Social media
FACTSHEET OF FOREIGN MINISTRIES

Global use of social networks by foreign ministries:

50% use Twitter
48% use Facebook
37% use YouTube
23% use Flickr
22% use LinkedIn
5% integrate a blog

Facts:
1,2,3
Twitter ranks first as the most commonly used social network by foreign ministries, closely followed by Facebook, and YouTube
16%
The percentage of foreign ministries who do not yet have a dedicated website
41K
The highest number of subscribers to a foreign ministry YouTube channel, belonging to US Department of State
4.58M
The foreign minister with the highest number of followers on Twitter: @SushmaSwaraj, India’s Minister of External affairs
320M
The number of monthly active users on Twitter (the number of daily active users on Facebook is 1.04 billion)

Source: DiploFoundation’s ongoing study on the use of social media by foreign ministries, embassies, and international organisations, as at 13 March 2016.
Learn more: Join DiploFoundation’s online course on E-diplomacy: starts 2 May 2016: www.diplomacy.edu/courses/ediplomacy