

A Multi-Actor Collaborative Perspective: Investigating the Influence Pathways of Social Media Communication Compliance in the Context of the 15th Five-Year Plan

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Abstract

With the development of the digital economy and the proliferation of social media platforms, the compliance of corporate communication activities on these platforms has increasingly become a focal point of attention for both society and academia. Based on the theory of multi-stakeholder collaborative governance, this paper constructs a theoretical model examining how platform policy implementation, platform control intensity, and public and corporate compliance awareness influence the compliance of social media communication. It also delves into the core pathways and underlying mechanisms affecting social media communication compliance within the context of the 15th Five-Year Plan era. The findings reveal that the degree of platform policy implementation directly and positively influences communication compliance. Platform control intensity mediates the relationship between platform policy implementation and communication compliance. Meanwhile, public compliance awareness and corporate compliance awareness moderate the relationship between platform policy implementation and communication compliance. This study explains the formation mechanism of social media communication compliance from a multi-stakeholder collaborative perspective, providing theoretical foundations and practical insights for improving platform governance systems and enhancing the level of compliant communication by platforms and enterprises.

Keywords: Multi-stakeholder Collaboration; Social Media; Communication Compliance; Platform Governance; 15th Five-Year Plan

1. Introduction

Since the dawn of the 21st century, new media platforms built upon the internet have rapidly emerged, profoundly transforming how information is disseminated and interpersonal interactions occur in human society (Zhang and Ran, 2022). As the most representative form of new media, social media has become a vital platform for enterprises to build brand image, conduct product marketing, and maintain public relations, leveraging its characteristics of immediacy, interactivity, and decentralization. However, alongside the continuous expansion of social media user bases and the increasing frequency of commercial activities, instances of communication misconduct by enterprises on these platforms have proliferated. Issues such as false advertising, data fabrication, vulgar marketing, and privacy violations occur frequently, not only infringing upon consumers' legitimate rights and interests but also severely disrupting the online information content ecosystem.

The 14th Five-Year Plan explicitly calls for strengthening the development of a civilized internet and fostering a positive and healthy online culture. The upcoming 15th Five-Year Plan period, as a critical stage in China's comprehensive advancement toward a modern socialist nation, imposes even higher demands on the governance of the online information content ecosystem. Since 2026, a series of policy documents—including the Administrative Measures for the Supervision of Online Trading Platform Rules, the revised Cybersecurity Law of the People's Republic of China, and the Administrative Measures for the Supervision of Live-Streaming E-commerce—have been implemented. These regulations further clarify the governance responsibilities of platform enterprises and impose stricter compliance requirements on corporate communication activities across social media platforms (State Administration for Market Regulation, 2026; Standing Committee of the National People's Congress, 2026). Against this backdrop, delving into the key factors influencing corporate social media communication compliance and their underlying mechanisms holds significant theoretical value and practical significance for building a green cyberspace and promoting the healthy development of the digital economy.

Traditional cyber governance research often adopts a single-subject perspective, rarely integrating diverse stakeholders—including governments, platforms, enterprises, and the public—into a unified analytical framework (Zhou and Ji, 2016). In reality, however, communication activities on social media platforms involve multiple stakeholders, and their compliance governance requires coordinated collaboration among all parties. Multi-stakeholder collaborative governance theory emphasizes that in cyberspace governance, entities such as governments, enterprises, social organizations, and the public should form a collective governance force through consultation, cooperation, resource sharing, and functional complementarity to jointly maintain cyberspace order (Xiao and Ding, 2015). This theoretical perspective provides a new analytical framework for understanding the influence mechanism of social media communication compliance.

Building upon this theory of multi-stakeholder collaborative governance, this study integrates platform governance theory and corporate compliance theory to construct a model of factors influencing social media communication compliance. It examines the pathways and modes of

influence through which variables such as platform policy implementation, platform control intensity, and public and corporate compliance awareness affect communication compliance. The research aims to provide practical theoretical guidance and policy references for social media platform governance and corporate compliance communication practices during the 15th Five-Year Plan period.

2. Current State of Domestic and International Research

2.1. International Research Progress

International scholars began researching social media platform governance and corporate communication behavior earlier, yielding substantial theoretical outcomes. In the field of platform governance, Flew (2021) divided the historical evolution of global internet governance into three phases: open internet, platform-based internet, and heavily regulated internet. He noted that current global internet governance has entered a new phase characterized by platform-centric governance and the return of regulatory power to nation-states. Van Dijck et al. (2018) introduced the concept of the “platform society,” arguing that platforms’ penetration across economic, political, and cultural domains has internalized and integrated diverse actors into platform ecosystems, gradually transforming into a hybrid form of platform society. This perspective provides contextual support for understanding the governance complexities of social media platforms.

Regarding the regulation of private power exercised by platforms, Wang (2024) research indicates that social platforms have developed unique private power within cyberspace during digital content governance, necessitating legal regulation due to the abuse of such power. The EU’s Digital Services Act imposes obligations on social platforms—including information disclosure, prudent content moderation, risk assessment, and enhanced redress mechanisms—to curb the arbitrary exercise of their private power. This legislation offers valuable insights for China’s platform governance. Bloch-Wehba (2018) emphasizes that while social platforms are private enterprises—not state regulators—they function as regulators within cyberspace. If their power remains unchecked, it can transform from a force for social mobilization into a destructive force.

Regarding content moderation and harmful information governance, Einwiller and Kim (2020) found through comparative research in the US, Germany, South Korea, and China that online content providers are insufficiently proactive in communicating preventive measures against harmful online dissemination. These entities often prioritize avoiding legal consequences over educating users to regulate their behavior. The study also revealed that human review is considered the gold standard for identifying harmful content, while large platforms widely employ machine learning or artificial intelligence for content moderation. Crawford and Gillespie (2016) emphasized that content moderation constitutes the process by which platforms define acceptable speech boundaries on their sites, playing a critical role in maintaining platform order.

Within the realm of corporate social responsibility and compliance communication, Helberger et al. (2018) introduced the concept of “collaborative responsibility,” arguing that organizations

and users should jointly bear responsibility for addressing harmful online content. Platforms, they contend, must create conditions enabling individual users to fulfill their responsibilities.

2.2. Current State of Domestic Research

In recent years, domestic scholars have made significant progress in researching social media platform governance and corporate communication compliance.

Regarding platform governance models, Zhang and Ran (2022) examined the institutionalization process of China's internet platform governance across three dimensions—content, competition, and data. They identified three fundamental characteristics: reactive, multi-stakeholder, and socialized. Correspondingly, the governance model features government leadership with societal participation, balancing commercial and public interests, and prioritizing ideology while accommodating economic development. Zhou and Ji (2016), noting the inapplicability of degree centrality theory in cyberspace information dissemination, designed a theoretical framework for multi-stakeholder collaborative governance comprising four modules: multiplicity of actors, relationship establishment, actor interaction, and synergy realization.

Regarding the governance of online information content ecosystems, Zhou and Zhang (2022), supported by holistic governance and intelligent governance theories, proposed a theoretical framework for holistic intelligent governance of online information content ecosystem security risks. They argue that this holistic intelligent governance model is a product of organically integrating holistic and intelligent governance through information technology as an intermediary. Xiao (2019) addresses the issue of deficient or distorted social responsibility in platform enterprises by proposing innovative perspectives such as hierarchical and cross-level governance, as well as individual-context and system-panoramic governance. The study further indicates that the responsibility governance model is inherently an endogenous, holistic, and sustainable whole-process governance approach. This research provides crucial theoretical support for understanding corporate social responsibility behaviors in platform contexts.

In social media platform regulation research, Kong (2020) critically examines the regulatory framework for online content from a public law perspective. He argues that China's regulation of social platforms centers on controlling illegal online content while lacking awareness of restricting platform private power and neglecting the protection of users' legitimate rights and interests. Liu (2020) focused on the e-commerce platform sector, exploring the public nature of online platforms and arguing that platforms should shoulder social responsibilities commensurate with their influence.

2.3. Research Review and Entry Points

Existing research has made significant progress in the following areas: First, it has systematically reviewed theoretical frameworks and institutional arrangements for social media platform governance. Second, it has conducted in-depth explorations into the formation mechanisms and regulatory pathways of platform private power. Third, it has initiated preliminary investigations into multi-stakeholder coordination mechanisms for the ecological

governance of online information content. However, current research still exhibits the following shortcomings:

Research perspectives remain relatively fragmented, lacking comprehensive studies that integrate diverse stakeholders—including platforms, enterprises, and the public—into a unified analytical framework. Existing research often focuses narrowly on either the governance responsibilities of platforms, the regulatory functions of governments, or the self-regulatory behaviors of enterprises, with limited exploration of the multifaceted factors influencing corporate communication compliance from a multi-stakeholder collaboration perspective.

Empirical research on the mechanisms influencing corporate communication compliance remains weak. Existing studies mostly remain at the level of normative analysis and case studies, lacking in-depth analysis of the identification and pathways of key factors affecting corporate communication compliance. This results in research conclusions that are insufficiently targeted and practical.

Insufficient attention has been paid to the new landscape and requirements for social media communication compliance under the 15th Five-Year Plan. As relevant policies and regulations continue to evolve and platform governance practices deepen, corporate communication compliance on social media platforms is gradually exhibiting new characteristics and patterns. Existing research has failed to respond promptly to these changes, exhibiting a certain degree of lag.

Based on the above summary of existing research, this paper adopts the theory of multi-stakeholder collaborative governance as its core analytical framework. It constructs a theoretical model examining how platform policy implementation, platform control intensity, and public/corporate compliance awareness influence social media communication compliance. By thoroughly analyzing the operational mechanisms of each factor, this study addresses existing research gaps, providing theoretical underpinnings and practical guidance for social media platform governance during the 15th Five-Year Plan period.

3. Theoretical Foundations

3.1. Multi-Stakeholder Collaborative Governance Theory

Multi-stakeholder collaborative governance theory represents a significant theoretical innovation in public administration. Its core proposition emphasizes that in public affairs governance, diverse stakeholders—including government, market, and society—should form a cohesive governance force through consultation, cooperation, resource sharing, and functional complementarity to maximize public interests (Xiao and Ding, 2015). This theory breaks through the limitations of traditional public management theories centered on a single actor, advocating for the establishment of a governance network where multiple actors participate jointly and exert synergistic efforts.

In the realm of cyberspace governance, this theory demonstrates significant applicability. Zhou and Ji (2016) note that the roles of cyberspace actors have gradually differentiated and clarified

with the maturation of cyberspace technologies and the development of cyberspace society. Enhanced participation awareness and resistance to external interference have jointly promoted communication and development among these actors. They contend that multi-stakeholder collaborative governance involves relatively independent and equal actors who, driven by mutual benefit under shared objectives, establish mutually oriented relationships through established rules. Subsequently, through interactive behaviors like communication, coordination, and cooperation, they achieve consistency and holistic governance in cyberspace.

This theory provides a crucial analytical perspective for this study. In social media communication compliance governance, each actor has distinct roles and focuses. Governments exercise macro-level regulation through policy and legal frameworks; platforms fulfill their governance responsibilities by establishing platform rules and implementing specific control measures; enterprises assume primary responsibility for communication compliance by strengthening self-discipline and standardizing compliant behavior; while the public plays a social oversight role through active monitoring and participation. The collaborative coordination among these actors constitutes a key mechanism influencing corporate communication compliance levels.

3.2. Platform Governance Theory

Platform governance theory serves as a vital conceptual framework for understanding the operation and regulation of internet platforms. Unlike traditional enterprises, platforms function as intermediaries connecting supply and demand, exhibiting characteristics of two-sided markets and network externalities. This fundamentally distinguishes their governance models from conventional businesses (Xiao and Li, 2019).

Platform governance encompasses multiple dimensions, including rule formulation, content moderation, dispute resolution, and user rights protection. Its core lies in balancing commercial interests with public welfare, platform power with user rights, and other multifaceted relationships. By establishing service agreements and community guidelines (quasi-legislation), implementing controls through content moderation and account management (quasi-enforcement), and resolving disputes via dedicated mechanisms (quasi-judicial), platforms play a pivotal role in social media communication compliance governance (Wang, 2024).

3.3. Corporate Compliance Theory

Corporate compliance theory centers on monitoring enterprises' adherence to laws, regulations, industry standards, business ethics, and internal policies during operations, along with managing such compliance processes. In the social media communication domain, corporate compliance primarily refers to enterprises' actions in complying with relevant laws, regulations, and platform rules while conducting communication activities on social media platforms, fulfilling social responsibilities, and safeguarding users' legitimate rights and interests.

Xiao and Li (2019) clearly delineated the boundaries of social responsibility for platform-based enterprises across three tiers: as independent operational entities, commercial operation platforms, and social resource allocation platforms. This research provides a reference framework for understanding the compliance requirements of corporate communication behaviors on social media platforms. Helberger et al. (2018) argue that platform enterprises and users share

responsibility in addressing harmful online content, highlighting the interactive relationship between corporate compliance and user compliance awareness—a crucial perspective for this study.

3.4. Theoretical Integration and Analytical Framework

Building upon the aforementioned theories, this study constructs an analytical model examining the influence of social media communication compliance from a multi-stakeholder collaborative perspective. It clarifies that social media communication compliance is not the result of a single entity's actions but rather a comprehensive outcome of coordinated efforts among multiple stakeholders, including government regulation, platform governance, corporate self-discipline, and public oversight. Specifically, Platform policy implementation reflects the sophistication and enforcement rigor of platform rules. Platform control intensity indicates the platform's capacity to regulate non-compliant behavior. Public compliance awareness and corporate compliance awareness represent the compliance cognition and behavioral tendencies of diverse stakeholders. These factors are interconnected and interact with each other, collectively influencing the level of communication compliance on social media platforms.

4. Research Model and Hypotheses

4.1. Logical Framework for Model Construction

This study's model construction follows the logical framework of “contextual changes—subject interactions—behavioral outcomes.”

First, under the “15th Five-Year Plan” context, social media platform governance faces new policy environments and regulatory requirements, necessitating continuous refinement of policy systems to meet practical compliance demands. Second, the application of platform policies not only directly influences communication behaviors but also indirectly affects communication compliance through the mediating role of platform control intensity. Third, public compliance awareness and corporate compliance awareness, as subject cognitive factors, moderate the strength of the influence of platform policy application on communication compliance.

Based on the above logical framework, the model structure established in this study is as follows (Figure 1):

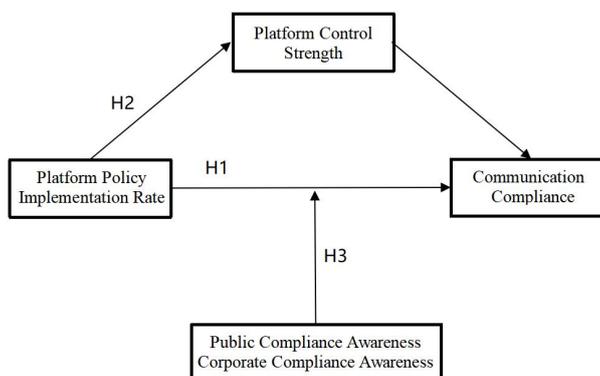


Figure 1. Research Model Framework Diagram

4.2. Variable Delineation and Measurement Dimensions

To ensure conceptual clarity and operational measurability, this study systematically delineates the core variables and decomposes each construct into observable measurement dimensions. The framework covers five key domains: platform policy implementation, platform control strength, communication compliance, public compliance awareness, and corporate compliance awareness. Each variable is further operationalized through specific indicators grounded in existing regulatory documents, governance frameworks, and relevant academic literature (Table 1). This structured delineation enhances construct validity and provides a standardized basis for empirical measurement and subsequent quantitative analysis.

Table 1. Variable Definition and Measurement Dimension Explanation Table

Variable	Measurement Dimension	Specific Details
Platform Policy Implementation Rate	Policy Completeness	Refer to the Regulations on the Ecological Governance of Online Information Content, including the formulation of normative documents such as user service agreements, community guidelines, and content review standards (Cyberspace Administration of China, 2019).
	Policy Transparency	In accordance with the Administrative Measures for the Supervision of Online Trading Platform Rules, this includes continuously publishing platform rules, prominently alerting users to important content, providing search functions, and retaining historical versions (State Administration for Market Regulation, 2026).
	Timeliness of Policy Updates	The platform periodically evaluates the applicability of its rules, adjusts rule content in a timely manner according to regulatory requirements, and announces rule changes to users.
	Consistency in Policy Implementation	Enforce rules impartially for all users, determine whether selective enforcement exists, and establish a supervision mechanism for rule enforcement.
Platform Control Strength	Technical Review Capability	Establish a keyword filtering system; determine whether to employ machine learning technology for identifying non-compliant content; assess whether image and video recognition capabilities are available.
	Manual review intensity	Number and expertise of reviewers, review response time, and 24/7 review coverage (Einwiller and Kim, 2020)
	Severity of Penalties for Violations	The frequency and effectiveness of measures such as removing illegal content, restricting account functions, banning accounts that violate regulations, and referring cases to judicial authorities.

	User Report Response	Convenience of reporting channels, timeliness of report handling, and transparency of report feedback.
Communication Compliance	Content Legality	Does it contain any information that violates laws or regulations, infringes upon the lawful rights and interests of others, or endangers national security and public interests?
	Authenticity of Information	Whether there are instances of false advertising, fabrication, and dissemination of false information, or data falsification.
	Correctness of direction	Spreading positive energy, promoting China's outstanding traditional culture, and advancing social progress and civilization.
	User Rights Protection	Respect users' privacy rights, safeguard users' right to know, and protect users' data security.
	Compliance with Platform Rules	Provide qualification certificates as required by the platform, cooperate with the platform's content review process, and accept the platform's disciplinary actions for violations.
Public Compliance Awareness	Compliance Awareness Level	Be familiar with regulations such as the "Provisions on the Ecological Governance of Online Information Content," have read the platform service agreement, and understand the legal consequences of violations.
	Level of compliance acceptance	Recognize that cyberspace requires regulatory constraints, support platforms in addressing non-compliant content, and are willing to cooperate with platform compliance requirements.
	Willingness to Participate in Compliance	Willing to report violations, willing to participate in platform community governance, and willing to disseminate compliance knowledge.
Corporate Compliance Awareness	Understanding Compliance Strategy	Integrate compliance into corporate strategic planning, recognize the importance of compliance for long-term business development, and be willing to allocate resources for compliance.
	Compliance System Development	Establish social media communication management systems, implement content review procedures, and create compliance management positions.
	Cultivating a Compliance Culture	Conduct compliance training, establish compliance incentive mechanisms, and foster a corporate culture that prioritizes compliance in business operations.

4.3. Research Hypotheses

4.3.1. Platform Policy Application and Communication Compliance

Platform policy implementation reflects the sophistication of the platform's regulatory framework and the effectiveness of its enforcement. According to platform governance theory, the key to guiding users toward clear behavioral expectations and fostering voluntary compliance lies in establishing explicit, actionable rules and effectively communicating them to users (Wang Yan, 2024). When platform policies are comprehensive, transparent, updated promptly, and enforced consistently, businesses gain a clear understanding of the platform's behavioral boundaries and compliance requirements. This clarity increases the likelihood that they will adjust their communication practices to align with the rules.

This perspective is supported by empirical research. Einwiller and Kim (2020) found that the quality and accessibility of platform policy documentation significantly influence user behavior. When platforms communicate rules clearly and understandably, users are more likely to comply. Conversely, ambiguous, inaccessible, or inconsistently enforced policies may lead businesses to violate rules due to a lack of understanding or opportunistic behavior.

Based on the above analysis, this study proposes Hypothesis H1: Platform policy application level has a significant positive impact on communication compliance level.

4.3.2. Mediating Role of Platform Control Intensity

Platform control intensity is a critical link in transforming policies into actual governance outcomes. According to multi-stakeholder collaborative governance theory, as a key actor in cyberspace governance, the platform's control capabilities directly influence governance effectiveness (Zhou and Ji, 2016). Platform policy implementation not only directly influences corporate compliance behavior but also exerts indirect effects through platform control intensity. Specifically, higher platform policy implementation implies the establishment of a more robust rule system and stronger enforcement capabilities, thereby enhancing platform control intensity. Increased platform control intensity, on the one hand, creates a deterrent effect by promptly detecting and addressing violations. On the other hand, it guides enterprises to develop compliance habits through continuous content review and supervision, ultimately improving communication compliance.

Xiao and Li (2019), in examining platform-based corporate social responsibility governance, noted that platform enterprises occupy a pivotal central position within the platform business ecosystem as both providers and managers. Their influence over ecosystem members necessitates assuming platform governance responsibilities. This perspective supports the mediating role of platform control intensity between platform policies and communication compliance.

Based on the above analysis, this study proposes Hypothesis H2: Platform control intensity mediates the relationship between platform policy application and communication compliance, meaning that platform policy application enhances communication compliance by increasing platform control intensity.

4.3.3. Moderating Role of Compliance Awareness

Public compliance awareness and corporate compliance awareness, as cognitive factors of diverse stakeholders, influence the strength of the relationship between platform policy application and communication compliance. This perspective aligns with Helberger et al.'s (2018) "cooperative responsibility" theory, which posits that effective platform governance requires joint efforts from both platforms and users. Stronger user compliance awareness leads to better enforcement of platform policies. Specifically, when public compliance awareness is high, citizens develop a deeper recognition of the value of communication compliance. Consequently, they are more willing to actively participate in compliance governance and monitor corporate communication behaviors. This widespread public compliance consciousness coalesces into a powerful social oversight force, exerting positive constraints on enterprises. It compels companies to prioritize compliance requirements and regulate their conduct when engaging in social media communication activities. Under such circumstances, the implementation and enforcement of platform policies are more readily understood and supported by the public, thereby further amplifying the positive impact of platform policy application on corporate communication compliance.

Similarly, when corporate compliance awareness is high, management places greater emphasis on compliant operations, establishes more robust compliance management systems, and cultivates a stronger compliance culture. Under these circumstances, companies respond more proactively to platform policies and are more willing to adjust their communication behaviors to meet compliance requirements. Therefore, the positive impact of platform policy application on communication compliance is stronger when corporate compliance awareness is high.

Based on the above analysis, this study proposes Hypotheses H3a and H3b:

H3a: Public compliance awareness positively moderates the relationship between platform policy application and communication compliance, meaning that higher public compliance awareness strengthens the positive impact of platform policy application on communication compliance.

H3b: Corporate compliance awareness positively moderates the relationship between platform policy application and communication compliance, meaning that higher corporate compliance awareness strengthens the positive impact of platform policy application on communication compliance.

5. Model Rationality Analysis

5.1. Theoretical Logical Rationality

The model integrates multi-stakeholder collaborative governance theory, platform governance theory, and corporate compliance theory to form a comprehensive theoretical analytical framework, achieving an organic combination of macro, meso, and micro perspectives. Multi-stakeholder collaborative governance theory provides a macro perspective for understanding the interactive relationships among government, platforms, enterprises, and the public in

communication compliance governance. Platform governance theory offers a meso-level framework for analyzing the role of platforms in policy formulation and control implementation. Corporate compliance theory provides a micro-level foundation for understanding the compliance motivations and mechanisms underlying corporate communication behaviors.

The variable relationships within the model align with theoretical expectations, conforming to the logical chain of “institutional framework—implementation—cognition—behavior.” Platform policy application level, as the core element of platform governance, directly influences corporate behavioral expectations and compliance decisions. Platform control intensity, serving as the enforcement mechanism, translates policy requirements into tangible governance outcomes. Public compliance awareness and corporate compliance awareness, as cognitive factors, moderate the strength of policy effects. These three elements are interconnected and progressively layered.

Both the mediating and moderating effects in the model are theoretically grounded and consistent with the core tenets of multi-stakeholder collaborative governance theory. Platform control intensity, as the mediating variable, embodies the transformation process of platform policies from paper to practice. Public and corporate compliance awareness, as moderating variables, reflect the influence mechanism of stakeholder cognition on governance outcomes within multi-stakeholder collaborative governance. Together, they interpret the core essence of “multi-stakeholder collaboration and co-governance,” further enhancing the model’s theoretical coherence.

5.2. Relevance to Real-World Context

During China’s 15th Five-Year Plan period, efforts to govern the online information content ecosystem will intensify. The implementation of regulations such as the “Provisions on the Governance of the Online Information Content Ecosystem” and the “Administrative Measures for the Supervision of Online Trading Platform Rules” sets clear requirements for platform policy application and control enforcement (State Internet Information Office, 2019; State Administration for Market Regulation, 2026). The variables of platform policy application and platform control intensity in this research model directly respond to these policy orientations and practical requirements, highlighting the model’s real-world relevance.

Mainstream social media platforms have universally established content moderation mechanisms and user management systems. As noted by Zhang and Ran (2022), platforms like WeChat, Weibo, and Douyin have formulated detailed service agreements and community guidelines, implementing a dual content moderation system combining “automated screening with human review.” They promptly take action against non-compliant content and accounts to rigorously safeguard platform order. The model’s variable settings concerning platform policy application and enforcement align closely with current mainstream platform governance practices, demonstrating a solid practical foundation.

6. Model-Based Policy Implications

6.1. Refine Platform Policy Systems to Enhance Policy Effectiveness

Improve policy comprehensiveness. Platforms should establish a complete rule system covering content publishing, account management, violation handling, and user rights protection. Referencing the requirements of the Regulations on the Ecological Governance of Online Information Content, clearly define the scope of information encouraged for dissemination, illegal information prohibited from dissemination, and harmful information to be prevented and resisted, providing clear guidance for corporate communication practices (State Internet Information Office, 2019).

Enhance Policy Transparency. Platforms should disclose all policies, procedures, measures, and tools used for content moderation—including algorithmic decision-making processes and manual intervention methods—in a clear, straightforward, and user-friendly manner (Wang, 2024). In accordance with the “Administrative Measures for Supervision of Online Trading Platform Rules,” prominently highlight terms involving fees, dispute resolution, and other matters of significant interest to operators and consumers using bold font or similar methods, and provide search functionality (State Administration for Market Regulation, 2026).

Maintain timely policy updates. Platforms should promptly evaluate and revise rule content based on changes in laws and regulations and governance practice needs. When modifying rules, they should widely solicit opinions on their websites and retain historical versions for verification and comparison, ensuring the rules’ timeliness and adaptability.

Ensure consistent policy enforcement. Platforms should establish supervision mechanisms for rule enforcement, applying rules equally to all users and avoiding selective enforcement. Simultaneously, they should establish appeal and redress mechanisms to safeguard users’ legitimate rights and interests.

6.2. Strengthen Platform Control Capabilities and Improve Governance Efficiency

Increase investment in technological R&D to enhance technical review capabilities. Leverage advanced technologies such as artificial intelligence and machine learning to improve the automation and intelligence of content moderation. Establish sensitive word databases, image recognition models, and video analysis systems to boost the accuracy and efficiency of identifying and handling non-compliant content, thereby overcoming the limitations of purely manual review.

Expand manual review teams to fortify the review defense line. Platforms should deploy sufficient professional reviewers and establish a 24/7 review mechanism to ensure timely detection and handling of violations (Einwiller and Kim, 2020). Concurrently, regular training for reviewers should be intensified to enhance their professional competence and judgment capabilities, ensuring the professionalism and standardization of review operations.

Strengthen enforcement of violations to establish a robust compliance deterrent. For verified violations, platforms must implement prompt, decisive, and targeted measures—including but not limited to content removal, account functionality restrictions, and permanent bans for severe

violations—ensuring “all rules are enforced, and all violations are addressed.” Cases involving particularly egregious violations or suspected criminal activity should be referred to judicial authorities for legal action. Such stringent penalties create effective deterrence, compelling enterprises to regulate their own communication practices.

Optimize user reporting mechanisms to enhance response and resolution efficiency. As key participants in platform compliance governance, users’ oversight role must not be overlooked. Platforms should establish convenient and effective reporting channels for users and promptly address their reports. They should also proactively provide feedback on the outcomes of reported issues to users, improving transparency and credibility in the reporting process, thereby fully mobilizing user participation in platform compliance governance.

6.3. Establish Diverse Collaborative Mechanisms to Form a Unified Governance Synergy

Refine government regulatory mechanisms. Governments should play a leading role in oversight, strengthening guidance and supervision of social media platform governance. Cross-departmental collaborative regulatory mechanisms should be established to consolidate regulatory efforts and enhance efficiency. Relevant legal frameworks must be continuously improved to clarify the boundaries of responsibility for platforms, enterprises, and other entities, providing clear legal foundations for platform governance and corporate compliance.

Strengthen platform self-governance mechanisms. Platforms should proactively exercise self-regulation by improving internal governance structures and implementing systems such as compliance officers and third-party audits (Wang, 2024). They should enhance communication and collaboration with governments and industry associations, promptly reporting major risks and violations to establish a sound governance framework combining “self-regulation + collaboration.”

Reinforce corporate responsibility. Enterprises should integrate compliance into strategic planning, establish comprehensive compliance management systems, and enhance employee compliance training. They should proactively cooperate with platform governance, promptly rectify violations, and fulfill social responsibilities.

Expand public participation channels. Establish convenient user reporting and complaint mechanisms to encourage public engagement in online content governance. Guide media and social organizations to leverage their influence in monitoring and promoting compliance on social media, disseminating compliance knowledge, and fostering a societal atmosphere where “everyone cares about compliance, and everyone participates in compliance.”

7. Conclusions and Contributions

7.1. Key Findings

Platform policy implementation is a critical factor influencing communication compliance. To effectively guide enterprises in standardizing communication practices and enhancing overall compliance levels, platforms must enhance policy enforcement through multiple approaches. This

includes establishing a robust and comprehensive rule system that clearly defines specific compliance requirements; improving policy transparency to ensure enterprises understand behavioral boundaries; maintaining timely policy updates to adapt to evolving governance contexts; ensure consistent policy enforcement to prevent a disconnect between “paper rules” and actual implementation. Through comprehensive policy optimization, platforms can fully leverage their guiding role.

Platform control intensity mediates the relationship between platform policy implementation and communication compliance. The impact of platform policy implementation on communication compliance is not direct but follows an indirect pathway: “Platform Policy Implementation → Enhanced Platform Control Intensity → Promoted Communication Compliance.” This conclusion clearly demonstrates that merely establishing comprehensive policies is insufficient. Crucially, platforms must translate established policy requirements into tangible governance capabilities. Only through strengthened oversight and effective implementation can policy advantages be converted into tangible governance outcomes, achieving the intended goals of communication compliance governance.

Public compliance awareness and corporate compliance awareness exert a positive moderating effect on platform policy effectiveness. When public and corporate compliance awareness are high, the positive impact of platform policy application on communication compliance becomes stronger. This validates the perspective of multi-stakeholder collaborative governance theory, which posits that achieving platform governance outcomes requires the concerted efforts of diverse stakeholders.

7.2. Theoretical Contributions

7.2.1. Research Perspective

This study introduces multi-stakeholder collaborative governance theory into social media communication compliance research, overcoming the limitations of previous studies that primarily adopted a single-stakeholder perspective. It constructs a comprehensive analytical model encompassing multiple stakeholders, including platforms, enterprises, and the public.

7.2.2. Mechanism of Action

This study not only analyzes the direct impact of platform policy implementation on communication compliance but also reveals the mediating role of platform control intensity and the moderating role of compliance awareness. It outlines a complete mechanism of “direct influence—mediated transmission—moderated reinforcement,” deepening our understanding of the formation mechanism of communication compliance and addressing the shortcomings of existing research that lacks sufficient depth in mechanism analysis.

7.2.3. Variable Design

Existing platform governance research predominantly focuses on objective dimensions such as institutional frameworks and enforcement, with relatively limited attention to subject-level cognitive factors. This study innovatively incorporates two variables—public compliance awareness and corporate compliance awareness—into the theoretical model. It emphasizes the

crucial role of cognitive factors from multiple stakeholders in platform communication compliance governance. This approach not only refines the research framework on factors influencing communication compliance levels but also enriches the variable dimensions of platform governance studies, demonstrating distinct innovative value.

7.3. Research Limitations

This study primarily relies on theoretical analysis and lacks empirical validation. Future research could validate the model through questionnaire surveys or case studies. The study focuses on the communication behaviors of enterprises as commercial entities disseminating content on social media platforms, excluding the operational entities of these platforms. Future research could expand the scope of subjects. Additionally, while the study addresses communication compliance issues within the context of the 15th Five-Year Plan, future research could track the impact of policy changes on the model's applicability.

8. Theoretical Vision

The sustained development of the digital economy and the deepening governance of online information content ecosystems present new opportunities and contemporary challenges for research on social media communication compliance. As an inherently dynamic field, research on social media communication compliance requires sustained attention and in-depth exploration from both academia and industry. Only by continuously enriching theoretical frameworks and refining practical approaches can we establish a solid theoretical foundation and provide practical guidance for building a green cyberspace and promoting the high-quality, healthy development of the digital economy. This will ensure that compliance governance becomes a robust safeguard for cyberspace construction and socioeconomic development in the digital age.

Author Contributions:

Yingnuo Qi: Conceptualization, methodology, formal analysis, resources, data curation, writing - original draft preparation, writing — review and editing, supervision, project administration; Yunhui Cheng: Conceptualization, investigation, data curation. All authors have read and agreed to the published version of the manuscript.

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The authors declare no conflict of interest.

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