

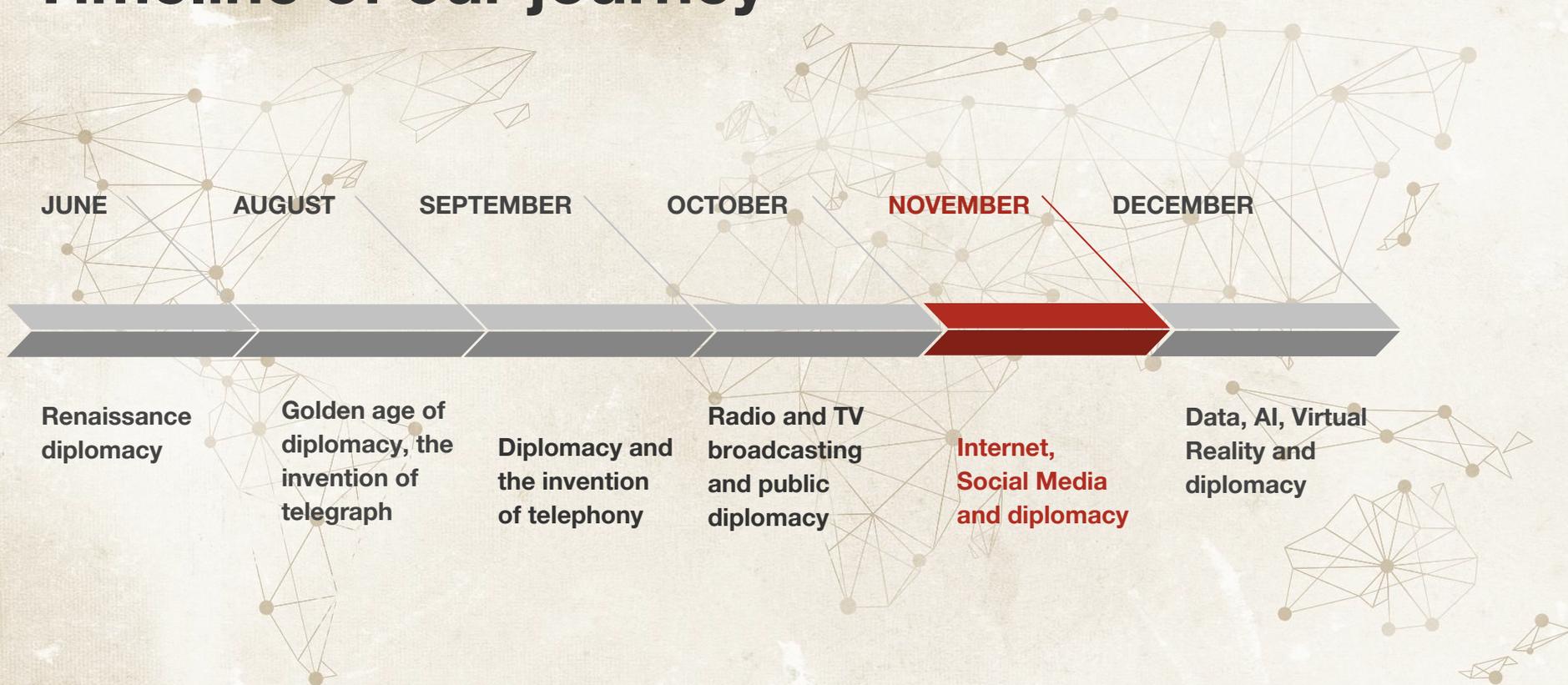


#Diplomacy: Internet and social media

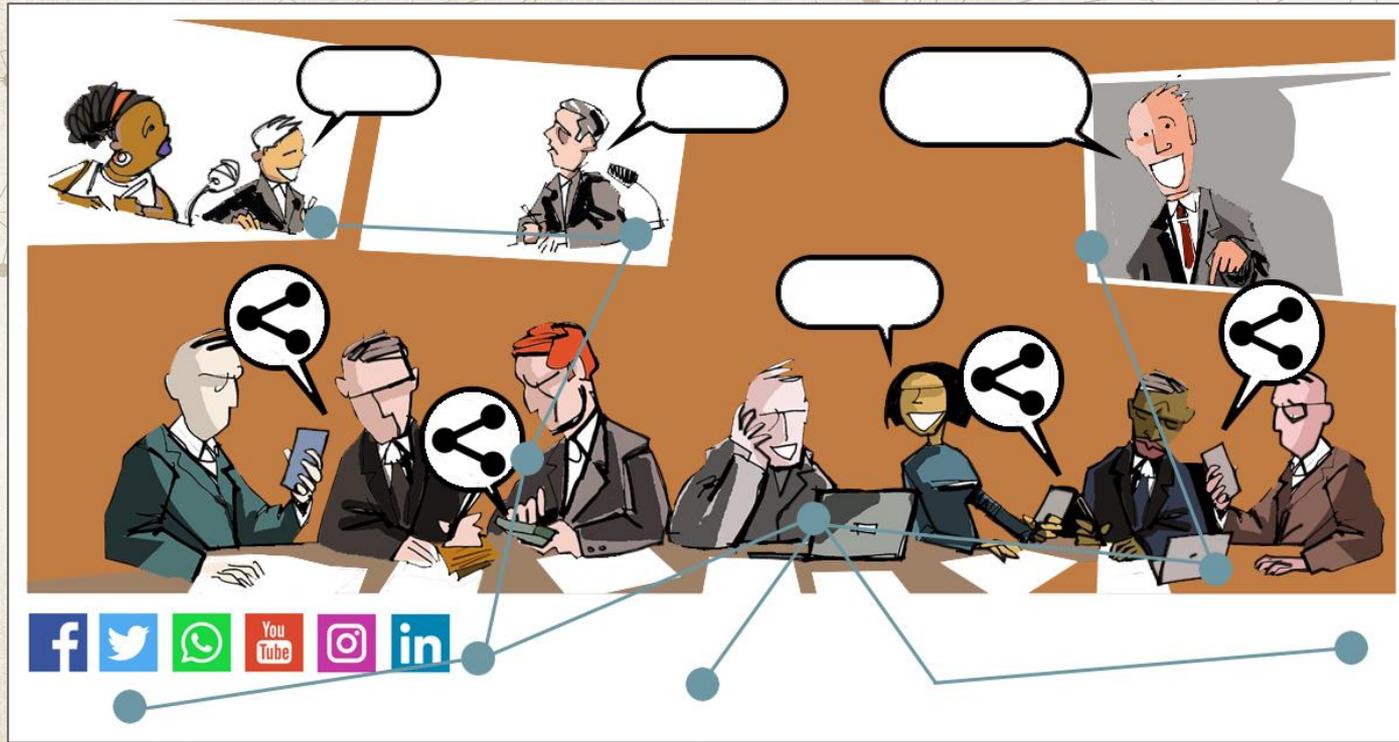
Diplomacy and technology: A historical journey

Dr Jovan Kurbalija, November 2021

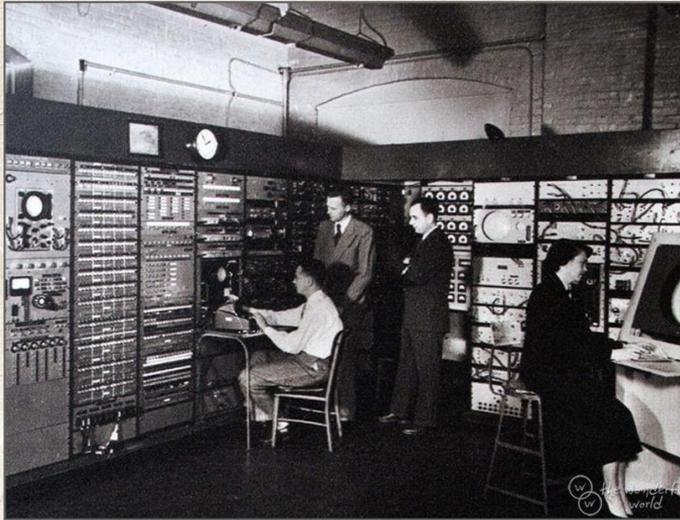
Timeline of our journey



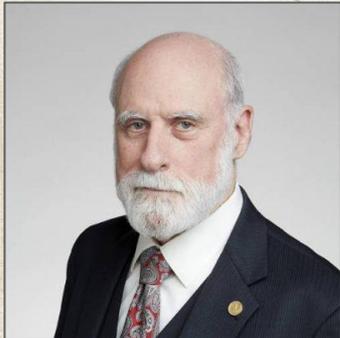
The evolution or revolution of diplomacy?



The invention of the internet



- 1960s - **DARPA**Net created, a network of computers that enabled government leaders to communicate to one another, in case the telephone system was destroyed.
- 1970s, Vinton Cerf, American computer scientist, invented the **TCP/IP** (Transmission Control Protocol/Internet Protocol)
- 1991, Tim Berners-Lee, British computer programmer, introduced the **World Wide Web**



The internet and public diplomacy

- The ordinary internet users have become reporters and participants in the online debate
- Diplomats are no longer the sole advocates of strategic interests and national reputation of their country.
- Diplomats need to actively engage by using the same online communication channels as their counterparts



Digital diplomacy | E-diplomacy

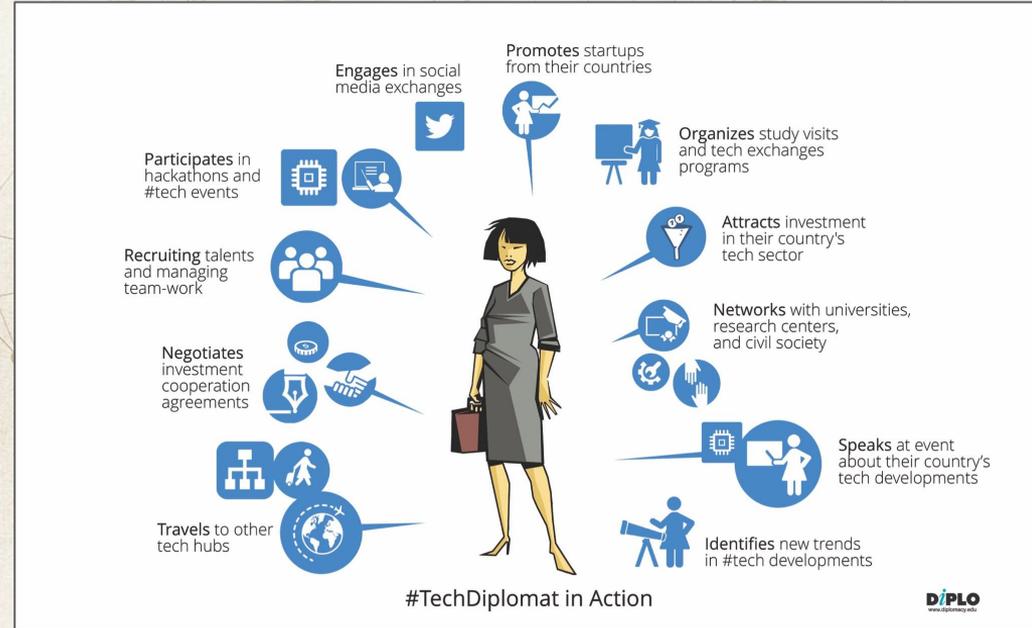
Digital diplomacy - the use of the Internet and new information communication technologies to help achieve diplomatic objectives. The development of new technologies brought:

- New geo-political and geo-economic **environment** for diplomatic activities
- The emergence of new **topics** on diplomatic agendas
- The use of internet **tools** to practice diplomacy

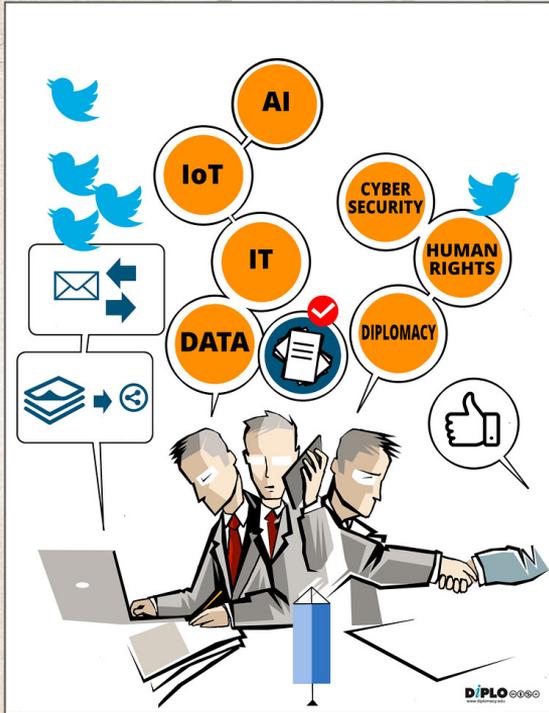


New environment for diplomatic activities

- Diplomats have to deal with an altered landscape of economic and political power
- Digital technology will shape the evolution of the political and economic environment for diplomatic activities



New topics on diplomatic agendas



- New topics on diplomatic agendas: cybersecurity, data protection, internet governance, AI governance...
- The 'old' diplomatic topics are influenced by digitalisation - e-commerce, digital health
- 'Digital' issues on the agenda of the United Nations and its specialised international organisations

Internet as a tool for diplomacy

- Diplomats use the internet as a new tool for communication, gathering of information, and public diplomacy
- The introduction of each new e-tool challenged the way things were done traditionally and opened up new opportunities for diplomats and diplomacy



- Social media (Twitter, Facebook, TikTok, etc) are intensively used for public diplomacy
- The COVID-19 pandemic has brought the emergence of online meetings in multilateral diplomacy.

The use of social media in diplomacy

- Diplomats use social media as an additional communication channel, and additional source of information for diplomatic reporting
- Over 97% of all 193 UN member states have an official presence on Twitter.
- The most popular platform globally for world leaders is Twitter, followed by Facebook, and then Instagram.



- The United Nations uses social media platforms and other digital tools to enhance the outreach of its messages.
- The use of emojis has become widespread in governmental tweets to draw the reader's attention



The use of social media in diplomacy

 **Israel Foreign Ministry** ✓
@IsraelMFA

Replying to @Twiplomacy and 5 others

We're proud to use twitter as the prominent platform of activity of Israeli digital diplomacy around the 🌍, where we can identify current trends, communicate 🇮🇱's message & highlight major issues in Israel's foreign policy vis-a-vis our global audiences.

♥️ ↗️

Jul 2, 2019

 **Denmark MFA** ✓
@DanishMFA

Replying to @Twiplomacy and 5 others

At DKMFA we use Twitter to communicate about our foreign policy & diplomatic work. We also use Twitter to promote facts about DK and Danish values. For us Twitter is both a tool used to reach a broad audience, but also a tool used to listen to and network with relevant partners

♥️ ↗️

Jul 16, 2019

 **MFA Iceland** ✓
@MFAIceland

Replying to @Twiplomacy and 5 others

We at @MFAIceland use #Twitter to communicate 🇮🇸's foreign policy, promote our core values, share fun facts about Iceland and to tell stories about our daily activities. Twitter has become an essential tool in our #DigitalDiplomacy

♥️ ↗️

Jul 3, 2019

 **Swiss MFA** ✓
@SwissMFA

Replying to @Twiplomacy and 5 others

We use Twitter to communicate our official information (press releases, meetings, etc.) in four languages 🗣️ (@SwissMFA) ➡️ English / @EDA_DFAE ➡️ French, Italian & German). This allows us to reach a more diverse audience than those who only read our press releases.

♥️ ↗️

Jul 16, 2019

Snippets of @Twiplomacy's 2019 poll - they had asked world leaders, governments and foreign ministries on Twitter how they used the platform and what were the benefits of Twitter as a tool for digital diplomacy

Online conferencing and e-participation

- The **first remote participation session** in multilateral diplomacy was held by the International Telecommunication Union (ITU) in 1963.
- During the **COVID-19 pandemic**, diplomacy has shifted online to conferencing platforms such as Zoom
- **Key challenges:** solving security issues, adapting to changes in communication and negotiation dynamics, offering translation services, and ensuring a stable Internet connection
- **Hybrid (blended) forms of diplomacy** combine in-situ and virtual attendance at meetings



Meanwhile in...Space

- 1967 **Outer Space Treaty** - Space should be used only for peaceful purposes, space and celestial bodies cannot become the sovereign territory of any nation.
- The growing dependence on satellites is increasing the need to negotiate about rights and obligations



- There are now more than 3,000 satellites; it is predicted that in a decade that number will rise to over 100,000.
- Space is becoming more commercial, as private companies entered the space exploration domain (SpaceX, Blue Origin, Virgin Galactic)

Cheers! Coffee

“Good coffee should be black as the devil,
hot as hell, pure as an angel, sweet as love.”

Charles Maurice de Talleyrand, French diplomat

Louis XV hand picked his coffee beans in Versailles, roasted, grounded and served the brew to his guests.

‘I would rather suffer with coffee than be senseless’

Napoleon

J.F.Kennedy organised famous 'Coffee with the Kennedys' as a part of the 1952 US Senate campaign



It is said that **Theodore Roosevelt** drank **40 cups** of coffee every day - a habit forged in childhood when he was given strong cups of coffee and puffs of cigars to help ease his asthma.

Thomas Jefferson called coffee ‘favourite drink of the civilized world.’