



Sina Weibo

Meet this Chinese social network with entertaining and original functions

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Review

Sina Weibo is the Chinese alternative to Twitter. A Chinese website, which as its name suggests, is a microblogging property of Sina Corporation since 2009. For some time now, the boom in mobile applications has not stopped growing, thus, there has been a significant expansion of Chinese social networks, which has been successful not only in the country, but in the rest of the world.

Weibo is very similar to Twitter and Facebook, but it has its own differences. You have to write your publications in 140 characters, but also, here you can also read the newspaper, follow a certain personality or even follow the trend that interests you most in fashion. Via the website or in a mobile app that you can upload, you can upload photos, make comments, or upload your own article.

With its consumer appeal policy, **Sina Weibo** has invited a number of well-known personalities to get involved in its popularity. In this way, Weibo has established itself as a leading information platform.

It's easy to sign up for **Sina Weibo** account. You must go to the home page of Weibo, you can do it from its website or simply through its mobile application, which you will find to **download for free** in the **Google Play Store** or **App Store**. You will have to change the language options in case you cannot read Mandarin and then you will have to choose between two types of registration: one is a personal account and another is the business registry.

You will have to complete the forms with a phone or email, choose a password and give your birthday information. That's it, you will already be a user of the app. **Weibos** are not public profiles, they are more similar to Facebook, you will have to be added by other users to see what they post.

If you want to upload an image to **Sina Weibo**, it does not consume characters, so you can continue writing your message without having to modify it because the image has used up half of them. In addition, you will be able to retouch the images directly from the application and add a watermark so that the rest know who it is that has uploaded the photograph and does not appropriate it.

You can grow your business with this platform. Another Chinese company, Alibaba, also bought a stake in **Weibo**, which secured more visits to its sites. Overall, the platform is highly trustworthy in reliability.

Many large companies are open to communicate with their users through this platform on their **Sina Weibo** accounts. Because these accounts pay more, you can guess that there is a price difference for Chinese and foreign companies.

Sina Weibo originated more from a business point of view much than from a practical perspective, it is simply a strategic move by Sina to diversify its business and become relevant again on its own. Sina was a Chinese online news poster that was quickly losing its attraction and needed a new viral product, which is where Weibo comes in.

Weibo makes money from its promotional content. It is quite dominant in China, being almost a monopoly, or at least it is different enough that no other service provided by other companies poses a sufficient threat.

Another similarity is that to mention someone it is done the same as on Twitter, but there are many differences, such as being able to comment on a **Weibo**, which will be below the original. It has a private chat with which you can talk to a specific user and you can write up to 300 characters, but you can only do it with the people you follow. If the follow-up is mutual, a symbol will appear on the screen that indicates that correspondence.

The site also has a special focus on talent, it wants to get involved in the Manga comics sphere, which is a big thing in China, but still not a hit for investors. Special software analyzes keywords, search history and user behavior models, guidelines and platform errors that can correct our post. In short, each artist receives an individual attitude based on their work.

✓ Pros

- Strict rules of respect
- It's free
- The largest portal in China

✗ Cons

- The difference in the price of local and foreign companies when opening an account
- 140 digit limit
- Government censorship

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