

A Study on the Practical Challenges and Countermeasures in the Social Media Communication of the Xueersi Educational Brand: Taking Xiaohongshu Platform as an Example

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Abstract

The "Double Reduction" policy has propelled quality-oriented education as the core development direction of the education industry, with study tours emerging as a vital platform for practical learning and experiencing sustained market demand growth. Xiaohongshu, boasting over 200 million monthly active users, has become a key channel for educational brands to reach target audiences. As a leading brand in the education sector, Xueersi's study tour services have cultivated core strengths through professional curriculum systems, dual-teacher quality services, and immersive experiences, achieving annual enrolment of 120,000 students with a 92% user satisfaction rate. However, its brand potential remains underutilised on Xiaohongshu. This paper employs case analysis, data analysis, and literature review methods, applying the Uses and Gratifications theory and word-of-mouth communication theory to systematically examine the current status and challenges of Xueersi's study tour dissemination on Xiaohongshu. The research identifies issues including severe content homogenisation, failure to highlight core strengths, improper algorithm utilisation, prominent compliance risks, weak user engagement, and inefficient conversion pathways. These problems stem from misaligned content strategy positioning, insufficient operational expertise, and inadequate user-centric thinking. Accordingly, the paper proposes three key dimensions—content innovation, platform adaptation, and interaction/conversion optimisation—to enhance Xueersi's study tour effectiveness on Xiaohongshu. Recommendations include building differentiated scenario-based content matrices, strategically applying algorithms and compliance rules, and establishing emotional connections with streamlined conversion pathways. These measures aim to improve dissemination impact and conversion efficiency while providing a reference framework for similar study tour brands' social media strategies.

Keywords

Xueersi Study Tours; Xiaohongshu; Communication Challenges; Optimisation Strategies; Quality Education; Social Media Marketing.

1. Introduction

Subsequent to the implementation of the "Double Reduction" policy, quality education has emerged as the core orientation for the development of the education industry. Study tours, functioning as a critical bridge connecting classroom learning and practical experience, have witnessed sustained growth in market demand [1]. Capitalizing on its MAU exceeding 200 million and its unique "content discovery + purchase decision" closed-loop ecosystem, Xiaohongshu has evolved into a pivotal channel for educational travel brands to engage their core target audience. Data reveals that the exposure of educational travel-related topics on Xiaohongshu has increased by over 150% annually, with mothers accounting for more than

45% of engagement^[^footnote0]—a demographic closely aligned with the decision-makers for educational travel products [2].

As a leading brand in the education industry, Xueersi's study tour business has established a solid market foundation via its comprehensive curriculum system, high-calibre teaching faculty, and immersive learning experiences. Internal data indicates that Xueersi's study tours attract over 120,000 annual participants, with a user satisfaction rate of 92% [3]. Its core competencies reside in "curricular professionalism," "dual-teacher support," and "safety guarantees." Nevertheless, in its communication initiatives on Xiaohongshu, Xueersi confronts industry-wide challenges, including content homogeneity and insufficient algorithmic adaptation. Translating brand strengths into communication advantages has become critical to overcoming market competition. Consequently, this study focuses on Xiaohongshu to systematically analyze Xueersi's communication dilemmas and propose optimization strategies, holding distinct practical significance [4].

This study seeks to analyze the communication status of Xueersi's study tour programs on Xiaohongshu, integrating core metrics such as enrollment volume and positive review rates to accurately identify practical challenges in content creation, platform adaptation, and user engagement. It develops a feasible and innovative communication optimization framework, offering actionable insights to improve Xueersi's communication effectiveness and conversion efficiency. This research enriches the literature on social media communication in the quality education sector, deepens the theoretical understanding of Xiaohongshu's platform attributes and the compatibility of educational brands, and provides a reference framework for analogous studies. It specifically addresses Xueersi Study Tours' communication pain points, assisting the brand in converting its strengths into market competitiveness. The findings offer valuable insights for other study tour brands undertaking Xiaohongshu campaigns, thereby advancing industry-wide communication standards.

2. Overview of Xueersi Study Tours' Communication Strategy on Xiaohongshu

2.1. Xueersi Study Tour Brand Overview

Xueersi Study Tours operates under the Xueersi Literacy Division of TAL Education Group and was formally established in December 2021. It constitutes Xueersi's core strategic initiative in quality education subsequent to the "Double Reduction" policy. Its parent company, TAL Education, previously invested in the study tour operator Century Mingde in 2012 and the family travel e-commerce platform "LeXueYing" in 2017, thereby accumulating foundational experience for its study tour operations. As a prominent representative of educational training enterprises transitioning to the study tour sector, Xueersi Study Tours targets the 5-14 age bracket. Guided by the core philosophy that "society is the classroom," the company has developed 45 one-day short-distance study tour routes across seven major cities, including Beijing, Shanghai, and Hangzhou, as of 2024. These routes encompass three core domains: humanities and history, natural sciences, and art appreciation. Venues are concentrated in high-quality educational contexts, such as museums and science centres. Priced between ¥269 and ¥499 per session, these programs adopt a small-group format (12 participants per group) and a dual-instructor model, with instructors exclusively trained by Xueersi and possessing relevant teaching experience [5].

Product and curriculum development are characterised by specialised themes, such as "Exploring the Forbidden City" and "Aerospace Engineering." Leveraging the teaching and research teams from Peking University and Tsinghua University, a hierarchical curriculum system (L1-L7) has been developed, aligned with the science standards of compulsory education and encompassing five domains, including life sciences and artificial intelligence.

The 2025 program will launch series such as "Exploring Major National Engineering Projects," collaborating with enterprises including China Railway Construction Corporation and China Aerospace Science and Technology Corporation to develop industry-specific learning content [6]. The annual service volume exceeds 800,000 participants, with annual revenue amounting to RMB 1.2 billion. Sales channels include the Xueersi App, mini-programs, and Xiaohongshu, among other online platforms. Capitalizing on the parent brand's pedagogical expertise and standardized operations, Xueersi Study Tours has evolved into a scalable brand representative in the fragmented study tour market.

2.2. Xueersi Field Study Brand Communication Overview on Xiaohongshu

Xueersi Study Tours has developed a three-dimensional communication strategy on Xiaohongshu: centred on an official account matrix, expanding its reach through influencer collaborations, and building brand reputation via user-generated content (UGC) [7]. Through hierarchical operations, the brand achieves a closed-loop system comprising brand exposure, content seeding, and conversion-oriented traffic, accurately targeting its core customer base of mothers.

2.2.1. Official Account Matrix

Xueersi Study Tours has established its official account matrix based on the principle of "centralized coordination + regional implementation," forming a communication network that covers key markets. At the headquarters level, the comprehensive official account "Xueersi Study Tours Group" focuses on brand image promotion, marketing of popular national routes, and the sharing of industry insights. Its profile explicitly states, "Specializing in independent travel and parent-child weekend/summer study tours for children aged 5-12," which reinforces target audience recognition. Regional accounts have been established in major cities, including Beijing, Shanghai, Guangzhou, Shenzhen, Tianjin, Hangzhou, and Nanjing. Examples include "Beijing Xueersi Study Tours Exploration" and "Tianjin Xueersi Study Tours," which focus on local educational resources, customized itineraries, and offline event promotion, thereby facilitating location-specific communication strategies. Furthermore, specialized accounts support thematic campaigns through dedicated content, expanding the functional scope of the matrix [8].

Xueersi Study Tours adopts a collaboration strategy centred on "specialist influencers supplemented by general parenting content creators," prioritizing mid-tier influencers with over 2,000 followers. This approach minimizes partnership costs while safeguarding content authenticity. Collaborating influencers focus on three core domains: parenting and childcare, local lifestyle, and educational enrichment. Parenting influencers emphasize the sharing of authentic study tour experiences; local lifestyle influencers focus on regional route exploration and venue reviews; and educational enrichment influencers highlight course knowledge and educational value, collectively forming a multi-dimensional promotional synergy [9].

Based on this communication matrix, Xueersi Study Tours incentivizes organic content creation through regular activities, fostering a self-sustaining word-of-mouth network. Core formats include: (1) "Study Tour Ambassador Recruitment": Inviting participants to publish recommendation notes, with official authorization for secondary content reuse; (2) Regional check-in campaigns: Tianjin Xueersi's "Tianbo Study Tour Photo Share" initiative rewarded users who tagged the official account with branded merchandise, thereby effectively enhancing local engagement; (3) Themed campaigns: For instance, "Exploring Shenzhou-20 with Curiosity" encourages users to share children's scientific questions and stories via Xiaohongshu, expanding brand reach while accumulating high-quality content. Characterized by low entry barriers and generous rewards, these initiatives drive the organic dissemination

of user-generated content within maternal communities, forming a viral loop of "experience-share-recommend."

2.2.2. Content Production and Distribution Performance Data

Overall, the official account matrix maintains frequent updates, with regional and functional accounts publishing 3-5 pieces of content per week, and increasing the frequency during peak seasons based on campaign requirements. Influencer collaborations are concentrated during promotional periods and holidays, while user-generated content (UGC) naturally peaks with the launch of educational activities. Content focuses on text-based notes and short videos, with notes accounting for approximately 70% of the total output. These notes emphasize practical details, such as itinerary specifics and enrollment information, and showcase positive reviews. Short videos account for 30% of the content, predominantly featuring authentic field trip footage, course highlights, and captured moments of children's experiences. Video durations typically range from 30 seconds to 3 minutes, balancing information density with viewing experience.

The leading regional account, "Beijing Xueersi Study Tour Exploration," has 44,000 followers, making it the largest account in the matrix. The core headquarters account, "Xueersi Study Tour Group," has published 155 posts with a total of 21,800 saves, indicating a certain degree of content accumulation. Nevertheless, the overall engagement rate remains low, with the flagship account's follower interaction rate below 0.64%—lower than the 1.5% average for education-focused accounts on Xiaohongshu. This underscores a discrepancy between the substantial number of followers and low engagement conversion. Official posts receive an average of 50-200 likes per piece, with saves slightly exceeding likes—consistent with the characteristic of education content where "saves outnumber likes." Collaborative notes with influencers generally achieve higher engagement than official content. High-quality UGC notes receive additional exposure through official reposts. Certain thematic campaign notes, such as those related to "aerospace study tours," capitalized on trending topics to achieve cross-circle dissemination. The associated hashtag #parentchildstudytours has generated a total of 79.785 million views, serving as a natural traffic pool for content dissemination.

Table 1. Top Four Xueersi Study Tour Accounts on Xiaohongshu in 2025

Account Name	Number of Followers	Number of Posts
Exploring Xueersi Study Tours in Beijing	44,000	541
Xueersi Study Tour Group	40,000	155
Xueersi Tianjin Study Tour	3,106	213
Shanghai Xueersi Research and Study	2735	251

NetEase's September 2025 "Shanghai Top 10 Study Tour Agencies" ranking, compiled through multi-dimensional research involving over 120,000 user reviews, more than 300 on-site team visits, and over 2,000 telephone follow-ups with parents, revealed an overall user satisfaction rate of 92% among leading study tour providers. Notably, a 35-member comprehensive study tour group from a Zhengzhou primary school participating in Xueersi's programs achieved the same overall satisfaction score. The implementation of their itinerary scored 90 points, with incidental expenses incurred in only 1.5% of cases—significantly lower than the industry average of 8.2%.

3. Analysis of Practical Challenges in Xueersi Research-Based Learning's Campaign on Xiaohongshu Platform

3.1. Severe Homogenisation in Content Creation

From a content perspective, the "Beijing Xueersi Study Tours Exploration" account primarily features routine itinerary introductions and enrollment discount notifications. Formally, these contents are largely composed of text-image combinations, lacking contextual storytelling and emotional resonance design. Even short video content primarily comprises scenic highlight reels or accelerated course process footage, typically less than 30 seconds in duration. These videos lack coherent narrative threads and interactive highlights, failing to elicit user engagement behaviors such as likes, saves, or comments.

Operational analysis indicates insufficient attention to fan engagement. Frequently asked questions (FAQs) in the comment section—such as "suitable age range for courses," "refund policies," and "meal inclusions"—often receive delayed or incomplete responses, with some inquiries left entirely unaddressed. Furthermore, the account lacks proactive interaction design, failing to encourage fan participation through discussion topics or UGC activities. This leads to a tenuous "follow-only" relationship between the account and its audience, impeding the development of genuine brand loyalty.

This operational approach, which prioritizes follower count over interaction quality, fails to capitalize on its 44,000-strong follower base as a communication advantage. It neither enhances content exposure through user engagement nor capitalizes on fan word-of-mouth for secondary communication. Consequently, metrics such as likes and saves remain subdued, which is starkly inconsistent with the account's scale. Core competencies such as the "professional curriculum system," "dual-teacher service," and "integration of high-quality resources" are rarely emphasized in the content. Most posts only emphasize basic services, failing to differentiate the brand from competitors and leaving users unable to perceive its value proposition.

3.2. Inappropriate Use of Platform Algorithms

Xueersi Study Tours' operations on Xiaohongshu have been significantly hindered by inappropriate algorithmic rule application and inadequate compliance adherence, compromising content dissemination efficiency and account health. In terms of tagging practices, generic keywords such as "study tours" and "childcare" were persistently utilized, with no deployment of specialized tags (e.g., "science study tours," "Forbidden City study tours") aligned with product characteristics. This overly generalized tagging approach conflicts with Xiaohongshu's precision-matching algorithmic logic.

According to the 2025 Xiaohongshu Education Industry Quarterly Report, platform search volume increased by 12.9% year-on-year in Q3 2025, reflecting a user shift from passive content discovery to active searching. The search function has thus become a core decision-making gateway. Xueersi's generic tags fail to capture high-intent users with specific educational travel needs, and the low content relevance triggers the platform's "low-relevance content" flag, reducing recommendation weights. While Xiaohongshu's 2025 tagging guidelines specify an optimal range of 3-5 tags per post, some of Xueersi's notes still suffer from excessive tagging.

Regarding posting schedules, Xueersi's content publication lacks a systematic, data-driven approach. Posts are released without alignment with the core active periods of its target maternal audience. Both the Xiaohongshu User Online Time Segment Research Report and maternal-infant sector operational data indicate that mothers of children aged 0-3 exhibit peak activity between 12:30-14:00 and 21:00-23:30. However, Xueersi's posts frequently go live between 14:00-16:00 or during early morning hours, when maternal engagement rates

drop below 30% of peak levels. This directly reduces initial content exposure and hinders access to broader traffic pools.

3.3. Weak User Engagement and Conversion Links

Xueersi's interactions on Xiaohongshu are primarily functional, limited to enrollment inquiries, with no mechanisms for in-depth engagement such as topic discussions or user-generated content (UGC) incentives. Delayed responses to user queries negatively impact user experience and Customer Engagement Score (CES) metrics. Additionally, incentivizing positive content creation through rewards faces implementation challenges, as consumer psychological resistance exerts multifaceted effects on perception and behavior. Beyond explicit objections to incentive-based marketing, consumers may adopt indirect countermeasures driven by subtle psychological responses.

Xueersi's study tour notes only feature a "Tap APP to Register" prompt at the end, with the absence of direct consultation channels or exclusive platform offers. The account homepage fails to clearly display key information (e.g., course categories, registration procedures), requiring multiple redirects that lead to potential customer attrition. Furthermore, Xueersi's Xiaohongshu account matrix is structurally fragmented and inadequately differentiated, with redundant content further impeding user information discernment.

4. Optimisation Strategy Recommendations for Xueersi Study Tours' Xiaohongshu Presence

4.1. Building a Differentiated Content Matrix to Drive Educational Tour Content Innovation

Regarding content innovation, a diverse content matrix should be constructed around highlighting core strengths:-Launch the "Authentic Positive Reviews" series, converting the 92%positive rating into shareable material by inviting parents to share tangible changes in their children post-study tours, thereby enhancing credibility.-Introduce the"Curriculum Unveiled" series detailing the NGSS standard course design logic to emphasise knowledge continuity advantages. Simultaneously produce the "Dual-Teacher Service Diary" to visually showcase service details like real-time interaction and safety protocols. Plan the "Immersive Experiences"series, focusing on authentic field study scenarios like counting the mythical beasts atop the Forbidden City's roof ridges or operating rockets at science museums, conveying immersive experiences through a child's perspective. Simultaneously optimise content format and structure by increasing short video proportion to over 60%, limiting duration to 1-3 minutes, adopting a"pain point+solution" creative framework, and strategically repeating core keywords 3-5 times within 200-300-word notes to boost search visibility. Furthermore, "research guides" should be planned around key periods such as winter/summer holidays and back-to-school seasons. Course content should be linked to societal hotspots like space launches to enhance timeliness and engagement.

4.2. Establishing an Algorithm Compliance Framework to Achieve Precision-Targeted Platform Dissemination

On Xiaohongshu, enhance dissemination effectiveness through precise tagging strategies, scientific publishing mechanisms, interactive design, and compliant operations: employ" core keyword+ long-tail keyword" tag combinations to precisely target audiences and improve exposure accuracy; schedule content releases during peak engagement times for mothers; utilise small-scale promotional campaigns during initial phases to test traffic effectiveness, providing data for subsequent operational adjustments; incorporate interactive prompts at the end of notes(e.g., "Where does your child most wish to study?")to actively encourage user

comments and reposts, thereby optimising platform CES scores for increased organic traffic; strictly adhere to platform regulations, avoiding extreme language, and using objective phrasing such as "authentic experience" or "parent feedback." "to proactively encourage user comments and shares, thereby optimising the platform's CES score to attract more organic traffic. Simultaneously, strictly adhere to platform regulations, avoid using extreme language, and employ objective phrasing such as "authentic experiences" and "parent feedback" to transform hard advertising into soft, organic content that minimises promotional overtones. Regularly organise operational team training on the platform's latest rules to effectively mitigate traffic restriction risks.

4.3. Building Emotional Bridges to Empower Platform Interaction and Conversion

Regarding user interaction and conversion optimisation, efforts must focus on deepening engagement connections while simplifying conversion pathways: Firstly, concentrate on enhancing user interaction by building bridges of emotional resonance. Guide potential clients from comment sections into dedicated WeChat groups, regularly sharing practical content such as study tour itinerary guides and parenting insights to boost user retention. Establish an efficient response mechanism to promptly address comments and private messages. Develop standardised reply templates for common queries regarding course enrolment, itinerary arrangements, and safety assurances, ensuring accuracy while improving response efficiency. Organise distinctive campaigns like "Study Tour Experience Ambassador Recruitment", offering exclusive perks to incentivise users to create authentic UGC content. Curate high-quality notes for official reposting with additional rewards to fully stimulate user engagement. Concurrently, optimise conversion pathways to enhance efficiency. Embed direct enrolment links or QR codes within note bodies, conclusions, and live streams to enable seamless one-click transitions from content discovery to enrolment enquiries, eliminating unnecessary steps. Launch platform-exclusive promotions such as "Follow account+save note for£50 instant discount" or "Existing users recommending new users enjoy mutual discounts, "lowering decision barriers to stimulate conversion intent. Optimise account homepage layouts to clearly display core information like course categories, enrolment procedures, and FAQs, enabling users to swiftly access key details. Regularly host themed livestreams featuring expert instructors breaking down course highlights and past parents sharing authentic experiences. This extends user dwell time while reinforcing trust credentials, driving efficient conversion from traffic to sales.

5. Conclusion

Xueersi Study Tours possesses brand advantages and a user base on Xiaohongshu, yet its communication practices face challenges including content homogenisation, inadequate algorithm adaptation, and weak interaction and conversion. Core causes lie in misaligned content positioning, insufficient operational capabilities, and a lack of user-centric thinking. Implementing countermeasures across three dimensions—content innovation, platform adaptation, and interaction/conversion optimisation—can effectively enhance its Xiaohongshu communication effectiveness, transforming brand advantages into market competitiveness. As holistic education and social media continue to evolve, study tour brands will encounter fresh opportunities for communication. Xueersi must establish data-driven optimisation mechanisms, remain attuned to platform rule changes and user demand shifts, and iterate its communication strategies. This research offers insights for peers, fostering an industry ecosystem centred on" content value+user resonance and efficient conversion".

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