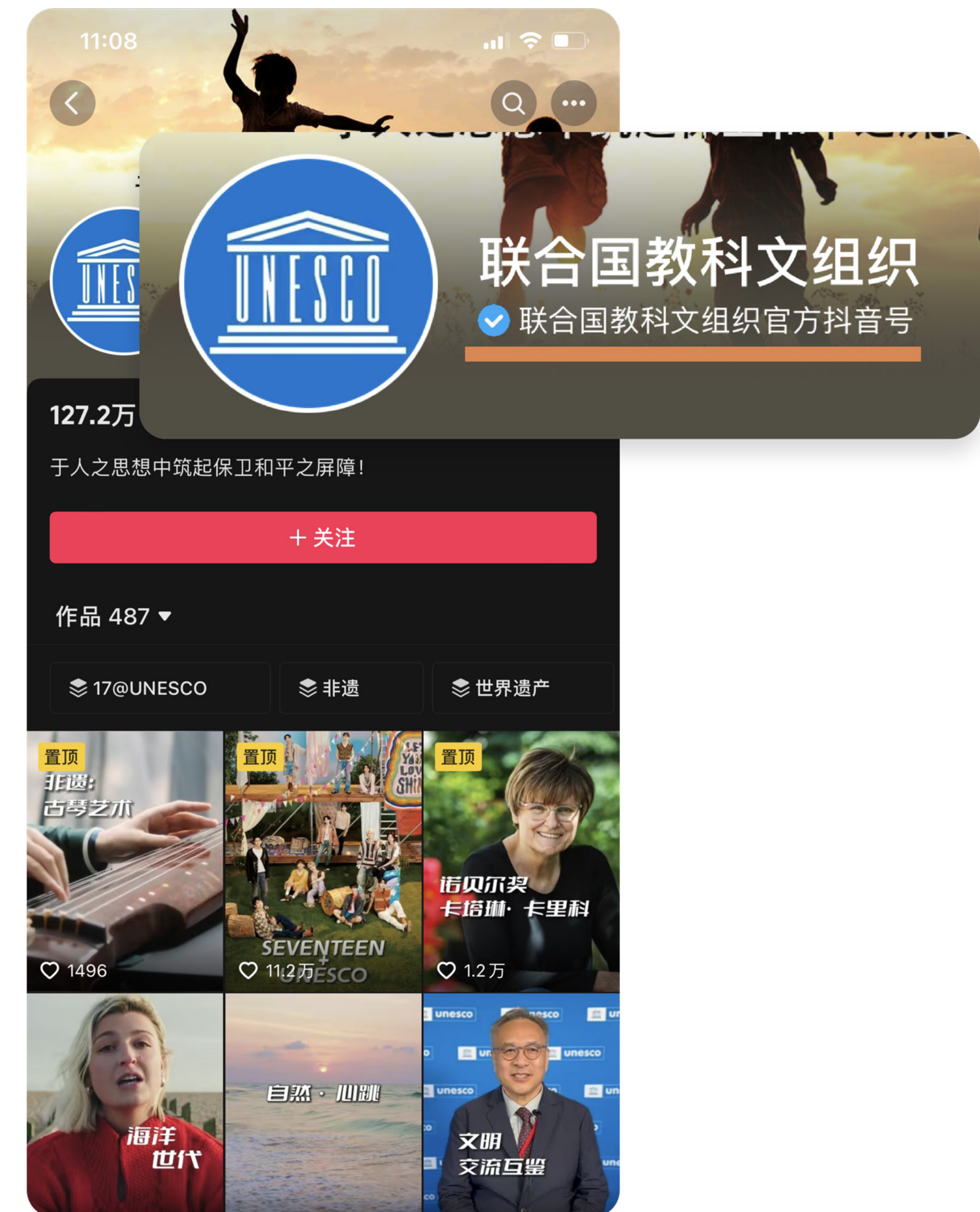
Ideal for individuals with a professional social identity or a significant level of influence in a specific field.



02

Institutional Account

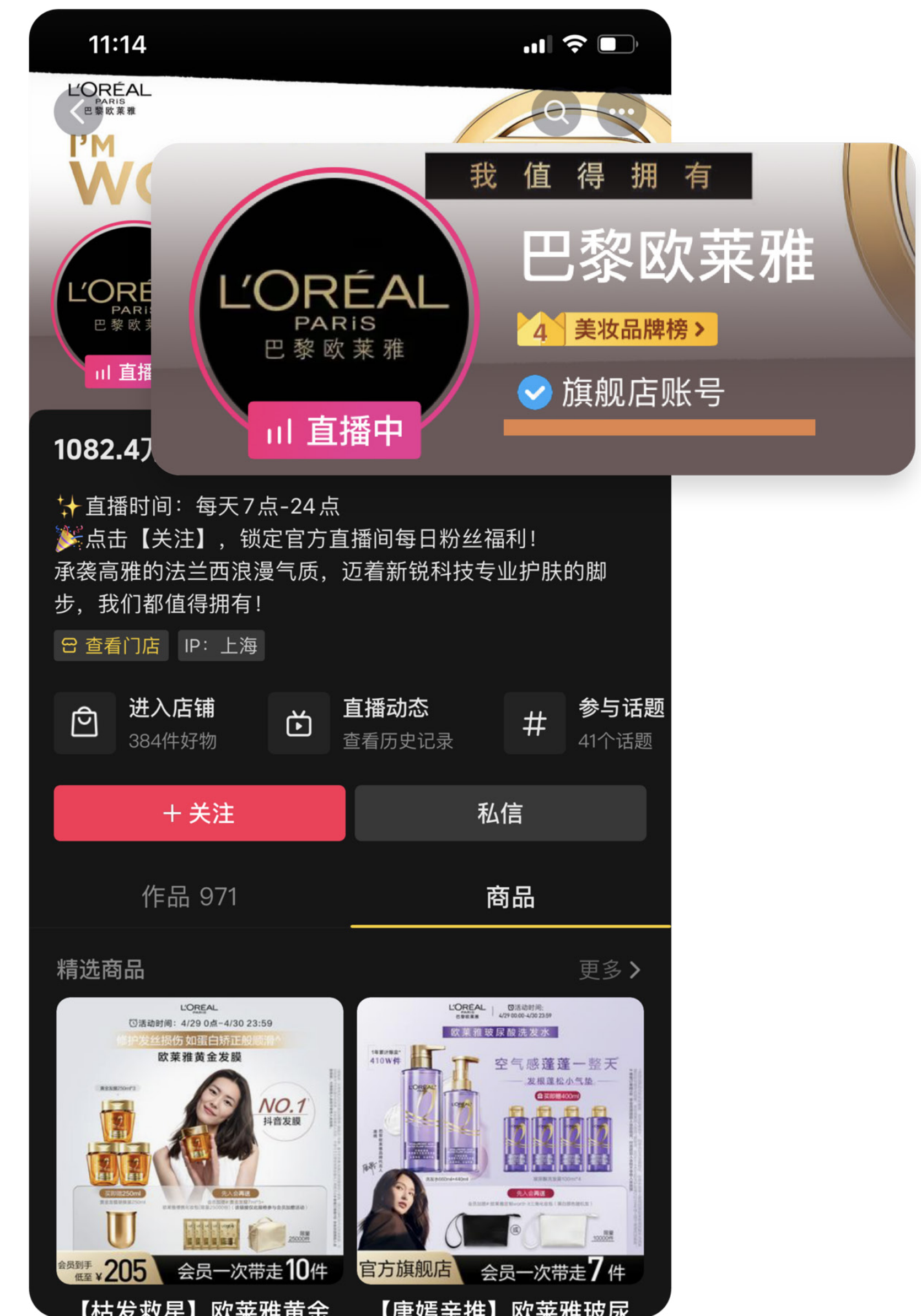
This account type is primarily designed for national institutions, media outlets, hospitals, schools, and other well-known institutions or groups. By undergoing institutional verification, users can obtain official institutional logos and display the institution's name on their account homepage, significantly boosting the credibility and trustworthiness of their accounts.



03

Business Account

This is suitable for accounts owned by businesses or brands that operate under a corporate entities. By obtaining certification, these accounts can feature their corporate logos on their profile pages, which helps establish trust with users and improves their brand image and promotional effectiveness.



Opening a Douyin account: Requirements

Please note that institutional verification for non-mainland Chinese regions is currently unavailable.

Institutional account



Business license*



Authentication letter



Operator name, phone number, ID, and photo of person with the ID

*With identifiable business owner or legal representative

Business account



Business license



Business entity type



Phone number



Other qualifications for licensed industries



Email address



Little Red Book

Xiaohongshu

Little Red Book, also known as Xiaohongshu, or simply RED, is often likened to China's answer to Instagram.

It comprises of a vibrant community where content creators, influencers, and celebrities gather to find inspiration for their daily activities. On this platform, users are welcome to share their opinions, experiences, and recommendations across a variety of topics. Additionally, it provides the convenience of buying products directly through its online store.



Demographics & usage

300 Million

Little Red Book currently has a user base of 300 million monthly active users.

80 Million Content creators

Over 80 million content creators who actively engage the community.

3:7 Predominantly female

There is a notable female majority on Little Red Book, with a 3:7 gender ratio.

60% Search engagement

Each day, 60% of users utilise the platform's search features.

85% Generation Z

The platform primarily attracts Generation Z, making up 85% of its user base.

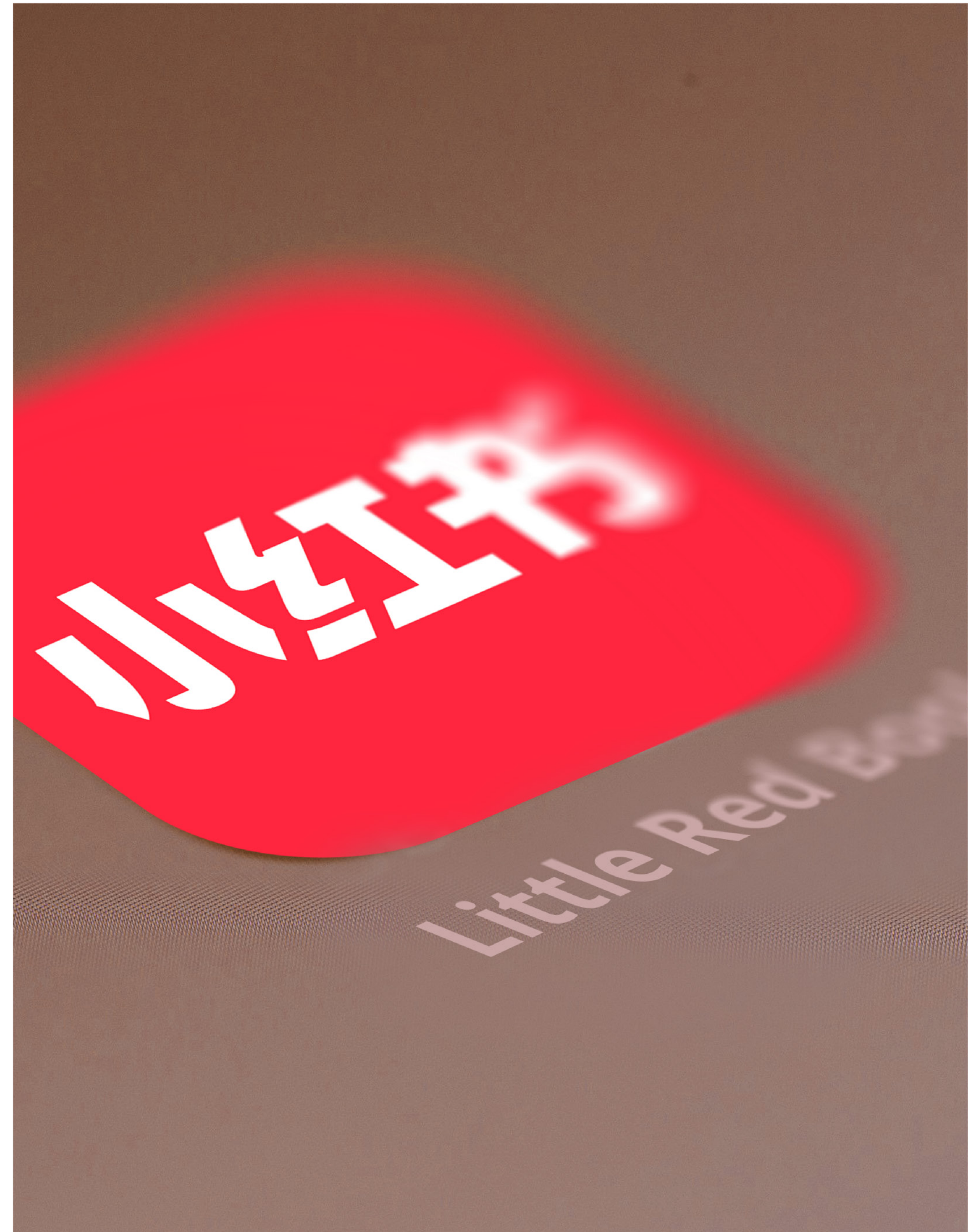
90% User-generated content (UGC)

Notably, 90% of its content is user-generated, setting it apart from other platforms.

50% Urban cities

Half of Little Red Book's users reside in first- and second-tier cities.

Source: [Qian-Gua.com](https://qian-gua.com/), 2024



Why Little Red Book matters?

Higher education

Little Red Book specialises in brand advertising and content marketing, making it an ideal platform for higher education institutions to carry out brand promotion and increase awareness among prospective students.

Vibrant community for international students

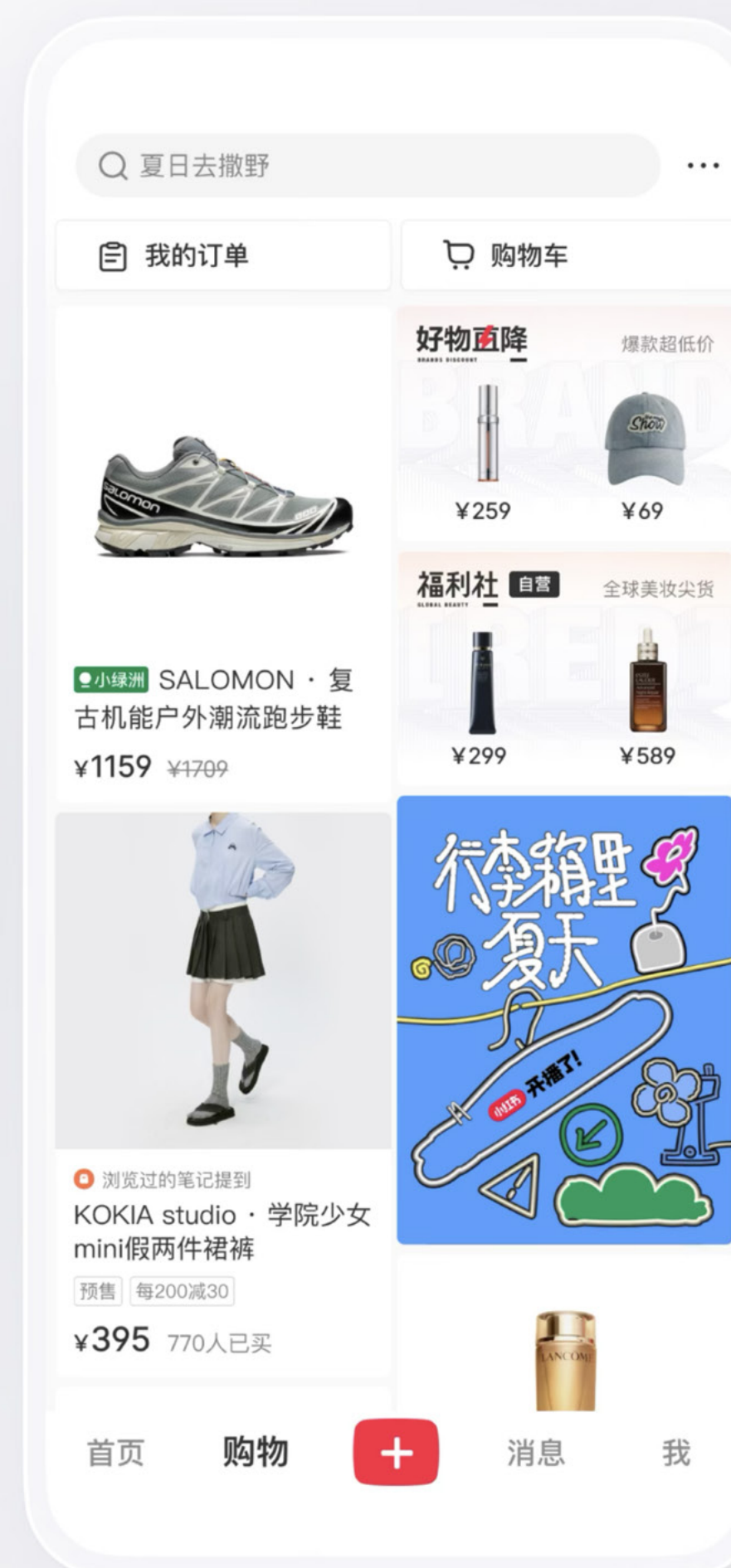
Serving as a comprehensive lifestyle guide for international students, Little Red Book provides a vibrant community where they can find solutions and share experiences. It attracts a broad array of overseas students who eagerly post snippets of their daily lives and insights from abroad. This platform has become a valuable resource, offering a wealth of information on studying abroad and practical life hacks, all contributed by fellow international students.



Consumer goods

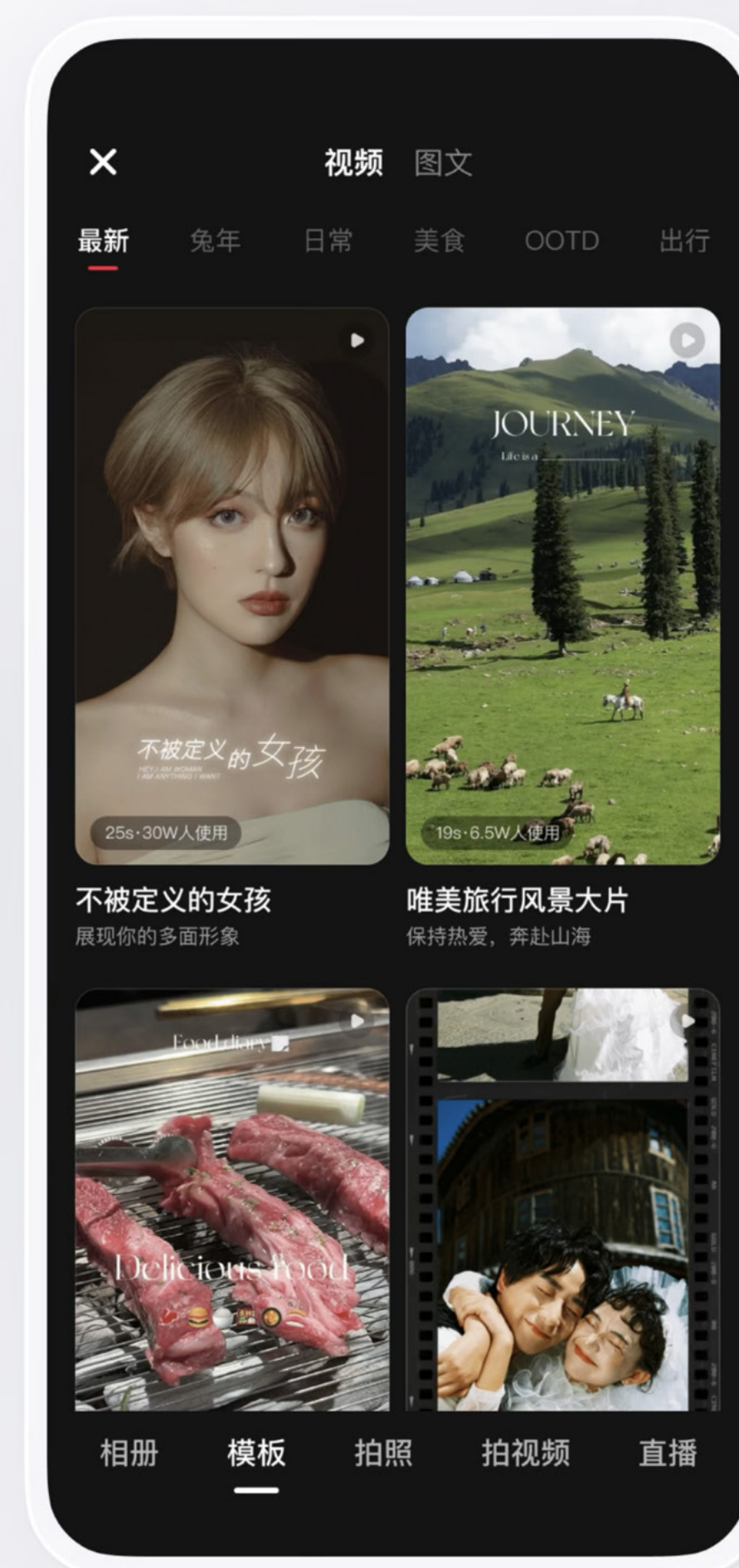
Little Red Book users are enthusiastic about researching products and sharing daily life inspiration, resulting in a vast array of user-generated content such as product reviews. According to the [Little Red Book Inspiration Marketing 2022 Annual Platform Report](#), 81% of users are inspired to make a purchase after exploring content on Little Red Book. The top three content categories that users enjoy most from creators include beverages, beauty products, and technology & digital products.

购物 拔草心动好物



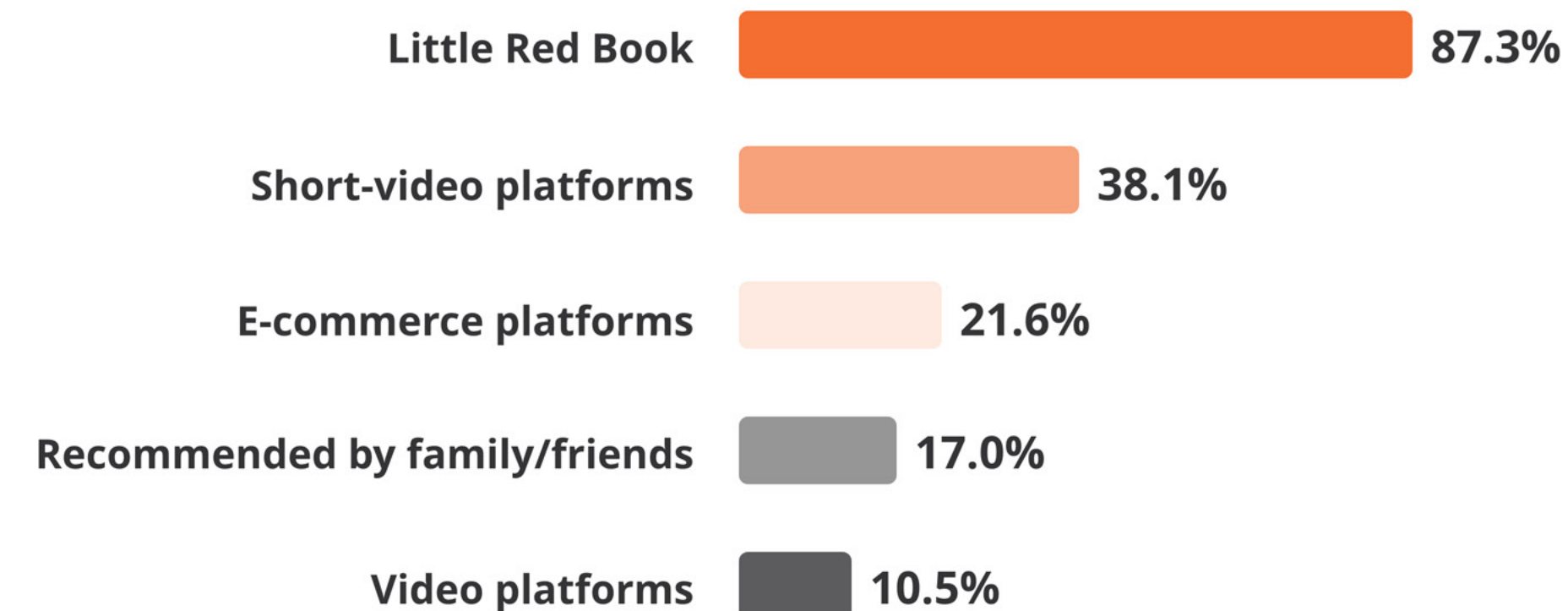
本图片仅为示例，商品或活动以实际公示为准

记录 创作个性瞬间

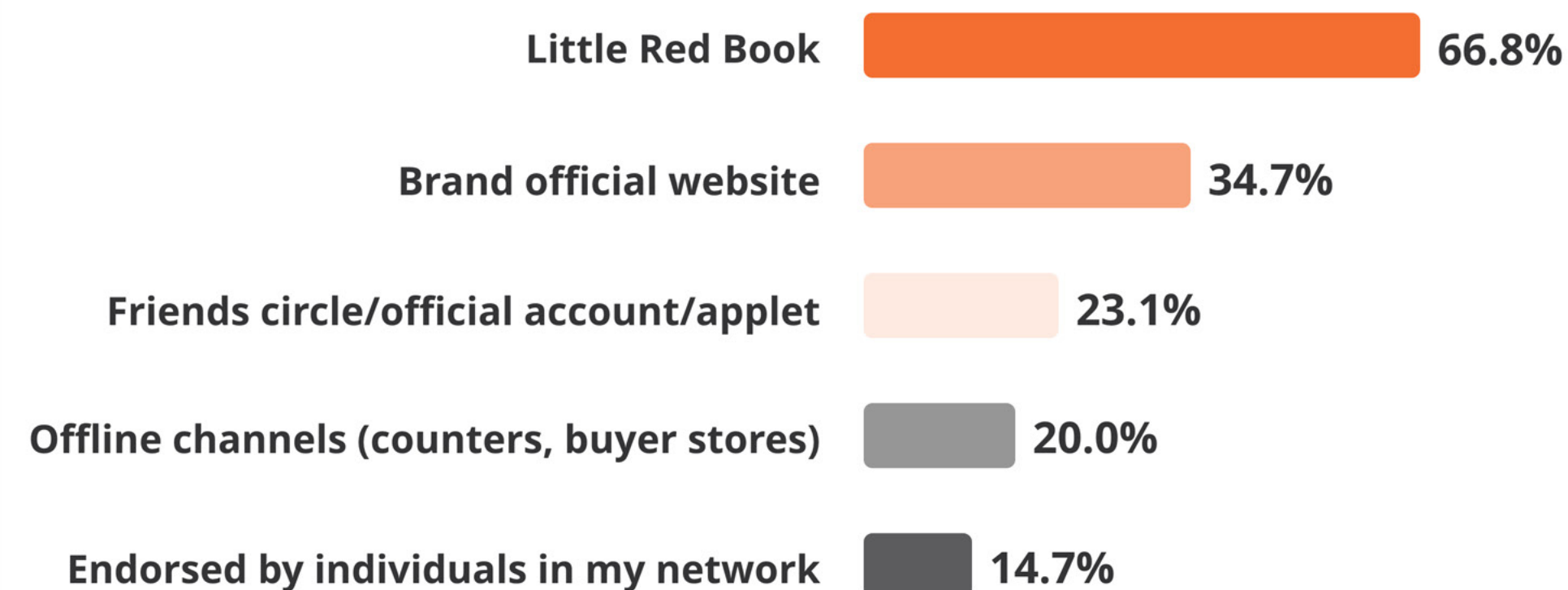


They focus on **content** strongly related to the product

The proportion of channels for **beauty users** to recognise new products



The proportion of channels for **luxury goods users** to recognise new products



Rational consumption decision-making behavior

81% of users have a desire to purchase after browsing content on Little Red Book

How to get?

Is it worth buying? / Is it good?

How is it? Worth it?

Could I ask... Waiting for it!

share pls! So calming! Loving it

Where is it, sis?

Same please! /Also looking for this!

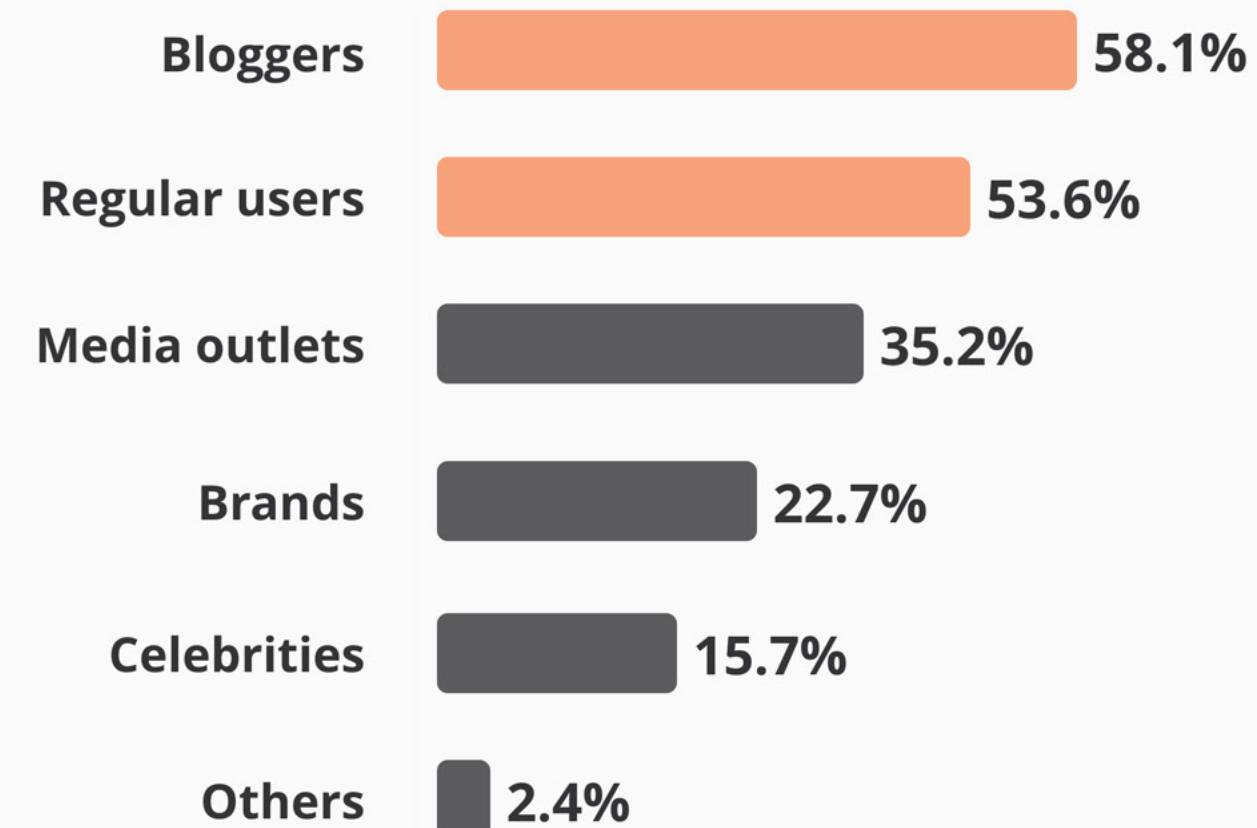
Users enjoy content posted by bloggers



Beverages

Which creators do you prefer to follow for beverage/drink content? (%)

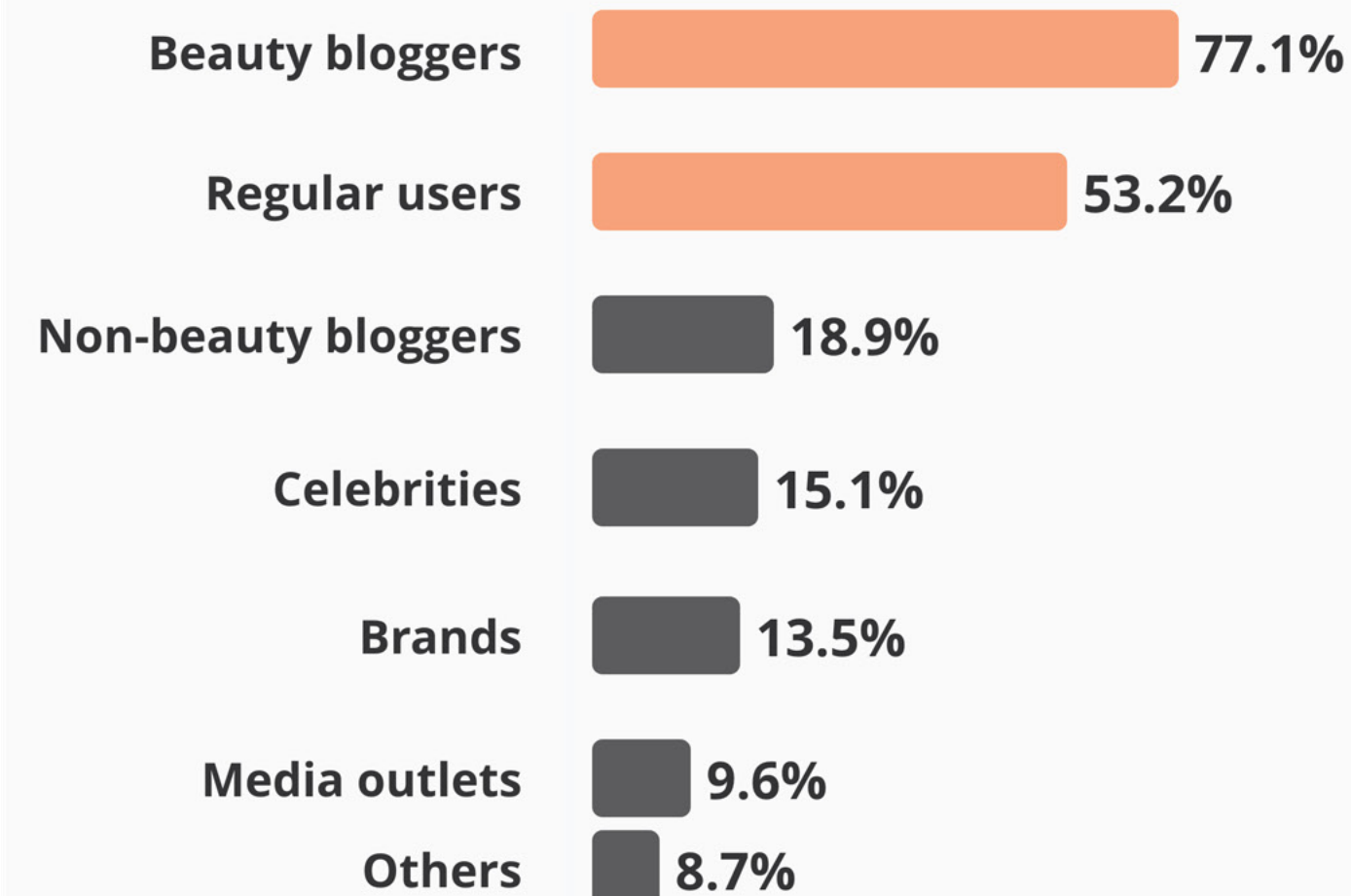
Multiple options allowed



Beauty & makeup

Popularity ranking of creators among beauty users (%)

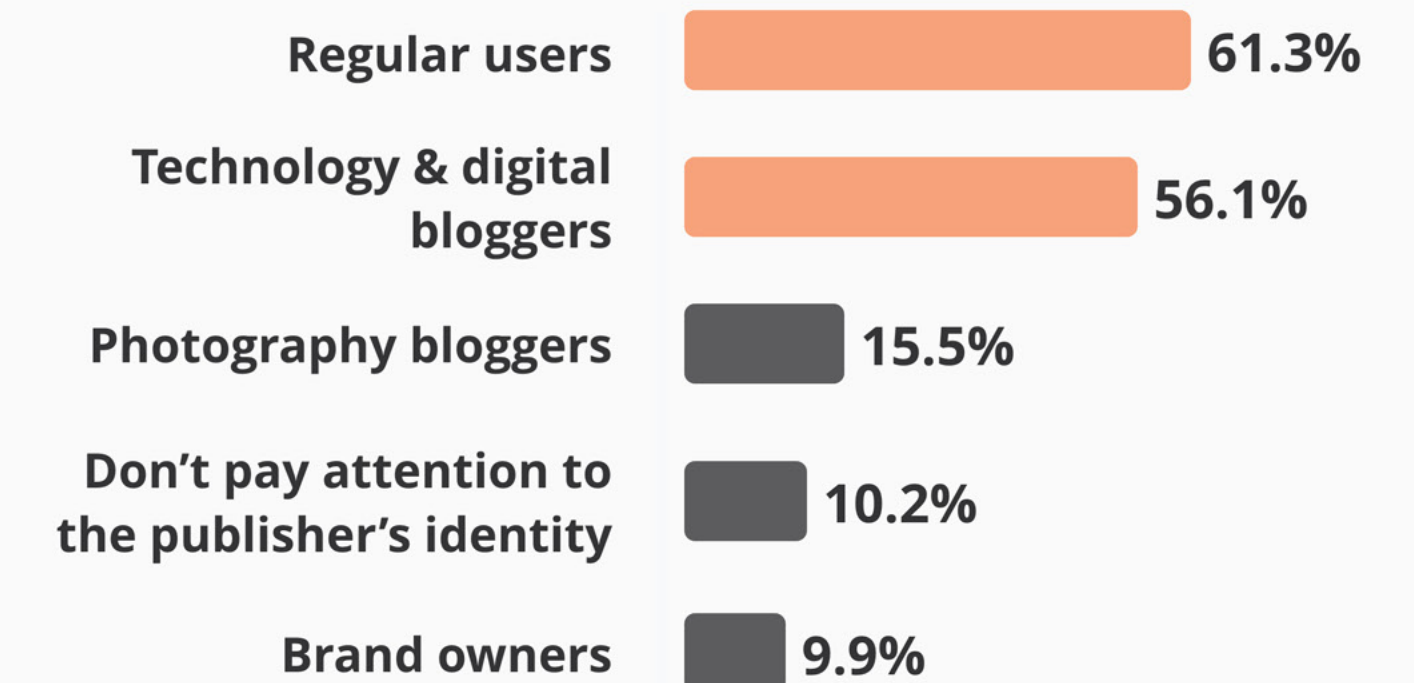
Select up to 2 options




Technology & digital products

Which creators do you prefer for technology and digital content? (%)

Multiple options allowed






跟着 ins 博主学拍照 | chill
感照片被玩明白了 ■ 这一...



梅贝儿 Mabel
2023-10-06

♡ 2829



57km

滴水湖北岛 | 让露营的
chill 起来 等一个自然而



螺丝刀欧尼 🌙
2023-09-01

Personal accounts

These accounts have a low registration threshold and are user-friendly making them ideal for individuals to share daily life snippets and shopping tips.

For users aiming to engage in commercial activities or brand development, the limitations of personal accounts become apparent. In these situations, users can opt to verify their personal account to increase its professionalism and credibility. This verification, helps users more effectively display their professional skills and falls under the scope of official verification.

Little Red Book account types

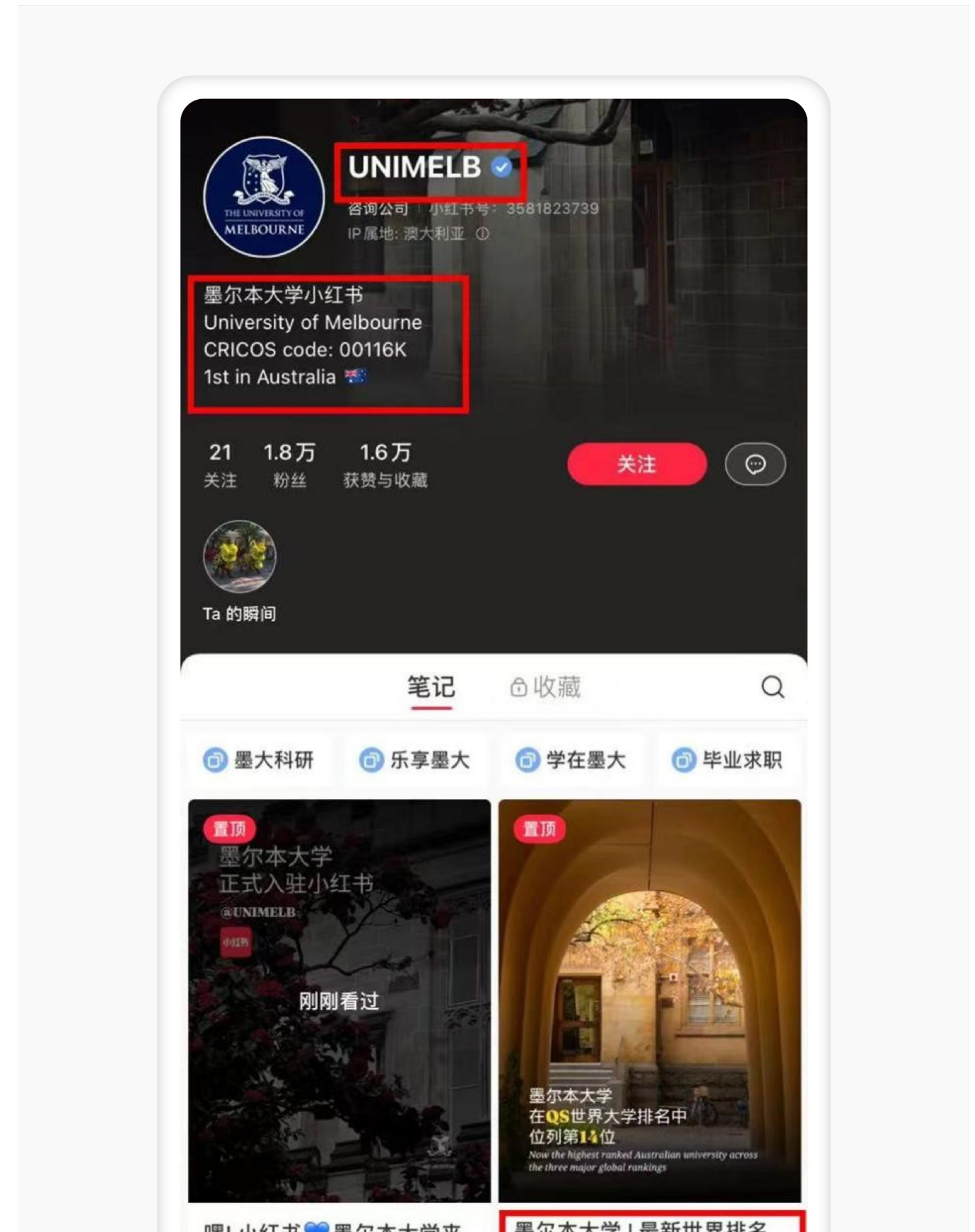
There are three types of accounts that can be verified on Little Red Book for different organisations.

Institutional accounts

Ideal for state institutions, media organisations, and universities, Institutional accounts enable official promotions and public relations activities. These accounts allow for the publication of official information, interaction with users, and more. To register for an Institutional account, organisations must provide relevant qualifications and certifications, and undergo a relatively strict review process.

Generally, we recommend higher education providers create an Institutional account.

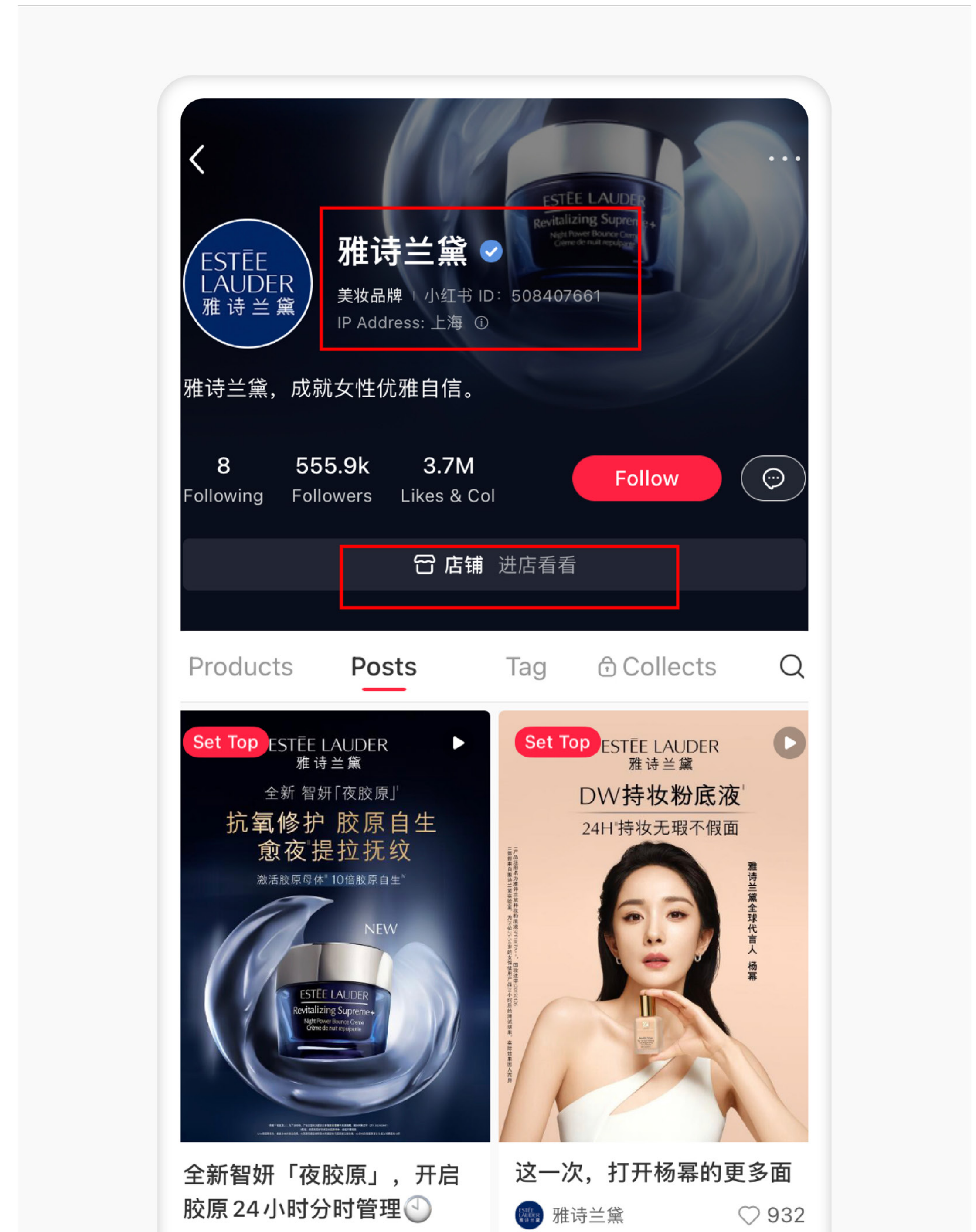
By verifying its institutional account, a university can publish official information, promote its unique features, and showcase academic achievements on Little Red Book, thus expanding its exposure and influence. An officially verified Institution account comes with a verification badge, which enhances the credibility and authority of the information published by the university. Additionally, it provides a platform for direct communication with potential students.



Business accounts

Designed for sole traders and businesses with commercial needs on the platform, this account type has a relatively high application threshold. Applicants must have a certain number of followers and meet specific content quality standards.

The business account, often referred to as business verification, is ideally suited for e-commerce purposes. It provides a variety of business-oriented features, such as verification badge nicknames, business information cards, links to offline stores, the setup of online stores, and participating in commercial topics.



Opening a Little Red Book account: Requirements

International and domestic companies can create both institutional and business accounts.

Institutional account



Business license



Institutional certification application letter



ID of Institutional operator*



Operator name and details



Operator phone number to receive verification code

Business account



Business license



Official application letter

with official seal or photo of legal representative with their ID for identify verification



Operator email and phone number to receive verification code



Operator ID*

*Chinese ID of operator is needed which you can leverage credible third parties to assist with.

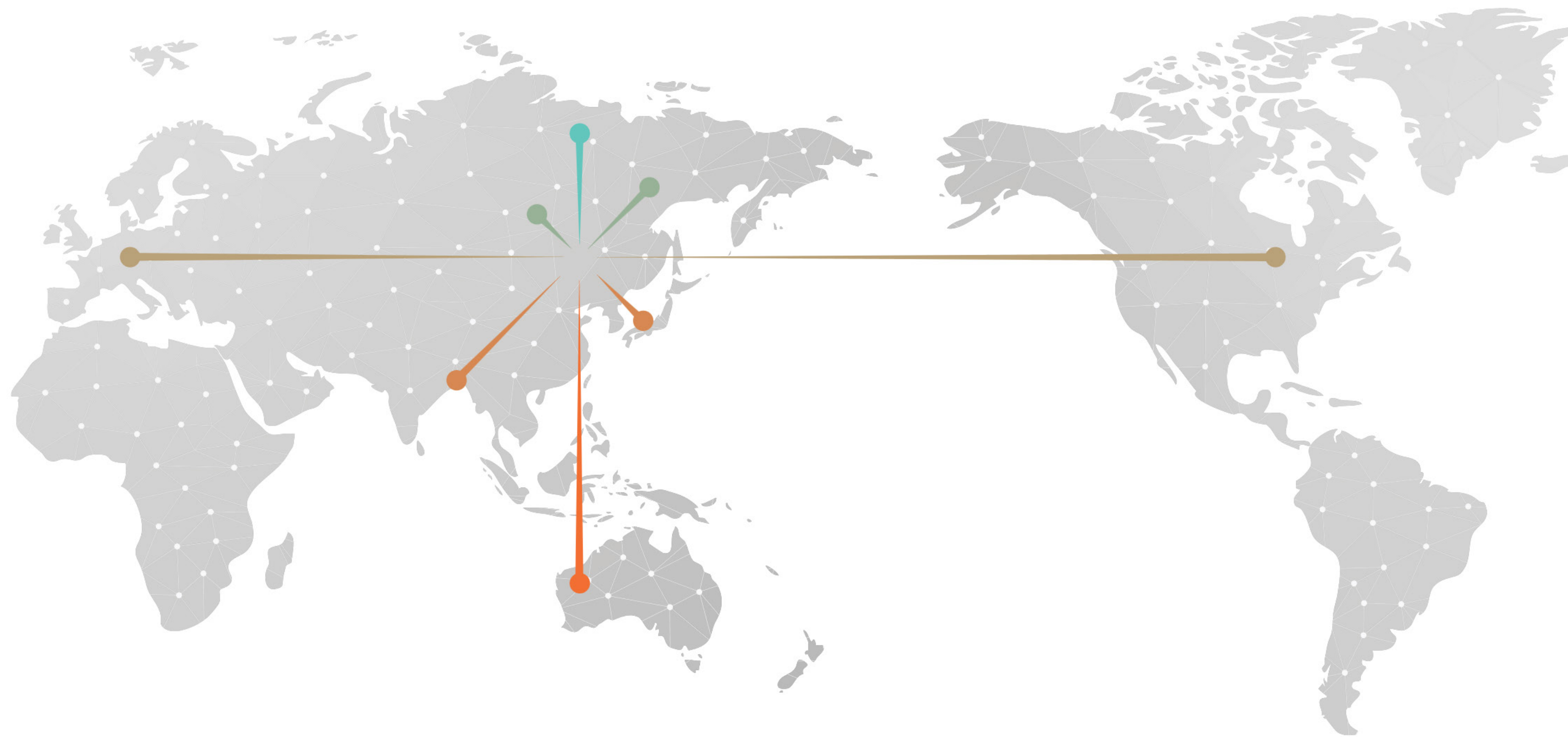


Conclusion

Building a robust digital marketing presence with social media channels is essential for success in Asia's diverse markets.

This guide has equipped you with the necessary insights to effectively launch social media profiles that resonate with audiences across Asia. However, it is important to remember that creating these accounts is just the first step toward establishing a comprehensive digital presence. To ensure you have your digital marketing foundations established in Asia, it is vital to establish localised websites to complement your social media accounts. If you require assistance setting up your social media accounts for Asia, please do not hesitate to contact our friendly team. We are here to help you navigate the complexities of marketing and engaging your audience in Asia to achieve your marketing objectives.

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