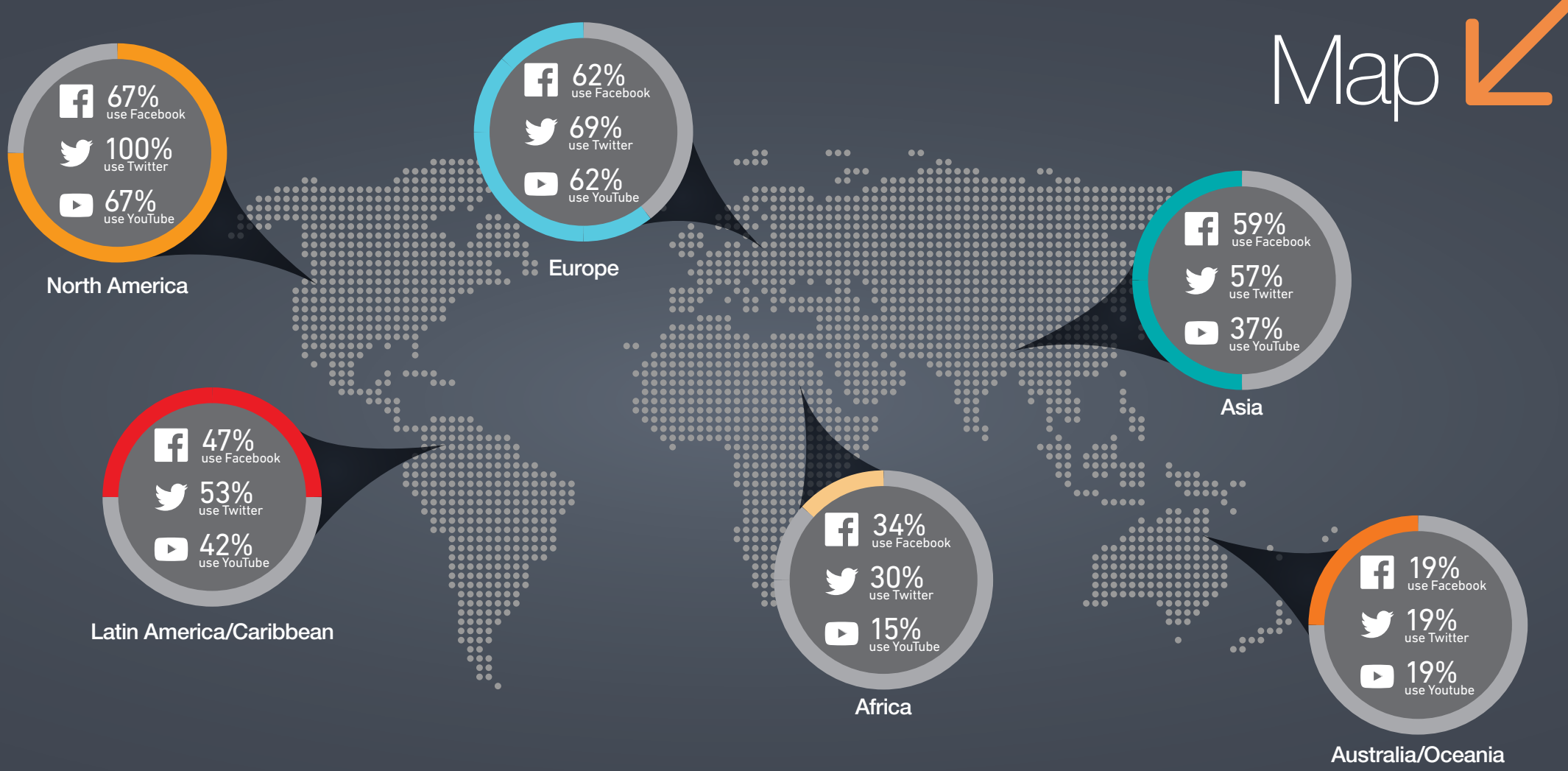


Social media FACTSHEET OF FOREIGN MINISTRIES



Global use of social networks by foreign ministries:

50%
use Twitter



48%
use Facebook



37%
use YouTube



flickr 23%
use Flickr

LinkedIn 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