

## Permanent Secretary for Security shares experience of telling good Hong Kong stories on social media at Weibo conference in Hefei (with photos)

The Permanent Secretary for Security, Mr Patrick Li, attended an influence conference on governments co-organised by the Office of Cyberspace Affairs of the CPC Anhui Provincial Committee and Weibo in Hefei today (April 19), and delivered a keynote speech sharing how the Security Bureau (SB) tells good Hong Kong stories through social media. During his three-day visit to Hefei, Mr Li also called on the leaders of the United Front Work Department and the Publicity Department of the CPC Anhui Provincial Committee, as well as visiting local enterprises.

Addressing the conference, Mr Li expressed gratitude to Weibo and Mainland netizens for their support, enabling the SB to win a Weibo award for outstanding posts after receiving an overwhelming response for publishing a post titled "Tropical Cyclone" on the SB Weibo account, featuring precious photos and a video captured by the Government Flying Services (GFS) of the Hong Kong Special Administrative Region (HKSAR) while fearlessly carrying out an operation on a fixed-wing aircraft to collect meteorological data near the typhoon centre when Super Typhoon Saola hit Hong Kong last year. He said the post received comments and tributes, and was shared by various Mainland meteorological institutions, with members of the public expressing deep respect for the professionalism of the GFS. Three representatives from the GFS also joined the conference. Mr Li said the example demonstrated how the HKSAR Government maximised the impact of publicity and told a good story of professionalism through flexible use of social media platforms and cross-departmental collaboration.

Noting that the SB is dedicated to strengthening communication with members of the public through social media in a down-to-earth, diversified and interactive approach, Mr Li said that with the HKSAR enjoying strong support of the motherland and being closely connected to the world under "one country, two systems", the team will make good use of social media platforms to tell good stories of the country and Hong Kong.

Over the past two days (April 17 and 18), Mr Li met with Deputy Head of the United Front Work Department of the CPC Anhui Provincial Committee and Director of the Overseas Chinese Affairs Office of the People's Government of Anhui Province, Mr Zhang Qiming, and Deputy Director of the Publicity Department of the CPC Anhui Provincial Committee and Director of the Information Office of the Anhui Provincial Government, Mr Zheng Mingwu, separately to brief them about the work and publicity strategies of the SB. They also explored co-operation in various areas including encouraging youth to know more about the motherland and enhancing their sense of national identity.

In Hefei, Mr Li paid a visit to innovation and technology enterprises and facilities, including new media Three Sheep Group to learn about its promotion strategies. He also visited the Anhui Innovation Pavilion and iFLYTEK Corporation, which specialises in artificial intelligence, to learn about its relevant research and developments as well as products. Moreover, he met with personnel of the Hefei Institute for Public Safety Research, Tsinghua University, to share experiences in meeting challenges brought by extreme weather and matters regarding emergency response management.

Mr Li concluded his visit today and returned to Hong Kong in the afternoon.



