# Analysis of police public image construction in the short video platform-- Taking public security type TikTok account as an example

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**Abstract**

The use and promotion of the 5G network has greatly improved the speed of information dissemination and the popularization and promotion of short video information. TikTok is one of the most popular short video apps at present. Public security organs closely follow the development of communication forms and create a public security account cluster on the short video platform of TikTok. Short video content on public security TikTok platforms provides more abundant ways and methods for constructing a police public image. This paper comprehensively considers the advantages and disadvantages of short videos in constructing a police public image through the analysis of public security short video communication on the TikTok platform and tries to propose self-construction optimization strategies for police public image on short video platforms.

**Keywords:** Police public image,Public securityTikTok, Police TikTok

## 1. The development status of TikTok and public security TikTok

According to the Statistical Report on the Development of the Internet in China, as of June 2019, the number of short video users in China was 648 million, accounting for 75.8% of the total netizens. On average, Chinese netizens spend 29.7 hours online each week. Short video usage accounted for 11.5 percent of the total time among all types of apps, ranking third. Using short videos to build the public image of the police is very effective. TikTok is one of the most popular short video apps. On January 5, 2021, TikTok released its 2020 data report: As of August 2020, the daily active users of TikTok exceeded 600 million, and as of December 2020, the average daily video search times of TikTok exceeded 400 million.

Therefore, public security organs all over the country have taken the initiative to adapt to the profound changes in public opinion ecology, media communication patterns, and audience reading habits in the all-media era and have actively used online new media to promote the voice of public security, tell good police stories, cultivate good team image, and close the relationship between police and the public, creating a large number of public security new media accounts with social influence. In 2019, the national public security new media matrix was settled in Toutiao and TikTok, marking the perfection of the multi-form, three-dimensional, and multi-level communication matrix of public security organs with two micro ends and one shake. By the end of December 2020, 3,474 public security government TikTok accounts had maintained normal updates.

It can be seen that the public security organs have also kept pace with The Times when building the public image of the police and have made good progress with the help of the short video platform TikTok. By analyzing the dissemination of public security short videos on the platform, this paper comprehensively considers the advantages and disadvantages brought by short videos of TikTok to the public image building of the police and tries to give the self-construction optimization strategy of the public image of the police in the short video platform.

## 2. Public image of police in Public security TikTok account

### 2.1 Public image of police

The public image of the police refers to the general, abstract, and general cognition made by the public through various factors such as the spirit of the police force, the behavior of the police force, the style of the police force, the internal management level of the police force, the equipment of the police force and the welfare benefits of the police force. The public image of the police is the public's evaluation of the overall strength and comprehensive quality of the police organization. Building a good image of the police is of great significance to maintain and improve the trust and support of the people in the Party and the government and to promote the harmonious relationship between the police and the people. Therefore, it is an important goal and content of modern police public relations management and an important way to promote social harmony to rationally use police image strategy, strengthen coordination, use communication means, actively and steadily guide public opinion, constantly shape and maintain the police image, and establish a police public image with high visibility, high reputation, and high trust.

### 2.2 Composition of police public image

The public image of the police is a complete system consisting of various elements, which are both different and related, relatively independent, and influence each other. It includes cultural, quality, law enforcement, service, and management images. Cultural image, police organization personnel's appearance, and appearance discipline, that is, the personnel image, are the external expressions of the police image and quality that belong to the cultural image of the police. A good public image of the police should start with the police's appearance, speech, and behavior and improve the internal cultural quality of the police. The cultural image directly shows the spiritual style and disciplinary style of the police to a certain extent and is also the expression form of the most basic quality of the police. Quality image has a great impact on the public image of the police; quality is the internal expression. The quality image of the police is mainly composed of the quality of the police force members, including demobilized soldiers, police college graduates, social recruiters, and ordinary college graduates. Law enforcement image, law enforcement image is the core of the police public image. Police organizations are compulsory organs that execute public power, and various law enforcement activities mainly reflect their functions. The level of law enforcement of police organizations and the effect of law enforcement directly affect the image of police organizations, and the police's words and deeds in the process of law enforcement affect the overall image of the police team in the eyes of the public. Service image. Service image is the most direct manifestation of police service to the people. Police organizations should establish a good service image, encourage and actively advocate the positive behavior of serving the people with all their heart and soul, and set an example. Manage the image. Management image The general impression and evaluation of the public's institutional setup, management style, and management level of the police organization.

### 2.3 Public image of police in public Security TikTok

Due to different communication subjects, public security organs use short videos to carry out publicity work and build public images, forming distinctive communication paths and a rich public security TikTok system. Generally speaking, it is mainly divided into public security government TikTok and police personal TikTok. For the public security TikTok number, the short video mainly includes law popularization publicity, security education, police image building, etc. There is no police personal life category. For the personal TikTok of the police, the short video content presented is mainly daily law enforcement, convenient service, law popularization publicity, safety education, image publicity, personal life of the police, and others. At the same time, whether it is the public security government TikTok number or the personal TikTok number of the police, the public image of the police is mainly positive, and more shows the individual and the overall bright image of the public security police. The presentation of the police image by two different communication subjects covers all components of the public image of the police, namely, law enforcement image, cu, culture, quality, service, and management. The presentation of the public image of the police is relatively complete, which also shows that the short video platform TikTok contributes to shaping and disseminating the public image of the police. It provides a more convenient and efficient way, making it understand and recognize.

## 3.The influence of public security TikTok number on the public image of the police

The appearance of the public security TikTok number provides a more efficient and convenient way to build the public image of the police so that the public image can be more deeply rooted in the people's hearts. However, the emergence of new things always has two sides. Therefore, the public security TikTok number has both

positive and negative impacts on the public image of the police.

### 3.1 The positive impact of public security TikTok on police public image building

### 3.1.1 Enriched the ways of shaping the public image of the police

In the context of "we media," compared with the previous related reports on police in traditional media, short videos can highlight the diversity of their ways and vividness of content and play a very important role in establishing and disseminating a positive image of the police. Public security organs use the short video APP platform to create interesting videos close to people's lives to deepen the good image of police in people's hearts.

### 3.1.2 Enhanced public security publicity and dissemination effect

Compared with the public security microblog and WeChat public account, public security TikTok account publicity brings more concentrated visual impact and higher communication effect. The content publicity of public security TikTok accounts is often expressed in the form of situational dramas, case statements, deductive displays, etc. It is different from the past attitude of "notice notice" issued by public security and other government affairs information, and it is more friendly and equal. At the same time, on the platform TikTok, the audience can interact, ask questions, like, and forward in the comment section for the first time, which shortens the distance between the police and the people, strengthens the equal dialogue, and creates a more friendly image of the public security.

### 3.2 The negative impact of public security TikTok on police's public image building

### 3.2.1 It is not easy to focus on the target audience for accurate communication

The communication characteristics and audience groups of TikTok mainly restrict the difficulty in focusing on the target audience. The audience of TikTok is mainly young people in first - and second-tier cities, most of whom are born after "95" and "00". These people are more independent in thinking and lead a relatively superior life, and their main core demand is personalized social expression. Therefore, the content of the public security government's TikTok account needs to be very targeted at the needs of these people and grasp the pain points to achieve better communication effects. Moreover, it is also a challenge for some content about law popularization and safety education to be targeted and accurately pushed among many TikTok users.

### 3.2.2 The homogenization of public security TikTok accounts is serious

Due to the current intelligent algorithm of big data capture, the content TikTok pushes to users is based on the user's attention and browsing habits, which will cause the constant emergence of some homogenized content. In addition, content must be king to maximize the dissemination effect of short videos on TikTok. Therefore, some popular ideas will be constantly borrowed and remade, aggravating the problem of homogeneity and adversely affecting the shaping and maintenance of the public image.

## 4. the optimization strategy of public security TikTok to build the public image of police

### 4.1 Continue to increase positive publicity

The official TikTok account of the public security organ is fundamentally a public security image display and publicity platform rather than a media organization. Regarding content release, there is no need to seek perfection, supervision, and exposure. The public security TikTok account should be completely used as an image display channel to show the public security team's high morale and positive image for the first time.

### 4.2 Do a good job of modularization and column original works

Most TikTok platform head accounts have a distinct style and relatively unified works. However, the public security TikTok account should also learn from this feature. While doing a good job in daily publicity, it should produce a batch of themed modular and original works as much as possible to form columns and brands. For example, the special series "Li Gang and Police Officer Lu" produced by Anhui Bozhou Public Security Bureau can increase the stickiness of fans.

### 4.3 Further, do a good job in the case of a warning

Public security as a propaganda-rich mine. A large part of the media and the focus of social attention is the case. The tortuous process of various cases, bizarre cases, and even the process of police handling cases are all welcomed by the audience. However, as a public security publicity channel, the public security TikTok number should pay attention to the case warning rather than rendering the case itself -- the report of the case is more to play a publicity effect rather than eye-catching.

### 4.4 Timely response to eliminate negative police-related public opinion

As an important front of public security publicity, it is also a major function of public security TikTok to timely respond to negative police-related public opinions online and respond to them the first time. After negative police-related public opinions in the local public security, as an official release platform, it should release the truth to explain the first time and respond through live broadcasting conferences and other forms when conditions permit. At the same time, they should continue to release more positive works to hedge the impact of negative information.

### 4.5 Increase interaction to increase affinity

As a social short video platform, interaction is also an important feature of TikTok. Communicating under key videos, responding to fans' concerns promptly, and replying to some inquiries and complaints will also increase the affinity of official accounts and further gather fans.

### 4.6 Platform linkage to form a propaganda matrix effect

The effect of the public security publicity matrix is particularly obvious. Provincial public security TikTok accounts and municipal public security TikTok accounts form a publicity matrix, which can focus on excellent works, form word-of-mouth response and snowball effect, and further increase exposure. At the same time, the cooperation and interaction between brother provinces will also improve the communication effect of the whole network. The linkage release with platforms like WeChat, Weibo, and official websites will also form a hot search effect and condense the publicity force.

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